The Impact of Social Media on Food Adaptation Among International Students

Author: Aggawira Wanagiri
University of Twente
P.O. Box 217, 7500AE Enschede
The Netherlands

ABSTRACT,

The aim of this research is to determine the extent to which social media impacts the food adaptation among international students in the Netherlands. This study investigates the role of social media as an agent in terms of how it influences acculturation and dietary acculturation, which consequently impacts the level of food adaptation. Within this study, the are four constructs: Food identity in social media, and impact of social media on acculturation, dietary acculturation, and food adaptation. These constructs were analyzed through data that was collected through an online survey that was conducted and distributed to 70 international students that are or used to study in the Netherlands. The results of this analysis show a positive influence on the food adaptation of international students based on their level of dietary acculturation but not their level of acculturation.

Graduation Committee members:
Dr. Hatice Kizgin

Keywords

Social Media, Acculturation, Dietary Acculturation, Food Adaptation, International Students, Netherlands.

1. INTRODUCTION

With the heavy globalization of our current time, culture is the most direct way in which we experience the growth of interconnections between worldwide societies (Rafael, 2002). In this modern day and age of the world, culture plays an important role in a lot of different situations. Individuals, organizations, and even entire nations are influenced by the heavy globalization of today's society which is driven by economic, financial, political, technological, and social factors (Naz, 2018). Due to this globalization, diversity and differences between parties will be present and in order to understand these differences we have to study the root of it, which is culture (Rafael, 2002).

Another very prominent topic in this era is social media. Social media is a platform that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities (Dollarhide, 2021). It is a platform where anyone can express themselves through any form they want. Social media's wide reach towards everyone in this world can result in a lot of influences towards a lot of topics, one being the topic of acculturation (Kizgin et al., 2017). Nowadays, people use social media not simply just for entertainment reasons, but among other things, to create awareness about certain topics and in the context of culture, social media is being used to spread information regarding different cultures towards people around the world (Welzer et al., 2011). This use of social media in order to create awareness and understanding in regard to a specific culture, is also being used in certain groups such as international students, to adapt to the culture of their host country (Çömlekçi, 2020).

With the increase in globalization, universities around the world have been receiving a large number of students from across the globe (Shields, 2013). This increase in international students is resulting in universities having an increased level of diversity and enrichment through different cultural perspectives (Inomics,2014; Ford, 2022). These are positive contributions towards the overall success of the educational institution, but in order for these international students to successfully contribute, they have to first adapt into the new environment. Home sickness, culture shock, and many other things, are all a part of the adaptation process (Lewthwaite, 1997) and in order to make sure that the adaptation process results in something positive, a certain level of understanding towards this topic has to be acknowledged.

In the case of cultural adaptation of an international student, food is a big part of a country's culture and image (Reddy et al., 2020); therefore, it has a degree of implication towards the overall adaptation process of an international student. This key expression of culture is an important part of the acculturation process (Choudhary et al.,2019) of an international student. Based on this information, a study regarding the impact that social media has towards the food adaptation of international students could be useful to add towards current research and knowledge within the topic of acculturation.

2. RESEARCH AIM AND OBJECTIVE

To start this section off, first, a brief insight into the research aim. The research topic of this paper is to create an understanding of the relationship between culture and social media, with a specific insight into the food domain within international students in the Netherlands. Creating an understanding of the impact that social media has on aiding international students to acculturate in a new food culture. Social media is a big part of modern society, and considering this, understanding how it can be utilized in order to create an effective and adaptable marketing strategy for organizations to be able to function and provide their products or services in any situation no matter the differences in culture,

belief, and background. Food is a big part of a country's culture and image (Reddy et al., 2020); therefore, it has a degree of implication towards the overall adaptation process of an international student. With this in mind, the research objectives will be given through several points below.

1) Investigate the relationship between social media and food adaptation of international students in the Netherlands through a quantitative data analyses method.
2) To identify how food identity in social media can impact the food adaptation process of international students.
3) Examine the degree to which international students feel like social media helped them acculturate in the Netherlands.
4) Examine the degree to which international students feel like social media helped them dietarily acculturate in the Netherlands.
5) To identify the key factors that impact international students' food adaptation process.
6) Determine whether food consumption choice changes when an international student is exposed to social media.

3. RESEARCH QUESTION

The main research question for this bachelor thesis is: **how does social media impact the food adaptation process of international students in the Netherlands?** This research topic will also be accompanied by two sub-questions which are:

Sub-Questions:

1) To what degree does social media aid the process of food adaptation for international students in the Netherlands?
2) What are the specific factors of social media that has an impact towards the food adaptation process of international students?

4. LITERATURE REVIEW

4.1 Research Gap

Based on the field of social media and acculturation, in this modern day, there has been an increase in the amount of research (Hofhuis et al., 2019; Kizgin et al., 2019) done in regard to the social and psychological context in the effect of social media towards acculturation. Although, the topic of how social media can shape the food consumption behaviour specifically within international students, is still underexplored. Consumer acculturation research (Kizgin et al., 2018; Kizgin et al., 2017; Mukhiar et al., 2015) have been done, but the studies are based on a specific ethnic group and some of them explore the case through a qualitative analysis method. Therefore, research regarding the influence of social media on the consumer acculturation of international students based on a quantitative analysis can be beneficial in adding to the existing knowledge within the consumer acculturation domain.

Furthermore, research given by Satia-Abouta et al., 2002, indicates a suggestion towards future research regarding dietary acculturation. They suggested to conduct a quantitative method of analysis in order to determine the relative importance of various determinants in influencing acculturation-associated dietary changes. Even though their research paper was directed towards applications in nutrition research, the ideas and theories included in the research provides a relevant understanding towards the overall topic of consumer acculturation. Therefore, suggestions made in regard to the topic of dietary acculturation can also be linked with other possible determinants such as social media. Considering the research gap indicated above, this research paper will provide an additional point of view and understanding towards the topic of consumer acculturation. It

explores the implications of the effect of social media towards international students and their level of food adaptation in a new host country.

4.2 Social Media

Social media are internet-based channels that allow users to opportunistically interact and selectively self-present, either in real-time or asynchronously, with both broad and narrow audiences who derive value from user-generated content and the perception of interaction with others (Caleb et al., 2015). Furthermore, social media can facilitate social change, the internet connects people from different parts of the world and enable them to engage and interact with one another (Kapoor et al., 2017), learning and endorsing various phenomena (Dessart et al., 2017) and helping them diffuse their ideas across societies. Social media provides people with the opportunity to share their knowledge, and this can be a major driver of social learning, networking, and building communal relationships based on mutual trust, altruism, and support (Rolls et al., 2016).

In this modern day and age, social media plays an important role in transforming people's lifestyle. With social networking sites like Twitter and Facebook, these sites have become a day-to-day routine for people (Siddiqui & Singh, 2016). Considering this, social media has created an enormous impact on our society (Neelamalar & Chitra, 2009). One of social media's greatest impact on our society, is within the marketing domain (Appel et al., 2019). Nowadays, companies make use of social media for the purpose of marketing. Since there is an exponential growth in social media use, companies utilize this for advertising their products (Husain et al., 2016). This use of social media as a marketing tool provides companies with the necessary publicity that they require in order to promote their brand, discuss features, and create awareness (Amedie, 2015).

4.3 Acculturation

Acculturation is the process of learning a new culture, it refers to the culture change that takes place as a result of contact with other cultures (Laroche & Jamal, 2015; Berry 1992). Acculturation takes place at the group level and at the individual level (Berry et al., 2010). In the context of individuals, acculturation refers to changes that take place as a result of contact with culturally dissimilar people, groups, and social influences (Gibson, 2001). While in the context of a group, acculturation refers to changes that happen when groups of individuals with different cultures come into continuous first-hand contact (Redfield et al., 1936).

Based on research that Berry (1974; 1980) has done, he identified two issues to acculturation by groups and individuals. The first is the degree to where an individual wishes to maintain their heritage culture, and the second is the degree to which an individual wishes to have contact and participate with other groups in their daily lives. Based on these preferences, Berry created a framework for acculturation which explains four acculturation strategies with respect to these two issues: assimilation, integration, separation, and marginalization (Berry, 1980). These acculturation strategies are fundamental in understanding the preference for and orientation of identification with the dominant culture (Cleveland and Laroche, 2007). It also signifies the level to which an immigrant maintains the cultural identity and characteristics of his or her home culture (Kim et al., 2001).

4.4 Dietary Acculturation

A significant aspect of the acculturation process is the adaptation of the dietary practices of the host country (Satia-Abouta et al., 2002). Food is an important component of cultural identity; hence, cultural pattern changes are directly linked to changes in an individual's food patterns (Ramirez et al., 2018). Dietary acculturation refers to the process that occurs when members of a minority group adopt the eating patterns/food choices of the host country (Satia-Abouta et al., 2002). This adaptation of a cultural property of a host country based on food consumption patterns, is what dietary acculturation seeks to describe.

Dietary acculturation is multidimensional, dynamic, and complex and is not just a simple process where a person linearly moves from one end of the acculturation continuum to the other (acculturated) (Berry, 1980; Szapocznik and Kurtines, 1980; Sodowsky and Plake, 1991; Negy and Woods, 1992; Satia-Abouta et al., 2001). Based on several studies, the longer a person resides in a host country other than their own, results in the exposure to mainstream culture (Satia-Abouta et al., 2000; Yang and Fox, 1979; Lee et al., 1999). This exposure towards the culture of the host country, may lead to changes in values ascribed to traditional eating patterns; and/or taste preferences (Satia-Abouta et al., 2002). In the context of immigrants, they may find new ways to use traditional food, exclude other food and/or consume new food (Vargas et al., 2015). Another consequence of immigration is the exposure to a new food supply, which can lead to changes in food procurement and preparation. This unavailability of food and ingredients from one's native culture, will most likely result in an increase in consumption of the foods of host country (Satia-Abouta et al., 2000).

5. THEORETICAL FRAMEWORK
5.1 Social Media and Acculturation

Based on a definition by Penaloza, (1989), consumer acculturation is defined as the acquisition of skills and knowledge relevant to engaging in consumer behaviour in one culture by members of another culture (Penaloza, 1989). In the case of international students, consumer acculturation would mean how the individual functions in the consumer market of the new host country (Yu et al., 2019). This way of functioning derives from within their multicultural context and their consumer culture. Consumer culture is defined as a system composed of individuals who share specific values, skills, and knowledge relevant to engaging in consumer behaviour (Penaloza, 1989). This culture can be characterized by several dimensions such as: age, occupation, social class, family position, ethnic group, and geographical area of residence (Penaloza, 1989). Studies have also shown that the preference of language when engaging in social media activities, have an impact in their preferences related to acculturation (Kizgin et al., 2017).

Social media influences the process of acculturation through the formation of communal identities. When an international student is frequently exposed to other cultural groups via social media, they can construct and reinforce multiple ethnicities in an online context (Lindridge et al., 2015). In this modern day, social media has become more than just a platform for entertainment, social media has become a vehicle for the process of acculturation which is influenced by multidimensional and multifaceted cultural orientations (Forbush and Foucault-Welles, 2016). Based on this information, the first hypothesis is presented as follows:

H1. Social media has a positive relationship with acculturation of host culture.

5.2 Social Media and Dietary Acculturation

In the context of international students, dietary acculturation would be one of the main things that they would have to adapt to when going to a new country. According to a study by Satia-Abouta et al., 2002, based on their proposed model, there is a complex and dynamic relationship of socioeconomic, demographic, and cultural factors with exposure to host culture. These set of factors play a big role in an individual's dietary acculturation. In their proposed model of dietary acculturation, they provide a set of characteristics that predicts the extent to which an individual shapes their dietary intake in the new host country based on different factors. In the case of dietary acculturation, based on traditional acculturation studies, food is associated with a big part of an individual's culture and ethnic identity (Cleveland et al., 2009; Penaloza, 1994; Ustuner and Holt, 2007). This key expression of culture is an important part of the acculturation process (Choudhary et al.,2019), and thus, social media can influence dietary acculturation through the same way that it affects traditional acculturation. Therefore, the second hypothesis is presented as follows:

H2. Social media has a positive relationship with dietary acculturation of host culture.

5.3 Acculturation, Dietary Acculturation, and Social Media

Culture is a learned experience which is acquired by individuals in the course of interacting with others in their daily lives. A particular key expression of culture can be derived within food (Penaloza, 1994). Food consumption can serve as a means of adapting to the host culture, while at the same time honoring the traditions of the home culture (Oswald, 1999). Food choice behaviour is a construct that is influenced by multiple variables such as learning and memory, motivation and emotions, decision making, cognition, social behaviour, and perception (Köster & Mojet, 2006). In the context of this research, food consumption is a part of an individual's food adaptation process, and it is culturally sensitive and highly dependent on the socio-cultural settings in which an individual lives (Halkier and Jensen, 2011). Therefore, based on the theoretical framework of this research and this information, it can be said that food adaptation is influenced by acculturation and dietary acculturation. These two acculturation categories with the influence of social media, consequently, will result in the overall food adaptation of an international student. Based on this information, the third hypothesis is presented as follows:

H3. Acculturation of host culture positively impacts the food adaptation of host culture.

H4. Dietary acculturation of host culture positively impacts the food adaptation of host culture.

5.4 Conceptual Model

Based on the stated theories, concepts, and hypotheses within this theoretical framework, the following model illustrated within figure 1 will guide this research paper. The model illustrates the influence of social media towards the two relevant acculturation categories within this research, which are acculturation and dietary acculturation. Figure 1, which presents the conceptual model of what influences the food adaptation of an international student, suggests that social media has a positive relationship with acculturation and dietary acculturation. Consequently, acculturation and dietary acculturation has a positive relationship with food adaptation. The proposed relationships are derived from the hypotheses given in the theoretical framework of this research paper.
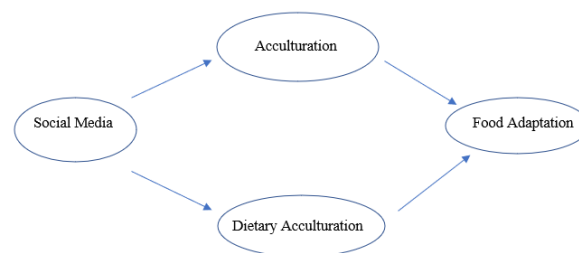

FIG 1: Conceptual model for research paper

6. RESEARCH METHOD

6.1 Design and Sample

The proposed research model investigates the relationship between the constructs of social media on acculturation and dietary acculturation. The social media construct will be measured by an individual's food identity on social media which in the end will be the base of measurement of the effect that social media has on food adaptation.

The data to answer the research question was obtained through a quantitative research method. This method was in the form of a survey which was used for collecting data from a set of international students from Dutch universities. The survey constitutes of a set of closed-ended items with the use of a five-point Likert scale answering format (ranging from 1-strongly disagree, to 5-strongly agree). The survey was given in the language of English and was separated into five constructs which are: a set of screening questions, food identity in social media, social media impact on acculturation, social media impact on enculturation, social media impact on dietary acculturation, and food adaptation.

Food identity in social media was measured via five items and adapted from Kinard, 2016. The measurement for acculturation, dietary acculturation, and food adaptation were measured via four, five, and three items construct, respectively. These three constructs were based on questions by Choudhary et al., 2019. The measurement for enculturation were measured via a five-item construct and were based on questions by Kizgin et al., 2018. A preview of how the survey was constructed can be found in the appendix.

The data used in this study consists of the large international student community in the Netherlands. The survey respondents were acquired from social media groups consisting of international students studying in the Netherlands. This research makes use of a sample of 70 people who are or used to be international students studying in Dutch universities. Of the respondents, 67.1% were female, 30.0% were male, and 2.9% preferred not to say. In terms of nationality, the respondents showed a big variation consisting of nationalities from the continents of Asia, Europe, Africa, and South America. The biggest nationality sample is of German descent with a majority 45.7% of the total sample. The second majority nationality is Italy and Luxembourg with both having a much lower percentage of only 5.7%. In terms of age of respondents, the top three age groups are 20, 21, 22 with the age group of 20 being the majority sample with a percentage of 21.4% while the other two both have a lower percentage of 17.1% (Table 1).

	N	%
Age		
18	2	2.9
19	7	10.0
20	15	21.4
21	12	17.1
22	12	17.1
23	7	10.0
24	3	4.3
25	4	5.7
26	3	4.3
27	1	1.4
28	2	2.9
30	1	1.4
33	1	1.4
Gender		
Male	21	30.0
Female	47	67.1
Prefer not to say	2	2.9
Ethnicity		
Aruba	1	1.4
Austria	1	1.4
Azerbaijan	1	1.4
China	1	1.4
Ecuador	1	1.4
Finland	1	1.4
France	1	1.4
Germany	32	45.7
Greece	1	1.4
Guatemala	1	1.4
India	3	4.3
Indonesia	2	2.9
Ireland	1	1.4
Israel	1	1.4
Italy	4	5.7
Latvia	1	1.4
Lithuania	1	1.4
Luxembourg	4	5.7
Mexico	1	1.4
Moldova	1	1.4
Nepal	1	1.4
Pakistan	1	1.4
Poland	2	2.9
Portugal	1	1.4
Romania	1	1.4
Russia	1	1.4
Spain	1	1.4
Taiwan	2	2.9

Table 1: Demographic profile of the participants (N=70).

6.2 Data Collection

The data collected for this research paper was conducted through an online survey on Qualtrics. The analysis of survey data was done through SPSS which provided a detailed statistical answer which was used to validate the hypothesis and answer the research question. In order to measure the effect of each variable on another, the data was analyzed using factor analysis, correlation, and multiple regression. Moreover, the Cronbach's Alpha test was used in order to test and measure the reliability of the model within this research. The online survey consists of a collective 29 items of which nine of them are a set of screening questions. These screening questions were used to determine whether the participants fit into the criteria of this research. Within the first part of this online survey, participants were asked whether they give consent to taking part in the study and whether

they are or have been an international student (i.e., not Dutch) in the Netherlands. These two questions were the two main screening questions in order to make sure participants fit gave consent and fit into the specified sample. If a participant would answer no to any of the two questions, then their data would be excluded from the study. The rest of the screening questions were designed to find characteristics such as age, gender, nationality, length of stay in the Netherlands, if you speak Dutch, and most used social media platform. These questions were used to provide more clarity and to understand the respondents in a more specified manner.

The respondents were acquired via social media channels and word of mouth which were directed towards international students in Dutch universities. In total, 90 respondents conducted the survey but 20 were excluded due to not fitting the criteria of the study or due to incomplete answers. Therefore, out of the 90 respondents, 20 dropped out, making the total sample for this study being based on 70 respondents.

7. ANALYSIS AND RESULTS
7.1 Measure Validation

The measurements that were used in the survey were primarily analyzed by factor tests as early indicators of their presentation within the sample. Initially, factor analysis was used to understand the interrelationships between the research variables. The first five items that measure the food identity in social media were subjected to factor analysis. After this analysis, all five items within the construct were accepted for further analysis because of a high factor loading value (i.e., > 0.5). This value successfully reaches the recommended minimum value for factor loadings which is 0.5 (Hair et al., 2010), therefore, the items within the food identity in social media construct were all accepted. Subsequent factor analysis of the remaining constructs all resulted in high factor loadings, greater than the recommended threshold of 0.5 (Table 2). This means that none of the items within the remaining construct were deleted. Cronbach's alpha was examined for the consistency of each item within the factor component that was created due to factor analysis. The results showed that the items in each factor were internally consistent with a Cronbach's alpha of 0.847 for the construct *food identity in social media*, 0.832 for the construct *impact of social media on acculturation*, 0.813 for the construct *impact of social media on enculturation*, 0.865 for the construct *impact of social media on dietary acculturation*, and 0.725 for the construct *impact of social media on food adaptation*. These values are all higher than the recommended value of 0.7 (Cortina, 1993) which makes the items within the new factor component all internally consistent.

7.2 Correlation

Based on the data given in table 3, the data regarding the Pearson correlation coefficient of each factored component can be found. For this analysis, a Pearson correlation was computed to assess the linear relationship between the factored component of each of the measured constructs (FISM, SMA, SME, SMDA, SMFA).The correlation coefficient will assume that the value of 0 indicates no linear relationship, the value of +1 indicates a perfect positive linear relationship, the value of -1 indicates a perfect negative linear relationship, values between 0 and 0.3 indicate a weak positive linear relationship, values between

Construct	Code	Factor Loading	Mean	St. Deviation
Food Identity in Social Media				
Social media is important to me when making decisions about what I eat.	FISM1	0.867	2.60	1.172
I use social media sites to get ideas for my meals.	FISM2	0.886	3.53	1.305
I use social media when making decisions in regard to the foods I purchase at restaurants.	FISM3	0.561	2.54	1.200
I use social media when deciding on what foods to prepare at home.	FISM4	0.873	3.23	1.241
I like to view food related pictures that other people post on social media.	FISM5	0.737	3.43	1.246
Impact of Social Media on Acculturation				
Social media has helped me gain new friends in the Netherlands.	SMA1	0.664	2.76	1.173
Social media has helped me learn more about the Dutch culture, food, and customs.	SMA2	0.820	2.84	1.223
Abundance of information on social media has helped me get closer to the Dutch culture.	SMA3	0.887	2.70	1.081
Social media has helped me adapt to the Dutch cultural practices. (e.g., language, etiquette, business practices, etc.)	SMA4	0.894	2.74	1.151
Impact of Social Media on Enculturation				
I often spend time on social media with people from my heritage culture.	SME1	0.794	3.51	1.164
I often ask for help/advise from students/colleagues from my heritage culture on social media.	SME2	0.707	2.47	1.113
I often eat with people from my heritage culture.	SME3	0.785	3.24	1.221
I often watch movies from my heritage culture.	SME4	0.731	2.41	1.245
I often listen to music from my heritage culture.	SME5	0.770	2.79	1.392
Impact of Social Media on Dietary Acculturation				
Social media impacts the way I purchase, cook, and consume Dutch food items.	SMDA1	0.850	2.29	0.980
Social media impacts my food choices in the Netherlands.	SMDA2	0.731	2.49	1.100
Social media has helped me explore the Dutch cuisine.	SMDA3	0.887	2.36	1.064
Social media has helped me develop my knowledge of Dutch cuisine.	SMDA4	0.909	2.36	1.143
Impact of Social Media on Food Adaptation				
Social media has helped me become more open to experiencing different types of food habits and cuisines.	SMFA1	0.777	3.50	1.225
Information on social media has positively influenced the way I consume food in the Netherlands.	SMFA2	0.866	2.86	1.171
Information on social media has helped me adapt to the Dutch food culture.	SMFA3	0.769	2.37	1.010

Table 2: The main constructs, items, codes, factor loading, and descriptive statistics.

		FAC_FISM	FAC_SMA	FAC_SME	FAC_SMDA	FAC_SMFA
FAC_FISM	Pearson Correlation	1	0.438**	.097	0.456**	0.628
FAC_SMA	Pearson Correlation	0.438**	1	0.272*	0.756**	0.604**
FAC_SME	Pearson Correlation	.097	0.272*	1	0.347**	0.169
FAC_SMDA	Pearson Correlation	0.456**	0.756**	0.347**	1	0.701**
FAC_SMFA	Pearson Correlation	0.628**	0.604**	0.169	0.701**	1

Table 3: Values of Pearson Correlation

0.3and 0.7 indicate a moderate positive linear relationship, and values between 0.7 and 1.0 indicate a strong positive linear relationship (Ratner, 2009).

As seen on table 3, there is a moderate positive linear relationship between food identity in social media and acculturation, dietary acculturation, and food adaptation. For the variable of acculturation, there is a moderate positive linear relationship on food identity in social media and food adaptation, a weak positive linear relationship on enculturation, and a strong positive linear relationship on dietary acculturation. For the variable of enculturation, there is a weak positive linear relationship on acculturation, and a moderate positive linear relationship on dietary acculturation. For the variable of dietary acculturation, there is a moderate positive linear relationship on food identity in social media, enculturation and food adaptation, and a strong

positive linear relationship on acculturation. Finally, for the variable of food adaptation, there is a moderate positive linear relationship on food identity in social media, acculturation, and dietary acculturation.

7.3 Multiple Regression

7.3.1 Acculturation

Based on the multiple regression analysis of food identity in social media (μ=3.0657) on acculturation (μ=2.7607), there is a highly significant relationship (β=0.435, t=4.018, p<.001). This means that there is a significant positive influence of an effect on acculturation from an individual's food identity in social media.

Therefore, **H1. Social media has a positive relationship with acculturation of host culture**, is supported by this research

7.3.2 Enculturation

Based on the multiple regression analysis of food identity in social media (μ=3.0657) on degree of enculturation (μ=2.8857), there is an insignificant relationship (β=0.097, t=0.803, p=0.425). This means that there is a significant negative influence of an effect on enculturation from an individual's food identity in social media. This contrast compared to the acculturation construct means that enculturation is not as significantly affected by food identity in social media.

7.3.3 Dietary Acculturation

Based on the multiple regression analysis of food identity in social media (μ=3.0657) on dietary acculturation (μ=2.3714), there is a highly significant relationship (β=0.456, t=4.220, p<.001). This means that there is a significant positive influence of an effect on dietary acculturation from an individual's food identity in social media.

Therefore, **H2. Social media has a positive relationship with dietary acculturation of host culture**, is supported by this research.

7.3.4 Food Adaptation

Food adaptation consists of the main point of this research. The conceptual model (figure 1) hypothesizes that acculturation (μ=2.7607) and dietary acculturation (μ=2.3714) of host culture positively impacts the food adaptation (μ=2.9095) of host culture. Based on the multiple regression analysis, out of the two independent variables of acculturation and dietary acculturation, only dietary acculturation seems to have a significant effect on food adaptation (β=0.569, t=4.340, p<.001). While the acculturation variable had an insignificant effect based on the findings (β=0.175, t=1.327, p=0.189). The findings illustrate the positive relationship for H4. This shows that dietary acculturation has a positive influence on an individual's food adaptation in a new host country. While the findings for H3 suggests that there is an insignificant relationship between an individual's level of acculturation and their food adaptation in a new host country. This signifies that when an international student is exposed to the environments of a new host country, their level of food adaptation does not get affected by their level of acculturation.

Therefore, **H3. Acculturation of host culture positively impacts the food adaptation of host culture**, is not supported by this research, but **H4. Dietary acculturation of host culture positively impacts the food adaptation of host culture**, is supported through the findings of this research.

8. DISCUSSION

Over the years, social media has transformed from a simple platform for communicating among friends, to an effective tool for supporting and promoting activities and interactions among peers, consumers, and organizations (Erkan and Evans, 2016; Jin, 2012; Kapoor et al., 2017; Sharma et al., 2013; Tang et al., 2015). This research paper presents an investigation into the extent to which international students are impacted by social media and how that impact affects their levels of acculturation and dietary acculturation, which in the end results in their food adaptation of the host country's food culture.

Based on the data that has been collected and analyzed, this research finds that a majority of respondents' food adaptations are affected by the constructs of dietary acculturation but not acculturation. Even though, social media has a positive significant influence on acculturation, food adaptation cannot be positioned within the same category as acculturation and dietary acculturation. The support of one construct but not the other was found based on the hypotheses of this research which initially analyzed the impact of social media towards the constructs of acculturation and dietary acculturation, and consequently the impact of those two constructs towards food adaptation of the host's culture.

The analysis of, **H1. Social media has a positive relationship with acculturation of host culture**, concluded that when an international student uses social media in a new host country, they are subject to a higher chance of being acculturated. Based on a study by Lindridge et al., 2015, they stated that when an international student is frequently exposed to other cultural groups via social media, they can construct and reinforce multiple ethnicities in an online context. This influences the process of acculturation through the formation of communal identities. This finding further supports the analysis of this hypothesis.

H2. Social media has a positive relationship with dietary acculturation of host culture, is also supported by this research. This implies that international students have a higher chance of being dietarily acculturated to the food culture of the host country based on their social media usage. Based on the findings of Cleveland et al., 2009; Penaloza, 1994; and Ustuner and Holt, 2007, they found that food is associated with a big part of an individual's culture and ethnic identity. This cultural expression is an important part of the acculturation process, (Choudhary et al.,2019). Within the context of this research, these findings provide the idea that dietary acculturation can be an important tool for international students to acculturate within a new host country based on their food culture.

Regarding the findings of, **H3. Acculturation of host culture positively impacts the food adaptation of host culture**, and, **H4. Dietary acculturation of host culture positively impacts the food adaptation of host culture**, it was concluded that the level of food adaptation of an international student in a new host country is affected by their levels of dietary acculturation but not specifically their degree of acculturation. Based on the other analyzed hypotheses in this research, the level of social media usage among international students, has a positive direct implication towards their level of acculturation and dietary acculturation. Consequently, this has an impact on their level of food adaptation solely based on their levels of dietary acculturation and not acculturation.

9. MANAGERIAL IMPLICATIONS

The world is shrinking day by day, with a lot of countries in this modern world becoming more and more diverse. Globalization is the term generally used for this phenomenon and it is a biproduct of an evolving mindset and civilization where nation-states are transcending their own systems and ways and creating interconnections between other nations. One of the results of this globalization is the increase in the number of international students within a host country (Shields, 2013). This creates a very diverse environment where creativity, innovation, knowledge, and skills can thrive. Diversity can be a great source of success but if not embraced correctly can be the cause of disputes or even organizational fall outs (Martin, 2014). In the domain of marketing, diversity can lead companies to confusion as to the way of effectively providing their products or services in a way that satisfies every customer (Peracchio et al., 2014). This is where the research paper comes to relevance.

This research paper makes use of a very important digital marketing tool such as social media and creates an understanding of the impact it has towards the food adaptation process of international students. The results of this research paper can be of use towards marketers in order to understand how social media can be used to not only provide awareness and publicity, but to also provide an understanding in the consumption pattern of international students. The analyses within this research paper suggests that social media has a positive influence on the food adaptation of international students based on their level of dietary acculturation but not acculturation. For marketers, this can be utilized by having the understanding that social media can shape the way international students perceive the food culture of the host country and how it shapes the way they consume food. This can be of use to marketers in order to create an adaptable and effective strategy that can provide benefits.

10. CONLUSION

The overall findings within this study, was primarily focused on answering the research question:

How does social media impact the food adaptation process of international students in the Netherlands?

Based on this question, this study found that the level of social media usage among international students has a positive influence on their levels of acculturation and dietary acculturation. This means that the more an international student uses social media, the higher their chances of being acculturated and dietarily acculturated to the host country's culture. Consequently, the food adaptation level of an international student is influenced by dietary acculturation. However, the level of food adaptation based on acculturation levels has a non-significant influence. This clearly indicates that the level of food adaptation among international students based on their social media usage has a significant positive influence based on their level of dietary acculturation but does not matter much on their level of acculturation.

A significant contribution of this research is to have the access of international students as a sample in order to understand their levels of food adaptation based on social media influences. This enabled the collection of data in order to support or deny the four hypotheses that was created for this study. Out of the four hypotheses, one of them was denied due to showing an insignificant influence. This provided the understanding of the impact that social media has towards the food adaptation among international students.

11. LIMITATIONS AND FUTURE RESEARCH

This study contains some limitations. First of all, this study took place in the Netherlands and was mainly focused towards international students studying in the Netherlands. Therefore, the findings may be relevant only to the international students that are based in the Netherlands and may not be generalizable to other international student communities in other countries. Therefore, future research regarding this topic should be done towards other international student communities in a different country.

Another limitation of this study is related to the sample of international students. This study was primarily focused on analyzing the impact of the research constructs towards international students and not on other sample groups such as immigrants. Therefore, future research should be done in a much wider context, the findings related to the role of social media and how it impacts the food adaptation of international students may be equally applicable to other communities such as immigrants.

Further limitations of this study consider the sample size that validated the results of this research. The sample size could have been higher in order to increase the significance of the results given by the statistical analysis. Even though the original sample size was based on 90 respondents, 20 were excluded due to not fitting the criteria of the study or due to incomplete answers. Therefore, future research should include a larger sample which could possibly result in different analyzed results.

12. REFERENCES

1. Amedie, J. (2015). The Impact of Social Media on Society. Pop Culture Intersections, 2.
2. Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2019). The future of social media in marketing. Journal of the Academy of Marketing Science, 48(1), 79–95. https://doi.org/10.1007/s11747-019-00695-1
3. Berry, J. W. (1980). Acculturation as varieties of adaptation. In A. M. Padilla (Ed.), Acculturation: Theory, models, and some new findings (pp. 9–46). Boulder: Westview Press
4. Berry, J. W. (1992). Acculturation and adaptation in a new society. International Migration, 30, 69–85. https://doi.org/10.1111/j.1468-2435.1992.tb00776.x
5. Berry, J.W. (1974). Psychological aspects of cultural pluralism. Culture Learning, 2, 17-22.
6. Berry, J.W. (1980). Acculturation as varieties of adaptation. In A. Padilla (Ed.), Acculturation: Theory, models, and some new findings (pp, 9-25). Boulder, CO: Westview.
7. Çömlekçi, M. F. (2020). Social Media Use Among International Students: Cultural Adaptation and Socialization. TRT Akademi, 5 (10), 668-685
8. Choudhary, S., Nayak, R., Kumari, S., & Choudhury, H. (2019). Analysing acculturation to sustainable food consumption behaviour in the social media through the lens of information diffusion. Technological Forecasting and Social Change, 145, 481–492. https://doi.org/10.1016/j.techfore.2018.10.009
9. Cleveland, M., Laroche, M., Pons, F. and Kastoun, R. (2009), "Acculturation and consumption: textures of cultural adaptation", International Journal of Intercultural Relations, Vol. 33 No. 3, pp. 196-212.
10. Caleb T. Carr & Rebecca A. Hayes (2015) Social Media: Defining, Developing, and Divining, Atlantic Journal of Communication, 23:1, 46-65, DOI: 10.1080/15456870.2015.972282

11. Cleveland, M., & Laroche, M. (2007). Acculturation to the global consumerculture: Scale development andresearch paradigm. Journal of Business Research, 60(3), 249–259. https://doi.org/10.1016/j. jbusres.2006.11.006.

12. Cortina, J. M. (1993). What is coefficient alpha? An examination of theory and applications. *Journal of applied psychology*, 78(1), 98.

13. Dollarhide, M. (2021, August 31). Social Media: Sharing ideas and thoughts. Investopedia. Retrieved May 16, 2022, from https://www.investopedia.com/terms/s/social-media.asp

14. Dessart, L., Veloutsou, C., & Morgan-Thomas, A. M. (2015). Consumer engagement in online brand communities: A social media perspective. Journal of Product & Brand Management, 24(1), 280–242.

15. Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. Computers in Human Behaviour, 61,47–55. https://doi.org/10.1016/j.chb.2016.03.003.

16. Ford, R. (2022, March 15). 4 benefits of bringing foreign students to study at American Universities. FordMurray Law. Retrieved May 16, 2022, from https://fordmurraylaw.com/4-benefits-bringing-foreign-students-study-american-universities/

17. Forbush, E., & Foucault-Welles, B. (2016). Social media use and adaptation among Chinese students beginning to study in the United States. International Journal of Intercultural Relations, 50, 1–12. https://doi.org/10.1016/j.ijintrel.2015.10.007.

18. Gibson, M. A. (2001). Immigrant adaptation and patterns of acculturation. Human Development, 44, 19–23. doi:10.1159/000057037

19. Hofhuis, J., Hanke, K., & Rutten, T. (2019). Social network sites and acculturation of international sojourners in the Netherlands: The mediating role of psychological alienation and online social support. International Journal of Intercultural Relations, 69, 120–130. https://doi.org/10.1016/j.ijintrel.2019.02.002

20. Hoogstins, E. S. (2017). Modelling on social media: Influencing Young Adults' Food Choices.

21. Halkier, B. and Jensen, I. (2011), "Methodological challenges in using practice theory in consumption research. Examples from a study on handling nutritional contestations of food consumption", Journal of Consumer Culture, Vol. 11 No. 1, pp. 101-123.

22. Husain, S., Ghufran, A., & Chaubey, D. S. (2016). Relevance of social media in marketing and advertising. Splint International Journal of Professionals, 3(7), 21-28.

23. Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E. (2010). Multivariate data analysis (7th ed.). Upper Saddle River, New Jersey: Prentice Hall.

24. Jin, S. A. (2012). The potential of social media for luxury brand management. Marketing Intelligence & Planning, 30(7), 687–699.

25. Kizgin, H., Jamal, A., Rana, N., Dwivedi, Y., & Weerakkody, V. (2019). The impact of social networking sites on socialization and political engagement: Role of acculturation. Technological Forecasting and Social Change, 145, 503–512. https://doi.org/10.1016/j.techfore.2018.09.010

26. Kizgin, H., Jamal, A., & Richard, M.-O. (2018). Consumption of products from heritage and host cultures: The role of acculturation attitudes and behaviors. Journal of Business Research, 82, 320–329. https://doi.org/10.1016/j.jbusres.2017.09.011

27. Kizgin, H., Jamal, A., Dey, B. L., & Rana, N. P. (2017). The impact of social media on consumers' acculturation and purchase intentions. Information Systems Frontiers, 20(3), 503–514. https://doi.org/10.1007/s10796-017-9817-4

28. Kinard, B.R. (2016). Insta-Grams: The Effect of Consumer Weight on Reactions to Healthy Food Posts. Cyberpsychology, Behavior, and Social Networking, 19(8), 481486. doi: 10.1089/cyber.2016.0085

29. Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. (2017). Advances in social media Research: Past, Present and Future. Information Systems Frontiers. Available at doi: https://doi.org/10.1007/s10796-017-9810-y.

30. Kim, C., Laroche, M., & Tomiuk, M. A. (2001). A measure of acculturation for Italian Canadians: Scale development and construct validation. International Journal of Intercultural Relations, 25(6), 607637. https://doi.org/10.1016/S0147-1767(01)00028-1.

31. Lewthwaite, M. (1997). A study of International Students' Perspectives on cross-cultural adaptation. International Journal for the Advancement of Counselling, 19(2), 167–185. https://doi.org/10.1007/bf00114787

32. Lindridge, A., Henderson, G.R., & Ekpo, A.E. (2015). (virtual) ethnicity, the internet, and well-being. Marketing Theory, 15(2), 279–285. https://doi.org/10.1177/1470593114553328.

33. Laroche, M., & Jamal, A. (2015). Models of culture change. The Routledge companion to ethnic marketing. Routledge17–35.

34. Lee, S. K., Sobal, J., Frongillo, E. A. (1999). Acculturation and Dietary Practices Among Korean Americans. Journal of the American Dietetic Association, 99, 1084-1089

35. Mukhiar, S., & Nadiah, S. (2015). The Role of Media in Consumer Acculturation and Identity Negotiation: The Case of Malay Sojourners in the United States of America.

36. Martin, G. C. (2014). The effects of cultural diversity in the Workplace. Journal of Diversity Management (JDM), 9(2), 89–92. https://doi.org/10.19030/jdm.v9i2.8974

37. Mojet, J., & Koster, E. (2006). Theories of Food Choice Development. Understanding Consumers of Food Products. https://doi.org/10.1201/9781439824504.ch4

38. Naz, A., & Ahmad, E. (2018). Driving factors of globalization: An empirical analysis of the developed and developing countries. Business & Economic Review, 10(1), 133–158. https://doi.org/10.22547/ber/10.1.6

39. Neelamalar, M., & Chitra, P. (2009). New media and society: A Study on the impact of social networking sites on indian youth. Communication Studies, 6, 125–145.

40. Negy, C., & Woods, D. J. (1992). The Importance of Acculturation in Understanding Research with Hispanic Americans. Hispanic J Behav Sci, 14, 224-247.

41. Oswald, L. R. (1999). Culture swapping: Consumption and the ethnogenesis of middle-class Haitian immigrants. Journal of Consumer Research, 25(4), 303–318.

42. Peng, L. (2005). Dietary Acculturation of Chinese Students in the United States.

43. Peracchio, L. A., Bublitz, M. G., & Luna, D. (2014). Cultural diversity and marketing. Oxford Handbooks Online. https://doi.org/10.1093/oxfordhb/9780199796694.013.023

44. Peñaloza, L. (1994), "Atravesando fronteras/border crossings: a critical ethnographic exploration of the consumer acculturation of Mexican immigrants", Journal of Consumer Research, Vol. 21 No. 1, pp. 32-54.

45. Peñaloza, L. (1989),"Immigrant Consumer Acculturation", in NA - Advances in Consumer Research Volume 16, eds.

Thomas K. Srull, Provo, UT: Association for Consumer Research, Pages: 110-118.

46. Rafael, E. B., & Sternberg, Y. (Eds.). (2002). Identity, culture, and globalization (Vol. 8). Brill.

47. Reddy, G., & van Dam, R. M. (2020). Food, culture, and identity in Multicultural Societies: Insights from Singapore. Appetite, 149, 104633. https://doi.org/10.1016/j.appet.2020.104633

48. Rolls, K., Hansen, M., Jackson, D., & Elliott, D. (2016). How healthcare professionals use social media to create virtual communities: An integrative literature review. Journal of Medical Internet Research, 18(6), 1–19.

49. Redfield, R., Linton, R., & Herskovits, M. J. (1936). Memorandum for the Study of Acculturation. American Anthropologist, 38(1), 149–152. https://doi.org/10.1525/aa.1936.38.1.02a00330

50. Ramirez AS, Golash-Boza T, Unger JB, et al. (2018) Questioning the dietary acculturation paradox: a mixed-methods study of the relationship between food and ethnic identity in a group of Mexican American women. Journal of the Academy of Nutrition and Dietetics 118(3): 431–439.

51. Ratner, B. (2009). The correlation coefficient: Its values range between +1/−1, or do they? Journal of Targeting, Measurement and Analysis for Marketing, 17(2), 139–142. https://doi.org/10.1057/jt.2009.5

52. Satia-Abouta, J., Patterson, R., Neuhouser, M., & Elder, J. (2002). Dietary acculturation. Journal of the American Dietetic Association, 102(8), 1105–1118. https://doi.org/10.1016/s0002-8223(02)90247-6

53. Satia-Abouta, J., Patterson, R. E., Taylor, V. M., Cheney, C. L., Shiu-Thornton, S., Chitnarong, K., & Kristal, A. R. (2000). Use of qualitative methods to study diet, acculturation, and health in Chinese-American women. Journal of the American Dietetic Association, 100(8), 934–940. https://doi.org/10.1016/s0002-8223(00)00269-8

54. Satia-Abouta, J., Patterson, R. E., Kristal, A. R., Hislop, T.G., Yasui, Y., Taylor, V. M. (2001) Development of Dietary Acculturation Scales Among Chinese Americans and Chinese Canadians. Journal of the American Dietetic Association, 101, 548-553.

55. Shields, R. (2013). Globalization and international student mobility: A network analysis. Comparative Education Review, 57(4), 609–636. https://doi.org/10.1086/671752

56. Sam, D. L., & Berry, J. W. (2010). Acculturation: When Individuals and Groups of Different Cultural Backgrounds Meet. Perspectives on Psychological Science, 5(4), 472–481. http://www.jstor.org/stable/41613454

57. Sharma, G., Qiang, Y., Wenjun, S., & Qi, L. (2013). Communication in the virtual world: Second life and business opportunities. Information Systems Frontiers, 15(4), 677–694. https://doi.org/10. 1007/s10796-012-9347-z

58. Siddiqui, S., & Singh, T. (2016). Social media its impact with positive and negative aspects. International Journal of Computer Applications Technology and Research, 5(2), 71–75. https://doi.org/10.7753/ijcatr0502.1006

59. Szapocznik, J., & Kurtines, W. (1980). Acculturation, Biculturalism, and Adjustment Among Cuban American. Acculturation Theory, Models, and Some New Findings. 130-159

60. Sodowsky, D. R., & Plake, B. S. (1991). Pyschometric Properties of the American-International Relations Scale. Educ Psychol Meas, 14, 207-217

61. Team, Inomics. (2014, June 16). The benefits of international students for Universities. INOMICS. Retrieved May 16, 2022, from https://inomics.com/blog/the-benefits-of-international-students-for-universities-282052

62. Tang, J., Zhang, P., & Wu, P. (2015). Categorizing consumer behavioral responses and artifact design features: The case of online advertising. Information Systems Frontiers, 17(3), 513–532. https://doi.org/ 10.1007/s10796-014-9508-3.

63. Üstüner, T., & Holt, D. B. (2007). Dominated consumer acculturation: The social construction of poor migrant women's consumer identity projects in a Turkish squatter. Journal of Consumer Research, 34(1), 41–56. https://doi.org/10.1086/513045

64. Vargas, P., & Jurado, L.-F. (2015). Dietary acculturation among Filipino Americans. International Journal of

65. Environmental Research and Public Health, 13(1), 16. https://doi.org/10.3390/ijerph13010016

66. Welzer, T., Hölbl, M., Družovec, M., & Brumen, B. (2011). Cultural awareness in social media. Proceedings of the 2011 International Workshop on Detecting and Exploiting Cultural Diversity on the Social Web - DETECT '11. https://doi.org/10.1145/2064448.2064463

67. Yu, Q., Foroudi, P., & Gupta, S. (2019). Far apart yet close by: Social Media and acculturation among international students in the UK. Technological Forecasting and Social Change, 145, 493–502. https://doi.org/10.1016/j.techfore.2018.09.026

68. Yang, G. P., Fox, H. M. (1979). Food Habis Changes of Chinese Persons Living in Lincoln, Nebraska. Journal of the American Dietetic Association, 75, 420-424

69. Zhong, R., & Frenkel, S. (2020, September 17). A third of TikTok's U.S. users may be 14 or under, raising safety questions. The New York Times. Retrieved May 24, 2022, from https://www.nytimes.com/2020/08/14/technology/tiktok-underage-users-ftc.html

13. APPENDIX

Qualtrics Survey Questions

You are being invited to participate in a research study titled, "The Impact of Social Media on Food Adaptation Among International Students.". This study is being done by Aggawira Wanagiri, a student from the Faculty of Behavioural, Management and Social Sciences at the University of Twente. This research is part of a BMS Bachelor thesis.

The purpose of this research study is to find out the relationship that social media has with the food adaptation of an international student and will take you approximately 5 minutes to complete. The data will be used for assessing the impact that social media has on acculturation, enculturation, dietary acculturation, and food adaptation. Practical data about you as an individual will be used to assess the research sample and investigate differences in outcomes.

The research will minimize any risks by using an anonymization tool in the incorporation of participants' data within the research paper. Also, possible other private information entered by participants will be taken out by this tool. Moreover, the research will not seek the names of students taking part in this study.

Study contact details for further information: Aggawira Wanagiri, aggawirawanagiri-1@student.utwente.nl

Please consent to taking part in this study.

○ Yes, I consent.
○ No, I do not consent.

Are you or have you been an International student (i.e. not Dutch) in the Netherlands?

○ Yes
○ No

What social media platform do you use the most?

○ Instagram
○ Facebook
○ Snapchat
○ Whatsapp
○ Other

How old are you?

[_____]

What is your gender?

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

Where do you come from?

[_____]

How long have you lived in the Netherlands?

○ Less than 1 year
○ 1-3 years
○ 3-5 years
○ More than 5 years

Do you speak Dutch?

○ Yes
○ No

The following questions concerns your food identity in social media.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Social media is important to me when making decisions about what I eat.	○	○	○	○	○
I use social media sites to get ideas for my meals.	○	○	○	○	○
I use social media when making decisions in regard to the foods I purchase at restaurants.	○	○	○	○	○
I use social media when deciding on what foods to prepare at home.	○	○	○	○	○
I like to view food related pictures that other people post on social media.	○	○	○	○	○

Acculturation is the process of learning and incorporating the values, beliefs, language, customs and mannerisms of the new country. The following questions concerns the impact of social media on acculturation.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Social media has helped me gain new friends in the Netherlands.	O	O	O	O	O
Social media has helped me learn more about the Dutch culture, food, and customs.	O	O	O	O	O
Abundance of information on social media has helped me get closer to the Dutch culture.	O	O	O	O	O
Social media has helped me adapt to the Dutch cultural practices. (e.g., language, etiquette, business practices, etc.)	O	O	O	O	O

Dietary acculturation refers to the process that occurs when members of a minority group adopt the eating patterns/food choices of the host country. The following questions concerns the impact of social media on dietary acculturation.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Social media impacts the way I purchase, cook, and consume Dutch food items.	O	O	O	O	O
Social media impacts my food choices in the Netherlands.	O	O	O	O	O
Social media has helped me explore the Dutch cuisine.	O	O	O	O	O
Social media has helped me develop my knowledge of Dutch cuisine.	O	O	O	O	O

Enculturation refers to the process of learning one's own culture. The following questions concerns the impact of social media on enculturation.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I often spend time on social media with people from my heritage culture.	O	O	O	O	O
I often ask for help/advise from students/colleagues from my heritage culture on social media.	O	O	O	O	O
I often eat with people from my heritage culture.	O	O	O	O	O
I often watch movies from my heritage culture.	O	O	O	O	O
I often listen to music from my heritage culture.	O	O	O	O	O

The following questions concerns your level of food adaptation.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Social media has helped me become more open to experiencing different types of food habits and cuisines.	O	O	O	O	O
Information on social media has positively influenced the way I consume food in the Netherlands.	O	O	O	O	O
Information on social media has helped me adapt to the Dutch food culture.	O	O	O	O	O

SPSS Output

- **Demographics**

How old are you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	2	2.9	2.9	2.9
	19	7	10.0	10.0	12.9
	20	15	21.4	21.4	34.3
	21	12	17.1	17.1	51.4
	22	12	17.1	17.1	68.6
	23	7	10.0	10.0	78.6
	24	3	4.3	4.3	82.9
	25	4	5.7	5.7	88.6
	26	3	4.3	4.3	92.9
	27	1	1.4	1.4	94.3
	28	2	2.9	2.9	97.1
	30	1	1.4	1.4	98.6
	33	1	1.4	1.4	100.0
	Total	70	100.0	100.0	

What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	21	30.0	30.0	30.0
	Female	47	67.1	67.1	97.1
	Prefer not to say	2	2.9	2.9	100.0
	Total	70	100.0	100.0	

Where do you come from?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Aruba	1	1.4	1.4	1.4
	Austria	1	1.4	1.4	2.9
	Azerbaijan	1	1.4	1.4	4.3
	China	1	1.4	1.4	5.7
	Ecuador	1	1.4	1.4	7.1
	Finland	1	1.4	1.4	8.6
	France	1	1.4	1.4	10.0
	Germany	32	45.7	45.7	55.7
	Greece	1	1.4	1.4	57.1
	Guatemala	1	1.4	1.4	58.6
	India	3	4.3	4.3	62.9
	Indonesia	2	2.9	2.9	65.7
	Ireland	1	1.4	1.4	67.1
	Israel	1	1.4	1.4	68.6
	Italy	4	5.7	5.7	74.3
	Latvia	1	1.4	1.4	75.7
	Lithuania	1	1.4	1.4	77.1
	Luxembourg	4	5.7	5.7	82.9
	Mexico	1	1.4	1.4	84.3
	Moldova	1	1.4	1.4	85.7
	Nepal	1	1.4	1.4	87.1
	Pakistan	1	1.4	1.4	88.6
	Poland	2	2.9	2.9	91.4
	Portugal	1	1.4	1.4	92.9
	Romania	1	1.4	1.4	94.3
	Russia	1	1.4	1.4	95.7
	Spain	1	1.4	1.4	97.1
	Taiwan	2	2.9	2.9	100.0
	Total	70	100.0	100.0	

- **Factor Analysis, Descriptive Statistics, and Reliability Statistics**
  - **Food Identity in Social Media**

Component Matrix[a]

	Component 1
FISM1 - Social media is important to me when making decisions about what I eat.	.867
FISM2 - I use social media sites to get ideas for my meals.	.886
FISM3 - I use social media when making decisions in regard to the foods I purchase at restaurants.	.561
FISM4 - I use social media when deciding on what foods to prepare at home.	.873
FISM5 - I like to view food related pictures that other people post on social media.	.737

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
FISM1 - Social media is important to me when making decisions about what I eat.	2.60	1.172	70
FISM2 - I use social media sites to get ideas for my meals.	3.53	1.305	70
FISM3 - I use social media when making decisions in regard to the foods I purchase at restaurants.	2.54	1.200	70
FISM4 - I use social media when deciding on what foods to prepare at home.	3.23	1.241	70
FISM5 - I like to view food related pictures that other people post on social media.	3.43	1.246	70

Reliability Statistics

Cronbach's Alpha	N of Items
.847	5

o   **Impact of Social Media on Acculturation**

Component Matrix[a]

	Component 1
SMA1 - Social media has helped me gain new friends in the Netherlands.	.664
SMA2 - Social media has helped me learn more about the Dutch culture, food, and customs.	.820
SMA3 - Abundance of information on social media has helped me get closer to the Dutch culture.	.887
SMA4 - Social media has helped me adapt to the Dutch cultural practices. (e. g., language, etiquette, business practices, etc.)	.894

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
SMA1 - Social media has helped me gain new friends in the Netherlands.	2.76	1.173	70
SMA2 - Social media has helped me learn more about the Dutch culture, food, and customs.	2.84	1.223	70
SMA3 - Abundance of information on social media has helped me get closer to the Dutch culture.	2.70	1.081	70
SMA4 - Social media has helped me adapt to the Dutch cultural practices. (e. g., language, etiquette, business practices, etc.)	2.74	1.151	70

Reliability Statistics

Cronbach's Alpha	N of Items
.832	4

- o **Impact of Social Media on Enculturation**

Component Matrix[a]

	Component 1
SME1 - I often spend time on social media with people from my heritage culture.	.794
SME2 - I often ask for help/advise from students/colleagues from my heritage culture on social media.	.707
SME3 - I often eat with people from my heritage culture.	.785
SME4 - I often watch movies from my heritage culture.	.731
SME5 - I often listen to music from my heritage culture.	.770

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
SME1 - I often spend time on social media with people from my heritage culture.	3.51	1.164	70
SME2 - I often ask for help/advise from students/colleagues from my heritage culture on social media.	2.47	1.113	70
SME3 - I often eat with people from my heritage culture.	3.24	1.221	70
SME4 - I often watch movies from my heritage culture.	2.41	1.245	70
SME5 - I often listen to music from my heritage culture.	2.79	1.392	70

Reliability Statistics

Cronbach's Alpha	N of Items
.813	5

- o **Impact of Social Media on Dietary Acculturation**

Component Matrix[a]

	Component 1
SMDA1 - Social media impacts the way I purchase, cook, and consume Dutch food items.	.850
SMDA2 - Social media impacts my food choices in the Netherlands.	.731
SMDA3 - Social media has helped me explore the Dutch cuisine.	.887
SMDA4 - Social media has helped me develop my knowledge of Dutch cuisine.	.909

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
SMDA1 - Social media impacts the way I purchase, cook, and consume Dutch food items.	2.29	.980	70
SMDA2 - Social media impacts my food choices in the Netherlands.	2.49	1.100	70
SMDA3 - Social media has helped me explore the Dutch cuisine.	2.36	1.064	70
SMDA4 - Social media has helped me develop my knowledge of Dutch cuisine.	2.36	1.143	70

Reliability Statistics

Cronbach's Alpha	N of Items
.865	4

o   **Impact of Social Media on Food Adaptation**

Component Matrix[a]

	Component 1
SMFA1 - Social media has helped me become more open to experiencing different types of food habits and cuisines.	.777
SMFA2 - Information on social media has positively influenced the way I consume food in the Netherlands.	.866
SMFA3 - Information on social media has helped me adapt to the Dutch food culture.	.769

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
SMFA1 - Social media has helped me become more open to experiencing different types of food habits and cuisines.	3.50	1.225	70
SMFA2 - Information on social media has positively influenced the way I consume food in the Netherlands.	2.86	1.171	70
SMFA3 - Information on social media has helped me adapt to the Dutch food culture.	2.37	1.010	70

Reliability Statistics

Cronbach's Alpha	N of Items
.725	3

- **Correlation**

Correlations

		FAC_FISM	FAC_SMA	FAC_SME	FAC_SMDA	FAC_SMFA
FAC_FISM	Pearson Correlation	1	.438**	.097	.456**	.628**
	Sig. (2-tailed)		<,001	.425	<,001	<,001
	N	70	70	70	70	70
FAC_SMA	Pearson Correlation	.438**	1	.272*	.756**	.604**
	Sig. (2-tailed)	<,001		.023	<,001	<,001
	N	70	70	70	70	70
FAC_SME	Pearson Correlation	.097	.272*	1	.347**	.169
	Sig. (2-tailed)	.425	.023		.003	.163
	N	70	70	70	70	70
FAC_SMDA	Pearson Correlation	.456**	.756**	.347**	1	.701**
	Sig. (2-tailed)	<,001	<,001	.003		<,001
	N	70	70	70	70	70
FAC_SMFA	Pearson Correlation	.628**	.604**	.169	.701**	1
	Sig. (2-tailed)	<,001	<,001	.163	<,001	
	N	70	70	70	70	70

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

- **Multiple Regression**
  - **Food Identity on Social Media on Acculturation**

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.438a	.192	.180	.90560050

a. Predictors: (Constant), FAC_FISM

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.240	1	13.240	16.145	<,001b
	Residual	55.768	68	.820		
	Total	69.008	69			

a. Dependent Variable: FAC_SMA
b. Predictors: (Constant), FAC_FISM

Coefficientsa

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.015	.108		.137	.891
	FAC_FISM	.435	.108	.438	4.018	<,001

a. Dependent Variable: FAC_SMA

o   **Food Identity on Social Media on Enculturation**

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.097[a]	.009	-.005	1.00981895

a. Predictors: (Constant), FAC_FISM

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.658	1	.658	.645	.425[b]
	Residual	69.342	68	1.020		
	Total	70.000	69			

a. Dependent Variable: FAC_SME
b. Predictors: (Constant), FAC_FISM

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.000	.121		.002	.998
	FAC_FISM	.097	.121	.097	.803	.425

a. Dependent Variable: FAC_SME

o   **Food Identity on Social Media on Dietary Acculturation**

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.456[a]	.208	.196	.90310443

a. Predictors: (Constant), FAC_FISM

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.525	1	14.525	17.809	<,001[b]
	Residual	55.461	68	.816		
	Total	69.986	69			

a. Dependent Variable: FAC_SMDA
b. Predictors: (Constant), FAC_FISM

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-.001	.108		-.009	.993
	FAC_FISM	.456	.108	.456	4.220	<,001

a. Dependent Variable: FAC_SMDA

o   **Acculturation and Dietary Acculturation on Food Adaptation**

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.710[a]	.505	.490	.71828239

a. Predictors: (Constant), FAC_SMDA, FAC_SMA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.219	2	17.609	34.131	<,001[b]
	Residual	34.567	67	.516		
	Total	69.786	69			

a. Dependent Variable: FAC_SMFA
b. Predictors: (Constant), FAC_SMDA, FAC_SMA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.008	.086		-.094	.925
	FAC_SMA	.175	.132	.174	1.327	.189
	FAC_SMDA	.569	.131	.570	4.340	<,001

a. Dependent Variable: FAC_SMFA