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Foodstragramming of Solo Dining Experiencescape: The Fear of Missing Out

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ABSTRACT

This study explored the foodstragramming or consumption photo-sharing and the solo dining experiencescape. Solo dining experiencescape is framed by culinary tourists and food neophobia of Instagram users. The narrative approach was employed to explore an Instagram post on Brooklyn ramen shop by BuzzFeed's Tasty in relation to food-related personality traits and perceived territoriality. The collaborative branding of culinary tourism experiencescape denotes the use of Instagram. Introverted Instagram users were found to be co-creators, but food-related personality traits did not exclusively construct their visit plan. As the perceived territoriality and social distancing were found to augment foodstragramming of solo dining in this study, the visit plan of solo dining in culinary tourism was not solely perceived by introverted people. The use of the narrative approach in this study provided unique and valuable insights to these theoretical perspectives that may be overlooked by other analyses or approaches.

Keywords: *culinary tourism; introversion; foodstragramming; ramen; solo dining experiencescape*

1 Introduction

Solo dining as an emerging market has been recently discussed in literature (Her & Seo, 2018; Hwang, Shin, & Mattila, 2018; Moon, Bonn, & Cho, 2020; Brown, Buhalis, & Beer, 2020). In particular, solo dining experiencescape has been intertwined with food-related personality traits and perceived territoriality, particularly in South Korea. Solo dining adds the demands for exclusive dining experiencescape, such as Japanese-style hotpot (Yifei & Qiong, 2019; AFP, 2017). Experiencescape is a term used to described the setting in which visitors interact to construct their own experiences that can be supplied from tangible and intangible surroundings, such as the atmosphere and physical environment of a themed restaurant or food shop (Dybsand & Fredman, 2020; Blumenthal & Jensen, 2019; Chen, Suntikul & King, 2019; Mossberg, 2007). Studies that integrated the experiencescape with culinary tourism and foodstragramming show the value of immersive experiences and meaningful elements that represent human interaction and aspects of connections (Goolaup & Mossberg, 2016). Nevertheless, there seems to be little knowledge investigating the relationship visit plan of the solo dining of culinary tourism experiencescape.

Recently, solo dining experiencescape in culinary tourism is exposed to the Instagram platform—for instance, the Brooklyn ramen shop (Botwinick & Bennett, 2016). Studies on social media in the context of solo dining and culinary tourism have highlighted the role of travel-related influencers in this consumer-centric phase. The consumer-centric phase on social media is framed by the review platforms in the virtual community, such as Instagram. Solo dining particularly highlights the signature story of introverted people and their food-related personality traits and perceived territoriality. This phenomenon was captured in the case of Brooklyn ramen shop, which was posted by BuzzFeed's Tasty on Instagram (Botwinick & Bennett, 2016; BuzzFeed tasty, 2020).

The Instagram account of BuzzFeed's Tasty has attracted numerous feedbacks from online food lovers and activated the collaboration of co-creation among ramen lovers and solo dinners (BuzzFeed tasty, 2020). It is noted the reactions to the post, i.e., comments as feedbacks in social media, represent self-awareness and self-presentation and expression (Lowe-Calverley & Grieve, 2018). The online feedbacks on Brooklyn ramen shop reflect less favourable e-comments, which can be arguably useful and emerged as positive outcomes (see Halgin, Borgatti, & Huang, 2020). Less favourable e-comments on social media platforms may be unfavourable and can be blocked. However, less favourable e-comments are considered transparent co-creation. Furthermore, less favourable e-comments is derived from relational characteristics of actors' equality, emotions, power (Phi & Dredge, 2019).

Accordingly, the psychological boundaries and perceived territoriality have been noted to enhance solo dining experiencescape (Moon, Bonn, & Cho, 2020). On the other hand, Hsu and Scott (2020) suggested that positive food experiencescape may accelerate the attachment towards visitor attraction images, with food-related personality traits as a moderator. Remarkably, factors such as minimal social interaction with the contact personals of the service provider, physiological boundaries, and the occurrence of the Covid-19 pandemic may also strengthen the urge for perceived territoriality among solo diners. Arguably, the current Covid-19 pandemic has affected and irrevocably changed the niche market segmentation (Gretzel et al., 2020; Higgins-Desbiolles, 2020; Tremblay-Huet, 2020). Studies on social distancing in hospitality establishments due to the Covid-19 pandemic are growing (AFP, 2017; Fraser, 2020). Food-related personality traits, such as food neophobia, and the growing interest in specific foods (e.g. ramen) may be drivers of shared values of staging genius loci and visit intention (Volgger, 2019; Hsu & Scott, 2020). This phenomenon denotes the shared value-content production and Instagram collaboration branding in relation to food-related personality traits, particularly with the growing demand for solo dining (Phi & Dredge, 2019).

Basically, the involvement of multiple actors and material resources creates a specific travel theme for experiencescape—for instance, the role of social influencers (Roy, Gretzel, Waitt, & Yanamandram, 2019). The role of Instagram influencers who are food lovers or fanatics generates the paradox of collaboration, where the reverse factors can attract and drive culinary tourists and food neophobia to make a visit plan after they are exposed to such posts in social media. The trend of solo dining has also been well-documented (see AFP, 2017; Fraser, 2020; Hsu & Scott, 2020; Moon, Bonn, & Cho, 2020). The user-generated content on the signature story, which has exposed the trend of solo dining, in the virtual community, such as Instagram, has shaped the visit plan and culinary tourism experiencescape (Zarezadeh, Rastegar, & Gretzel, 2018). However, Zarezadeh, Rastegar, and Gretzel (2018) noted the lack of studies on visual content. Hence, examining the visual content of Brooklyn ramen shop by BuzzFeed's Tasty on Instagram was deemed important in the current study.

The responses of the culinary tourists and food neophobia on Instagram, particularly on their solo dining experiencescape, were deemed noteworthy to explore. After all, solo dining experiencescape is part of the value-content production. Value-content production relies on the roles of human actors (e.g. the viewers' comments on the post) and non-human actors (e.g. the market offerings and signature story in the virtual community) (Phi & Dredge, 2019). Arguably, the human and non-human actors in the virtual community's sphere

represent the elements of collaborative branding of culinary tourism experiencescape. The roles of human and non-human actors, especially in wildlife tourism, were recorded in previous studies (see Bertella, Fumagalli & Williams-Grey, 2019).

The case of Brooklyn ramen shop potentially accelerates the changing behaviour of tourists and travel immobility due to the Covid-19 pandemic (Jamal & Budke, 2020; Yang, Zhang, & Chen, 2020). The intensification of the Covid-19 pandemic with the need for social distancing promotes the concept demands of solo dining. Apart from solo diners, there are also the demands from introverts (AFP, 2017; Fraser, 2020), culinary tourists, and food neophobia. Following the recommendations of Hsu and Scott (2020) and Moon, Bonn, and Cho (2020) as well as the Covid-19 pandemic and the need to practice social distancing, this study aimed to explore Instagram posts by BuzzFeed's Tasty on food-related personality traits. With that, the current study focused on the question of how the value-content production of the Instagram posts by BuzzFeed's Tasty is relevant to the concept of solo dining in culinary tourism experiencescape perceived by culinary tourists and food neophobia. Accordingly, this study aimed to assess food-related personality traits (i.e. food neophobia), perceived territoriality, and social distancing in the post-pandemic of Covid-19 as additional factors of solo dining in culinary tourism experiencescape. The study specifically looked after how viewers shared and created the meaning of experiencescape.

2 Relevant Literature:

2.1 Covid-19 Pandemic, Sustainability, and Consumer Activism

The pandemic Covid-19 has recently gained growing attention (Higgins-Desbiolles, 2020). With such uncertainties due to the Covid-19 pandemic, the future of tourism has become unclear. The most notable impact involves the paused mobility of food experiencescape in culinary tourism. With the restriction in mobility due to social distancing, framing food experiencescape in culinary tourism across the social media platforms, such as Instagram, revolves around the concept of solo dining. The hashtags of solo dining have also disrupted the mobility of tourists and the tourism industry and framed the tourism business ecosystem, such as fine dining restaurants (Jamal & Budke, 2020; Yang, Zhang, & Chen, 2020).

Apart from the Covid-19 pandemic, sustainability seems to be a conventional tool for the future of culinary tourism. In this vein, food experiencescape in culinary tourism may be intertwined with the concept of sustainability (Higgins-Desbiolles, 2020). The translation of sustainability revolves around the concept of compassionate humanity, which the concept co-creation of the of solo dining and value-content production of the introverts' food-related personality traits and perceived territoriality (AFP, 2017; Line, Hanks, & Zhang, 2018; Fraser, 2020; Hsu & Scott, 2020; Moon, Bonn, & Cho, 2020). However, designing solo dining experiencescape in culinary tourism during the post-Covid-19 era has remained unknown.

Consumer activism and vacation dedication may be intertwined with the visit plan for food experiencescape in culinary tourism (Gretzel, 2017; Ring, Yanamandram, Gretzel, & Dolnicar, 2019). The design of solo dining experiencescape in culinary tourism can be based on ethical food consumption (Cozzio, Volgger, Taplin, Woodside, 2020), mindfulness (Stankov, Filimonau, Gretzel, Vujicic, 2019), and the genius loci (Volgger, 2019). Related past studies pointed out that consumer activism activates behavioural intention and enhances the place attachment of visitor attraction (Hsu & Scott, 2020). On the other hand, certain studies noted that solo dining experiencescape in culinary tourism can be derived from the tourist transformation and inner transformation of the culinary tourism horizon (Sheldon, 2020; Pung, Gnoth, & Del Chiappa, 2020). Transformation of experiencescape may be derived from the existential transformation, own's happiness, and wellbeing. Kirillova et al., (2016) suggest transformative outcomes and existential predicament, which leads to morality, alienation, meaning-lessness, and freedom.

2.2 Instagram and Solo Dining

Some of the issues discussed in social media, such as Instagram, revolve around culinary tourists and food neophobia in the context of consumption photo-sharing or foodstragramming (Wong, Liu, Li, Wu, Lu, & Law, 2019). Culinary tourists and food neophobia may accelerate their visit plan to a particular place where foods are provided in a particular way (Hsu & Scott, 2020). Besides that, culinary tourists and food neophobia can also be driven by their usage of smartphone, the fear of missing out, and the influence of foodstragramming. For instance, Buglass et al. (2017) suggested that the use of social network sites and networking behaviours (e.g. network size, profile data, and disclosure) are significantly associated with the fear of missing out, while social networking behaviours are significantly related to the increase in online vulnerability. Furthermore, several past studies highlighted the mediation effect of the fear of missing out on the relationship between the use of social network sites and one's self-esteem and well-being (Przybylski, Murayama, DeHaan, & Gladwell, 2013).

The addition of negative psychosocial consequences on individuals who make frequent online social comparisons (Lee, 2014; Fox & Moreland, 2015) or in this case, the intensity level of online users on Instagram, may be related to the fear of missing out, self-esteem, or online vulnerability that may indicate well-being. Thus, these variables were deemed noteworthy to explore, particularly in examining food-related personality traits and value-content production in collaborative culinary branding. On the other hand, solo dining is embedded with solo consumptive restaurant dining behaviour, which is defined as the tendency to have dining experiencescape alone (Her & Seo, 2018; Hwang, Shin, & Mattila, 2018; Moon, Bonn, & Cho, 2020). In particular, inter-table distance, coupled with servicescape (Line, Hanks, & Zhang, 2018), is the most crucial boundary factor that improves the perceived territoriality of solo diners (Jin-Seok Han & Nam-Jo Kim, 2017). The current demands of solo diners are associated with inter-table distance and fixed tables to the wall or tables, surrounded with small tables and an open kitchen (AFP, 2017; Yifei & Qiong, 2019).

Apart from inter-table distance, some of other factors that may enhance the solo dining experiencescape and revisit intention to dine alone include the desire for culinary pleasures, desire for convenience, perceived territoriality, place dependence, and place identity (Moon, Bonn, & Cho, 2020; Hsu & Scott, 2020). Studies have indicated that consumption and digital culture are intertwined, which are shaped, driven, and controlled by value-content production, specifically the role of influencers on value-propositions in social media, such as promoting lesser-known food attractions or destinations. In this sense, value- propositions add to the concepts of self-presentation and self-expression. For instance, changing the way we present, feel, and think of ourselves influences experiential consumption and creates (and survive) the social changes. Consumer behaviours, such as high neophobia and low variety seeking tendency, may affect the consumers' willingness to choose and try out new foods (Lähteenmäki & Arvola, 2001; Ji, Wong, Eves, & Scarles, 2016; Vassallo, Kelly, Zhang, Wang, Young, & Freeman, 2018). For instance, food neophobia who tend to be reserved towards trying new foods (Lähteenmäki & Arvola, 2001) moderates food experiencescape and place attachment (Hsu & Scott, 2020).

The addition of food consumer activism has exposed culinary tourists and food neophobia. Consumer activism of the photo sharing includes responses that involve complaints, contrary word-of-mouth (Gretzel, 2017). Studies have also suggested that food-related personality traits and novelty seeking in food consumption satisfaction and travel outcomes (Ji, Wong, Eves, & Scarles, 2016) and the novel settings, such as trying new food and experiencing new dining environments, exhibit greater effects on the consumption of women than men (Greiner & Petrovich, 2020). Meanwhile, sharing visual content on Instagram, such as likes, shares, and reposts, is considered as a form of enhancement, validation, promotion, entertainment, personalisation, negotiation, and socialisation (Ge & Gretzel, 2018). The evaluation of comments and viewers' liking behaviour on Instagram, especially in the development of collaborative culinary branding, has not been adequately explored.

To date, the value-content production indicates, not only the public's emotions (e.g. personality traits, unique style of delivery service, and servicescape), but also the presentation of information (Vassallo et al., 2018; Line, Hanks, & Zhang, 2018). Culinary collaborative branding is derived from value-content production, which implies emotional content and detailed sensory information. For instance, the customers' e-comments in the online community brand, servicescape, personality traits, and the dining menu are added values as predictors of visit plan and can be defined as the signature story (Aaker, 2018). The personality mechanism is goal-oriented. Notably, extroverted people pursue more socially oriented goals and are more successful in achieving such goals (McCabe & Fleeson, 2016; Langstedt & Hunt, 2017). Consequently, the pursue of food lovers or fanatics in giving online feedbacks on Instagram was deemed relevant for the current study to examine. Consumer activism across social media platforms, such as Instagram, denotes different consumption decisions, such as solo dining (AFP, 2017; Fraser, 2020).

Accordingly, collaboration, which is derived from co-creation, predicts behavioural intention (Line, Hanks, & Zhang, 2018; Vassallo, Kelly, Zhang, Wang, Young, & Freeman, 2018). For instance, when it comes to the behaviour of culinary tourists or food lovers in collaborative culinary branding spectrum, their interest in food experiencescape can be particularly observed on Instagram. One of their particular interests in food experiencescape on Instagram involves memorable travel-related food tourism experiencescape (Williams, Yuan, & Williams, 2019; Sthapit, Coudounaris, & Björk, 2019). This phenomenon of particular interest in food experiencescape on Instagram is further magnified by the hashtags and sharing of visual contents as a form of consumer activism (Gretzel, 2017; Ge & Gretzel, 2018).

Furthermore, consumer activism may be intertwined with the visit plan to attract visitors for food experiencescape dedication (Gretzel, 2017). The concept of vacation dedication, ethical food consumption (Cozzio, Volgger, Taplin, & Woodside, 2020), mindfulness (Stankov, Filimonau, Gretzel, & Vujicic, 2019), and the genius loci (Volgger, 2019) strengthen food experiencescape dedication (Ring, Yanamandram, Gretzel, & Dolnicar, 2019). Consumer activism, especially among culinary tourists, on Instagram, tends to involve the sharing of visual content, which is predicted to enhance, validate, and promote visitor attraction and place attachment (Ge & Gretzel, 2018). Solo dining experiencescape and personality traits, such as perceived

territoriality, in South Korea were previously explored. The psychological boundaries and perceived territoriality were noted to enhance solo dining experiencescape (Moon, Bonn, & Cho, 2020). On the other hand, Hsu and Scott (2020) suggested the moderating role of food-related personality traits in the positive relationship between food experiencescape and the attachment towards visitor attraction images, which was also explored in the current study.

2.3 Virtual Foodies' Community Innovation

Notably, unlike gastronomy, which is a variable of food cultural heritage, culinary tourism determines the choice of destination and serves as an essential component of tourism experiencescape (Martín, Román, Guzmán, & Cuadra, 2020). Culinary innovation includes, but not limited to, food innovation and focuses on the niche market development. The concept of solo dining with minimal social interaction enhances the innovation of food consumption experiencescape and servicescape spectrums (AFP, 2017; Line, Hanks, & Zhang, 2018; Moon, Bonn, & Cho, 2020). Servicescape constructed a consumptionscape and unleashed when consumers "twist" the resources of its built environment for their purposes. Accordingly, servicescape includes design factors (e.g. layout, furnishings, and decor), ambient conditions (e.g. lighting and temperature), and social interactions among and between the customers and employees (Line, Hanks, & Zhang, 2018). The construction of servicescape sets the consumption stage through consumers when they act on and "twist" its resources to achieve their purposes. They engage with servicescape to construct experiencescape that fits their life themes and projects and connects to culturally embedded rituals and meanings.

As engagement to servicescape leads to consumptionscape, the addition of culinary in collaborative branding includes the value-content production in food innovation co-creation. Instagram, which opens up food innovation, includes the value-content production in co-creation, reflects the discourse of exclusive interest in food experiencescape. Meanwhile, studies on culinary tourists and food neophobia have assessed the influence of the novelty and variety in food choices, coupled with social media, on consumers' behavioural intention, such as the emerging horizon of virtual foodies' community innovation. Past studies on virtual foodies' community innovation suggested relatedness as the most reliable driver of foodies' intended interaction in the virtual communities. Other motivation factors rooted in consumers' psychological needs for competence or perceived competence (one's perception of his/her skills and abilities) and autonomy (the feeling of empowerment in influencing the outcomes of a behaviour, including features that support integrity and engagement in product innovation) are less influential (Jacobsen, De Barcellos, Hoppe, & Lähteenmäki, 2019). Focusing on product innovation through value-content production in co-creation, the relatedness, competence, and autonomy can be foreseen as factors that influence interaction intention in a virtual community.

2.4 Co-Creation and Memorable Culinary Tourism Experiencescape

Phi and Dredge (2019) pointed out that co-creation produces values that are associated with online community empowerment, collaboration, and re-democratization of planning and policy processes. Situational factors can construct impulse behaviour, such as viewers' reactions that include e-comments on an Instagram post. Furthermore, impulse behaviour expressed by human and non-human actors in the comment section of Instagram stimulates the intention for consumption experiencescape. Meanwhile, the visit plan denotes the uses and gratifications in the sharing of e-comments in social media. Uses and gratifications theory postulates that audiences actively choose media to meet their need, why users become involved in social media and what gratifications they derive from its use (Gretzel, 2017; Ruggiero, 2017). Strong e-comments (such as strongly agree, disagree, or super disagree) on the aspects of the topic posted on Instagram can influence one's exclusive interest in food experiencescape. Accordingly, culinary tourists and food neophobia advocate viewers to adopt (or construct) their profile and manage their interactions to gratify their psychological needs on the social media platforms.

Memorable culinary tourism experiencescape urges for emotional stimuli, personalises the experiencescape of physical quality, and seeks ambiance, aesthetics, and atmosphere. Experiential consumption promotion aims to pursue satisfaction and happiness, driven by postmodern culinary tourists in the digital age via shared value-content production. It should be noted that culinary tourists with special interest e.g. solo dinners, detach themselves from the mass tourist category, such as culinary tourists and food neophobia (Curtin, 2010). Culinary tourists and food neophobia are likely to be intertwined with one's seeking for memorable culinary tourism experiencescape. Williams, Yuan, and Williams (2019) suggested attributes such as travel status, travel stages, foodie risk-taking, co-created relationships, authenticity, sociability, and emotions as predictors of memorable culinary tourism experiencescape. Besides that, culinary tourists and food neophobia can be identified as novelty-seeking tendency of tourists. Novelty seeking covers the tendency to learn a different culture, try different foods, and seek for new destination offerings (Ji et al., 2016).

In this sense, innovation makes use of new methods in social, cultural, and administrative environments (Phi & Dredge, 2019), such as solo dining food experiencescape (Hsu & Scott, 2020; Moon, Bonn, & Cho, 2020).

Solo dining food experiencescape decreases hedonic and increases eudaimonia (Rahmani, Gnoth, & Mather, 2018). Furthermore, it is noted that women and extroverted users tend to be visual content creators on social media. The more neurotic users are more likely to be curators on social media. At the same time, self-presentation and self-expression are the most influential motivation factors for photo sharing in social media. Therefore, culinary tourists and food neophobia rely on the value-content production of co-creation in the realm of virtual consumer communities for innovation and the magnitude of novelty seeking.

3 Methods, Design, and Procedure

The narrative qualitative design was employed for this study. The narrative approach started by gathering and analysing the obtained data on 17 August 2019. The narrative approach in this study paid attention on how viewers shared and created the meaning of experiencescape. This analysis was expected to contribute valuable information that may be overlooked by other analyses. For this study, additional qualitative analysis was also included to complement narrative analysis (Rejnö, Berg, & Danielson, 2013). Furthermore, handling data via coding and categorisation and checking the frequency of occurrences and the specific cases that occurred were selected for this study. Thus, the matrix way of observing the obtained data was deemed inevitably essential and applied in this study.

Comments on the Instagram post with specific hashtags on solo dining at Brooklyn ramen shop were selected, transcribed and analysed. The Instagram post generated 2,061,805 views on 17 August 2019 with diverse comments and feedbacks. Reoccurring themes were observed and derived from hashtags (e.g. #Ramen; #Food; #Brooklyn; #Introverted; #Extroverted) that were proposed as prominent values in co-creation and value-content production. The presentation of the analysis in this study was according to the order of the way the narratives were represented. The narration or “the order of the telling” that reports on “the order of the told” assumes the sequence of the actual event. The order of the telling starts with a beginning, a midpoint, and a closing. Excerpts from the narratives were chosen to illustrate the general patterns in the structure. In this case, the visual content of videos and e-feedbacks were gathered. Firstly, the transcripts were read as a whole. Notes on the impressions were made and the transcripts were re-examined. Next, important pieces, such as relevant words, phrases, sentences, and specific slangs repeatedly that are in line or relatively close to a theory or a concept, and are consistent were labelled. Lastly, coding and categorisation of the labels were performed and analysed. Apart from providing comments, the codes for the clauses were then presented.

In particular, a list of themes was developed based on the hashtags, which included expressions of negative feelings, positive feelings, and mixed feelings, in order to identify the personality traits of commentators and examine the influence of these personality traits on the visit plan to the restaurant. The use of hashtags and its implications on culinary promotion and food tourism on Instagram were analysed. The themes were then grouped into several relevant constructs that represented visit evaluation and visit plan. Subsequently, the themes were used to identify the perceived distinctiveness of Brooklyn ramen shop. With that, the attributes of solo dining as dimensions of the paradox of collaboration, specifically in terms of the value-content production of food experiencescape, were identified.

4 Discussion: Results and Analysis

The Instagram post of solo dining in Brooklyn ramen shop by BuzzFeed's Tasty has attracted online food lovers, culinary tourists, and food neophobia. As of 17 August 2019, at 3:23 p.m., the Instagram post generated 2,061,805 views with various comments. E-comments, which created a paradox of collaboration, were found to revolve around criticising the restaurant platform, curiosity about the taste of the food, and the idea of paying a visit to the restaurant. This paradox of collaboration in this study confirmed consumer activism about a particular form of food consumption (Gretzel, 2017). Interestingly, but not surprisingly, collaboration on the post and the magnitude of hashtags reflected the personality traits as one of the factors that encourage visit intention to the shop. The Brooklyn ramen shop emerges as a visitor attraction. The attention received by Brooklyn ramen shop on Instagram due to the unique tagline that mentioned introverted people and the role of these personality traits signified exclusiveness of being introverted.

Solo dining experiencescape enthusiasts in culinary tourism appeared to be entitled to different responses from diverse backgrounds whereas the perceived self-awareness and growing interest in ramen were found to assist introverted people as co-creators. Meanwhile, value-content production mediated the shared values of introversion and ramen food lovers in co-creation. The likes, shares, tags, and re-posts of the Instagram post of

having ramen and “solo dining” by BuzzFeed’s Tasty accelerated the signature story of Brooklyn ramen shop. Thus, this confirmed the study of Ge and Gretzel (2018) on sharing visual content on Instagram that can enhance, validate, promote, entertain, personalise, negotiate, and socialise the innovation in the tourism politics e.g., the food tourism futures (Ge & Gretzel, 2018) and the role of the signature story (Aaker, 2018) in the positioning of memorable exclusive interest of food experiencescape. With the occurrence of the Covid-19 pandemic, the transformation of the history of civilization in general, tourism business, and social distancing that results in travel immobility have benefitted introverted food lovers, culinary tourists, and food neophobia. The current crisis of Covid-19 pandemic has affected and irrevocably changed the future of culinary tourism towards the phenomenon of solo dining experiencescape.

5 The Narrative Structure: Solo Dining Food Experiencescape Enthusiast in Culinary Tourism

As depicted in Table 1, solo dining experiencescape and culinary tourism revolved around non-human actors as co-creators in this study. Co-creators play the role of accelerating the signature story of the restaurant and the way foods are served, as well as the involvement of personality traits as prominent values. On the other hand, ramen, food-related personality traits, and perceived territoriality can be considered as the non-human actors in the value-content production of the brand construction for Brooklyn ramen shop. In particular, the inclusion of perceived territoriality and servicescape in food experiencescape were found to drive food neophobia and culinary tourists to visit the restaurant to taste the food and explore the nearby attractions.

Table 1.

Overall content category and description of coded variables of solo dining experiencescape enthusiast in culinary tourism

Quotation/Text of Coded Variables	Examples of Content Category and Description of Foodstragramming
Reoccurring themes	<ul style="list-style-type: none"> - Solo dining experiencescape: Introverted as influencers and extroverted Instagram active users as co-creators - Culinary tourism experiencescape: Ramen, servicescape, and solo diners - Signature story: Culinary tourists, food neophobia, and ramen food lovers
Prominent values	Ramen, perceived territoriality, food-related personality traits, neophobia, social-distancing food, Covid-19, and visit plan
Content appreciation	Repost, likes, and (re)tagging in the e-comments on Brooklyn ramen shop
Demographic differences	Women and introverted and extroverted Instagram active users, couples

The importance of personality traits in developing the unique and emotional selling propositions via collaboration in the realms of virtual culinary communities for innovation stimulated the viewers’ self-reflection and self-awareness, specifically the visit plan of introverted and extroverted food lovers, culinary tourists, and food neophobia. However, the collaboration in the realms of virtual culinary communities for innovation was found to reflect the elitism of being introverted. The intention for consumption experiencescape was constructed by situational factors, such as the viewers’ reactions to the e-comments on the Instagram post in this study. Culinary tourists and food neophobia tend to make sure viewers extra careful in the selection of visitation for food consumption experiencescape. In this case, the concept of the Brooklyn ramen shop promoted minimal social interaction. Additionally, the location, facilities, amenities, and accessibility of Brooklyn ramen shop were identified as some of the factors for consideration that may verify the uses and gratifications of virtual culinary communities. The reactions of viewers towards the Instagram post were found to reflect a certain degree of agreement and disagreement and were mostly revolved around the uniqueness of the ramen shop to dine in, the customisation of how their foods are served, and the aspects of servicescape, which are influential in the collaboration branding of exclusive interest food experiencescape. Furthermore, this study also found women and (more) introverted people as the visual content creators on Instagram and self-presentation and self-expression as the motivation factors that contribute to the active involvement in the culinary collaboration branding of culinary tourists and food neophobia. However, these results were found to contradict the results of previous studies that pointed out women and (more) extroverted people as visual content creators and neurotic users as curators on social media (see Eftekhar, Fullwood, & Morris, 2014).

5.1 The Fear of Missing Out: Am I Introverted If I Opt For Solo Dining?

The hashtags on the virtual culinary communities were found to revolve around the personality traits of people who love ramen and prefer to dine alone, which were constructed by the collaboration branding of the culinary tourists, and how the ramification generated value-content production and (re)shared information (re-posting).

The value-content production in co-creation on Instagram was derived from the active users on Instagram and the collaboration branding of the culinary tourists, such as introverted followers. Socio-interactivity mediated by the post, and generated the pull and push factors for visit plan. Partly it is due to the fear of missing out and the influence of foodstragramming. As a result, ramen and the notion of a well-structured restaurant, such as Brooklyn ramen shop, were attributed to the desired brand and projected images of solo dining. The concept of ramen and introversion also signified unintentional signature story as a paradox that stimulates solo diners and Instagram users, such as culinary tourists and food neophobia, to explore the exclusive interest in food experiencescape. The signature story in this study was built based on the beginning, midpoint, and closing of the narrative structure (see Table 2).

Table 2.
Quotes on the beginning, midpoint, and closing of the narrative structure

Narrative Structure	Quotes	Analytic Structure
Beginning	Criticising the restaurant platform	Collaboration branding framed by human and non-human actors as co-creators on solo dining
Midpoint	Curiosity about the taste of the food	Personality traits in collaboration: - Extraversion - Introversion - Instagram active users - Brooklyn ramen shop, well-structured restaurant for solo diners
Closing	The idea of paying a visit: - The fear of missing out - The influence of foodstragramming	- Perceived territoriality, food-related personality traits as the signature story for the exclusive interest in food experiencescape
Post-closing	Covid-19 pandemic	#socialdistancing, solo diners, culinary tourism futures

Some of the firm opinions towards Brooklyn ramen shop included (1) their weird way of serving foods and (2) it may dehumanise people. Paradoxically, the collaborative culinary branding, such as solo dining, ramen lovers, and solo dinners, foodstragramming #socialdistancing have introduced Brooklyn ramen shop as a visitor attraction. The collaborative culinary branding on solo dining that was applied to strategic messaging was expected to be a signature story, as it was embedded with emotional content (i.e. “the ramen shop is perfect for people who love ramen and hate people!”). The outline of the narrative structure consists of the order of the telling, the order of the told, and other units of discourse of collaboration. Table 3 presents the schematic overview of the narrative structure.

Table 3.
The narrative structure of the foodstragramming of solo dining experiencescape

The Order of the Telling	The Order of the Told	Typical Codes
Criticising the restaurant platform	The elitism of being introverted	- Collaboration branding solo dining in culinary tourism - Human and non-human actors as co-creators
Curiosity about the taste of the food	The involvement of personality traits as prominent values for servicescape	Personality traits in collaboration: - Extraversion - Introversion
The idea of paying a visit	- “Less social interaction” - Foodstragramming, an unintentional signature story .	Brooklyn ramen shop as a well-structured restaurant for solo diners)
Other Units of Discourse	Covid-19 pandemic strengthens the demand of food-related personality traits and perceived territoriality for the exclusive interest of solo culinary experiencescape	Exclusive solo way to eat ramen

5.2 Travel Outcomes and Revisit Intention

Unsurprisingly, the obtained results of this study were found to be in line with the results of past studies by Ji et al. (2016) and Gretzel (2017), which advocated the use of social media to gratify novel food experiencescape and consumption. Additionally, the results of this study confirmed the results of past studies that pointed out culinary pleasures as a motivation factor that determines the choice of destination and travelling experiencescape (Martín, Román, Guzmán, & Cuadra, 2020). Foodstragramming allows value-content production, which assists culinary tourists and food neophobia as actors in the co-creation of food consumption. The value-content production may also serve as an influencer of self-presentation and self-expression of high neophobia and low variety seeking, particularly in the willingness to choose and try out new foods. Viewers are actively involved in expressing their insights, while there are also those who only play the role of a passive viewer. Foodstragramming activates food fanatics, culinary tourists, and food neophobia to pursue solo dining experiencescape. Therefore, the paradox of culinary solo foodstragramming leads to a broader market segment, i.e., explorer, or may also affect high neophobia.

The use of hashtags (e.g. #socialdistancing) augments the recommendation system in Instagram that exposes exclusive culinary experiencescape, solo dining, and highlights culinary tourists and food neophobia as niche tourists. The findings of this study denote that the value-content production of Instagram posts on solo dining experiencescape can stimulate one's visit plan. The intention to seek for solo dining experiencescape is further magnified by a restaurant that is well-structured for solo diners, such as the Brooklyn ramen shop. Furthermore, the signature story derived from the collaboration of culinary tourists, such as the neophobia. Consequently, the collaboration branding of the elements of culinary tourists and food neophobia can be proposed as the types of visitors in the layers of co-creation in solo dining. Therefore, the value-content production of the signature story of Brooklyn ramen shop served as useful data in designing the surrounding area of the ramen shop as tourist attractions and destinations. Overall, the elements of perceived territoriality and food-related personality traits are the central dimensions of not unique selling propositions and the mechanism that drives one's visit plan to visitor attraction in culinary tourism.

6 Conclusion and Recommendations for Future Research

This study mapped the paradox of value-content production of solo dining and exposure of different way to eat ramen. The human actors (e.g. culinary tourists and food neophobia) and non-human actors (e.g. ramen) as co-creators add to the signature story of perceived territoriality and food-related personality traits. The collaboration culinary branding not only stimulates a particular interest in solo dining, but also it triggers the intention to visit among solo diners or culinary tourists, which contributed to framing this phenomenon. The paradox effects of the value-content production in this study also identified the personality traits of Instagram influencers and the occurrence of social distancing.

The exposure of these hashtags on Instagram confirms the power of signature story, such as introverted people as human co-creators and ramen and servicescape as non-human co-creators in collaborative culinary branding. With that, these identified variables shape food visitors' attractions futures, especially solo dining experiencescape, and culinary tourists and neophobia influencers. Further, it is recommended for future research to further examine the value-content production in solo dining provided by human and non-human co-creators and other relevant hashtags. The current study explored the human-centric behaviour that shapes solo dining experiencescape, which was found to be framed by culinary tourists and food neophobia as Instagram influencers. Besides that, it is also recommended for future research to further explore solo dining and culinary tourists and food neophobia.

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