

The TikTok effect on tourists' behaviour:

Examining perceived attractiveness of food places in Amsterdam.

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THE TIKTOK EFFECT ON TOURISTS' BEHAVIOUR: EXAMINING PERCEIVED ATTRACTIVENESS OF FOOD PLACES IN AMSTERDAM.

ABSTRACT

There is a new phenomenon in Amsterdam: TikTok queues. This situation reflects hordes of tourists waiting for popular food places, which is assumed to be inspired by videos on the social media platform TikTok. With this, tourists block the pavements in the city, leaving residents dissatisfied with this form of overtourism. The queues bring issues, and therefore, there is a need that this problem is addressed. The perceived attractiveness may be caused by perceived authenticity, norms, regret aversion, and video content. These topics combined, aimed to fill a research gap. Therefore, the study focused on the subsequent research question:

What is the effect of perceived authenticity, norms, regret aversion, and video content on the perceived attractiveness of food places in Amsterdam by tourists?

To investigate this research question, several hypotheses were formulated, and various analyses were executed by the use of the quantitative survey method. The data collection was conducted in person through a QR code at five different food places in the city centre, which were Chun Café, Van Stapele Koekmakerij, Saint-Jean, Fabel Friet, and Vlaams Friteshuis Vlemincx. In total, there was data analysed of 147 respondents for this study.

From this data, it was concluded that perceived authenticity is the most important reason for tourists' perceived attractiveness of the food places in Amsterdam. In addition, trust through online videos was partially accepted to positively influence tourists' perceived attractiveness towards the food places. The hypothesis for informativeness could not be answered.

Furthermore, this study showed that queue lengths was a weak measurement scale for perceived attractiveness. Injunctive norms, descriptive norms, regret aversion, and social interactions through online videos did not have a significant or positive influence on perceived attractiveness of the food places. Moreover, regret aversion was a weak measurement scale, partially owing to one non-theoretical measurement item that was added.

To compare the different food places, Van Stapele Koekmakerij scored best on perceived attractiveness overall. Fabel Friet showed to have on average the longest queue length in amount of people. And last, the given name of TikTok queues was justified by this research.

KEYWORDS: overtourism, attractiveness, authenticity, norms, regret aversion, and videos.

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1. Introduction

A new phenomenon has become popular in Amsterdam: TikTok queues. Here, hordes of tourists are waiting for particular food hypes (Het Parool, 2023, para 2), but they also block the pavements and there are even crowd managers are needed (NOS, 2023, para 7). Figure 1 shows a TikTok queue for the popular Fabel Friet in the city centre. The queues are called TikTok queues because they are supposed to tend to arise from TikTok videos, which content is usually user-created (Het Parool, 2023, para 2).

In addition to the tourists who mainly see the positive sides of visiting these food places, there are also other groups that have their opinions. Residents experience the TikTok queues in various ways. Some call it a ticking time bomb and others doubt whether TikTok alone is the cause of these queues (Het Parool, 2023, para 5-13).

The TikTok queues are getting out of hand in Amsterdam, which is why the municipality had included in the operating permit for Fabel Friet that a maximum of ten people is allowed to stand in the queue (Roele, 2024a, para 1). The reason for this can be that queues bring overtourism, with public space overcrowding, physical touristification, but also loss of local identity, local individuality, and local facilities (Dhiraj & Kumar, 2021, p. 53). Touristification is similar to gentrification, but this term refers to the transformation of a location owing to tourist activity (Ojeda & Kieffer, 2020, p. 143).

However, after a lawsuit filed by Fabel Friet, the judge has cancelled the new operating permit. This means that Fabel Friet is allowed to continue with the queues for unlimited amounts of people, leaving the residents disappointed (Roele, 2024b, para 1).

Social media messages tend to spread quickly, and travel content shapes consumer behaviour, including their feelings, perceptions, and experiences. In the world of today, especially the video reviews recommend touristic experiences, increase interest, and are rising to be critical in a travel decision-making process (Wengel et al., 2022, p. 1). Therefore, the popular social media platform TikTok is nowadays essential for destination management, destinations' images, and tourism marketing (Wang et al., 2022, p. 1). Since videos are now a requisite in the travel decision-making process, this observation can perhaps be linked to the tourists' behaviour in forming these queues for the food places in Amsterdam.

Furthermore, tourists seek for authentic experiences when travelling, which is measured by continuity, credibility, integrity, and symbolism. If these four factors are present, the experiences are authentic and impact the visit intention of tourists (Shi et al., 2022, p. 757).

However, the food places in Amsterdam with the TikTok queues are not authentically Dutch. This has to do with the lack of referential authenticity, which refers to history, and cultural memories (Ram et al., 2016, p. 111). Common Amsterdam videos are about fries, cookies, and sandwiches (NOS, 2023, para 1-2). This is known in the Dutch food history, but locals do not accept these companies as part of their culture (Haegens, 2023, para 21). This is because these food sellers are more tourist oriented. Therefore, they also lack authenticity principles to create integrity, which are morality and responsibility (Shi et al., 2022, p. 757).

However, the non-authentic food places in Amsterdam are being perceived as attractive. The concept of perceived attractiveness is not a new phenomenon as the TikTok queues, but still a trending topic. It is about the ability of attracting visitors by providing satisfactory feelings, beliefs, and opinions of individuals in relation to their needs when travelling (Szubert et al., 2021, p. 2).

The reason why tourists tend to perceive these food places as attractive, and therefore join the queues, can be norms. These norms are defined as behaviours that are approved in societies. The types of norms are based on the way they are formed, and tourists can be influenced by these norms (Wasaya et al., 2022, p. 278).

Another reason for the perceived attractiveness and formation of these queues can be regret aversion (Chorus, 2014, p. 322; NOS, 2023, para 10-11). Tourists always have the same dilemma: going for an experience where they have clear ideas about, or going for a more uncertain experience without expectations. The second option might trigger feelings of regret, because the uncertain choice might end up being disappointing afterwards. Therefore, regret-averse tourists are expected to go for the first option (Chorus, 2014, p. 322). The videos give people more clear ideas about the food places, so in that way, they might join the queue to avoid feelings of regret.

Societal relevance

As mentioned, the queues for food places are causing overtourism problems in the city centre of Amsterdam (Roele, 2024a, para 1; Dhiraj & Kumar, 2021, p. 53). Therefore, to address this issue, this study was mostly socially relevant for destination-management organisations (DMO's) (Wengel et al., 2022, p. 1). Amsterdam experiences overtourism problems for years, hence, this study might help the DMO's and policymakers of Amsterdam having better understanding about the topical issue, but also with avoiding the consequences that overtourism brings.

Furthermore, the research was also socially relevant for other destinations' DMO's and

policymakers. The reason for this is that with the outcomes, they might know how to act upon before similar problems occur. For instance, they could make policies about the marketing of food places or city centres in general, but also grant stricter permits to tourism oriented locations to prevent these overtourism situations.

Scientific relevance

Regarding scientific relevance, the relation between perceived authenticity and perceived attractiveness of these food places is unclear. Therefore, it is needed to study what leads to (perceived) attractiveness of these food places.

There is research about tourists using social media, which is particularly about videos (Wengel et al., 2022, pp. 2-4). It was also examined how social media is a cause for overtourism (Dhiraj & Kumar, 2021, pp. 51-53). There has also been done research about authenticity related to tourism (Ram et al., 2016, pp. 110-122). However, there had not been done research about perceived authenticity, norms, regret aversion, and video content in relation to perceived attractiveness for food places. This means that there was a research gap for those topics combined, and therefore, this study aimed to fill that research gap.

Moreover, this research was about the actual behaviour of tourists when visiting these food places in Amsterdam. In most studies, the focus is on examining merely individuals' intentions (Wang et al., 2022, pp. 2-3; Shi et al., 2022, pp. 757-760; Wasaya et al., 2022, pp. 278-281). Therefore, it was needed for scientific reasons to expand the research on the topic of perceived attractiveness.

The study therefore focuses on the subsequent research question: *What is the effect of perceived authenticity, norms, regret aversion, and video content on the perceived attractiveness of food places in Amsterdam by tourists?*

Figure 1

Tourists in a TikTok queue for Fabel Friet in Amsterdam in April 2023



Note. From *Toeristen staan in een zogenoemde TikTok-rij voor Fabel Friet in de Negen Straatjes in Amsterdam* [Tourists stand in a so-called TikTok queue for Fabel Friet in the Negen Straatjes in Amsterdam] [Photograph], by van Gennip, J., 2023, *De Groene Amsterdammer* (<https://www.groene.nl/artikel/de-rij-dat-zijn-wij>). Copyright 2023 by ANP.

2. Theoretical Framework

As this study aimed to examine the effect of perceived authenticity, norms, regret aversion, and video content on perceived attractiveness, the theoretical framework investigated the theoretical basis of these concepts.

2.1 Perceived attractiveness

Perceived attractiveness in relation to tourism can be defined as the positive feelings, beliefs, and thoughts that tourists have about a destinations' perceived ability to satisfy their travel needs. This perceived attractiveness can be activated by the natural landscape, climate, historical monument, but also the facilities for tourists. This is also the case for food places. The more attractive or popular a touristic attraction like a food place is perceived by tourists, the higher the chance is that it will be visited (Szubert et al., 2021, p. 2).

However, the attractiveness of touristic products is complex, and therefore, it should be considered comprehensively (Szubert et al., 2021, p. 3). According to Kim (1998, p. 354), there are six factors that ensure perceived attractiveness for tourists. These are (1) seasonal and cultural attractiveness, (2) a clean and peaceful environment, (3) the quality of

accommodations and relaxing facilities, (4) family-oriented amenities and safety, (5) accessibility and reputation, and (6) entertainment and recreational opportunities.

Moreover, all of these factors all have their own standards that belong to them, and they are also important to mention. Among the six factors, the researcher presented twenty standards in total. For seasonal and cultural attractiveness, there are four standards. Here, it is important that the place is unique, and thereby, that there is seasonal attractiveness. In addition, it needs to be plenty of fun while sightseeing, and a cultural experience of historical sites.

For a clean and peaceful environment, the researcher mentioned four standards as well. Logically, it needs to be quiet and peaceful, and the cleanness and sanitation are important. This factor also includes a natural environment of fresh air and clean water. And finally, the price levels are also mentioned for this factor.

For the quality of accommodations and relaxing facilities, the researcher described three standards. The main one to highlight is the availability and quality of accommodations. Furthermore, it is important for this factor to have resting and relaxing facilities, and a variety of types of food and beverages.

The researcher included for the factor family-oriented amenities and safety three standards. These standards are the suitability for families with children, the safety of the place, and the experience of a new and different lifestyle with others.

For accessibility and reputation, the researcher found that there are three standards. The first standard is about the time that was spent at the place. Another standard is the sites' reputation and its famous image. The last standard is about the convenience in regards to traffic and location.

And for the last factor, entertainment and recreational opportunities, the researcher presented three standards. These are the night life and entertainment, the scenery and landscape, and sports and recreational opportunities. Not all standards are relevant in the case of the perceived attractiveness of food places in Amsterdam. However, it was still important to give the full overview of the standards to understand the concept as a whole.

All of these standards of perceived attractiveness can be linked to the visit of tourists to the food places in Amsterdam. For instance, tourists can perceive Fabel Friet as attractive when they think it is (1) unique, (2) peaceful, (3) offering a variety of food and beverages, (4) a safe place, (5) famous, or (6) a likable scenery.

Furthermore, perceived attractiveness can also be expressed in the number of people

that are using a product or service (Zhu & He, 2002, p. 476). In the case of the queues for the food places in Amsterdam, it means that the perceived attractiveness can be shown by the number of individuals that are standing in the queues.

2.2 Perceived authenticity

Generally, authenticity is about truth and verification (Newman & Smith, 2016, p. 609). Perceived authenticity means that something is considered as original, true, or believable by the perceiver (Dong et al., 2023, p. 3).

However, authenticity is common in daily life on aspects like consumer products, food, tourism, art, and interpersonal interactions. For these aspects, authenticity is defined differently. For instance, regarding food, authenticity is formed by cultural knowledge. Hence, authenticity plays a considerable role in how people perceive objects, other people, themselves, and more (Newman & Smith, 2016, p. 609).

In tourism, authenticity is reached when experiences have the following characteristics: continuity, credibility, integrity, and symbolism. Experiences need to be historic and timeless to reach continuity. For credibility, experiences need to fulfil its promises and be sincere. Integrity is about morality and responsibility, and symbolism refers to the consumers' potential to define themselves with products (Shi et al., 2022, p. 757).

For instance, a touristic place that has true authenticity by the four characteristics is the Anne Frank House. This museum has continuity, because it is historic, and its origin story is timeless. The museum is a credible icon for the city of Amsterdam for decades, fulfilling promises of the visitors. Moreover, for integrity, the museum acts very responsible to the city and its residents since people need to book timeslots in advance. Regarding symbolism, especially Jewish people, but also others can define themselves with the museum (Penrose, 2018, pp. 1252-1254).

On the contrary, with the other example Fabel Friet, there is no historic background, and locals cannot define themselves with the product. Further, there is no use of responsible timeslots, which results in the problematic queue formation (Haegens, 2023, para 21).

According to Shi et al. (2022, pp. 754-758) perceived authenticity is important for touristic products because it creates attractiveness. When tourists' authenticity need is satisfied, this gives pleasant feelings or positive perceptions. Therefore, they state that brand authenticity influences the perceived attractiveness and willingness to recommend, which was supported in their research.

Furthermore, to examine destination brand authenticity, Shi et al. (2022, pp. 762-763)

used a survey that included questions about eleven properties of the four characteristics of authenticity. These properties are valuable to briefly mention, since they are relevant for this research on food places in Amsterdam, which in this case are the destination brands.

For continuity the properties are the ability to persist through time, and to be timeless. Credibility properties include the given that the destination brand will not betray you, it keeps its value promise, and it is honest. Integrity is created when the destination brand has moral principles, is true to a set of moral values, and when it cares about its customers. And for symbolism, the destination brand should embody the important values that tourists care about, link tourists to their true selves, and link tourists to the things that really matter for them (Shi et al., 2022, p. 762).

Akarsu et al. (2020, p. 3) also did an inquiry on perceived authenticity. They mention that in tourism, authenticity consists out of different components as atmosphere, service, the historical places, architecture and landscapes. These components are quite similar as the six factors for perceived attractiveness in tourism by Kim (1998, p. 354),

In the study, Akarsu et al. (2020, pp. 3-9) tested by the use of a survey whether perceived authenticity has a positive effect on the likability of Airbnb. This statement resulted to be accepted, with a high effect. Perceived attractiveness is quite similar to likability, and can be rephrased. When looking at the food places in Amsterdam, it is therefore argued that higher perceived authenticity might lead to higher perceived attractiveness.

Thus, the following hypothesis was formulated:

H1. Perceived authenticity has a significant positive influence on tourists' perceived attractiveness towards food places.

2.3 Norms

The behaviour of tourists can be significantly influenced by norms, and there are two primary types of norms related that shape their behaviour. These different types of norms are categorized on the way they are formed. However, both fall under the umbrella term of subjective norms since they both are subjective perceptions by individuals (Wasaya et al., 2022, p. 278).

The first type of norms is injunctive norms, which is defined as people's perception about what others expect them to do. Moreover, injunctive norms are planned behaviour, where approval of others of specific behaviour acts motivational. In relation to tourism, the tourists' view on perceived attractiveness is directly influenced by their acquaintances. This

approval of others is important to many. Consequently, people tend to present themselves in a way to likely be accepted by society, and therefore, try to avoid any form of social unacceptance (Wasaya et al., 2022, pp. 278-279). According to Morris et al. (2015, p. 3), this type of behaviour can also be seen as a consequence of peer pressure.

The second type of norms is descriptive norms, which refers to someone's own perception about what others tend to do or think (Wasaya et al., 2022, p. 278; Morris et al., 2015, p.3). This means that people copy the behaviour of the people they admire, while looking for social acceptance. Furthermore, descriptive norms give insights during decision-making when choosing which behaviour is appropriate. Hence, descriptive norms have strong influence on difficult behaviours, like sustainability matters (Wasaya et al., 2022, p. 278).

With descriptive norms and tourism, the tourists indirectly receive someone's permission before showing behavioural intentions. This means that tourists think about how their decision-making can be similar as for others (Wasaya et al., 2022, p. 278).

Both type of norms play a vital role in shaping tourists' behaviour. Therefore, they needed to be discussed separately in this research. With injunctive norms, tourists seek for the approval of others. On the other hand, descriptive norms lead them to pursue the behaviour in their own social environment (Wasaya et al., 2022, pp. 278-279).

The study by Styliadis et al. (2017, pp. 188-191), shows that the social acceptance from the people who are important to tourists, have greater influence in creating place attachment than the cognitive image. Furthermore, the study with a questionnaire by Wasaya et al. (2022, p. 278-279) emphasizes that both injunctive norms and descriptive norms have a significant positive effect on the behavioural intention of tourists.

Both studies do not speak of perceived attractiveness specifically. However, the used wordings of place attachment could imply that tourists who experience that, perceive those places as attractive. In addition, the wordings of behavioural intention of tourists are described as positive word-of-mouth and revisit intentions (Wasaya et al. 2022, p. 284). However, perceived attractiveness towards a food place, could also be behavioural intention since it reflects someone's feelings towards specific things (Maio & Olson, 1995, p. 272). Therefore, it expected that the perceived attractiveness towards the food places in Amsterdam also increases by both types of norms.

Based on the above discussion, it was hypothesized that:

H2. Injunctive norms have a significant positive influence on tourists' perceived attractiveness towards food places.

H3. Descriptive norms have a significant positive influence on tourists' perceived attractiveness towards food places.

2.4 Regret aversion

Tourism copes in general with high risk levels, because touristic products are intangible, heterogenic, inseparable, and perishable (Lin et al., 2023, p.1; Park & Jang, 2013, p. 3). Another reason is tourists' lack of knowledge of destinations (Lin et al., 2023, p. 1). One of the risks that tourists deal with is regret (Chorus, 2014, p. 322). With regret, tourists feel that they made wrong choices in their behaviour, with responsibility feelings for this negative emotion (Sánchez-García & Currás-Pérez, 2011, pp. 1398-1399).

Furthermore, feelings of regret derive from being able to compare the chosen option with one or more nonchosen options. As a result, the regret-averse tourist is expected to display travel choices in the form of a strategy to avoid or minimize regret as much as possible (Chorus, 2014, p. 322).

There are five specific situations that apply to regret aversion. That is, when the choice is made, people are curious about the situation if they had chosen differently. In the same situation, people with regret aversion try to get information about how the alternatives are. Another situation is when the choice turned out well, and there is still a feeling of failure when people find out other choices would have been better. In addition, a situation can be that people often assess opportunities that they have passed up. And the last situation is when people make a decision, and never look back (Chorus, 2014, p. 326).

Regret aversion is a concept that is proven to influence tourists' visiting intention (Park & Jang, 2013, p. 2; Chorus, 2014, p. 322). To explain this, regret-averse tourists seek for certainty when travelling. To travel regret-averse, tourists seek for information online or from others to make travel decisions to avoid regret (Chorus, 2014, p. 322). As a consequence, this information makes them also more knowledgeable about destinations (Lin et al., 2023, p. 1).

When looking at the example for Fabel Friet, the queues at the entrance or videos about the food place might offer some form of certainty for regret-averse tourists. This is the case because they give a visual idea of its perceived popularity or attractiveness (Zhu & He, 2002, p. 476). This implies that because tourists seek for certainty, more regret-averse behaviour leads to higher perceived attractiveness of the food places (Chorus, 2014, p. 322; Zhu & He, 2002, p. 476).

Based on the example and above information, the subsequent hypothesis was proposed:

H4. Regret aversion has a significant positive influence on tourists' perceived attractiveness towards food places.

2.5 The three factors of video content

Because TikTok queues are a new term, it is needed to examine if the videos are actually the cause of this new phenomenon. There are three factors of video content on short video platforms like TikTok that have significant positive influence on people's perceived attractiveness (Wang et al., 2022, pp. 4-5). Because there is such a clear distinction, these three factors were explored individually.

2.5.1 Social interactions

The first factor of video content is social interactions (SI), which is defined as interpersonal conversations among online users. It is important to have some form of guidance when making decisions, and it can enable social relationships by asking questions, commenting, and voting. As a consequence, it has become important for acceptance of short video content (Wang et al., 2022, p. 4).

The study by Wang et al (2022, p. 4) states that social interactions in social media influences people's perceived usefulness. Their research was based on the study by Baumeister and Leary (1995, p. 497), which is a literature review about social interactions in general. Here, they state that people have a desire for interpersonal attachments, which acts motivational in all kinds of situations.

Although there is no literature on social interactions through online videos and perceived attractiveness, there could still be considered a relationship. Wang et al. (2022, p. 4) examined perceived usefulness, which is about the ease of using something like technology. Higher perceived usefulness also means more likability. In case of the food places, the likability is its perceived attractiveness. Therefore, it can be rephrased that social interactions through online videos can affect the perceived attractiveness towards the food places in Amsterdam.

Based on the above explanation, the following hypothesis was made:

H5. Social interactions through online video's positively influence tourists' perceived attractiveness towards food places.

2.5.2 Informativeness

The second factor of video content is informativeness (IF), which is useful and necessary content for potential buyers before making decisions. This useful social media

content offers various information for products or services to influence consumers' behaviour (Wang et al., 2022, p. 5). Therefore, to provide informativeness, it is important that videos are a good source of accurate information, and give updates (Wang et al., 2022, p. 13).

Again, Wang et al. (2022, p. 5) expresses how informativeness through social media content was confirmed to positively influence perceived usefulness. There is no literature on it being an influence on perceived attractiveness specifically. However, the quantitative study by Uparimart (2018, p. 30) proved that informativeness through social media video content influences advertising value. This brings consumer's satisfaction for making buying decisions. This can be linked to case of the food places because the perceived attractiveness of tourists towards the food places is another way of this consumer satisfaction. As a result, they made the decision to stand in the queue (Szubert et al., 2021, p. 2).

Since perceived usefulness or advertising value through online videos could lead to perceived attractiveness, it can be rephrased as well. Therefore, informativeness was the second factor considered in this research to influence the perceived attractiveness of food places in Amsterdam through videos.

Based on the discussion above, the relationship can be hypothesized as followed:

H6. Informativeness through online video's positively influences tourists' attractiveness towards food places.

2.5.3 Trust

The third factor of video content is trust (TR), which has the meaning of people's faith in and reliability of the specific video content. This trust exists between people who look for accuracy and useful information from online content. If there is trust in the given online information, they are more willing to make decisions. In tourism, this trust is earned when there is reliable online information about destinations or other travel information (Wang et al., 2022, p. 5). These three things are necessary to build trust in videos: (1) correctness, (2) consistency with the real situation, and (3) reliability (Wang et al., 2022, p. 13).

Wang et al. (2022, p. 5) again emphasizes that trust through social media content positively influences perceived usefulness. Furthermore, the study by Chen et al. (2021, pp. 251-254) shows that trust through videos strengthens the relationship between the attractiveness of vloggers and relationship commitment. Vloggers are video content creators, and relationship commitment is meant as the perceived relationship between vloggers and the audience that can motivate someone's buying intention.

There is no literature on trust through online videos being an influence on perceived attractiveness specifically. Nevertheless, trust could still be rephrased such as the previous factors. As mentioned, perceived usefulness could act like perceived attractiveness, and the quantitative research by Chen et al. (2021, p. 254) could be reinterpreted as well. Food places that are perceived as attractive, also have a relationship commitment with the tourists since they are standing in the queues (Szubert et al., 2021, p. 2).

In addition to that, tourists that had watched videos about the food places beforehand, might be influenced by trust that the videos or content creators bring. This implies that trust is considered to influence the perceived attractiveness of food places in Amsterdam through videos.

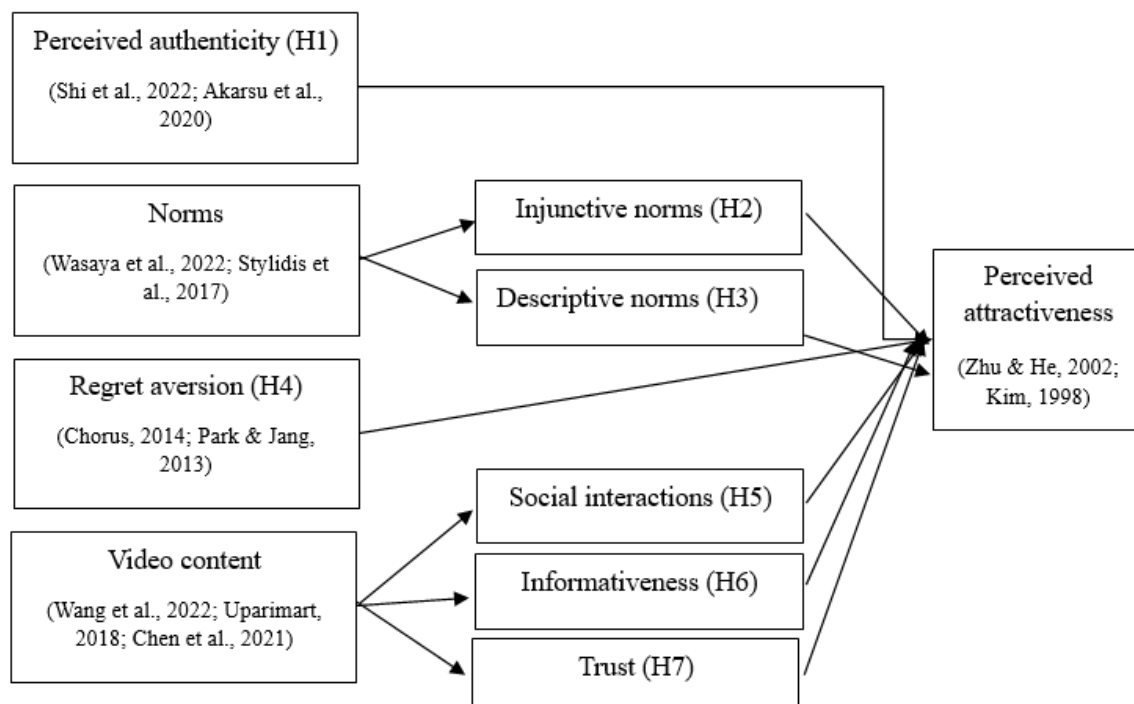
The relationship for the last factor of video content is posed as follows:

H7. Trust through online video’s positively influences tourist’ perceived attractiveness towards food places.

To summarise, there are in total seven hypotheses to examine perceived authenticity, norms, regret aversion, and video content in relation to the perceived attractiveness towards food places in Amsterdam. All of these hypotheses are transformed into a conceptual research model in Figure 2.

Figure 2

Conceptual research model



3. Method

3.1 Justification of the method

As mentioned in the introduction, the tourists in Amsterdam that are standing in the so-called TikTok queues needed to be researched in their behaviour on the topic of perceived attractiveness of the food places. This was done by the implementation of quantitative research.

Furthermore, in order to answer the research question, the quantitative research approach was the right method to use because in this approach causal patterns and relationships were being discovered. For this particular research question, it was all about finding causality, which is why quantitative research was highly needed (Babbie, 2018, p. 94).

For the data collection, surveys were used as a method. Surveys were the correct approach for this study, because it was the best way to measure the orientations and attitudes of respondents who belong in a large population (Babbie, 2018, p. 285). For this research, tourists in Amsterdam are a large population, and their behaviour was examined.

3.2 Sampling

To explore the population size, there was looked at the research by the Gemeente Amsterdam on the visitors forecast 2022-2024. As a result, it was estimated that in 2024, there will be between 19 million and 23 million tourist overnight stays, and between 24 million and 25 million day visits (Fedorova et al., 2022). This means that the population was large, and therefore, the aim was to conduct between 150 and 250 surveys.

The units of analysis were individuals (Babbie, 2018, p. 99). However, there were two recruitment criteria attached to participating in the inquiry. First, they needed to be tourists visiting Amsterdam. And second, they needed to have a non-Dutch nationality. The reason for this is that Dutch people could have been biased when answering the questions about perceived authenticity of the food places in their own capital.

To gather the needed respondents, this research used nonprobability sampling. With this method, not every person of the population had the equal chance to be selected for the research. In addition, in order to answer the research question with success, purposive sampling was done. With this way of sampling, the respondents were recruited based on the researcher's judgement about who is the most applicable or representative. This method was chosen because the researcher selected the respondents who are standing in the queues according to the determined recruitment criteria (Babbie, 2018, pp. 186-187).

3.3 Data collection procedure

Before the data collection, the survey was tested by running a small sample of five respondents with a preview link. Furthermore, the entire data collection was done in person in the centre of Amsterdam. The survey was made online through Qualtrics and available for the respondents through a print-out of a QR code. This QR code was a print-out because the recruitment was done in person. The participants were tourists that were standing in queues for food places in Amsterdam, so during that waiting time they were able to fill in the survey.

In addition, the respondents were asked to fill in the survey without discussion with others. According to Djafarova & Bowes (2021, p. 4), this minimizes participants' social desirability biases. Figure 3 and Figure 4 are photographs of the data collection process.

The researcher conducted the data collection at five food places. The researcher searched on TikTok which locations were the current popular food spots, and there was checked whether a queue had formed at those locations. In the end, the chosen food places were Fabel Friet, Chun Café, Van Stapele Koekmakerij, Vlaams Friteshuis Vleminckx, and Saint-Jean. The first four were located close to each other in the area of 'de 9 Straatjes' and Spui. The queues for Saint-Jean were in another neighbourhood, namely in De Jordaan.

Fabel Friet and Vlaams Friteshuis Vleminckx sell fries, but Fabel Friet specialises itself by selling fries with parmesan cheese and home-made truffle-mayo on top (Fabel Friet, n.d., para 6). Van Stapele Koekmakerij sells cookies, and Saint-Jean is a bakery that is famous for its pistachio cruffin. And lastly, Chun Café is an Asian toast shop (van Rij, 2023, para 2-3).

After the data collection, the raw data report consisted of 253 respondents, including 10 preview tests. These tests were not usable, so therefore filtered out before the analysis. Respondents with unfinished surveys were also filtered out, making it a total of 172 respondents. The units of analysis were tourists in Amsterdam with a non-Dutch nationality. Out of the 172 finished surveys, 85.5% were tourists visiting Amsterdam, and 14.5% were residents. This means that a total of 147 respondents ($N=147$) were used for the data analysis. However, the sample size consisted with 3 respondents under the desired minimum. Due to the time limitations, the researcher chose to continue with the data analysis.

As can be seen in Table 3.1, the demographic data of the sample were evaluated by the use of descriptive analysis. Regarding nationalities, there were three nationality groups with the highest response rate. In this study, most respondents were English, with a rate of 25.2%. After this came the Americans with 21.8%, and 9.5% of the respondents were Germans.

The respondents' ages ranged between 17 and 58 years old, with a mean of 25.66 and

standard deviation of 5.52. Furthermore, most respondents were between 20 and 26 years old, namely 67.3%. This means that the data consists mostly out of respondents from Generation Z, which are people born between 1995 and the early 2010s (Djafarova & Bowes, 2021, p. 1).

To give more information about the respondents, there were more women than men participating in this study. In total, 29.9% identified as male, and 70.1% identified as female. Furthermore, regarding the highest educational level, 15.0% completed secondary school or high school, 56.5% a bachelor's or college degree, 21.1% a master's degree, 4.1% a doctorate or professional degree, and 3.4% a different degree that was not listed.

Furthermore, it is important to note what the distribution was in number of respondents per food place. This data can also be seen in Table 3.1. The most respondents were standing in the queue for Chun Café with 34.7%. The second food place with the most respondents was Van Stapele Koekmakerij with 23.1%. After this came Fabel Friet with 21.8%, Saint-Jean with 14.3%, and Vlaams Friteshuis Vleminckx with 6.1%.

Figure 3

A queue for Fabel Friet on the other side of the street with a crowd manager



Note. This photograph was taken on April 21st 2024 in Amsterdam.

Figure 4

Estimated waiting time sign at Chun Café



Note. This photograph was taken on April 21st 2024 in Amsterdam.

Table 3.1
Demographic variables of the sample ($N=147$)

Items	Classification	Amounts	Percentage (%)
Nationality	English	37	25.20
	American	32	21.80
	German	14	9.50
	Other	64	43.50
Age	<20	7	4.80
	20–30	120	81.60
	31–40	11	7.50
	41–50	6	4.10
	>50	3	2.00
Gender	Male	44	29.90
	Female	103	70.10
Educational level	Secondary Education / High School	22	15.00
	BA / College	83	56.50
	MA	31	21.10
	Doctorate or professional degree	6	4.10
	Other	5	3.40
Visited food place	Chun Café	51	34.70
	Van Stapele Koekmakerij	34	23.10
	Fabel Friet	32	21.80
	Saint-Jean	21	14.30
	Vlaams Friteshuis Vleminckx	9	6.10
Total		147	100

Note. All the remaining values for the variable's 'nationality' and 'educational level' have been translated in this table as 'other'.

3.3 Research ethics

For the data collection there were important ethical considerations. To begin, it was important that all respondents participated voluntarily. In addition, the participants needed to be treated with respect and not be harmed by the study. Therefore, the respondents gave their

informed consent before participating with the survey. This informed consent form was presented on the first page after scanning the QR code, so that the participants could give their voluntary participation with full understanding of the possible risks involved. This informed consent form can be seen in Appendix A. Without informed consent, the individual was not allowed to contribute to this study. And finally, anonymity and confidentiality were guaranteed in this research (Babbie, 2018, pp. 62-67).

3.5 Measures

For this research, there were seven independent variables, which were perceived authenticity, injunctive norms, descriptive norms, regret aversion, social interactions, informativeness, and trust. There was one dependent variable, which was perceived attractiveness. All of these variables needed to be made measurable and were translated into the survey, which questions can be seen in Appendix A.

3.5.1 Perceived attractiveness

The perceived attractiveness of the food places was measured by counting the queue length by the amount of people standing there, following the example of the study done by Zhu & He (2002, p. 476).

Furthermore, there were survey questions about the perceived attractiveness of the food places. For these questions, the measurement scale was derived from the study by Kim (1998, p. 354). The respondents were asked to indicate with a 5-point Likert scale from 1 (Completely disagree) to 5 (Completely agree), whether the statement that was linked to the item applied to them regarding perceived attractiveness.

The study by Kim (1998, p. 354) included twenty items to measure perceived attractiveness of a destination. Although, for this research, there were eleven items relevant to use in the survey. The reason for this is that the other items could not be translated from a tourist destination to a food place. In addition, there were also a few items that could only be used in the phase after the visit of the food place. Hence, these nine items were left out.

The chosen items from Kim (1998, p. 354), were divided into six fixed factors. These were three items for (1) seasonal and cultural attractiveness, one item for (2) clean and peaceful environment, one item for (3) quality of accommodations and relaxing facilities, three items for (4) family-oriented amenities and safety, two items for (5) accessibility and reputation, and one item for the factor (6) entertainment and recreational opportunities.

To test whether there are indeed six different factors for perceived attractiveness,

confirmatory factor analysis (CFA) was done. This type of factor analysis is used when there are fixed factors derived from existing theory (Roos & Bauldry, 2022, p. 4). In addition, varimax rotation was used, because the factors are expected to be statistically independent. In other words, they are orthogonal (Osborne, 2015, p. 5).

The KMO Measure of Sampling Adequacy was 0.78 ($N = 147, 55$), which means that it meets the A-posteriori criteria with a benchmark of 0.60. In addition to that, the Barlett's Test of Sphericity shows that it is significant ($p < .001$).

The CFA showed that there is a six dimensional scale, but with three components with an Eigenvalue above 1 (Eigenvalues of 4.08, 1.52 and 1.25). Following the criterion of Kaiser, it was needed to ignore all the components with an Eigenvalue under 1 (Kaiser, 1970, pp. 407-408). Therefore, it was expected to have three clusters of the eleven items. To test this, another factor analysis was ran, namely a principal component analysis (PCA). With PCA, the aim is to explore the underlying structure of a set of observed variables (Garson, 2022, p.34)

The PCA presented that it was indeed a three dimensional scale, with the same Eigenvalues. All items positively correlated with their components. The factor loadings of individual items are shown in Table 3.2. The factors found were:

Cultural attractiveness. The first factor included five items about perceived attractiveness of the food places in Amsterdam.

Family-oriented amenities and recreational opportunities. The second factor included four items about the perceived attractiveness of food places in Amsterdam.

Quality of relaxing facilities. The third factor included two items about the perceived attractiveness of food places in Amsterdam.

Since there were three subscales for perceived attractiveness, there needed to be three reliability analyses. For the factor cultural attractiveness, the Cronbach's alpha was 0.74. The benchmark value for Cronbach's alpha was 0.70, which means that the factor had good reliability. The factor was calculated by averaging the respondent's score on the five items. The subscale ranged from 2.60 to 5.00, with a mean score of 4.27 and a standard deviation of 0.56. This means that the perceived attractiveness regarding cultural attractiveness was generally highly favourable since the mean is above close to the maximum score of 5.00.

For the factor family-oriented amenities and recreational opportunities, the Cronbach's alpha was 0.65. This score does not meet the required benchmark. However, it was considered to be accepted as reliable since it does not score extremely low. Furthermore, the scale was calculated on the three items. The scale scores ranged from 1.75 to 5.00, with a mean of 4.17

and a standard deviation of 0.57. This means that the perceived attractiveness regarding family-oriented amenities and recreational opportunities was generally highly favourable since the mean also scores close to the maximum score.

The factor quality of relaxing facilities had good reliability, with a Cronbach's alpha score of 0.70. After this, the scale was calculated again by averaging respondent's score on the two items. The scale scores ranged from 1.00 to 5.00, with a mean of 3.37 and a standard deviation of 1.00. This means that the perceived attractiveness regarding the quality of relaxing facilities was generally favourable since the mean scores higher than 2.50.

Table 3.2

Factor loadings and reliability of the three factors found for the scale perceived attractiveness (N=147)

Items	Cultural attractiveness	FOA* and recreational opportunities	Quality of relaxing facilities
I think that ...			
... visiting this food place is a cultural experience.	.735		
... this food place has a great reputation and famous image.	.701		
... this food place has a convenient location.	.685		
... this food place is unique.	.650		
... visiting this food place is a fun sightseeing activity.	.616		
... this food place is suitable for families with children.		.756	
... this food place is a safe place.		.739	
... I like the scenery of this food place.		.630	
... I will experience something new when visiting this food place.		.587	
... this food place is quiet and peaceful.			.820
... at this food place there is a variety of food and beverages.			.801
% of variance	37.07	13.82	11.38
Cronbach's alpha	.74	.65	.70
Eigenvalue	4.08	1.52	1.25

Note. Principal component analysis; Varimax rotation in SPSS. Three factors had an eigenvalue in excess above 1.0 and explained 62.28% of the cumulative variance after rotation.

*FOA: Family-oriented amenities.

3.5.2 Perceived authenticity

For the perceived authenticity of the food places, the measurement scales were chosen from the study by Shi et al. (2022, p. 762). These measurement scales were divided into four categories, which are continuity, credibility, integrity, and symbolism. For continuity, there were two items. To examine the other categories of credibility, integrity, and symbolism, there were three items per category. This means that in total, there were eleven items to examine the perceived authenticity of food places in Amsterdam (Shi et al., 2022, p. 762). With this, the respondents needed to indicate by the use of a 5-point Likert scale from 1 (Completely disagree) to 5 (Completely agree), whether the statements regarding perceived authenticity applied to them.

Furthermore, the measurement scale on perceived authenticity that was provided by Akarsu et al. (2020, p. 7) was not examined. This was chosen because that scale was about the interactions between tourists and local community. The measurement scale by Shi et al. (2022, p. 762) was the better fit for this study, since that scale is more about perceived authenticity of the location itself as a whole.

To test whether there were indeed four different categories for perceived authenticity as the study by Shi et al. (2022) states, a confirmatory factor analysis (CFA) was done. In addition, the varimax rotation method was used since it is expected for the different factors to be orthogonal.

To test the A-posteriori criteria, the KMO Measure of Sampling Adequacy was 0.89 ($N = 147, 55$), with a benchmark value of 0.60 or higher. The Barlett's Test of Sphericity is significant ($p < .001$).

The CFA indicates that the eleven items together form a four dimensional scale, but only one component had an Eigenvalue above 1 (Eigenvalue of 7.13). This means that the other three factors are not as strong, and therefore, following the Kaiser's criterion the other components were ignored (Kaiser, 1970, pp. 407-408).

After this, a principal component analysis (PCA) was done. The PCA presented that the eleven items form a one dimensional scale, and therefore, this means that there is only one factor for the concept perceived authenticity. All items positively correlated with the component. The factor loadings of the items are presented in Table 3.3.

The variable that deviated the most in terms of score is *I am standing in this queue because I believe as a destination brand, this food place has moral principles* (component loading is 0.31). All the other variables are quite close to each other in terms of score.

Therefore, it was questioned whether this score is suitable for this factor. However, for this study it was included to examine perceived authenticity as complete as possible.

The scale's Cronbach's alpha for perceived authenticity was 0.94, which means that the scale had excellent reliability. After this, the scale was calculated by averaging the respondents' score on the eleven items as a whole. The scale scores ranged from 2.18 to 5.00, with a mean score of 3.89 and a standard deviation of 0.62. The scores showed that the perceived authenticity of the food places in Amsterdam was generally favourable since the mean score is above 2.50.

Table 3.3

Factor loadings and reliability of the one factor found for the scale perceived authenticity ($N=147$)

Items	Perceived authenticity
I am standing in this queue because I believe as a destination brand, this food place ...	
... links visitors to their true selves.	.851
... persists through time.	.833
... is honest.	.820
... keeps its value promise.	.815
... cares about its consumers.	.813
... is timeless.	.809
... will not betray you.	.807
... embodies the important values that tourists care about.	.805
... is true to a set of moral values.	.789
... links visitors to things that really matter for them.	.769
... has moral principles.	.305
Cronbach's alpha	.94
Eigenvalue	7.13

Note. Principal component analysis: One factor had an eigenvalue in excess above 1.0 and explained 64.83% of the cumulative variance.

3.5.3 Norms

For norms, the measurement scales were adapted from the previous study done by Wasaya et al. (2022). The norms of tourists were divided into two various concepts that showed if norms indeed influence tourists' perceived attractiveness, which are injunctive norms, and descriptive norms. In other words, there was tested whether tourists were

influenced by the opinions of others and the expected behaviour of others in their perceived attractiveness (Wasaya et al., 2022, pp. 278-279).

Injunctive norms were examined by five items, and descriptive norms were measured by three items (Wasaya et al. 2022, p. 283). This makes a total of eight items to examine norms in this study. Furthermore, the respondents needed to indicate by the use of a 5-point Likert scale from 1 (Completely disagree) to 5 (Completely agree), whether the statements regarding norms applied to them.

To test whether there are indeed two different factors for norms, confirmatory factor analysis (CFA) was done. This type of factor analysis was chosen because it was given from the study by Wasaya et al. (2022) that there is a distinction in descriptive norms and injunctive norms. In addition, direct oblimin rotation was used since the factors are expected to be correlated.

The KMO Measure of Sampling Adequacy was 0.83 (N = 147, 28), which means that it met the A-posteriori criteria. In addition to that, the Barlett's Test of Sphericity showed that it was significant ($p < .001$).

The CFA confirmed that there was a two dimensional scale, with two components that had an Eigenvalue above 1 (Eigenvalues of 4.49 and 1.80). All items positively correlated with their components. Factor loadings of individual items onto the two factors are presented in Table 3.4. The factors found were:

Injunctive norms. The first factor included five items about norms towards the food places in Amsterdam.

Descriptive norms. The second factor included three items about the norms towards the food places in Amsterdam.

Because there were two subscales for norms, there needed to be two different reliability analyses. For the subscale injunctive norms, the Cronbach's alpha was 0.95, which means that the subscale has excellent reliability. To go further, the subscale was calculated by averaging the respondents' score on the five items. The subscale scores ranged from 1.00 to 5.00, with a mean score of 2.85 and a standard deviation of 1.06. The scores showed that the injunctive norms towards the food places was generally favourable since the mean score was above 2.50.

For the subscale of descriptive norms, the Cronbach's alpha was 0.77, which means that the subscale had good reliability. This subscale was also calculated by averaging the respondent's score on the remaining three items. The subscale scores ranged from 1.00 to 5.00

as well, but with a mean score of 3.40 and a standard deviation of 1.06. These scores showed that the descriptive norms towards the food places were generally favourable since the mean score was also above 2.50.

Table 3.4

Factor loadings and reliability of the two factors for the scale norms ($N=147$)

Items	Injunctive norms	Descriptive norms
I am standing in this queue because ...		
... people whose opinion I value would prefer me to show loyalty intentions by visiting this food place.	.989	
... most people who are important to me think I should show loyalty intentions by visiting this food place.	.972	
... many of the people who are important to me insinuated that I should show loyalty intentions by visiting this food place.	.948	
... people who are important to me convinced me to show loyalty intention by visiting this food place.	.947	
... people who are important to me will support it.	.625	
... people who are important to me spoke positively about this food place.		.963
... people who are important to me visited this food place.		.951
... I believe that most people who are important to me show loyalty intentions towards this food place.		.530
% of variance	56.08	22.44
Cronbach's alpha	.95	.77
Eigenvalue	4.49	1.80

Note. Confirmatory factor analysis; Direct oblimin rotation in SPSS. The two factors had eigenvalues in excess above 1.0 and explained 78.52% of the cumulative variance after rotation.

3.5.4 Regret aversion

Regret aversion was tested by questioning if the respondents found some form of certainty with information about the food place beforehand. Furthermore, there will be examined if the respondents made regret-averse decisions to avoid or minimize regret with their visits to the food places (Chorus, 2014, p. 322).

In total, two items from the measurement scale by Chorus (2014, p. 326) were used to

obtain participant-specific measures of regret aversion. The other three items that were mentioned in the study were not used, because those are about feelings of regret after the whole experience. As mentioned, this study takes place in the stage before the consumption phase. Therefore, those three questions cannot be asked. For all the other theories, the questions about regret aversion were as well about the feelings of regret after the consumption phase with often the same measurement scale as Chorus (2024, p. 326).

In addition, there was one item added, because it was a crucial one for this research. The reason for this is that it was needed to measure regret aversion by using at least three items in total. This extra item included a question to examine whether the tourists are standing in the queues to avoid or minimize feelings of regret.

To examine the three items, the respondents needed to indicate with a 5-point Likert scale from 1 (Completely disagree) to 5 (Completely agree), whether the statements regarding regret aversion applied to them.

To explore which factors there are for regret aversion, principal component analysis (PCA) was done. This type of factor analysis was chosen because the theory from Chorus (2014, p. 326) did not make a distinction in specific factors. There was made use of varimax rotation since the factors are expected to be orthogonal.

For the PCA, the KMO Measure of Sampling Adequacy was 0.54 ($N = 147, 3$), which means that it did not meet the A-posteriori criteria, because the benchmark is 0.60 or higher. However, the Barlett's Test of Sphericity showed that it was significant ($p < .001$), and the KMO scores not super low under the benchmark. Therefore, it was chosen to continue with the PCA.

The PCA indicated that the three items formed a one dimensional scale, with only one component with an Eigenvalue above 1 (Eigenvalue of 1.44). All three items positively correlated with the first component, whereby the variable *I am standing in this queue, but I am curious about what would have happened if I had chosen differently* has the highest correlation (component loading is 0.79).

The variable that deviated the most in terms of score is *I am standing in this queue because I want to avoid feelings of regret* (component loading is 0.45), which is the added item. Therefore, it was questioned whether the added item should be excluded from the research. However, there was chosen to still run a reliability test to see the variables' influence. The factor loadings are presented in Table 3.5.

The scale's Cronbach's alpha for the scale was 0.45, which makes the scale not

reliable. Furthermore, the scale was calculated by averaging the respondents' score on the three items. The scale scores ranged from 1.00 to 5.00, with a mean score of 3.15 and a standard deviation of 0.85. The mean score showed that the respondents' regret aversion was generally favourable since the score is above 2.50.

Since the Cronbach's alpha scores low, it was chosen to delete the added item for regret aversion. With this, a new reliability analysis was done. For the factor regret aversion that included two items, the Cronbach's alpha was 0.54. This score is a little higher than with the added item and considered to be marginal. However, it was still chosen to continue the regret aversion scale without the added item.

In addition, the final regret aversion scale scores ranged from 1.00 to 5.00, with a mean score of 2.78 and a standard deviation of 1.07. With this information, it showed that after excluding the added item, the regret aversion of the respondents was less favourable since the mean score is a little above 2.50 now.

Table 3.5

Factor loadings, explained variance and reliability of the one factor found for the scale regret aversion ($N=147$)

Items	Regret aversion
I am standing in this queue ...	
..., but I am curious about what would have happened if I had chosen differently.	.789
... because I searched for information about alternatives.	.784
... because I want to avoid feelings of regret.	.445
Cronbach's alpha	.45
Eigenvalue	1.44

Note. Principal component analysis: One eigenvalue in excess above 1.0 and explained 47.84% of the cumulative variance.

3.5.5 Video content

Lastly, the influence of video content on the perceived attractiveness of the food places in Amsterdam was examined by the three fixed factors social interactions, informativeness, and trust. The respondents needed to answer if video content influenced the visit to the food place. If yes, the social media platforms of the videos were studied. And after this, there were questions that related to the three factors of video content (Wang et al., 2022, pp. 4-5).

Social interactions, informativeness, and trust were all measured by three items per concept, following the measurement scales from Wang et al. (2022, p. 13). This means that a

total of nine items was used to study the factors of video content. With these items, the respondents needed to indicate through a 5-point Likert scale from 1 (Completely disagree) to 5 (Completely agree), whether the statements regarding video content applied to them. It is also important to note that these specific questions were only answered by respondents that expressed that they had seen videos about the food place before standing in the queue.

Because there is a fixed outcome Wang et al. (2022) that there are three factors for video content, a confirmatory factor analysis (CFA) was done. The three factors were expected to be correlated, and therefore, there was made use of a direct oblimin rotation.

For the CFA, the KMO Measure of Sampling Adequacy was 0.85 ($N = 124, 36$), which meets the A-posteriori criteria. In addition, the Barlett's Test of Sphericity showed that it was significant ($p < .001$).

The CFA confirmed that there was a three dimensional scale. However, there were two components with an Eigenvalue above 1 (Eigenvalues of 5.14, 1.90 and 0.69). Furthermore, the items in the factors did not correspond with the study from Wang et al. (2022).

Following Kaiser's criterion, it was needed to ignore the component with an Eigenvalue under 1 (Kaiser, 1970, pp. 407-408). Therefore, another factor analysis was ran, but this time it was a PCA to explore which components come out of this. The PCA presented that it was indeed a two dimensional scale, with the same Eigenvalues. All items positively correlated with their components. Factor loadings of individual items onto the two factors are presented in Table 3.6. The factors found were:

Trust. The first factor included seven items about video content and the food places in Amsterdam. Furthermore, this factor included items of the old factor informativeness, but it was still called trust because all of the items were about actions that give feelings of trust for tourists about the food place.

Social interactions. The second factor included two items about video content and the food places in Amsterdam.

Despite the fact that there were two remaining factors for video content, this meant that the hypothesis about informativeness (H6) could not be tested and answered. Therefore, this concept was not measured in the results section.

With the lasting subscales for video content, there needed to be two different reliability analyses. For the subscale trust, the Cronbach's alpha was 0.93, which means that the subscale had excellent reliability. Furthermore, the subscale was calculated by averaging the respondents score on the seven items. The subscales scores ranged from 1.00 to 5.00, with a

mean score of 4.17 and a standard deviation 0.81. These scores show that trust towards food places by the use of video content was generally highly favourable since the mean score is above 2.50.

For the subscale social interactions, the Cronbach's alpha was 0.91, which means that this subscale also had excellent reliability. The subscale was again calculated by averaging the respondent's score on the two items. The subscale scores ranged from 1.00 to 5.00 as well, but with a mean score of 2.51 and a standard deviation of 1.13. These scores showed that social interactions by the use of video content about the food places was less favourable since the mean score is a little above 2.50.

Table 3.6

Factor loadings and reliability of the two factors for the scale video content ($N=124$)

Items	Trust	Social interactions
I am standing in this queue because ...		
... I think most short videos about this food place are correct.	.946	
... the short videos about this food place provided accurate information.	.935	
... I think most videos about this food place are consistent with the real situation.	.908	
... I think most short videos and short video advertisements about this food place are reliable.	.906	
... videos about this food place were a good source of information.	.852	
... I liked, commented, or replied to videos about this food place.	.776	
... the short videos gave me updates about the food place.	.627	
... videos about this food place enhanced my social interaction with others.		.950
... videos about this food place allowed me to interact with others.		.946
% of variance	57.09	21.12
Cronbach's alpha	.93	.91
Eigenvalue	5.14	1.90

Note. Principal component analysis; Direct oblimin rotation in SPSS. Two factors had eigenvalues in excess above 1.0 and explained 78.21% of the cumulative variance after rotation.

4. Results

4.1 Research hypothesis testing

In total, there were eight multiple regression analyses with a backward elimination method. With this alternative method, the accuracy is improved by elimination the explanatory variable with the highest p-value. This process is repeated until all variables in the model have a p-value below some threshold, which is mostly 0.05 (Fashoto et al., 2021, p. 687). With this, only the scores in the last model are reported per category.

These analyses were divided into the measures of queue lengths, and the three factors for perceived attractiveness. Therefore, there are four subchapters to explore these four regression analyses and to test the six remaining hypotheses. Per paragraph, there was also a comparison made between the five different food places. The chapter will end with a summary.

4.1.1 Queue lengths

A multiple linear regression was conducted with perceived queue lengths as the dependent variable. Predictors were perceived authenticity, descriptive norms, injunctive norms, regret aversion, and four dummy variables for Chun Café, Fabel Friet, Van Stapele Koekmakerij, and Vlaams Friteshuis Vlemincx. There was chosen not to make a dummy for Saint-Jean, so that food place is the reference category. The regression outcomes of the last model are presented in Table 4.1.

The first regression analysis was excluding the factors of video content, and consisted out of four models. Model 4 was found to be significant $F(1, 140) = 11.08, p < .001$. The regression model is thus useful for predicting queue lengths of food places, but the predictive power is mediocre. 28 percent of the differences in queue lengths frequency can be predicted based on perceived authenticity, norms, regret aversion, and food places ($R^2 = .28$). With the backward elimination, injunctive norms, regret aversion, and the dummy for Vlaams Friteshuis Vlemincx were excluded from this regression.

After this, another multiple regression analysis was run with queue lengths as the dependent variable. The predictors were the same, but the two factors of video content were added. This was chosen since those two independent variables have less respondents ($N=124$) than the other independent variables.

The regression outcomes for all independent variables are presented in Table 4.2. Model 5 was found to be significant $F(1, 116) = 9.86, p < .001, R^2 = .37$. With the backward

elimination, descriptive norms, regret aversion, the dummy for Vlaams Friteshuis Vlemincx, and social interactions were excluded from this regression.

H1, H2, H3, and H4 are only tested by the results in Table 4.1, the first regression. The reason for this is that these outcomes are about the whole sample ($N = 147$). H5 and H7 are tested by the results in Table 4.2 ($N = 124$), the second regression for queue lengths.

Perceived authenticity was found to be a significant, but with a negative regression coefficient. This means that perceived authenticity is a negative predictor of tourists' perceived attractiveness towards food places ($\beta = -.34, p < .001$), thereby rejecting H1.

Injunctive norms did not have a significant effect on perceived attractiveness, and therefore, was eliminated in the final model for the first regression. The other variable for norms, descriptive norms, also did not have a significant effect on the perceived attractiveness of food places and was excluded in the final model for the second regression ($\beta = .14, p = .058$). Since both of the norms are non-significant, this means that the sample contains insufficient evidence to conclude that a relationship between norms and perceived attractiveness exists in the population. Therefore, H2 and H3 are both rejected.

Furthermore, regret aversion was found to be a non-significant predictor of perceived attractiveness, and was therefore eliminated in both regressions. Again, the insignificance shows that the sample cannot make the subsequent statement that for the population: when there is more regret aversion, the queue length will be longer. This means that H4 is rejected.

Regarding the video content, social interactions turns out to be a non-significant predictor for perceived attractiveness. This specific factor also got evaluated after model 3, which means that the significance was low. Therefore, H5 is rejected. Trust was in the first model found to be a significant negative influence for queue lengths, but with the backward elimination, trust was also not significant anymore in the last model ($\beta = -.17, p = .074$). As a result, H7 is rejected.

Regarding the food places, Fabel Friet shows to have the strongest significant effect (M4: $\beta = .39, p < .001$; M5: $\beta = .47, p < .001$) in difference to the reference group. This means that the queue length is 39% higher on average at Fabel Friet than at Saint-Jean. Furthermore, all the food places have a positive difference compared to Saint Jean. However, the regression coefficient of Vlaams Friteshuis Vlemincx is not significant, and therefore, the sample contains insufficient evidence for the whole population in regards to this specific food place.

Table 4.1

Regression model for predicting the perceived attractiveness in queue length excluding video content

	Model 4***
Perceived authenticity	-.34***
Injunctive norms	
Descriptive norms	.14
Regret aversion	
Chun Café	.27**
Fabel Friet	.39***
Van Stapele Koekmakerij	.32**
Vlaams Friteshuis Vlemincx	
<i>N</i>	146
<i>R</i> ²	.28
<i>F</i>	11.08***

Note. Effects are standardized (Beta) coefficients. Significance: * $p < .05$; ** $p < .01$; *** $p < .001$.

Table 4.2

Regression model for predicting the perceived attractiveness in queue length including video content

	Model 5***
Perceived authenticity	-.20*
Injunctive norms	.16
Descriptive norms	
Regret aversion	
Chun Café	.25*
Fabel Friet	.47***
Van Stapele Koekmakerij	.40***
Vlaams Friteshuis Vlemincx	
Trust	-.17
Social interactions	
<i>N</i>	123
<i>R</i> ²	.37
<i>F</i>	9.86***

Note. Effects are standardized (Beta) coefficients. Significance: * $p < .05$; ** $p < .01$; *** $p < .001$.

4.1.2 Cultural attractiveness

Another multiple linear regression was conducted, but now with perceived attractiveness expressed in cultural attractiveness as the dependent variable. Here, the predictors were perceived authenticity, descriptive norms, injunctive norms, and the four dummy variables for Chun Café, Fabel Friet, Van Stapele Koekmakerij, and Vlaams Friteshuis Vlemincx. Again, Saint-Jean is the reference category. These regression outcomes of the last model are shown in Table 4.3.

The first regression analysis consisted out of four models, but only the last is reported. Model 4 was found to be significant $F(1, 140) = 23.12, p < .001$. This means that the regression model is useful for predicting the perceived attractiveness in cultural attractiveness of food places among tourists in Amsterdam, with a predictive power of 45% ($R^2 = .45$). In model 4, the variables injunctive norms, descriptive norms, and the dummy for Chun Café were excluded from the regression.

After this, another multiple regression analysis was run with cultural attractiveness as the dependent variable. The predictors were the same, but the two factors of video content were added later since those two independent variables have less respondents ($N=124$). The regression outcomes for all independent variables are presented in Table 4.4, with again only the outcomes of the last model.

Model 4 was again found to be significant $F(1, 115) = 18.34, p < .001$. This means that the regression model is useful for predicting the perceived attractiveness in cultural attractiveness of food places among tourists in Amsterdam, with a predictive power of 53% ($R^2 = .53$). In this model, due to the backward elimination, the variables injunctive norms, descriptive norms, and social interactions were excluded from the regression.

H1, H2, H3, and H4 are only tested by the results in Table 4.3, the first regression. The reason for this is that these outcomes are about the whole sample ($N = 147$). H5 and H7 are tested by the results in Table 4.4 ($N = 124$), the second regression for cultural attractiveness.

Perceived authenticity was found to be significant, with a positive regression coefficient. This means that perceived authenticity is a positive predictor of tourists' perceived attractiveness towards food places ($\beta = .60, p < .001$), thereby accepting H1.

Both injunctive norms and descriptive norms had a non-significant influence on perceived attractiveness, and were therefore eliminated in the last model. The sample contains insufficient evidence to conclude that a relationship between norms and perceived attractiveness exists in the population. Therefore, H2 and H3 are both rejected.

Furthermore, regret aversion was found to be a significant negative predictor of perceived attractiveness ($\beta = -.17, p = .007$). The significance allows the sample to make statements for the population. However, it shows to be a negative predictor, which means that H4 is rejected.

Regarding the video content, social interactions turns out to be a non-significant predictor for perceived attractiveness. This specific factor also got eliminated, and thereby H5 is rejected. Trust was found to be a significant positive influence for perceived attractiveness in cultural attractiveness ($\beta = .24, p = .004$). As a result, H7 is accepted.

Regarding the food places, Van Stapele Koekmakerij shows to have the strongest effect in both tables ($\beta = .15, p = .024$) in difference to the reference group. This means that the cultural attractiveness is 15% higher on average at Van Stapele Koekmakerij than at Saint-Jean. Furthermore, all the food places differ positively compared to Saint Jean. However, the regression coefficients of Chun Café, Fabel Friet, and Vlaams Friteshuis Vlemincx are not significant. Therefore, the sample contains insufficient evidence for the whole population in regards to these specific food places.

Table 4.3

Regression model for predicting the perceived attractiveness in cultural attractiveness excluding video content

	Model 4***
Perceived authenticity	.60***
Injunctive norms	
Descriptive norms	
Regret aversion	-.17**
Chun Café	
Fabel Friet	.12
Van Stapele Koekmakerij	.15*
Vlaams Friteshuis Vlemincx	.11
<i>N</i>	146
<i>R</i> ²	.45
<i>F</i>	23.12***

Note. Effects are standardized (Beta) coefficients. Significance: * $p < .05$; ** $p < .01$; *** $p < .001$.

Table 4.4

Regression model for predicting the perceived attractiveness in cultural attractiveness including video content

	Model 4***
Perceived authenticity	.52***
Injunctive norms	
Descriptive norms	
Regret aversion	-.18**
Chun Café	.20
Fabel Friet	.24*
Van Stapele Koekmakerij	.32**
Vlaams Friteshuis Vlemincx	.19**
Trust	.24**
Social interactions	
<i>N</i>	123
<i>R</i> ²	.53
<i>F</i>	18.34***

Note. Effects are standardized (Beta) coefficients. Significance: * $p < .05$; ** $p < .01$; *** $p < .001$.

4.1.3 Family-oriented amenities and recreational opportunities

Another multiple linear regression was conducted, but now with perceived attractiveness expressed in family-oriented amenities and recreational opportunities as the dependent variable. Again, the predictors were perceived authenticity, descriptive norms, injunctive norms, and the four dummy variables for Chun Café, Fabel Friet, Van Stapele Koekmakerij, and Vlaams Friteshuis Vlemincx. Saint-Jean is the reference category. The regression outcomes are shown in Table 4.5.

This regression analysis consisted out of seven models. Model 7 was found to be significant $F(1, 143) = 42.51, p < .001$. This means that the regression model is useful for predicting the perceived attractiveness in family-oriented amenities and recreational opportunities of food places among tourists in Amsterdam, with a predictive power of 37% ($R^2 = .37$). Due to the backward elimination, all variables except for perceived authenticity and regret aversion were excluded from the regression.

After this, another multiple regression analysis was run with family-oriented amenities and recreational opportunities as the dependent variable. The predictors were the same, but

the two factors of video content were added ($N=124$). The regression outcomes for all independent variables are presented in Table 4.6.

This regression analysis consisted out of eight models in total. Model 8 was found to be significant $F(1, 119) = 41.67, p < .001$. This means that the regression model is useful for predicting the perceived attractiveness in family-oriented amenities and recreational opportunities of food places among tourists in Amsterdam, with a predictive power of 51% ($R^2 = .51$). Due to the backward elimination, injunctive norms, descriptive norms, regret aversion, and the dummies for Chun, Fabel Friet, Van Stapele and Vlemincx were excluded in the last model. This means that the variables perceived authenticity, trust, and social interactions stay in model 8.

H1, H2, H3, and H4 are only tested by the results in Table 4.5, the first regression. The reason for this is that these outcomes are about the whole sample ($N = 147$). H5 and H7 are tested by the results in Table 4.6 ($N = 124$), the second regression for cultural attractiveness.

Perceived authenticity was found to be significant, with a positive regression coefficient. This means that perceived authenticity is a positive predictor of tourists' perceived attractiveness towards food places ($\beta = .59, p < .001$), thereby accepting H1.

Injunctive norms and descriptive norms had a non-significant influence on perceived attractiveness, and were eliminated from the last model. The sample contains insufficient evidence to conclude that a relationship between norms and perceived attractiveness exists in the population. Therefore, H2 and H3 are both rejected.

Furthermore, regret aversion was found to be a non-significant predictor of perceived attractiveness ($\beta = -.13, p = .057$), which means that H4 is rejected.

Regarding the video content, social interactions turns out to be a negative predictor for perceived attractiveness. It is also important to note that the variable became significant from model 6 and forward because of the backward elimination ($\beta = -.13, p = .042$). Still, due to the negative prediction, H5 is rejected. Trust was found to be a significant positive influence for perceived attractiveness in family-oriented amenities and recreational opportunities ($\beta = .35, p < .001$). As a result, H7 is accepted.

Regarding the food places, none of the food places had a significant regression coefficients score. Therefore, the sample contains insufficient evidence for the whole population in regards to the food places.

Table 4.5

Regression model for predicting the perceived attractiveness in family-oriented amenities and recreational opportunities excluding video content

	Model 7***
Perceived authenticity	.59***
Injunctive norms	
Descriptive norms	
Regret aversion	-.13
Chun Café	
Fabel Friet	
Van Stapele Koekmakerij	
Vlaams Friteshuis Vlemincx	
<i>N</i>	146
<i>R</i> ²	.37
<i>F</i>	42.51

Note. Effects are standardized (Beta) coefficients. Significance: * $p < .05$; ** $p < .01$; *** $p < .001$.

Table 4.6

Regression model for predicting the perceived attractiveness in family-oriented amenities and recreational opportunities including video content

	Model 8***
Perceived authenticity	.44***
Injunctive norms	
Descriptive norms	
Regret aversion	
Chun Café	
Fabel Friet	
Van Stapele Koekmakerij	
Vlaams Friteshuis Vlemincx	
Trust	.35***
Social interactions	-.13*
<i>N</i>	123
<i>R</i> ²	.51
<i>F</i>	41.67

Note. Effects are standardized (Beta) coefficients. Significance: * $p < .05$; ** $p < .01$; *** $p < .001$.

4.1.4 Quality of relaxing facilities

At last, a multiple linear regression was conducted with perceived attractiveness expressed in quality of relaxing facilities as the dependent variable. Again, the predictors were perceived authenticity, descriptive norms, injunctive norms, and the four dummy variables for Chun Café, Fabel Friet, Van Staple Koekmakerij, and Vlaams Friteshuis Vlemincx. The reference category is Saint-Jean, and the regression outcomes are shown in Table 4.7.

This regression analysis consisted out of five models. Model 5 was found to be significant $F(1, 141) = 13.50, p < .001$. This means that the regression model is useful for predicting the perceived attractiveness in quality of relaxing facilities of food places among tourists in Amsterdam, with a predictive power of 28% ($R^2 = .28$). The backward elimination method excluded injunctive norms, descriptive norms, regret aversion, and Chun Café from this regression model.

After this, another multiple regression analysis was run with quality of relaxing facilities as the dependent variable. The predictors were the same, but the two factors of video content were added ($N = 124$). The linear regression outcomes are presented in Table 4.8.

This regression analysis consisted out of five models as well. Model 5 was again found to be significant $F(1, 116) = 9.91, p < .001$. This means that the regression model is useful for predicting the perceived attractiveness in quality of relaxing facilities food places among tourists in Amsterdam, with a predictive power of 34% ($R^2 = .34$). In model 5, the variables for regret aversion, Chun, trust, and social interactions were eliminated.

H1, H2, H3, and H4 are only tested by the coefficients in Table 4.7, the first regression. The reason for this is that these results are about the whole sample ($N = 147$). H5 and H7 are tested by the outcomes in Table 4.8 ($N = 124$), the second regression.

Perceived authenticity was found to be significant, with a positive regression coefficient. This means that perceived authenticity is a positive predictor of tourists' perceived attractiveness towards food places ($\beta = .45, p < .001$), thereby accepting H1.

Injunctive norms and descriptive norms both had a non-significant influence on perceived attractiveness, and were excluded from the final model. The sample contains insufficient evidence to conclude that a relationship between norms and perceived attractiveness exists in the population. Therefore, H2 and H3 are both rejected.

Furthermore, regret aversion was found to be a non-significant predictor of perceived attractiveness. Owing to its insignificance, H4 is rejected.

Regarding the video content, both social interactions and trust turn out to be non-

significant predictors for perceived attractiveness. Due to their insignificance, H5 and H7 are rejected.

Regarding the food places, Chun was the only one to have a non-significant score, and was therefore excluded from Table 4.7. However, the regression coefficients of Fabel Friet, Van Stapele Koekmakerij, and Vlaams Friteshuis Vlemincx are significant. Therefore, the statement can be made that the quality of relaxing facilities on average at Saint-Jean is 27% higher than at Fabel Friet, 26% higher than at Van Stapele Koekmakerij, and 15% higher than at Vlaams Friteshuis Vlemincx.

Table 4.7

Regression model for predicting the perceived attractiveness in quality of relaxing facilities excluding video content

	Model 5***
Perceived authenticity	.45***
Injunctive norms	
Descriptive norms	
Regret aversion	
Chun Café	
Fabel Friet	-.27***
Van Stapele Koekmakerij	-.26***
Vlaams Friteshuis Vlemincx	-.15*
<i>N</i>	146
<i>R</i> ²	.28
<i>F</i>	13.50

Note. Effects are standardized (Beta) coefficients. Significance: * $p < .05$; ** $p < .01$; *** $p < .001$.

Table 4.8

Regression model for predicting the perceived attractiveness in cultural attractiveness including video content

	Model 5***
Perceived authenticity	.40***
Injunctive norms	-.26**
Descriptive norms	.16
Regret aversion	
Chun Café	
Fabel Friet	-.32***
Van Stapele Koekmakerij	-.33***
Vlaams Friteshuis Vlemincx	-.15
Trust	
Social interactions	
<i>N</i>	123
<i>R</i> ²	0.34
<i>F</i>	9.91

Note. Effects are standardized (Beta) coefficients. Significance: * $p < .05$; ** $p < .01$; *** $p < .001$.

4.1.5 Perceived attractiveness of food places in Amsterdam

To summarise the results of the regression analyses, the independent variables are set up against the dependent variables in Table 4.9. According to the factor analysis, there were two factors for video content instead of three. That is the reason why H6, *Informativeness through online video's positively influences tourists' attractiveness towards food places*, was not answered. In addition, it is shown in Table 4.9 that queue lengths as a factor of perceived attractiveness is never supported by the independent variables.

Furthermore, there are only two hypothesis that are partially supported, which are H1 and H7. Both are supported in the other three factors for perceived attractiveness, which reflects the low potency of the criterion variable of queue lengths. However, perceived authenticity did significantly affect queue lengths, but as a negative predictor.

The other hypotheses are all not supported. Nevertheless, regret aversion did significantly affect cultural attractiveness. Moreover, social interactions did significantly affect family-oriented amenities and recreational opportunities. Still, the hypotheses were not accepted since both were negative predictors.

Then for the different food places, when the queues lengths were significantly the longest at Fabel Friet. For cultural attractiveness, Van Stapele had the highest significant score. Regarding quality of relaxing facilities, Saint-Jean scored the most significantly favourable. However, Van Stapele scored significantly positive in the most factors of perceived attractiveness, namely two.

Table 4.9
Research hypotheses acceptance

Hypotheses and independent variables	Results perceived attractiveness			
	Queue lengths	Cultural attractiveness	FOA* and recreational opportunities	Quality of relaxing facilities
H1: Perceived authenticity	Not supported	Supported	Supported	Supported
H2: Injunctive norms	Not supported	Not supported	Not supported	Not supported
H3: Descriptive norms	Not supported	Not supported	Not supported	Not supported
H4: Regret aversion	Not supported	Not supported	Not supported	Not supported
H5: Social interactions	Not supported	Not supported	Not supported	Not supported
H6: Informativeness	Not answered	Not answered	Not answered	Not answered
H7: Trust	Not supported	Supported	Supported	Not supported

Note. *FOA: Family-oriented amenities

4.2 Additional results

In addition to the regression analyses, there were a few parts of the questionnaire that were not included yet. For these additional results, frequencies tests were ran. Out of the 147 respondents, 10.9% had already been to the food place where they were standing in the queue for. In other words, 16 respondents were returning customers. The other 89.1% were first-time customers.

To test whether the reason for the tourists' behaviour is indeed owing to video content, there was asked if the unit of analyses had seen videos about the food place beforehand. Moreover, there was asked which platforms were used to see the videos. Here, multiple answers were applicable.

Resulting from this, videos were indeed a popular marketing tool for the food places. 84.4% out of the 147 respondents had seen a video about the food place beforehand. In Table 4.10, the video platforms are presented with the frequency of tourists' ($N = 124$) seeing a video about the food place on that platform.

From this table, it can be derived that TikTok is indeed an important factor since

83.87% of the 124 respondents that had seen a video, saw this on TikTok. However, Instagram is also a notable social media platform for videos about the food places. The other social media platforms did not have a high response rate.

There were six participants who filled it that they saw videos about the food place somewhere else than these social media platforms. Five respondents filled in that the way they saw these videos was because of their friends. The other filled in that it was through the use of Google Maps.

Table 4.10
Videos about the food places on social media platforms ($N=124$).

Social media platform	Frequency	Percentage (%)
TikTok	104	83.87
Instagram	67	54.03
YouTube	3	2.42
Facebook	3	2.42
X	2	1.61
Snapchat	2	1.61
Other	6	4.84

5. Discussion

In this final chapter, the results of the research are compared and discussed. The chapter provides an answer to the research question with some societal and practical implications. In addition, the limitations of this study are described and there is advice given for future research. The chapter ends with the conclusion.

5.1 Main findings

This study was inspired by the topical phenomenon of TikTok queues at food places in Amsterdam. To explore what the motivations are for tourists to form the queues and perceive these food places as attractive, the causal relationships with perceived authenticity, norms, regret aversion, and the three factors of video content were examined.

In this study, mostly younger, and higher educated people participated, with a relatively valid sample size ($N = 147$) of individuals. The units of analysis were tourists visiting Amsterdam with a non-Dutch nationality. The examined queues were at the food places of Chun Café, Fabel Friet, Vlaams Friteshuis Vlemincx, Saint-Jean, and Van Stapele

Koekmakerij.

Shi et al. (2022, pp. 754-755) argued that perceived authenticity has a significant positive influence on tourists' perceived attractiveness towards food places. This study showed that perceived authenticity has a significant positively influence on tourists' perceived attractiveness towards food places. This was supported based on three factors of perceived attractiveness, which were cultural attractiveness, family-oriented amenities and recreational opportunities, and quality of relaxing facilities.

The examination of both types of norms did not lead to significant results. Therefore, injunctive norms and descriptive norms do not influence perceived attractiveness. This contradicts with the study by Wasaya et al. (2022, pp. 278-279). The reason for this can be that they studied the influence on both types of norms tourists' behavioural intentions, while this current study examines the actual behaviour of tourists. Therefore, it might be the case that the tourists' intention could be influenced by people that are important to them, while their behaviour might not be.

Chorus (2014, p. 322) stated that regret aversion also has a significant positive influence on tourists' perceived attractiveness towards food places. For cultural attractiveness and family-oriented amenities and recreational opportunities, regret aversion was found to be significant. Nevertheless, it was shown that regret aversion is a negative predictor, which contradicts with the provided literature. This means that regret aversion has a significant negative influence on tourists' perceived attractiveness towards food places.

The reason for this contradiction can be the difference in amount of measurement items of the previous study in comparison to the current study. Chorus (2014, p. 326) used in total five measurement items to examine regret aversion, while this research could only use two of these measurement items. To expand the measurement scale, there was also one item added, which resulted in unreliable results. Therefore, the effect of regret aversion on perceived attractiveness differs from previous studies.

The three factors of video content from Wang et al. (2022, pp. 4-5), were stated to also have a significant positive influence on tourists' perceived attractiveness towards food places. For this measurement scale, there was a smaller sample size ($N=124$).

Furthermore, social interactions through online video's led to non-significant results, except for family-oriented amenities and recreational opportunities owing to the backward elimination regression method. However, since this result presented social interactions as a negative predictor, it cannot be stated that social interactions through online video's positively

influences the perceived attractiveness.

This counters the literature of Wang et al. (2022, pp. 4-5) again, but it was also given that this was examined by a smaller sample size, which could have been the cause of this result. In addition, this current study differed from the literature because they examined social interactions in relation to perceived usefulness. In the theoretical framework, there were arguments on why perceived attractiveness could also be researched in relation to social interactions. However, the results showed that this might not have been possible in order to get significant and valid results.

On the other side, trust through online video's had partially a significant positive influence of tourists' perceived attractiveness towards food places. The factors cultural attractiveness and family-oriented amenities and recreational opportunities showed that there was a significant positive causal relationship between trust and perceived attractiveness. However, the factor of quality of relaxing facilities did not have significant results.

These results imply that videos on social media bring trust, which leads to perceived attractiveness. To be more specific, the videos gives the tourists feelings of trust when it comes to cultural attractiveness, and family-oriented amenities and recreational opportunities. When the food places or consumers include characteristics of these two factors in videos, perceived attractiveness is created, which eventually leads to queue formation.

This is also important information for DMO's and policymakers because they could make a communication or marketing strategy with this that should tackle overtourism problems. For instance, they can make videos that expose that these food places have a crowded scenery, and is therefore not suitable for families with children.

The perceived attractiveness of the different food places was also compared. Regarding queue lengths, Fabel Friet proved to have the greatest queue lengths on average of all the food places. For cultural attractiveness, Van Stapele Koekmakerij had on average has most perceived attractiveness. The family-oriented amenities and recreational opportunities showed to have no significant results in food places. And for quality of relaxing facilities, Saint-Jean had on average the best perceived attractiveness.

Reflecting on the additional results, it can be discussed that video content is a recognisable marketing influence for tourists about these food places. A high percentage of respondents had seen videos about the food place beforehand. Furthermore, the term of TikTok queues is seemingly fitting, since almost all of these people saw the videos on TikTok.

However, Instagram also showed to be a social media platform where these videos were watched frequently.

5.2 Societal and practical implications

This study showed that perceived authenticity influences the perceived attractiveness of the food places in Amsterdam. This information is mainly of value for policymakers and DMO's of Amsterdam, but also for DMO's of other destinations. With this information, they could make policies to avoid or address the problems that overtourism bring. It is known that Amsterdam endures with those issues, but there are many other destinations that experience this as well.

Academically, this study aimed to fill a research gap. In practice, based on this research, there are two factors which the DMO's and policymakers should focus on, since these create perceived attractiveness for the food places. The factors are perceived authenticity, and trust through online videos. This study also showed that norms, regret aversion, and social interactions through online videos do not have a significant or positive effect. Therefore, there is no need to focus on these factors to address the problem.

Ideas for the DMO's and policymakers could be to make marketing strategies in which they address the authenticity of the food places with the queues, or show which food places have true authenticity according to them as experts. Another idea is that they should invite residents to make trustworthy videos about their authentic food places, preferably outside of the city centre. With this, tourists will spread more across the whole city, and they will explore more food places than just the most popular ones.

Furthermore, DMO's and policymakers could expose the negative sides these specific food places bring that contradicts the cultural attractiveness, family-oriented amenities and recreational opportunities or quality of relaxing facilities' benefits. Examples for this are the bad reputation the food places have among residents, the food places not being unique, the food places not being suitable for families with children, and the crowded sceneries they have. In addition, it is recommended to focus on video marketing strategies, since this research showed that a remarkable number of tourists watched videos about the food places beforehand.

To follow up, this research was also interesting for the food places to discover what reasons there are for their perceived attractiveness among tourists visiting Amsterdam. Van Stapele Koekmakerij was on average most favourable regarding cultural attractiveness. Saint-

Jean was preferred on average based of the quality of relaxing facilities.

Fabel Friet was proven to have the largest queue lengths on average. In the introduction it was stated that the municipality of Amsterdam wanted to change the queues at Fabel Friet. However, these attempts were unsuccessful until now. With this research outcome, they could prove and emphasize how important it is that the overtourism problems that this specific food place brings should be addressed.

For Fabel Friet, it is advised to propose convincing solutions to the municipality of Amsterdam to avoid overtourism as much as possible, but in a way that they could still continue to sell their fries. However, the queues nowadays bring problems, even with the crowd managers. An idea could be to open more locations, that spread across the city, with a maximum amount of people of approximately 15 people per queue. When their proposal is accepted, it is advised that the municipality would examine a test run in order to determine whether there is no overtourism anymore because of the food place.

In addition, TikTok queues are a new phenomenon. In the introduction, it was explained that this name was given from the assumption that tourists were influenced by the social media platform TikTok in their behaviour. In this research, it was shown that the name of this term was justified, since most of the respondents watched TikTok videos about the food places beforehand.

5.3 Limitations of the study

The sample size of this study was not found to representative for the population of tourists visiting Amsterdam. The aim was to conduct at least 150 respondents, which was not met by 3 missing respondents ($N = 147$). Therefore, the results and conclusions cannot be generalised and should be interpreted with care. With a larger sample, there might have been more statistically significant results to contribute to the examination of perceived attractiveness.

Furthermore, the sample size for the measures for video content was even lower ($N = 124$). This means that there could not be made generalisable conclusions about the factors of video content in relation to perceived attractiveness of the food places in Amsterdam. With a sample size of at least 150 respondents that had watched videos about the food places beforehand, there might have been more significant results for social interactions in relation to perceived attractiveness.

All hypotheses were not supported by queue length. The factor of queue lengths was

derived from Zhu & He (2002, p. 476), but this current study shows that queue length seems to be a weak measurement scale. Especially, since the other three factors of perceived attractiveness all accept some of the hypotheses. Therefore, to examine perceived attractiveness, queue length should not be used.

There was another a weak measurement scale included in this study, which was for regret aversion. To examine this concept, a non-theoretical measurement item was added. However, this item scored low in the factor analysis, and therefore the item was excluded for the further analyses. Nevertheless, the remaining measurement items scored low on reliability. Therefore, the results regarding regret aversion are unreliable, and it is recommended to develop more and stronger measurement scales for regret aversion in tourism.

For the examination of the food places, there was no equal distribution in the visited food places. Van Stapele Koekmakerij, Fabel Friet, and Saint-Jean had somewhat equal respondents. Despite that, Chun Café (34.7%) and Vlaams Friteshuis Vlemincx (6.10%) had a significant difference in amounts of respondents. Therefore, the comparison results of the food places cannot be generalised and are not representative.

Lastly, regarding generalisability and reliability, it can be questioned whether these results would be applicable for other touristic places. These could be museums, amusement parks, tours, stores, and much more. Here, it is important that the touristic place has high perceived authenticity and trust through online videos to have generalisable results.

It is assumed that museums, amusement parks, stores, churches, national parks, castles, tours, and music events all have high perceived authenticity that creates perceived attractiveness. The reason for this is that some touristic places might have historic value, and others might be perceived as authentic for that specific destination. For trust through online videos, it is assumed that mostly museums, amusement parks, national parks, tours, and music events will create perceived attractiveness. This is owing to the fact that it is often allowed to film at these touristic places.

5.4 Recommendations for future research

This study and the data on perceived authenticity, norms, regret aversion, and video content in relation to perceived attractiveness of food places had led to new insights. From this, there follows recommendations for future research on the same topic.

The results of this research are based on a sample that was not representative. It is therefore recommended to repeat the study with a representative sample size to aim for more

statistically significant results. With this, it is necessary to note that it is important to have a least 150 respondents that have seen videos about the desired examined food places or other tourism related locations beforehand. If this criterion is met, representative conclusions can be made about video content in relation to perceived attractiveness.

Furthermore, this study showed that there are two factors of video content instead of three. However, it is recommended for future research to continue to examine the three factors of video content for touristic places. The reason for this is that videos are gaining popularity. In addition to that, it is recommended to examine the reasons for perceived attractiveness of other touristic places. For instance, this could be museums, zoos, and more.

When this research is repeated, it is highly recommended to not examine perceived attractiveness by queue lengths. This study proved that this is not a valid measurement scale since none of the hypotheses were supported by this measurement.

Finally, in follow-up studies, it would be advised to develop and expand the measurement scale of regret aversion. The reason for this is that this study showed that regret aversion is not a valid measurement scale to examine at this moment. There are more existing measurement items for regret aversion. However, these were not applicable for research before the consumption phase. Therefore, an extra item about regret aversion was added, which was non-theoretical. Because of this, it is highly advised to develop a stronger measurement scale for regret aversion, and especially for studies in tourism.

5.5 Conclusion

TikTok queues at food places lead to overtourism in the city of Amsterdam. Currently, the municipality of Amsterdam is assessing on what is the best way to solve the problem. The attempts to change the problem have not been successful so far.

This study investigated the main reasons on why these food places were perceived as attractive. It can be concluded that perceived authenticity is considered to be the most important reason for tourists' perceived attractiveness of the food places in Amsterdam. One must consider that authenticity and perceived authenticity are not the same. Authenticity is about truth, verification, originality, and believability. Perceived authenticity is purely about individuals reckoning that something is authentic. Furthermore, the factor of trust through online videos was partially accepted as a significant positive influence on tourist' perceived attractiveness towards the food places.

Perceived attractiveness consisted out of three factors, which were (1) cultural

attractiveness, (2) family-oriented amenities and recreational opportunities, and (3) quality of relaxing facilities. Queue lengths was proven to not be a valid measurement scale for perceived attractiveness.

The hypotheses for injunctive norms, descriptive norms, regret aversion, and social interactions through online videos were all not supported by the data of the sample. These results all contradict the discussed literature in the theoretical framework.

At last, this study proved that the given name of TikTok queues is justified. 83.87% out of the 124 respondents that had watched videos about the food place beforehand, indicated that these videos were watched on the social media platform TikTok. Instagram is second-rate platform for the food place content with 54.03%. Still, this is a large difference, so therefore it can be concluded that TikTok queues is the correct term to use for this new phenomenon.

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Appendix A

Survey questions

Dear respondent,

Thank you for your interest in this research. I am inviting you to fill in a questionnaire. This questionnaire is focused on the popularity of food places in Amsterdam among tourists. The purpose of this study is to investigate why these particular food places are popular among the tourists that are visiting Amsterdam.

The questionnaire will take approximately 7 minutes to fill in. Please answer each question carefully and honestly, as I am sincerely interested in your personal opinions. There are no right or wrong answers.

CONFIDENTIALITY OF DATA

All research data remains completely confidential and are collected anonymously. There is no ability to identify you. There are no foreseeable risks or discomforts associated with participating in this research.

VOLUNTARY

If you now decide not to participate in this research, this will not affect you. If you decide to cease your cooperation while filling in the questionnaire, this will in no way affect you either. You can cease your cooperation without giving reasons.

FURTHER INFORMATION

If you have questions about this research, in advance or afterwards, you can contact the responsible researcher, Pleuni van Kouwen (email: 611327pk@eur.nl). This study has been approved by the Ethics Committee of Erasmus University Rotterdam. If you want to invoke your rights or if you have a question concerning privacy about this study, you can contact Erasmus University’s DPO (Data Protection Officer) at fg@eur.nl.

If you understand the information above and freely consent to participate in this study, click on the “I agree” button below to start the questionnaire.

- I agree
- I do not agree

1. Which food place are you standing in a queue for?

.....

2. Have you been to this food place before?

- Yes
- No

3. You will be presented with 11 statements about this food place. Please indicate on a scale from 1 to 5 (1 meaning strongly disagree and 5 strongly agree) how much you agree with the statements related to perceived attractiveness and the food place you are standing in a queue for.

"I think that...

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
... this food place is unique.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

... visiting this food place is a cultural experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... visiting this food place is a fun sightseeing activity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... this food place is quiet and peaceful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... at this food place there is a variety of food and beverages.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... this food place is suitable for families with children.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... this food place is a safe place.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... I will experience something new when visiting this food place.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... this food place has a great reputation and famous image.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... this food place has a convenient location.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... I like the scenery of this food place.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. You will be presented with 11 statements about this food place. Please indicate on a scale from 1 to 5 (1 meaning strongly disagree and 5 strongly agree) how much you

agree with the statements related to authenticity and the food place you are standing in a queue for.

"I am standing in this queue because I believe as a destination brand, this food place ...

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
... persists through time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... is timeless.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... will not betray you.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... keeps its value promise.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... is honest.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... has moral principles.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... is true to a set of moral values.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... cares about its consumers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... embodies the important values that tourists care about.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... links visitors to their true selves.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... links visitors to things that really matter for them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. You will be presented with 8 statements about this food place. Please indicate on a scale from 1 to 5 (1 meaning strongly disagree and 5 strongly agree) how much you

agree with the statements related to your norms and the food place you are standing in a queue for.

"I am standing in this queue because ...

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
... people who are important to me will support it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... people who are important to me convinced me to show loyalty intention by visiting this food place.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... most people who are important to me think I should show loyalty intentions by visiting this food place.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... people whose opinion I value would prefer me to show loyalty intentions by visiting this food place.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... many of the people who are important to me insinuated that I should show loyalty intentions by visiting this food place.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

... people who are important to me visited this food place.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... people who are important to me spoke positively about this food place.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... I believe that most people who are important to me show loyalty intentions towards this food place.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. You will be presented with 3 statements about this food place. Please indicate on a scale from 1 to 5 (1 meaning strongly disagree and 5 strongly agree) how much you agree with the statements related to regret and the food place you are standing in a queue for.

"I am standing in this queue ...

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
... because I want to avoid feelings of regret.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
..., but I am curious about what would have happened if I had chosen differently.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... because I searched for information about alternatives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. On which platform(s) did you see the videos about this food place beforehand?

- TikTok
- Instagram
- YouTube
- Facebook
- X
- Snapchat
- I have not seen videos about this food place beforehand
- Other (please specify),
.....

8. You will be presented with 9 statements about the videos you watched about the food place. Please indicate on a scale from 1 to 5 (1 meaning strongly disagree and 5 strongly agree) how much you agree with the statements related to the reasons for standing in the queue.

"I am standing in this queue because ...

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
... I liked, commented, or replied to videos about this food place.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... videos about this food place allowed me to interact with others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... videos about this food place enhanced my social interaction with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

others.

... videos about this food place were a good source of information.

-
-
-
-
-

... the short videos about this food place provided accurate information.

-
-
-
-
-

... the short videos gave me updates about the food place.

-
-
-
-
-

... I think most short videos about this food place are correct.

-
-
-
-
-

... I think most videos about this food place are consistent with the real situation.

-
-
-
-
-

... I think most short videos and short video advertisements about this food place are reliable.

-
-
-
-
-

9. Are you a tourist visiting Amsterdam?

- Yes
- No, I am a resident

10. What is your nationality?

.....

11. Please indicate your age in whole numbers

.....

12. To what gender do you identify the most?

- Male
- Female
- Non-binary / third gender
- Prefer not to say

13. What is the highest level of education you have completed?

- Did not attend school
- Primary Education
- Secondary Education / High School
- BA / College
- MA
- Doctorate or professional degree
- Other (please specify),

.....

14. If you would like to share any other optional comments about this topic, please share them with me in this text box.

.....

This is the end page of this survey.

Thank you for participating in my study on perceived attractiveness about food places in Amsterdam among tourists. Your valuable input has greatly contributed to my research efforts.

I sincerely value your participation in my study. If you have any further questions or would

like additional information, please feel free to contact me.

Thank you,

Pleuni van Kouwen

611327pk@eur.nl

Appendix B

Declaration Page: Use of Generative AI Tools in Thesis

Student Information

Name: Pleuni van Kouwen

Student ID: 611327

Course Name: Master Thesis CM5000

Supervisor Name: Niels Vink

Date: 27/06/24

Declaration:

Acknowledgment of Generative AI Tools

I acknowledge that I am aware of the existence and functionality of generative artificial intelligence (AI) tools, which are capable of producing content such as text, images, and other creative works autonomously.

GenAI use would include, but not limited to:

- Generated content (e.g., ChatGPT, Quillbot) limited strictly to content that is not assessed (e.g., thesis title).
- ~~Writing improvements, including~~ grammar and spelling corrections (e.g., Grammarly)
- Language translation (e.g., DeepL), without generative AI alterations/improvements.
- Research task assistance (e.g., finding survey scales, qualitative coding verification, debugging code)
- Using GenAI as a search engine tool to find academic articles or books (e.g.,

I declare that I have used generative AI tools, specifically [ChatGPT], in the process of creating parts or components of my thesis. The purpose of using these tools was to aid in generating content or assisting with specific aspects of thesis work.

I declare that I have NOT used any generative AI tools and that the assignment concerned is my original work.

Extent of AI Usage

I confirm that while I utilized generative AI tools to aid in content creation, the majority of the intellectual effort, creative input, and decision-making involved in completing the thesis were undertaken by me. I have enclosed the prompts/logging of the GenAI tool use in an appendix.

Ethical and Academic Integrity

I understand the ethical implications and academic integrity concerns related to the use of AI tools in coursework. I assure that the AI-generated content was used responsibly, and any content derived from these tools has been appropriately cited and attributed according to the guidelines provided by the instructor and the course. I have taken necessary steps to distinguish between my original work and the AI-generated contributions. Any direct quotations, paraphrased content, or other forms of AI-generated material have been properly referenced in accordance with academic conventions.

By signing this declaration, I affirm that this declaration is accurate and truthful. I take full responsibility for the integrity of my assignment and am prepared to discuss and explain the role of generative AI tools in my creative process if required by the instructor or the Examination Board. I further affirm that I have used generative AI tools in accordance with ethical standards and academic integrity expectations.

Signature:

A handwritten signature in black ink, appearing to be 'J. A. W. P.', written over a large, stylized circular scribble.

Date of Signature: 27/06/24

Appendix C

AI prompts

Hi, can you tell me when you chose for a varimax or a direct oblimin rotation?



When choosing between Varimax and Direct Oblimin rotations in factor analysis, the key consideration is the nature of the factors and whether you expect them to be correlated.

1. Varimax Rotation:

- **Use When:** You expect the factors to be orthogonal (uncorrelated).
- **Purpose:** Simplifies the loadings of the factors by maximizing the variance of squared loadings within each factor, making the results easier to interpret.
- **Characteristics:**
 - Produces factors that are easier to interpret because each variable tends to load highly on one factor and near zero on others.
 - Assumes factors are independent.
- **Example:** If you are analyzing personality traits and assume that each trait is distinct and does not overlap significantly with others, Varimax might be appropriate.

2. Direct Oblimin Rotation:

- **Use When:** You expect the factors to be correlated.
- **Purpose:** Allows for correlated factors, providing a more realistic representation if the underlying constructs are likely to be related.
- **Characteristics:**
 - Produces a pattern matrix and a structure matrix, where the pattern matrix shows the unique contribution of each factor to the variables and the structure matrix shows the correlations.
 - More complex to interpret compared to Varimax but potentially more accurate if factors are truly correlated.
- **Example:** If you are analyzing psychological symptoms where different symptoms might be related (e.g., anxiety and depression), Direct Oblimin would be more appropriate because it allows the factors to correlate.

Practical Steps in Choosing

1. **Theoretical Considerations:** Based on your theoretical framework, decide if the factors should be correlated. In domains where constructs naturally overlap, consider oblique rotations like Direct Oblimin.
2. **Empirical Testing:** Run initial analyses with both Varimax and Direct Oblimin rotations. Examine the factor correlation matrix:
 - If correlations among factors are low (close to zero), Varimax might be sufficient.
 - If correlations among factors are significant, Direct Oblimin (or another oblique rotation) is preferable.

Summary

- **Varimax:** Use for orthogonal (uncorrelated) factors.
- **Direct Oblimin:** Use for oblique (correlated) factors.

By considering these aspects, you can choose the appropriate rotation method to best fit the data and the theoretical expectations of your study.

when do you use the structure matrix in spss for the factor analysis?



In SPSS factor analysis, the Structure Matrix is used when interpreting results from oblique rotations, such as Direct Oblimin or Promax. Here are the scenarios and reasons for using the Structure Matrix:

1. Understanding Correlations Between Variables and Factors:

- **Purpose:** The Structure Matrix provides the correlations between the observed variables and the factors, including both direct relationships and the influence of inter-factor correlations.
- **Use Case:** If you are interested in seeing how each variable is associated with each factor, considering the shared variance among factors, you can refer to the Structure Matrix.

2. Complementing the Pattern Matrix:

- **Purpose:** The Structure Matrix can complement the Pattern Matrix by providing a fuller picture of the relationships. While the Pattern Matrix shows the unique contribution of each factor to the variables, the Structure Matrix includes these contributions along with the correlations between factors.
- **Use Case:** In cases where the Pattern Matrix might have small loadings due to the partitioning of shared variance, the Structure Matrix can reveal higher correlations, helping to identify variables that are generally associated with certain factors.

Practical Steps and Interpretation:

1. Initial Exploration:

- **View Both Matrices:** After running an oblique rotation, examine both the Pattern Matrix and the Structure Matrix. The Pattern Matrix helps identify the unique contributions, while the Structure Matrix shows overall correlations.

2. Decision-Making:

- **Primary Reporting:** Typically, you would report the loadings from the Pattern Matrix because they represent the pure relationships between variables and factors after accounting for factor correlations.
- **Supplementary Insights:** Use the Structure Matrix for supplementary insights, especially if you want to understand the overall strength of the relationships, including indirect effects due to factor intercorrelations.

Summary of When to Use Each Matrix:

- **Pattern Matrix:** Use for reporting factor loadings in oblique rotations as it shows the direct contributions of factors to variables.
- **Structure Matrix:** Use to understand the overall correlations between variables and factors, including both direct and shared contributions due to factor intercorrelations.

By using both matrices appropriately, you can provide a comprehensive interpretation of your factor analysis results, leveraging the strengths of each to gain deeper insights into the structure of your data.