

Chapter 19

Social Media as a Tool for Gastronomy: An Analysis Through Instagram on Turkish Cuisine

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ABSTRACT

Many countries that have unique local gastronomy cultures develop and promote their regions for the purpose of economic effects for regional development instruments and to protect and sustain local culture and meet the demands of today's tourists. For the purpose of security and providing the sustainability of local culture diversities in the world, national and international organizations register and put under protection the local gastronomy assets. This occurs in various proportions. In order to compete with regional tourism, a variety of tourist attractions should be developed. Turkish cuisine one of three top cuisines in the world. The aim of this chapter is to emphasize the importance of marketing strategy on social media for the traditional Turkish cuisine and Turkish cultural cuisine.

INTRODUCTION

Unlike traditional media, digital marketing is all marketing activities using mobile devices, interactive media and internet to support all marketing activities of a product. The preference in marketing activities affected by low-cost internet due to its ability to reach large masses has led to the change of general marketing strategies. With these changing strategies, campaigns organized in digital environment within the digital marketing applications, low costs that have arisen, easy access to the target audience and rapid implementation of these applications are of great advantages provided. Businesses who want to excel in the competitive environment and want to bring new goods or services to the market have to keep up with the technological era in today's conditions. The Internet is one of the most important digital revo-

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lutions today. In particular, the Internet has become a pioneer of many innovations and changes since the beginning of the 21st century.

This concept, which is called digital marketing and carries marketing to virtual environment, creates significant advantages for organizations with its unique characteristics and provides great convenience in reaching the target audience. Businesses that benefit from the opportunities of the digital age can reach larger masses at a lower cost with the advantages created by the internet environment and can effectively carry out their activities by promoting the goods and / or services they market. With the developing technology and changing consumer habits, mobile device usage rate is increasing day by day and accordingly, shopping opportunities over mobile devices are developing rapidly. Because of these developments, organizations now allocate significant budgets for digital marketing activities (Koçak Alan et.al., 2018). Thus, it enables enterprises to act according to the results obtained (Özdaş, 2017). Digital marketing is the most important communication tool in reaching consumers today. This concept is also referred to as e-marketing, online marketing, online marketing or interactive marketing. It is known that digital marketing has many advantages over traditional marketing. Due to these advantages, digital marketing is preferred by the companies for low cost and quick and easy access to the target audience. The necessity of adapting to the developing technology triggers the continuous standing of the enterprises. Compared to the promotional activities through traditional mass media, advertisements on the internet are both cost-effective and updateable and measurable. In the product promotion and campaigns carried out over the internet, some statistical data and important information such as the number of people interested in the product are obtained.

As a result of this, the efficiency of the marketing activities is very important in shaping the marketing strategies of the enterprises. With the new regulations that have emerged with the technology and the internet, which has become a part of people's lives, it has started to reach the consumers who are wanted by the commercial enterprises and institutions in this way. The internet, which is also referred to as the digital revolution, not only benefits the people, but also the commercial enterprises. Digital marketing provides benefits in many areas such as advertising at a lower cost, determining consumer wishes and expectations by applying strategies and understanding consumer reactions instantly. In this way, it is possible to provide to identify marketing strategies that are appropriate to consumer wishes and expectations, to implement and control these strategies, and to integrate traditional marketing approach with changing and developing technology and to expand the use of smart phones that almost every individual has (Bulunmaz, 2016).

Thanks to smart phones and tablets, mobile applications and social media usage rates have increased, and consumers can take advantage of unlimited informations regarding their orders. In addition to internet marketing, digital marketing also conveys information about the product to consumers in areas that do not require internet use (sms, landline phones, etc.). Different from being a traditional brand, becoming a digital brand and creating brand awareness has become important. Enterprises that adopt digital marketing reach more consumers through the channels used, provide information about their products, create orders and control customer satisfaction after service. However, increasing the value of digital marketing and relations with potential consumers surfing the internet is one of the reasons why it is preferred. This is due to some of the characteristics typically described in electronic and digital marketing. Among these features, supplier companies provide many more advantages such as establishing stronger relationships with consumers, faster information sharing, loss of distances between organizations and enterprises and global accessibility (Heikkinen, 2012). Thanks to digital marketing methods, it has become easier for consumers to reach producers, ask questions about goods or services and express their wishes and

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