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The Effect of Gastronomy-Travel Based TV Programs on Behavioral Tasting Intention

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Mass communication was a necessity for public life at the beginning, it had functions such as providing information, training, socialization, motivating and cultural promotion in the time from Industrial Revolution to the Information Age. Mass communication both delivers news and is the part of developing political, social and economic elements in the 21. century. Television is widespread and effective today. Television programs functions a lot as well. The study measured the impact of gastronomy-travel based television programs on behavioral intentions of tasting. This quantitative study used survey method via 496 respondents in Eskişehir which were determined by the simple random sampling method and Structural Equation Modeling was used. As a result, it was found out that gastronomy-travel based television programs arouse curiosity and social impact functions and perceived behavioral control has an impact on behavioral intentions of tasting.

Keywords: Mass Communication, Television, Gastronomy Tourism, Gastronomy-Travel based TV Programs, Behavioral Tasting Intention