

Araştırma Makalesi / Research Article

Instagram'a Uygun Yemekler: Instagram'ın Yeme Davranışları Üzerindeki Etkisi

Instagrammable Food: The Impact of Instagram on Eating Behavior

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Geliş/Received:31/08/2025

Kabul/Accepted:21/01/2026

Öz

Fotoğraf paylaşım platformu olmanın ötesine geçerek dijital çağın güçlü bir pazarlama aracı haline gelen Instagram, tüketici davranışlarında oldukça etkilidir. Instagram'ın üç ana etkisi vardır: kişisel ilgi alanlarını ve kültürel değerleri sergilemek, sosyal trendleri ve ifade biçimlerini desteklemek ve insanların farklı kültürler ve yemeklerle etkileşime girebilecekleri bir ortam yaratmak. Yiyecek ve içecek sektöründe yapılan önceki çalışmalar, Instagram'daki görsel olarak çekici içeriklerin duygusal tepkileri tetikleyebileceğini, mutfak yaratıcılığını teşvik edebileceğini ve farklı mutfakların keşfedilmesini sağlayabileceğini göstermiştir. Bu çalışma, nitel araştırma tasarımı çerçevesinde Instagram'daki görsel içeriğin tüketicilerin yeme davranışlarını nasıl şekillendirdiğini araştırmayı amaçlamaktadır. Bu bağlamda, 40 kişi ile yarı yapılandırılmış görüşmeler yapılmış ve toplanan nitel veriler içerik analizine tabi tutulmuştur. Bu doğrultuda beş ana tema belirlenmiştir: Görsel içerik, yeme alışkanlıkları, evde yemek pişirme, yeni tarifleri deneme ve farklı mutfakları deneme. Çalışma, Instagram'a uygun yiyeceklerin tüketicilerin yeme davranışları üzerinde etkisi olduğu ve maruz kaldıkları görsellerin içeriğinin bu etkinin yönünü belirlediği sonucuna varmıştır. Bu bağlamda, Instagram'ın yeme davranışlarını şekillendirmedeki ikili rolü vurgulanmış ve bu çalışmada çeşitli akademik ve sektörel öneriler geliştirilmiştir.

Anahtar Kelimeler: Sosyal medya, Instagram, Yiyecek, Yeme davranışı

Abstract

Instagram, which has gone beyond being a photo-sharing platform and has become a powerful marketing tool of the digital age, is quite effective in consumer behavior. Instagram has three main effects: displaying personal interests and cultural values, supporting social trends and forms of expression, and creating an environment where people can interact with different cultures and foods. Previous studies conducted in the food and beverage sector have indicated that visually appealing content on Instagram can trigger emotional reactions, inspire culinary creativity, and enable the discovery of different cuisines. This study aims to investigate how visual content on Instagram shapes consumers' eating behaviors within the framework of a qualitative research design. In this context, semi-structured interviews were conducted with 40 people, and the collected qualitative data were subjected to content analysis. Five main themes were determined in this direction: Visual content, eating habits, cooking at home, trying new recipes, and trying different cuisines. The study concluded that Instagrammable foods have an effect on consumers' eating behaviors, and the content of the visuals they are exposed to determines the direction of this effect. In this respect, the dual role of Instagram in shaping eating behaviors was emphasized, and various academic and sectoral recommendations were developed in this study.

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Önerilen Atf/Suggestion Citation

Can, İ.İ. & İflazoğlu, N., (2026). Instagram'a Uygun Yemekler: Instagram'ın Yeme Davranışları Üzerindeki Etkisi, *Anadolu Kültürel Araştırmalar Dergisi*, 10(1),103-122.

Keywords: *Social media, Instagram, Food, Eating behavior*

INTRODUCTION

Social media platforms such as Instagram, Facebook, TikTok, and Twitter, which have billions of active users worldwide, have become an inseparable part of consumer's daily lives and have begun to affect every aspect of their lives. In the digital age, social media platforms have become transformative tools that shape consumers' purchasing decisions in almost all sectors due to reasons such as real-time interaction, personalized unlimited content, unprecedented access to global markets, unlimited communication opportunities with businesses 24/7, and unlimited information about the product planned to be purchased thanks to real-person comments (Rini et al., 2024; Simeone & Scarpato, 2020). It is possible to say that Instagram, in particular, has become one of the most powerful marketing tools that shape consumer behavior by going far beyond being just a photo-sharing platform.

Instagram's visually appealing content and interactive features help businesses build emotional connections with users and influence purchasing decisions in a variety of areas, including lifestyle, fashion, travel, and food and beverage. In addition to the platform's focus on personalized, aesthetic, eye-catching, and informative content, it would not be wrong to say that Instagram has "captured" modern consumers with its user interactions, experience sharing, the influence of social media influencers, storytelling, social comparison effects, and fear of missing out (Abell & Biswas, 2023; Kanaki, 2023; Moore & Craciun, 2021). In other words, it can be said that Instagram has created a huge impact on consumer behavior due to its visual culture, psychological effects, and impressive marketing strategies, and it has become a critical player in shaping consumer habits, preferences, and behaviors across industries.

When evaluated within the scope of the food and beverage sector, it is accepted that visually appealing content on Instagram, the eating and drinking habits of followed social media influencers and followed chefs, restaurant pages, and recipe pages trigger emotional and cognitive reactions and that this situation has a direct impact on consumers' eating and drinking habits and behaviors. It is stated that food content on Instagram is not only perceived as a source of nutrition but also carries cultural, social, and emotional meanings. At this point, the concept of "Instagrammable foods" that we come across is defined as foods that are both visually appealing and appetizing and that make people want to share with their families and friends.

It is stated that stylized and aesthetically designed food content has an effect on consumers' eating behaviors (Chou, Huang, & Ye, 2024). Similarly, it can be said that food content shared through various hashtags (#food, #foodporn, #foodphotography) on Instagram receives high interaction and can both trigger users' immediate eating urges and have an impact on long-term eating behaviors (Mejova, Abbar, & Haddadi, 2016). In other words, visually appealing food content - regardless of physiological hunger - can trigger a hedonic hunger in consumers, while certain content constantly exposed on Instagram can lead to long-term changes in eating behavior (Mankad & Gokhale, 2021). In addition, Instagram has become a gastronomy discovery tool by allowing users to explore different cuisines, try new recipes, and engage in cultural exchanges related to cuisine.

Based on all these, the aim of this study is to reveal how visual content (Instagrammable foods) on Instagram, one of the social media platforms that most influence consumer habits and behaviors, shapes consumers' eating behavior within the framework of a qualitative research design. In this context, it is investigated how Instagrammable foods evoke feelings in consumers, how they affect their eating habits, and how they shape their desire to cook at home, try new recipes, and discover new cuisines.

CONCEPTUAL FRAMEWORK

Social Media and Eating Habits

The term "social media" is used to describe virtual spaces where users can share a variety of content, including videos, photos, and information, with large audiences. The advent of new information and communication technologies has enabled individuals to transition from passive consumers of content to active participants in the production of content through social media platforms. Consequently, while social media users have the capacity to exert influence over other users through their posts, they are also subject to the influence of other posts (Eryılmaz & Şengül, 2016). This reciprocal relationship serves as

the foundation for the significant influence that social media currently holds. In particular, the pervasive use of smartphones has led to a significant increase in social media usage, which in turn has a direct impact on individuals' lifestyles, habits, and decision-making processes. As of 2023, the number of mobile phone users worldwide reached 5.44 billion, which corresponds to 68% of the global population. In comparison to the preceding year, 168 million additional users were recorded, representing a 3% increase. A comparable expansion was observed in the number of internet users, with 5.16 billion individuals representing 64.4% of the global population (Clicks'us Digital, 2024). This data illustrates the continued expansion of the global influence of social media. The proliferation of smartphones has served to accelerate the growth of these platforms, facilitating the use of social media through the integration of features such as cameras, color screens, and internet access. This situation has become a primary reason for user preference, as mobile devices function as portable computers (Mohammedi et al., 2018; Baker & Walsh, 2018).

The advent of new technologies has led to the emergence of social media platforms as a powerful tool in various fields, including education, trade, finance, communication, and tourism (Edosomwan et al., 2011). As a result, the pervasive use of social media has transformed various aspects of life, precipitating profound shifts in communication, access to information, and decision-making processes that transcend geographical boundaries (Rani & Tyagi, 2023). These platforms facilitate not only the dissemination of information but also the emergence of a novel cultural milieu that shapes individuals' daily experiences and preferences (Lange-Faria & Elliot, 2012; Karaduman, 2017). As an illustration, one of the significant domains influenced by this transformation is food consumption behavior (Moghbeli et al., 2023). In the context of the ongoing digital revolution, an increasing number of individuals are turning to online platforms as a source of inspiration, guidance, and social validation with regard to their dietary choices. The influence of social media platforms has significantly shaped our food choices, preferences, and behaviors, leading to the emergence of a new paradigm in how we view and relate to food (Rounsefell et al., 2020; Rini et al., 2024). The consumption of food and drink is also affected by social media platforms, particularly those which facilitate the sharing of visual content. The dissemination of food and beverage-related content by prominent figures or brands on social media has the potential to influence other users, ultimately leading to the purchase of similar products (Rambe & Jafeta, 2017). The rising prevalence of social media usage across the globe has rendered the impact of these platforms on cultural and culinary norms inescapable. The social media platforms Facebook, YouTube, Instagram, WhatsApp, and TikTok have been identified as influential in shaping global consumption habits, with each platform hosting billions of active users (Statista, 2024). In particular, content related to food has a significant presence on social media platforms, with rapid dissemination among users. Virtual communities exert a considerable influence on the food industry, generating high levels of engagement through the universal appeal and aesthetic qualities of food (Hutchinson, 2023). Indeed, food is one of the most photographed topics on visual social media, with over one billion food photos shared on social media platforms. In particular, visual-oriented platforms such as Instagram provide a vast canvas for the visual representation of culinary experiences, facilitating a swift proliferation of content on this subject. By utilizing hashtags such as #food, users can make their content visible to a broader audience. In light of evolving living conditions and technological advancements, social media platforms have exerted a profound influence on food consumption patterns, becoming inextricably linked to cultural transformations. The available evidence indicates that such content can influence individuals' food preferences by creating perceptual norms (Zeng & Gerritsen, 2014; Hanus, 2018; Kadioğlu, 2019; Nemeth et al., 2019; Zhang et al., 2019; Hawkins et al., 2020; Simeone & Scarpato, 2020). The influence of social media in this domain is regarded as a potent instrument that not only influences individuals' dietary habits but also their lifestyles and cultural proclivities. In contemporary society, social media has evolved into a prominent medium not only for individuals to showcase their daily lives but also for influencing the culture of consumption. Instagram plays a role in the dissemination of consumption culture, enabling individuals to obtain recommendations not only from their immediate social circles but also from prominent accounts and bloggers with extensive followings. In the present era, the dissemination of culinary-related content on social media platforms has become a prevalent phenomenon. Consequently, the examination of the impact of food-related content shared on social media on individuals' eating habits has become a prominent area of research.

Instagram and Food Consumption

In 2010, Instagram was launched as a mobile photo-sharing application, rapidly establishing itself as a pioneering force in the realm of visual content sharing. One of the most significant distinctions between Instagram and other social media platforms is the ability of users to save and share their photos as enduring mementos. The platform offers a variety of functional features, including geotagging and a “discover” section that recommends content for users to access and share with a wider audience (Lee et al., 2015; Demarest, 2020; Holak & McLaughlin, 2024). At its inception, Instagram served as a conduit for users to disseminate their online experiences with their acquaintances. Posts could be evaluated through the medium of likes, comments, and the discovery of content through hashtags (Feldman, 2021). However, over time, the platform has evolved beyond the presentation of aesthetic and flawless photographs to encompass a broader range of authentic and diverse representations of everyday life. One of the most illustrative examples of this transformation is the shift in focus towards moments deemed worthy of sharing, which are defined as “Instagrammable moments” (Demarest, 2020; Feldman, 2021). It is evident that Instagram has exerted a profound influence on the manner in which users express themselves, showcase social trends, and interact with the interests of others. In addition to providing a medium for sharing personal interests, cultural practices, and beliefs, the platform has also provided an environment where individuals can observe the lives of others (Feldman, 2021; Bedford-Flood, 2023). Instagram, the most utilized social media platform in Turkey, maintains its status as the most utilized platform with a 90.6% usage rate (Clicks’us Digital, 2024). In the contemporary era, Instagram has emerged as a pivotal platform for the online representation of food. A total of 468 million posts have been tagged “#food,” 275 million have been tagged “#foodporn,” and nearly 90 million have been tagged “#foodphotography,” indicating that the visual presentation of food is the most highly preferred aspect of the platform (Nactarome, 2024). By visualizing the dining experience, Instagram has enabled many restaurants to adapt their menus and presentations to align with the visual standards of the platform and to develop culinary concepts (Feldman, 2021). In this context, Instagram can be said to have three main effects: (1) the showcasing of personal interests and cultural values, (2) the support of social trends and forms of expression, and (3) the creation of an environment where individuals can interact with different cultures and food in the digital age (Feldman, 2021; Bedford-Flood, 2023). The influence of Instagram on food culture has resulted in notable shifts in individuals’ relationships with food and the meanings they ascribe to it. In lieu of seeking counsel from experts regarding appropriate dietary choices, individuals are now inclined to adhere to the recommendations proffered by prominent figures on Instagram (Baker & Rojek, 2020). On the other hand Instagrammable food can be defined as food that attracts attention due to its visually prominent features, including color, texture, and material (Green, 2018). In this context, food is a social phenomenon that is also visually appealing. In this context, “Instagrammable food” is defined as food that is both visually appealing and interesting, and which people wish to share with their family and friends on social media platforms such as Instagram. In the contemporary era, food has become a significant aspect of everyday life, with this experience now being disseminated online. In essence, Instagram is transforming the landscape of food and gastronomy.

The impact of food sharing on social media has been a topic of considerable debate. As demonstrated by researchers such as Carolan (2017) and Lavis (2017), the primary criterion by which shared food photos are evaluated is their visual appeal, with taste being of secondary importance. In their 2016 study, Coary and Poor posit that even if the visual appeal of a photographed meal is unappealing, its gustatory qualities may still be perceived as delightful. They further suggest that the act of sharing food on Instagram serves to reinforce this perception of taste. Conversely, Larson and Elder (2014) discovered that individuals who are frequently exposed to images of the same food item tend to experience a reduction in their appetite. Conversely, researchers such as He and Yang (2022), Filippone et al. (2022), and Wu et al. (2024) present findings that interaction with food images shared on social media increases impulsive eating tendencies in the context of Use and Satisfaction Theory (UGT). Dessart and Duclou (2019) demonstrated that individuals who engage with healthy eating posts on social media report feeling supported by their peers, held accountable, and able to share their experiences. These experiences increase motivation and strengthen commitment to healthy eating goals. In a study conducted by Alwafi et al. (2022), the influence of social media influencers on food consumption preferences in Saudi society was investigated. The findings revealed that influencers exert a considerable influence on their followers. As demonstrated by Hawkins et al. (2021), exposure to LED (low energy density) food images on social media may result in an increased preference for these foods over HED (high energy density)

foods. In their 2021 study, Jiotsa and colleagues investigated the relationship between social media use and body image disturbance. They found that social media use and social comparison may contribute to body image disturbance and unhealthy eating habits. Similarly, Kim and Mackert (2022) posit that exposure to idealized body images on social media can prompt individuals to compare themselves with others, thereby precipitating body dissatisfaction and disordered eating behaviors (e.g., increased appetite). In the context of gastronomy, studies by Allué (2013), Trattner et al. (2019), Simeone and Scarpato (2020), and Camargo et al. (2024) demonstrate that social media provides a platform for young adults to discover new recipes, expand their food options, and promote their own culinary creations as both consumers and creators. Consequently, food, as a phenomenon encompassing a multitude of social, cultural, economic, and political attributes, has undergone a transformation in its meaning within these novel media contexts, shifting to a distinct dimension. This serves as a crucial illustration of the manner in which Instagram has transformed food consumption practices. In this regard, it is a significant area of investigation to assess the influence of food-related content on dietary habits on Instagram.

METHOD

In this study, a qualitative research design was employed to explore individuals' evaluations of the impact of Instagram on eating behaviour. Qualitative methods were considered appropriate as they enable an in-depth understanding of perceptions, experiences, and meanings attributed to social media-related food practices. The data collection instrument consisted of a semi-structured interview form comprising eight open-ended questions. The questions were developed based on previous empirical and conceptual studies examining Instagram use, visual food culture, and eating behaviour (e.g., Pittman & Reich, 2016; Tiggemann & Zaccardo, 2018; Turner & Lefevre, 2017). In addition, the initial draft of the interview questions was reviewed by three experts in the field of gastronomy (one Associate Professor and two Assistant Professors) to ensure content validity, clarity, and relevance to the research objectives. Based on their feedback, minor revisions were made to the wording and scope of the questions.

A non-probability sampling strategy was adopted, specifically purposeful criterion sampling, to select participants who could provide rich and relevant data regarding the research problem. The inclusion criteria were defined as follows: (i) being between the ages of 18 and 34, (ii) actively using Instagram on a daily basis, particularly for following food-related content (e.g., restaurants, food bloggers, or culinary trends), and (iii) voluntarily agreeing to participate in the study. Individuals who did not actively use Instagram or who stated that Instagram had no relevance to their food-related decisions were excluded from the sample. Participants were not selected based on the number of followers, level of popularity, or influencer status. Likewise, they were not drawn from the researcher's personal or professional Instagram network in a targeted manner. Instead, participants were recruited through an open call and snowball sampling, where initial participants recommended other eligible individuals who met the established criteria. This approach aimed to reduce selection bias and to include participants with diverse Instagram usage patterns rather than highly visible or commercially influential accounts.

In total, 40 individuals who met the inclusion criteria and provided informed consent were included in the study. Data collection was conducted in November 2024 through online interviews scheduled by appointment. With participants' permission, all interviews were audio-recorded. Each interview lasted approximately 38 minutes on average. The data were analysed using a combination of inductive and deductive approaches. This dual strategy allowed both the identification of themes derived from existing literature and the emergence of new themes grounded in participants' narratives.

Analysis of the Data

Within the scope of the qualitative research design, the research problem was first clearly defined. Accordingly, the main research question was formulated as: *"What is the effect of Instagram on eating behaviour?"* Content analysis was employed to analyse the interview data. Following transcription, all interview texts were transferred to a digital environment and analysed systematically. Statements with similar meanings were grouped under common codes, and these codes were then organised into broader themes. Both theoretically informed themes and themes emerging directly from the data were taken into account. All data obtained from the 40 participants were included in the analysis. To enhance transparency and credibility, direct quotations from participants were incorporated into the findings to

illustrate key themes and support interpretative claims. The results derived from the thematic analysis were presented in tabular and graphical formats to facilitate clarity and comprehensibility.

Ethics Committee Approval

The conceptual framework of this research was prepared, data collection tools were applied, data were collected, analyzed, and interpreted in full compliance with ethical rules. The ANKAD Editorial Board bears no responsibility for any ethical violations that may occur. All responsibility lies with the author. We declare that this work has not been submitted for evaluation to any academic publication medium other than ANKAD. This study complies with all rules specified in the “Higher Education Institutions Scientific Research and Publication Ethics Guidelines.” None of the actions listed under the heading “Actions Contrary to Scientific Research and Publication Ethics” in the second section of the guidelines have been carried out. An application was made to Niğde Ömer Halisdemir University Scientific Research and Publication Ethics Board for the interview to be conducted and the ethics committee approval was obtained at the board’s meeting number 2024/19 dated 01/11/2024.

FINDING

The research involved interviewing individuals who use Instagram, and descriptively presenting the findings. Participants were coded as I1, I2....I40. The demographic information of the chefs who participated in the research is presented below. The participants in the study were 72.5% female and 27.5% male. It was also found that the majority of the participants in the research were 87.5% undergraduate and 85% single. The questions prepared to analyse and evaluate the data obtained from the participants regarding the impact of Instagram on eating behaviour, as well as the findings obtained from the opinions, are presented below.

The themes obtained as a result of the answers to the first question of the research, “What kind of feelings do visual content (photos and videos) about the food you see on Instagram evoke in you?” are given below.

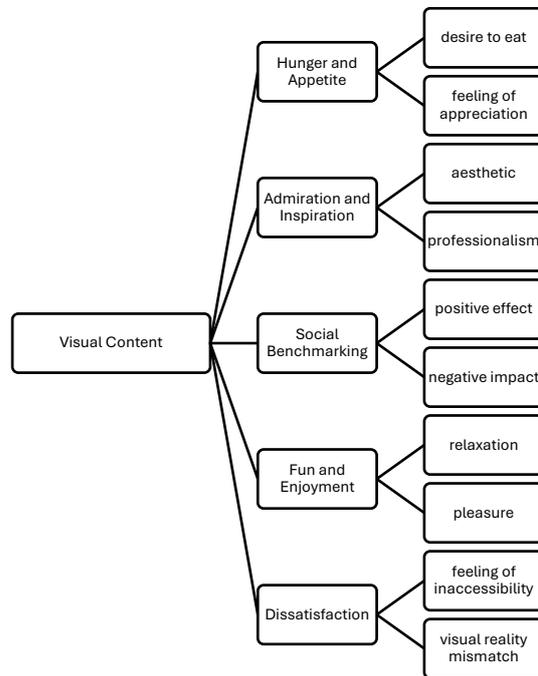


Figure 1. Participants’ opinions on visual content related to food on Instagram

When Figure 1 is examined, the individuals who participated in the research stated their ideas about how the visual content about the food they saw on Instagram evoked feelings as Hunger and Appetite (f=29), Admiration and Inspiration (f=25), Social Benchmarking (f=18), Fun and Enjoyment Dissatisfaction (f=16). Some of the prominent data of the participants about the first question are given below.

Visuals can increase appetite and trigger physical hunger. (I4)If I look at this content when I am full, these images usually evoke a feeling of enjoyment or appreciation, but may not create a desire to eat.

(I12)Carefully prepared and beautifully photographed dishes can inspire admiration. (I9)Colourful and creative presentations can inspire people to cook or try new recipes. (I34)Images of food may evoke feelings of happiness or warm memories. For example, a dessert from childhood or a home-cooked meal can evoke nostalgic feelings. (I1)Being constantly confronted with food that looks ‘perfect’ can create a feeling of inadequacy. (I23)Some individuals may feel that their food is not good enough or not ‘Instagrammable’ enough. (I5)Cooking content, especially quick recipe videos, can provide a sense of relaxation and enjoyment. Details such as the sound of crunching food or pouring chocolate over a dessert evoke sensory pleasure. (I35)This content can create both curiosity to learn and a sense of wonder. (I12)If the food in the images is from expensive restaurants or prepared with hard-to-reach ingredients, it may evoke a feeling of lack or insatiability. (I28)Photographs are usually taken of food in its most ideal state. Failure to achieve similar results in real life may cause disappointment. (I21)

When the participants’ answers to the first question were analysed, it was found that food-related images (photos and videos) on Instagram can evoke different emotional and physical reactions in individuals. Food images on Instagram can evoke a wide range of emotions depending on personal experiences and mood. In general, this content can increase visual aesthetics and enjoyment; however, when consumed in excess, it can also create negative effects such as social comparison or dissatisfaction.

The themes obtained as a result of the answers to the second question of the research, ‘How do the visual contents related to the food you see on Instagram affect your eating habits?’ are given below.

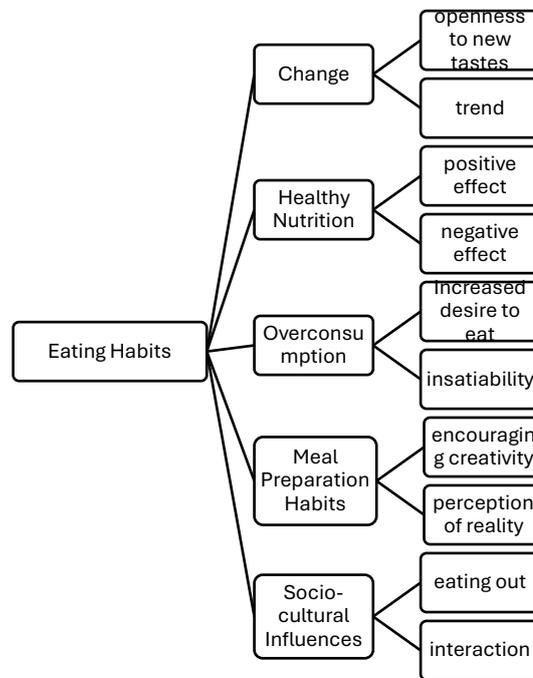


Figure 2. Participants’ opinions on the effect of visual content related to food on Instagram on their eating habits.

When analysing Figure 2, the participants in the research expressed their opinions on the eating habits of visual content about food on Instagram as change (f=32), healthy eating (f=28), overconsumption (f=26), food preparation habits (f=24), socio-cultural influences (f=23). Some of the salient data from the participants on the second question are given below.

Popular dishes or recipes frequently encountered on Instagram may cause individuals to turn to different cuisines. (I11)Seasonal popular foods (e.g. avocado toasts, bubble tea or colourful smoothie bowls) may affect individuals’ habits and increase the frequency of preference of these products. (I31)Healthy living and fitness content is quite common on Instagram. The visually appealing presentation of healthy recipes may encourage individuals to consume more of such foods.(I9)Encountering perfect-looking diet meals may create a feeling of inadequacy. This may trigger unhealthy diet habits.(I3)Attractively presented food photos in vibrant colours may increase the desire to eat. (I6)For individuals who prepare food at home, Instagram can be a great source of inspiration in terms of recipe ideas and presentation aesthetics.

People may try to make similar dishes they see at home. (I5)The presentation of some content with unrealistic visuals may lead individuals to question their own food preparation skills. (I36)Frequently shared restaurant dishes on Instagram may increase the frequency of eating out. (I33)The visibility of dishes from different cultures may increase interest in these cuisines and add variety to individuals' menus. (I8)

Food visuals on Instagram affect individuals' eating and drinking habits in terms of aesthetics, satisfaction, social status and cultural awareness. These visuals can trigger both healthy and unhealthy habits. The important thing is to consume these contents consciously and maintain realistic expectations.

The themes that emerged from the responses to the third question of the study, 'How does the visual content about food you see on Instagram influence your cooking habits at home', are shown below.

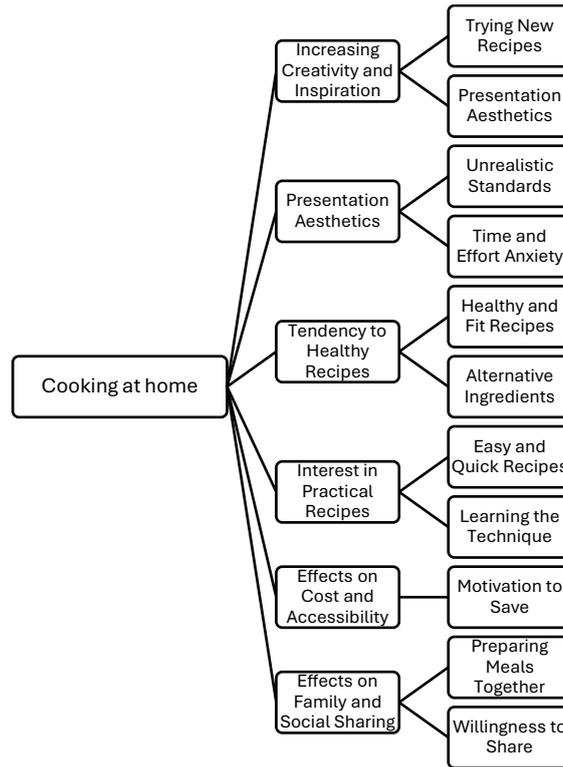


Figure 3. Participants' opinions on the effects of visual content related to food on Instagram on motivation to cook at home

When Figure 3 is analysed, the individuals who participated in the research stated their ideas about the visual contents related to food on Instagram and their eating habits at home as Increasing Creativity and Inspiration (f=34), Perfectionist Expectations (f=31), Orientation to Healthy Recipes (f=27), Interest in Practical Recipes (f=25), Effects on Cost and Accessibility (f=20), Effects on Family and Social Sharing (f=16). Some of the prominent data of the participants about the third question are given below.

Food visuals and recipe videos on Instagram can make cooking at home more exciting. (I7)Especially quick recipe videos or step-by-step content make people willing to try new things. (I39)Images can provide inspiration on how to present food in a more elegant way. It can create motivation to make even a simple meal more attractive with small touches.(I13)The perfect plates and professionally prepared meals we often see on Instagram can create a sense of inadequacy in people who cook at home. People may be disappointed that their own dishes are not as aesthetically pleasing as in the images. (I17)Complex or overly fancy recipes can demotivate people who think 'it's hard for me to do this at home'. (I40)Healthy meal and snack recipes that are frequently shared on Instagram can encourage the habit of preparing healthier food at home. For example, natural sweeteners instead of sugar or baking instead of frying may be of interest. (I21)Recipes that align with dietary trends such as vegan, gluten-free or keto can encourage experimentation with different ingredients and methods. (I34)In particular, content such as 'ready meals in 30 minutes' or 'recipes with minimal ingredients' can make cooking at

home more attractive. Such recipes make it easier to cook even in the midst of everyday busyness. (I19)Cooking videos can be a tool for learning different cooking techniques. For example, boiling pasta to the right consistency or chopping vegetables properly. (I22)Individuals who realise that the food they see and like on Instagram can be expensive in restaurants can try to make similar flavours at home at a lower cost. (I27)Food videos on Instagram can provide motivation to cook with family or friends. This turns food preparation into a social activity. (I25)The fact that self-made meals can be shared on Instagram may encourage individuals to make more aesthetic and creative meals.(I3)

Analysing participants’ responses, the food images seen on Instagram can encourage or discourage cooking at home. While it can have a positive effect in terms of inspiration and creativity, perfectionist expectations and a sense of complexity can have a negative effect. It is important to view this content as a source of inspiration, set realistic goals and make cooking an enjoyable process.

Below are the themes that emerged from the answers to the fourth question of the research, ‘How do food photos or videos you see on Instagram affect your motivation to try new recipes?’

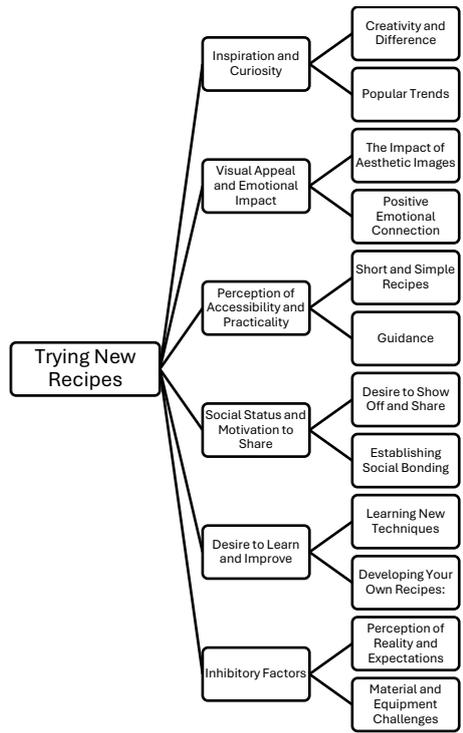


Figure 4. Participants’ opinions about the effects of food visual content on Instagram on their motivation to try new recipes.

When analysing Figure 4, the participants in the research gave their ideas about the effects of food photos or videos on Instagram on their motivation to try new recipes as inspiration and curiosity (f=33), visual appeal and emotional impact (f=29), perception of accessibility and practicality (f=26), social status and motivation to share (f=26), desire to learn and improve (f=21), inhibiting factors (f=14).Some of the salient data from the participants on the fourth question are given below.

Instagram trends such as ‘Dalgona coffee’, ‘matcha desserts’ or ‘sushi burritos’ can turn trying new recipes into a social event. (I15)Presentations, especially with close-ups, make food seem more accessible and attractive. (I9)Imagining a delicious and aesthetic meal can create a sense of happiness and satisfaction in individuals. These feelings are motivating to try something new. (I14)‘Time-lapse recipe videos’ or “recipes with minimal ingredients”, which are common on Instagram, increase motivation by making recipes feel practical and easy to follow. (I10)Showing the stages of making a recipe in videos can be encouraging, especially for those who are new to cooking. (I21)Food content shared on Instagram offers individuals the opportunity to learn new cooking techniques or previously untried combinations of ingredients. (I30)The desire to add one’s own creativity by making changes to

an inspired recipe may arise. (I37)The feeling that aesthetic presentations cannot be achieved at home can be discouraging. (I23)

When the participants' data are analysed, food photos and videos seen on Instagram can affect the motivation to try new recipes in many ways. These effects can shape both individuals' cooking habits and their attitudes towards trying new things. Individuals can both try recipes from different cultures and improve their cooking skills by being inspired by these contents.

The themes obtained as a result of the answers to the fifth question of the research, 'How do food contents on Instagram affect individuals' preference for foods from different cultures?' are given below.

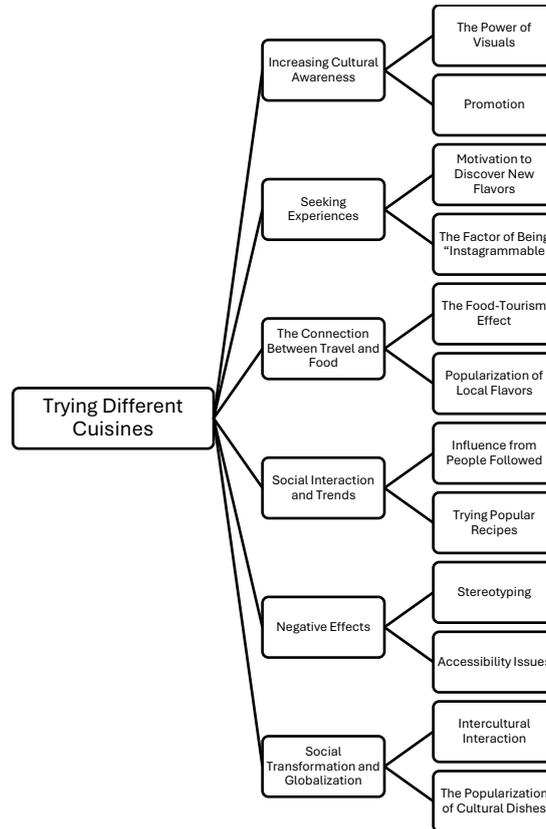


Figure 5. Participants' opinions about the visual contents related to food on Instagram on individuals' preference for foods from different cuisines:Raising Cultural Awareness

Experience Quest (f=31), The Connection Between Travel and Food (f=31), Social Interaction and Trends (f=23), Negative Impacts (f=21), Social Transformation and Globalisation (f=15). Some of the prominent data of the participants about the fifth question are given below.

Food visuals on Instagram make the cuisines of different cultures attractive and accessible. (I7)

The popularisation of cultural foods on Instagram may lead individuals to prefer these foods more frequently. For example, foods such as ramen from Japanese cuisine and tacos from Mexican cuisine have become widespread around the world thanks to Instagram. (I5)Instagram users may be in search of new experiences and different flavours. Shared content may increase the desire to try exotic and unusual dishes. (I20)Cultural dishes that are impressive in terms of visuality and presentation may be preferred because they are both aesthetic and suitable for social media sharing. (I4)Food content on Instagram can increase individuals' motivation to try local dishes in the countries they are travelling to. For example, a person's desire to eat 'gyros' in Greece or 'butter chicken' in India may be influenced by such content. (I13)Influencers or food bloggers can have a strong impact on followers by frequently promoting dishes from different cultures. Individuals may change their food choices in line with their recommendations.(I6)Simplified recipes for making cultural foods at home may make individuals more likely to try them. (I2)Some cultural foods may not be accessible to everyone due to the availability or cost of the ingredients used. This can limit individuals' motivation to try them. (I38)Instagram

contributes to the merging and blending of cultural foods. For example, an Italian pizza can be made with new ingredients inspired by Asian cuisine. (I23) Instagram can enable these foods to gain a universal characteristic that appeals to a wider audience, rather than being specific to only one culture. (I21)

When the data of the participants are analysed, it is seen that food content on Instagram plays an important role in increasing the promotion, visibility and preference rate of foods from different cultures. This may enrich individuals' food choices and increase cultural awareness.

CONCLUSION AND DISCUSSION

In the context of the growing digitalization of everyday life, food-related practices are no longer shaped solely by physiological needs or cultural traditions, but increasingly by visual representations and digitally mediated social interactions. The findings of this study indicate that Instagram operates not only as a platform for sharing food images, but also as an interactive environment in which eating behaviour is reshaped through emotional responses, cognitive evaluations, and social influences. From this perspective, the results demonstrate that Instagram has emerged as an influential actor in the ways individuals perceive, experience, and make judgments about food-related practices. In this study, which investigated the effects of visual content (Instagrammable food) on consumers' eating behaviors within the scope of a qualitative research design, semi-structured interviews were conducted with 40 people, and the obtained qualitative data were subjected to content analysis. Five questions were asked to the participants to investigate how Instagrammable food evokes emotions in consumers, how it affects their eating habits, and how it shapes their desire to cook at home, try new recipes, and discover new cuisines. In this context, five themes were reached within the scope of five interview questions. These are; (1) Visual content, (2) The effects on eating and drinking habits, (3) The effects on cooking at home, (4) The effects on motivation to try new recipes, and (5) The effects on trying different cultures. The categories related to these obtained themes can be listed as follows.

- Visual content: Hunger and appetite, admiration and inspiration, social benchmarking, fun and enjoyment dissatisfaction.
- Eating habits: Instagram as change, healthy eating, overconsumption, food preparation habits, socio-cultural influences.
- Cooking at home: Increasing creativity and inspiration, perfectionist expectations, orientation to healthy recipes, interest in practical recipes, effects on cost and accessibility, effects on family and social sharing.
- Trying new recipes: inspiration and curiosity, visual appeal and emotional impact, perception of accessibility and practicality, social status and motivation to share, desire to learn and improve, inhibiting factors.
- Trying different cuisines: Raising cultural awareness experience quest, the connection between travel and food, social interaction and trends, negative impacts, social transformation and globalisation.

In this study, within the scope of the first theme, "visual content", it was found that excessive exposure to visual contents on Instagram, which generally stimulate positive emotions such as appetite, admiration, entertainment, and pleasure, can also create negative effects such as social comparison and dissatisfaction. While it is consistent with the study of Mairano (2024) that Instagrammable foods provide entertainment and pleasure to individuals, the finding regarding social comparison is similar to Pedalino and Camerini (2022) and Stefana et al. (2022). Therefore, Instagram can be understood as a performative space in which food aesthetics play a central role in shaping emotional responses. When examined through the lenses of heightened appetite and social comparison, visual stimuli appear to trigger pleasure-oriented hunger while simultaneously exerting psychological pressure to conform to idealized standards. In this process, food is increasingly transformed into an object of visual consumption rather than solely a source of nourishment. However, the finding that visual content on Instagram increases appetite and admiration contrasts with the study of Larson and Elder (2014), which stated that exposure to the same food images causes a decrease in individuals' appetite. This difference is considered to stem from the quality and diversity of the visual content to which participants are

exposed. Whereas Larson and Elder (2014) focused on the effects of repeated exposure to identical food images, the present study demonstrates that exposure to varied and aesthetically refined food imagery on Instagram enhances participants' appetite as well as their sense of admiration.

In line with the second theme, "eating habits," it is seen that Instagrammable foods make individuals more willing to change and try new flavors, and increase eating habits and interaction. However, it has been found that it can push people to overeat and that healthy consumption habits change depending on the content they are exposed to. These results are consistent with the findings in the literature that food images shared on social media increase impulsive eating tendencies (Filippone vd., 2022; He & Yang, 2022; Wu vd., 2024) and can positively (Alwafi et al., 2022; Chen et al., 2020; Hsu, Rouf, & Allman-Farinelli, 2018; Pilař et al., 2021) or negatively (Carrotte, Vella, & Lim, 2015; Reijnen et al., 2024) affect healthy consumption habits. These findings reveal that Instagram does not exert a uniform or one-directional influence on eating habits; rather, its effects vary depending on the type and quality of content encountered. In this respect, the platform simultaneously encourages the exploration of new flavors while also normalizing tendencies toward overconsumption and unhealthy eating practices. This dual structure highlights Instagram's complex role in shaping contemporary food-related behaviors.

Under the third theme, "*cooking at home*," the findings indicate that Instagram plays an ambivalent role by both motivating and discouraging home cooking practices. Participants reported that the platform enhances creativity and makes cooking more engaging through the circulation of practical and visually appealing recipes. These results are consistent with previous studies suggesting that digital food content can stimulate culinary interest and skill development (Allué, 2013; Trattner et al., 2019). However, participants also expressed feelings of inadequacy and disappointment stemming from perfectionist expectations and the difficulty of replicating professionally styled presentations within a domestic kitchen setting. This tension underscores a paradox whereby Instagram functions as a learning environment that supports culinary skill acquisition while simultaneously imposing aesthetic pressures that may complicate real-life cooking practices.

The fourth theme, "*trying new recipes*," demonstrates that Instagrammable food visuals generally increase individuals' willingness to experiment with new dishes. High scores related to inspiration, curiosity, and social recognition suggest that recipe experimentation has evolved beyond nutritional concerns into a form of digitally mediated experience presentation. Nevertheless, the perceived simplicity of short-form cooking videos often conflicts with practical constraints such as limited access to ingredients and discrepancies between online portrayals and real-life outcomes. This mismatch creates a tension between the idealized perfection of the digital space and the realities of everyday cooking. While the motivating effect of short and accessible recipes aligns with the findings of Raber et al. (2023), barriers related to ingredient availability and resources are consistent with Nour et al. (2018). Overall, these findings indicate that although Instagrammable food content fosters creativity and experimentation, it can also generate unrealistic expectations through idealized visual narratives.

The final theme of the study, "*trying different cuisines*," reveals that Instagram contributes to a form of gastronomic globalization by transforming local dishes into globally recognizable digital symbols. Participants' strong interest in experiential consumption and its close association with travel suggests that food has transcended its basic function and has become a cultural space for exploration. In line with the findings of Altun, Cizreliogulları, and Babayiğit (2022), the platform appears to reduce cultural boundaries by popularizing foods such as ramen and tacos, thereby increasing openness toward diverse culinary traditions. However, structural barriers including cost and accessibility indicate that the digital desire generated by Instagram does not always align with physical reality. This discrepancy highlights that, despite stimulating curiosity toward global cuisines, gastronomic experiences remain constrained by socio-economic conditions and local availability.

Overall, the findings demonstrate that Instagram has fundamentally transformed the relationship between individuals and eating by relocating it into a digital dimension. In the contemporary digital context, eating is no longer merely a biological necessity but a complex consumption practice and performative space shaped by visual aesthetics, social approval, and hedonic motivations. Accordingly, the content circulating within Instagram feeds should be regarded as a critical variable influencing both nutritional norms and psychological well-being. The study underscores Instagram's dual role in shaping

eating behaviors: on the one hand, it functions as an inspiring guide that encourages creativity in the kitchen and facilitates cultural exploration; on the other hand, it operates as a space of psychological pressure that fosters comparison and, at times, excessive consumption. From this perspective, the visual content shared on Instagram holds significant implications for individual health as well as for the future trajectory of food culture. Based on these insights, the study concludes by offering academic and practical implications concerning the interaction between Instagram and food-related practices.

Academic and Practical Implications

Future research should increase methodological diversity to gain a deeper understanding of the impact of Instagram and other social media platforms on eating behaviors. The use of quantitative methods, particularly large-scale surveys and standardized scales, combined with qualitative interviews can increase the generalizability of findings. Longitudinal designs, in particular, can reveal causal relationships by examining how long-term exposure to Instagram content shapes eating behaviors. Furthermore, comparing the effects of different social media platforms will provide a more holistic approach to understanding the multifaceted effects of visual media on users. It is also critical that studies increase demographic diversity; sample groups beyond young adults can provide opportunities to explore how generational or cultural differences may be reflected in eating behaviors. Finally, the integration of psychological models such as hedonic hunger and social comparison theory can contribute to understanding the mechanisms behind users' responses to Instagram content. These academic orientations will enable the creation of a comprehensive knowledge base on the impact of social media on eating habits and support the responsible design of social media content.

Using the visual nature of Instagram as a strategic marketing tool offers significant opportunities for businesses. Food brands and restaurants can develop campaigns that are in line with Instagram trends by creating aesthetically appealing and relatable content. They can increase the visibility and engagement of their content, especially by using hashtags such as #food, #foodporn, and #foodphotography. While influencer collaborations offer an effective strategy to expand reach and increase credibility, these collaborations can also introduce cultural and niche cuisines to new audiences. However, these efforts should not only focus on promoting junk food but also include healthy and nutritious options. Highlighting visually appealing, yet simple and nutritious dishes can target health-conscious consumers. Gastronomy tourism campaigns can also be made attractive to consumers who want to explore local cuisines by taking advantage of Instagram's power to emphasize cultural identities. Additionally, restaurants and food companies can increase user loyalty by using Instagram's interactive features; interactions such as live cooking sessions, polls, or recipe sharing can contribute to establishing strong bonds with users. These sectoral strategies can not only increase commercial success but also create a social impact that encourages responsible and healthy consumption habits.

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Araştırma Makalesi / Research Article

Instagram'a Uygun Yemekler: Instagram'ın Yeme Davranışları Üzerindeki Etkisi

Instagrammable Food: The Impact of Instagram on Eating Behavior

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DOI : [10.63556/ankad.v10i1.329](https://doi.org/10.63556/ankad.v10i1.329)

Geliş/Received:31/08/2025

Kabul/Accepted:21/01/2026

Genişletilmiş Özet

Giriş

Dijital çağın en etkili araçlarından biri olan Instagram, yalnızca bireyler arası iletişimin değil aynı zamanda tüketici davranışlarının da şekillenmesinde güçlü bir aktör haline gelmiştir. Görselliğe dayalı yapısı, kullanıcı dostu arayüzü ve estetik odaklı içerikleriyle Instagram, özellikle gıda ve içecek sektöründe belirleyici bir rol üstlenmektedir. Günümüzde yemek yalnızca biyolojik bir gereksinim değil; kültürel, sosyal ve duygusal boyutlarıyla da ele alınan bir pratik olarak karşımıza çıkmaktadır. Bu bağlamda “Instagram’a uygun yemekler” ya da literatürde yaygın ifadesiyle “Instagrammable food” kavramı, hem görsel açıdan dikkat çekici hem de paylaşılmaya değer yemekleri tanımlamak için kullanılmaktadır.

Çeşitli araştırmalar, Instagram’da paylaşılan yiyecek görsellerinin bireylerde iştah artışı, estetik haz, sosyal karşılaştırma ya da yetersizlik gibi farklı duyguları tetiklediğini ortaya koymaktadır (Chou, Huang & Ye, 2024; Mejova, Abbar & Haddadi, 2016). Bununla birlikte bu görseller yalnızca anlık duygusal tepkiler yaratmakla kalmayıp, uzun vadede bireylerin yeme alışkanlıklarını, beslenme biçimlerini, yemek pişirme motivasyonlarını ve farklı kültürlerle olan ilgilerini de şekillendirmektedir. Bu nedenle Instagram’ın yemek davranışları üzerindeki etkisini anlamak, hem akademik literatür hem de sektör uygulamaları açısından önem arz etmektedir. Bu çalışma, Instagram’da paylaşılan görsel içeriklerin tüketicilerin yeme davranışları üzerindeki etkisini incelemeyi amaçlamaktadır. Özellikle görselliği ön planda olan “Instagram’a uygun yemekler”in bireylerde nasıl duygular uyandırdığı, yeme-içme alışkanlıklarını nasıl etkilediği, evde yemek pişirme motivasyonuna ve yeni tarif deneme isteğine nasıl yön verdiği ile farklı mutfak kültürlerine yönelik tutumları nasıl dönüştürdüğü araştırılmıştır.

Yöntem

Araştırma, nitel araştırma yöntemi çerçevesinde tasarlanmış ve yarı yapılandırılmış görüşme tekniği kullanılmıştır. Öncelikle araştırma problemini açıklığa kavuşturmak amacıyla “Instagram’ın yeme davranışları üzerindeki etkisi nedir?” sorusu temel araştırma sorusu olarak belirlenmiştir. Bu doğrultuda sekiz sorudan oluşan bir görüşme formu hazırlanmış; form, alanında uzman üç akademisyen tarafından incelenerek kapsam, açıklık ve içerik geçerliliği açısından revize edilmiştir. Çalışmanın örneklemini, 18–34 yaş aralığında olan, Instagram’ı günlük olarak ve özellikle yiyecek–içecek içerikleri bağlamında aktif biçimde kullanan 40 gönüllü katılımcı oluşturmaktadır. Katılımcılar, amaçlı örnekleme yöntemlerinden kriter örnekleme ile belirlenmiştir. Bu kapsamda dahil etme kriterleri; belirlenen yaş aralığında olmak, Instagram’ı aktif biçimde kullanmak ve platformun yeme davranışları üzerindeki etkilerine ilişkin deneyim ve görüş bildirebilecek bilgiye sahip olmak şeklinde tanımlanmıştır. Instagram’ı aktif olarak kullanmayan ya da platformun yeme davranışları üzerinde etkisi olmadığını belirten bireyler çalışma kapsamı dışında bırakılmıştır. Katılımcıların seçimi, takipçi sayısı, etkileşim

düzeyi veya influencer statüsüne dayalı olarak yapılmamış; araştırmacının kişisel sosyal medya ağına bağlı bir tercih söz konusu olmamıştır.

Görüşmeler Kasım 2024'te çevrimiçi ortamda gerçekleştirilmiş, her bir görüşme ortalama 38 dakika sürmüş ve katılımcıların izniyle ses kaydı alınmıştır. Elde edilen veriler, hem tündengelimsel hem de tümevarımsal yaklaşımlar kullanılarak analiz edilmiş; benzer ifadeler temalar altında toplanmış ve içerik analizi tekniğinden yararlanılmıştır. Bulgular, tablolar ve grafiklerle desteklenmiş; katılımcı görüşlerinden doğrudan alıntılarla zenginleştirilmiştir. Etik açıdan tüm araştırma ilkelerine uyulmuş olup çalışma, Niğde Ömer Halisdemir Üniversitesi Bilimsel Araştırma ve Yayın Etik Kurulu tarafından onaylanmıştır.

Bulgular

Araştırmanın bulguları beş temel tema altında toplanmıştır:

- **Görsel İçeriklerin Yarattığı Duygular** Katılımcıların önemli bir kısmı, Instagram'da gördükleri yiyecek görsellerinin iştah ve açlık duygularını tetiklediğini (f=29) belirtmiştir. Bunun yanında görsellerin hayranlık ve ilham uyandırdığı (f=25), yemek yapmaya teşvik ettiği ya da nostaljik anıları çağrıştırdığı da ifade edilmiştir. Ancak aşırı mükemmelleştirilmiş görseller, bazı katılımcılarda sosyal karşılaştırma ve yetersizlik duygusu yaratmıştır (f=18). Bu durum, Instagram'ın çift yönlü etkisine (bir yandan ilham verici ve motive edici, diğer yandan ise tatminsizlik ve kıyaslama kaygısı doğurucu) işaret etmektedir.
- **Yeme Alışkanlıklarına Etkisi** Katılımcıların çoğunluğu Instagram'daki yemek içeriklerinin yeme alışkanlıklarını doğrudan etkilediğini vurgulamıştır. Bulgular arasında yeni tatlara yönelme ve değişim isteği (f=32), sağlıklı beslenme eğilimi (f=28), aşırı tüketim (f=26) ve evde yemek hazırlama alışkanlıkları (f=24) öne çıkmaktadır. Özellikle sağlıklı yaşam ve fitness içerikleri, bireyleri daha sağlıklı beslenmeye teşvik edebilmekte; ancak mükemmel görünen diyet yemekleri, bazı bireylerde yetersizlik hissi uyandırarak sağlıksız beslenme eğilimlerini tetikleyebilmektedir.
- **Evde Yemek Pişirme Motivasyonu** Görseller, katılımcıların evde yemek pişirme motivasyonunu iki yönlü etkilemektedir. Bir yandan yaratıcılık ve ilhamı artırmakta (f=34), pratik tarifler yoluyla kolay yemek yapmayı teşvik etmekte (f=25) ve sağlıklı tariflere yönlendirmektedir (f=27). Diğer yandan ise mükemmeliyetçi beklentiler (f=31) ve erişim/kost gibi sınırlılıklar (f=20), evde yemek yapmayı zorlaştırabilmektedir. Katılımcılar, içeriklerin bazen motive edici bazen ise caydırıcı olabileceğini ifade etmiştir.
- **Yeni Tarif Deneme İsteği** Instagram'da paylaşılan yiyecek görselleri, bireylerde ilham ve merak (f=33) duygularını tetiklemekte, sosyal statü ve paylaşım motivasyonunu (f=26) artırmakta, aynı zamanda bireylerin yeni teknikler öğrenmesine (f=21) imkân vermektedir. Özellikle kısa ve kolay tarif videolarının yeni tarif deneme isteğini güçlendirdiği görülmüştür. Ancak, malzeme yetersizliği veya ev ortamında aynı estetik sonuçların elde edilememesi gibi durumlar bazı katılımcılar için engelleyici faktörler (f=14) oluşturmuştur.
- **Farklı Kültürlerden Yemekleri Deneme İsteği** Katılımcıların önemli bir kısmı Instagram sayesinde farklı kültürlere ait yemeklere daha fazla ilgi duymaya başladıklarını belirtmiştir. Bulgular arasında kültürel farkındalık artışı, yeni deneyim arayışı (f=31), seyahat ve yemek arasındaki bağlantı (f=31) ve küreselleşme etkisi (f=15) öne çıkmaktadır. Örneğin Japon mutfağından ramen veya Meksika mutfağından taco gibi yemeklerin dünya çapında yaygınlaşmasında Instagram'ın önemli rolü olduğu ifade edilmiştir. Ancak malzeme bulunabilirliği ve maliyet gibi sınırlılıklar bazı katılımcıların farklı mutfaklara yöneliminde engel teşkil etmektedir.

Sonuç ve Öneriler

Elde edilen bulgular, Instagram'ın yeme davranışları üzerindeki etkisinin çok boyutlu olduğunu ortaya koymaktadır. Görsel içerikler, bireylerde iştah ve haz duygularını uyandırmakta, ancak aynı zamanda sosyal kıyaslama ve tatminsizlik gibi olumsuz duygulara da yol açabilmektedir. Bu yönüyle Instagram'ın, bireylerin psikolojik süreçlerini etkileyen çift taraflı bir rolü olduğu söylenebilir.

Araştırmanın bulguları literatürdeki mevcut çalışmalarla da örtüşmektedir. Örneğin, Instagram içeriklerinin bireylerde eğlence ve keyif sağladığı yönündeki bulgu Mairano (2024) ile; sosyal kıyaslamamanın olumsuz etkileri ise Pedalino ve Camerini (2022) ile paralellik göstermektedir. Öte yandan, aynı yiyecek görsellerinin iştahı artırmak yerine azaltabileceğini savunan Larson ve Elder (2014) ile kısmi farklılıklar gözlenmiştir.

Yeme alışkanlıkları bağlamında ise araştırma, sosyal medyada paylaşılan yiyecek görsellerinin bireylerde impulsif yeme eğilimlerini artırdığını ortaya koyan çalışmaları (Filippone vd., 2022; He & Yang, 2022) destekler niteliktedir. Benzer şekilde sağlıklı beslenme alışkanlıkları üzerindeki hem olumlu (Chen vd., 2020; Pilař vd., 2021) hem de olumsuz (Carrotte, Vella & Lim, 2015) etkiler literatürle uyumludur.

Evde yemek pişirme ve yeni tarif deneme isteği ile ilgili bulgular, Instagram'ın bireylerin yaratıcılığını artırdığı ve kolay tariflerle pratik çözümler sunduğunu gösteren çalışmalarla (Trattner vd., 2019; Nour vd., 2018) benzerlik taşımaktadır. Farklı mutfaklara olan ilginin artması ise sosyal medyanın kültürel etkileşimi artırıcı rolünü destekleyen çalışmalar (Altun, Cizreliogulları & Babayigit, 2022) ile uyumludur.

Bu araştırma, Instagram'daki görsel içeriklerin tüketicilerin yeme davranışlarını doğrudan etkilediğini ortaya koymuştur. Bulgular, Instagram'ın hem olumlu (ilham verme, yaratıcılığı artırma, kültürel farkındalık sağlama, sağlıklı beslenmeyi teşvik etme) hem de olumsuz (sosyal karşılaştırma, tatminsizlik, aşırı tüketim eğilimi, malzeme erişim sorunları) etkiler barındırdığını göstermektedir.

Sonuç olarak Instagram, günümüz tüketici davranışlarını şekillendiren çift yönlü bir araçtır. Bu bağlamda şu öneriler geliştirilebilir: Bireylerin içerikleri bilinçli ve eleştirel bir bakış açısıyla tüketmeleri teşvik edilmelidir. Sağlık profesyonelleri ve beslenme uzmanları, Instagram üzerinden daha dengeli ve gerçekçi içerikler paylaşarak sağlıklı yeme alışkanlıklarını destekleyebilir. Gastronomi sektörü, Instagram'ın görsel gücünü kullanarak hem yerel mutfakların tanıtımını yapabilir hem de tüketicilerde yeni tatlara yönelim yaratabilir. Akademik araştırmalar, Instagram'ın bireyler üzerindeki psikolojik ve davranışsal etkilerini daha geniş örneklerle ve nicel yöntemlerle de incelemelidir.