

Review credibility, aesthetics and FOMO in information adoption of Muslim travellers

Rani Intan¹, Nadiah Mahmad Nasir², Ömer Saraç³

¹Univ Islam 45 Bekasi, Indonesia, email: raniintanjamil@gmail.com

²Faculty of Business and Communication, Universiti Malaysia Perlis, Malaysia, email: nadiahnasir@unimap.edu.my

³Faculty of Tourism, Sakarya University of Applied Sciences, Turkey, email: omersarac@subu.edu.tr

*Corresponding author: raniintanjamil@gmail.com

Abstract

Purpose – This study investigates how aesthetic presentation, authenticity, and fear of missing out (FOMO) influence Muslim travellers' information adoption regarding UNESCO-recognized heritage foods. It also examines the mediating role of review credibility and the moderating role of halal tourism motivation within the frameworks of the Stimulus–Organism–Response (S-O-R) model and the Information Adoption Model (IAM).

Design/Methodology/Approach – A quantitative explanatory design using Partial Least Squares Structural Equation Modeling (PLS-SEM) was applied to 372 valid responses from Muslim travellers who had engaged with online reviews of heritage foods. The analysis tested direct, mediating, and moderating relationships among the study variables.

Findings – The results show that aesthetic presentation, authenticity, and FOMO significantly enhance review credibility, which in turn strongly predicts information adoption. Authenticity exerts the strongest influence on both credibility and adoption, while aesthetic cues and FOMO affect adoption only indirectly through credibility. Halal tourism motivation positively affects information adoption but does not moderate the credibility–adoption relationship.

Originality/Value – This research integrates visual, cultural, and psychological cues into a unified digital trust model, advancing theoretical understanding of credibility formation in halal heritage food tourism and providing empirical insight into how Muslim travellers interpret online review cues about UNESCO-recognized traditional foods.

Research Limitations/Implications – The study focuses on Muslim travellers and heritage foods; future research may explore other tourism contexts and use longitudinal or experimental designs.

Practical Implications – Destination marketers and heritage food promoters should design authentic, visually coherent, and halal-assured digital content to strengthen review credibility and encourage information adoption among Muslim travellers.

Keywords – Aesthetic, Authenticity, FOMO, Review Credibility, Information Adoption

Received: 2025-11-17 — Revised: 2025-12-06, 2025-12-10 — Accepted: 2025-12-16

e-ISSN: 3123-769X

© Intan et al. Published in BELGI: Journal of Islamic Business and Decision Sciences by STIS Al Wafa, Indonesia. This article is published under the Creative Commons Attribution 4.0 International License (CC BY 4.0). Anyone may reproduce, distribute, translate, and create derivative works of this article, subject to full attribution to the original publication and authors. The full terms of this licence are available at:

<https://creativecommons.org/licenses/by/4.0/>

1. Introduction

The rapid globalization of travel has intensified scholarly interest in Muslim travellers, a growing segment that is both heterogeneous and strategically significant for destinations worldwide ([Hall et al., 2022](#)). The expansion of halal and Muslim-friendly tourism has prompted researchers to examine the underlying drivers of consumption behavior within this group, particularly in relation to cultural heritage and gastronomic experiences. Recent global trends reflect this growing relevance, as Muslim international arrivals reached approximately 145 million in 2023, nearly 90 percent of pre-pandemic levels. In 2024, arrivals were expected to surpass pre-pandemic numbers by between 3 and 5 percent, reaching an estimated 164 to 168 million travellers. Looking ahead, projections indicate that Muslim international arrivals may reach 230 million by 2028 with a total expected expenditure of USD 225 billion ([Bahardeen, 2024](#)).

Despite this growing attention, existing literature still provides limited contextualization of how Muslim travellers interpret digital cues related to culturally significant foods. Most prior studies examine online reviews in general tourism contexts, leaving a gap in understanding how aesthetic, authentic, and psychologically driven signals operate within halal-oriented heritage food consumption ([Lee & Lim, 2023](#)). This gap becomes more pronounced when considering UNESCO-recognized foods, which combine cultural identity, religious expectations, and digital persuasion dynamics.

Within this evolving landscape, traditional foods recognized under the UNESCO Intangible Cultural Heritage (ICH) List have gained prominence as a unique point of intersection between religion, culture, and tourism ([Qiu et al., 2022](#)). However, the convergence of UNESCO heritage gastronomy, halal expectations, and digital persuasion remains largely underexplored, creating the need for deeper contextual grounding to understand how these forces shape Muslim travellers' evaluative processes. Despite rising attention to heritage food tourism and the well-documented importance of halal-compliant offerings in shaping Muslim tourists' decisions ([Qureshi et al., 2025](#)), limited research has explored how Muslim travellers engage with user-generated reviews of UNESCO-recognized foods or how digital cues influence their perceptions and behavioral intentions ([Ahmed et al., 2025](#)).

Traditional foods designated as ICH represent more than culinary products. They embody historical continuity, cultural identity, and collective memory, all of which play a role in shaping travellers' trust and willingness to act upon online recommendations ([Zheng, 2023](#)). Although prior work identifies culinary tourism as one of the most extensively examined domains within ICH tourism, the specific role of Muslim travellers and the influence of review credibility remain insufficiently addressed ([Qiu et al., 2022](#)). Furthermore, while halal tourism research underscores the centrality of halal food availability in determining destination attractiveness, satisfaction, and loyalty ([Basendwah et al., 2024](#); [Ekka & Bhardwaj, 2024](#)), there is limited integration between halal tourism, cultural heritage food, and digital credibility. This disconnect indicates that the contextual nuances of Muslim travellers' digital decision-making have yet to be fully articulated, especially when the information involves culturally protected foods whose authenticity and presentation carry symbolic meaning. This gap is particularly evident in studies examining how visual cues, authenticity signals, and psychological factors shape credibility assessments and subsequent information adoption.

This study responds to these gaps by examining how Muslim travellers interpret and respond to online review cues related to UNESCO-recognized traditional foods. Specifically, the research investigates how aesthetic qualities of review visuals, the perceived authenticity of the food portrayed, and the psychological influence of fear of missing out (FOMO) shape review credibility, information adoption, and related behavioral outcomes. The study positions

these relationships within the Stimulus-Organism-Response (SOR) framework ([Mehrabian & Russell, 1974](#)) and Consumer Culture Theory (CCT) ([Arnould & Thompson, 2005](#)). These frameworks explain how digital stimuli function as triggers that shape internal evaluations, such as credibility and trust, and subsequently influence behavioral responses such as the adoption of information ([Hungara & Nobre, 2021](#); [Wei et al., 2025](#)). Embedding these processes within the context of halal heritage gastronomy provides the additional theoretical depth needed to contextualize how cultural authenticity, religious sensitivity, and digital persuasion jointly influence Muslim travellers' decision patterns.

From a practical perspective, the study offers actionable insights for destination marketers, heritage food promoters, and online review platforms. Destinations that aim to showcase UNESCO heritage foods to Muslim travellers can benefit from understanding how visual aesthetics and cultural authenticity influence trust and information adoption. This knowledge can inform strategies for content creation, platform interface design, and halal communication. In addition, recognizing how FOMO elevates engagement with peer-generated content provides marketers with a psychological lever that can enhance message effectiveness in digital environments.

The research is structured around three key objectives. The first objective is to examine the influence of aesthetic presentation on review credibility and information adoption. The second objective is to assess how perceived authenticity of heritage foods affects both credibility and adoption. The third objective is to explore how FOMO shapes credibility judgments and adoption behaviors in the context of Muslim travellers. In addition, the study also evaluates the mediating role of review credibility and the moderating role of halal tourism motivation, which may strengthen the link between credibility and behavioral adoption. Through these objectives, the study develops a comprehensive and contextually grounded model tailored to heritage food tourism and Muslim traveller behavior.

The study's contributions are threefold. First, it conceptualizes UNESCO-recognized heritage foods as an intersection of cultural heritage and halal tourism, an area that has received limited empirical investigation ([Sari et al., 2025](#)). Second, it integrates aesthetic cues and FOMO into the literature on review credibility, thereby bridging perspectives from digital marketing, cultural heritage tourism, and consumer psychology. Third, it incorporates halal tourism motivation as a moderating factor, reflecting the specific motivational structure and value orientations of Muslim travellers. This addition advances theoretical work on the interplay between credibility and information adoption within Islamic tourism contexts.

Despite growing scholarship on digital food communication and halal tourism, important gaps remain unaddressed. There is still limited integration of aesthetic cues, authenticity signals, and psychological drivers such as fear of missing out in explaining how review credibility is formed within halal heritage food contexts. Empirical work has also not sufficiently examined review credibility as a central mediating mechanism that links these digital stimuli to information adoption among Muslim travellers. In addition, prior studies provide little contextual grounding in UNESCO recognized heritage foods, where cultural legitimacy and religious compliance converge in shaping evaluation processes ([Almansouri et al., 2022](#)). This study addresses these gaps by proposing and validating an integrated model grounded in the Stimulus Organism Response and Information Adoption Model frameworks that unifies visual, cultural, and affective stimuli, by establishing review credibility as the key mediating pathway for information adoption in halal digital food environments, and by situating the analysis within the culturally meaningful domain of UNESCO heritage foods to advance theoretical understanding of trust formation at the intersection of religion, heritage, and digital persuasion.

In summary, the study establishes an integrative framework that connects heritage food, halal tourism, review credibility, and psychological drivers such as aesthetics and FOMO. By

strengthening the contextual foundations of how Muslim travellers interpret digital representations of culturally significant foods, this study contributes both conceptual clarity and empirical evidence to an area that has been conceptually fragmented in prior research. The following chapter builds upon this introduction by developing the theoretical foundations and hypotheses that guide the empirical investigation.

2. Literature review

2.1. Aesthetics and Review Credibility

In digital information environments, aesthetic presentation has been recognized as an influential heuristic that shapes users' credibility judgments. Visual processing theories argue that individuals often evaluate online information based on its surface-level characteristics, such as perceived harmony, image clarity, color quality, and layout composition, prior to engaging in deeper cognitive assessment ([Lee & Lim, 2023](#); [Lins & Sunyaev, 2023](#)). These aesthetic cues operate as peripheral indicators that signal professionalism, coherence, and informational integrity. Research in digital gastronomy and online consumer decision-making further suggests that visually appealing content heightens perceptions of trustworthiness because users tend to associate well-designed interfaces with higher expertise and reliability ([Mariani & Bresciani, 2022](#); [Dam et al., 2024](#)).

Within the context of tourism reviews, high-quality imagery and visually coherent presentations reduce perceived uncertainty and enhance trust in both the reviewer and the reviewed experience. This pattern aligns with the principles of the Elaboration Likelihood Model, which posits that when users rely on peripheral cues, visual aesthetics function as cognitive shortcuts that influence their credibility assessments ([Zainudin et al., 2025](#)). Consequently, Muslim travellers who encounter aesthetically compelling reviews of UNESCO-recognized heritage foods may perceive the information as more credible not necessarily because of the content depth, but due to the persuasive strength of the visual stimuli. Accordingly, the following hypothesis is proposed:

H1. Aesthetic presentation positively influences review credibility.

2.2. Authenticity and Review Credibility

Authenticity represents one of the most fundamental constructs in cultural tourism, heritage food consumption, and digital word-of-mouth literature. Authentic experiences and representations signal cultural truthfulness, historical continuity, and fidelity to local identity, which foster trust among consumers ([Gupta & Duggal, 2021](#); [Almansouri et al., 2022](#)). Studies in gastronomy and heritage hospitality emphasize that authenticity significantly influences perceived credibility because it reassures individuals that the information is accurate, unembellished, and rooted in genuine cultural practices ([Bhagat et al., 2025](#); [Bakr et al., 2025](#)).

In online review environments where sensory confirmation is not possible, authenticity becomes even more critical. Travellers rely heavily on cues that suggest cultural credibility and experiential genuineness. For Muslim travellers evaluating reviews of UNESCO-recognized heritage foods, authenticity also signals potential alignment with religious values, particularly with respect to halal compliance and ethical consumption. This dual form of authenticity, which includes cultural integrity and moral reassurance, further strengthens the perceived believability of review content. As a result, review authenticity functions as a central mechanism through which trust is constructed in digital heritage food contexts. Accordingly, the following hypothesis is proposed:

H2. Authenticity positively influences review credibility.

2.3. FOMO and Review Credibility

Fear of Missing Out (FOMO) has gained substantial attention in consumer psychology, social media research, and digital tourism. FOMO reflects a cognitive and emotional state characterized by anxiety that others are engaging in rewarding experiences from which one might be absent ([Alabri, 2022](#)). This psychological driver increases attentiveness to peer content, heightens sensitivity to social comparison, and elevates perceived relevance of socially shared information ([Hattingh et al., 2022](#); [An & Ahn, 2025](#)). In digital environments, FOMO often manifests as a heightened desire to stay informed about popular or trending experiences, which can influence how individuals interpret and evaluate information.

Within online review contexts, FOMO can influence credibility judgments by encouraging individuals to place higher trust in widely shared, frequently endorsed, or socially validated content. Reviews or contents that appears popular or frequently experienced by others may be perceived as inherently more credible because it reduces uncertainty through the implied validation of the collective. This tendency is especially salient in tourism settings, where social proof guides travel decision-making.

For Muslim travellers observing peers enjoying UNESCO-recognized heritage foods, FOMO may increase the perceived trustworthiness of reviews that depict these experiences. Although the mechanism is emotionally driven rather than rational, it nonetheless elevates review credibility by amplifying the perceived importance and reliability of socially circulated information ([Septiana et al., 2024](#)). Accordingly, the following hypothesis is proposed:

H3. FOMO positively influences review credibility.

2.4. Aesthetics and Information Adoption

Aesthetic presentation may also influence travellers' information adoption behaviors. The Information Adoption Model (IAM) argues that perceived information quality and usefulness determine whether online information is accepted and used for decision-making (Sussman & Siegal, 2003). Aesthetic cues can enhance perceived quality by capturing users' attention, reducing cognitive processing effort, and facilitating a more engaging interaction with the content. Studies in digital food marketing and review engagement demonstrate that visually compelling content increases users' willingness to process and adopt information ([Lee & Lim, 2023](#); [Dam et al., 2024](#)).

In the context of heritage food tourism, aesthetic representations that highlight the cultural richness, sensory appeal, and experiential depth of UNESCO-recognized foods may increase the likelihood that Muslim travellers perceive the information as valuable and actionable. When digital presentations are visually immersive and culturally evocative, travellers are more likely to internalize the information and apply it to their travel-related decisions. Accordingly, the following hypothesis is proposed

H4. Aesthetic presentation positively influences information adoption.

2.5. Authenticity and Information Adoption

Authenticity not only enhances credibility but also exerts a direct influence on information adoption. Authentic review content reduces perceived risk and strengthens perceived usefulness by reassuring readers that the information accurately reflects the real experience ([Gupta & Duggal, 2021](#); [Bhagat et al., 2025](#)). Authenticity is particularly salient in heritage food contexts, where cultural meaning and experiential integrity are central to the value proposition.

For Muslim travellers, authenticity also signals religious alignment and social legitimacy, which further reinforces the intention to use the information. The presence of authentic cultural narratives, traditional preparation methods, and trustworthy descriptions can increase travellers' willingness to rely on the information to guide their choices. In this sense,

authenticity functions as both a cognitive and affective determinant of information adoption. Accordingly, the following hypothesis is proposed:

H5. Authenticity positively influences information adoption.

2.6. FOMO and Information Adoption

FOMO can also influence information adoption by creating a sense of urgency to engage in experiences that appear socially valued or widely shared. Studies in tourism and consumer behavior indicate that individuals who experience FOMO are more likely to adopt information quickly to avoid being excluded from socially rewarding activities ([An & Ahn, 2025](#); [Hattingh et al., 2022](#)). This emotional pressure increases attention toward peer-generated content and strengthens the desire to act upon it.

In heritage food tourism, travellers who perceive that others are engaging in culturally significant or socially recognized food experiences may be more motivated to adopt review information to avoid feeling left behind. As a result, FOMO may function as an affective driver that accelerates the transition from information exposure to behavioral adoption ([Septiana et al., 2024](#)). Accordingly, the following hypothesis is proposed:

H6. FOMO positively influences information adoption.

Aesthetic presentation and authenticity operate as perceptual signals that shape travellers initial interpretations of heritage food content, with aesthetics attracting attention and authenticity providing cultural and moral grounding. FOMO functions as an affective driver that heightens sensitivity to these visual and cultural cues by increasing the perceived social relevance of peer generated experiences. Together, these stimuli converge to influence review credibility, which represents travellers evaluative judgment of whether the information is trustworthy and reliable. Credibility then becomes the central mechanism through which these multidimensional cues translate into information adoption, reflecting the combined cognitive, cultural, and emotional processing of digital heritage food reviews. This integrative perspective clarifies that the variables do not operate independently but form a coherent evaluative chain that guides Muslim travellers decision making.

2.7. Mediating role of review credibility

The Stimulus-Organism-Response framework provides a theoretical basis for explaining how external cues influence internal evaluations and ultimately shape behavioral intentions. According to this framework, stimuli such as aesthetic presentation, authenticity, and FOMO affect the organismic state, which in this case is review credibility, and this state then shapes the behavioral response, which is information adoption ([Mehrabian & Russell, 1974](#)). Consistent with the Information Adoption Model, credibility serves as a central mechanism through which users decide whether to rely on and apply information in decision-making ([Islam et al., 2022](#); [Jiang et al., 2021](#); [Mensah et al., 2023](#)).

Therefore, credibility is expected to mediate the effects of aesthetics, authenticity, and FOMO on information adoption by transforming perceived signals into actionable judgments. When reviews are perceived as credible, travellers are more confident in adopting the presented information. Accordingly, the following hypothesis is proposed:

H7. Review credibility mediates the relationship between aesthetic presentation and information adoption.

H8. Review credibility mediates the relationship between authenticity and information adoption.

H9. Review credibility mediates the relationship between FOMO and information adoption.

To strengthen the model further and tailor it to the Muslim-traveller heritage food context, a moderating variable is introduced. In the context of halal tourism and heritage food, halal tourism motivation (i.e., the traveller's intrinsic motivation to seek halal-compliant, culturally

appropriate experiences) is proposed as a moderator between review credibility and information adoption.

Halal tourism motivation may influence how credibility translates into adoption. Travellers with strong motivation to engage in halal-aligned and culturally appropriate experiences may be more responsive to credible information because it aligns with their intrinsic goals and values (Li & Qiu, 2024). Thus, halal tourism motivation is expected to strengthen the relationship between credibility and information adoption. The rationale is that Muslim travellers with stronger halal tourism motivation will more strongly act on credible reviews of heritage foods, making the credibility-to-adoption link more potent when motivation is high. Accordingly, the following hypothesis is proposed:

H₁₀. Halal tourism motivation moderates the relationship between review credibility and information adoption.

To strengthen the conceptual grounding of the model, it is important to clarify how the Stimulus Organism Response framework and the Information Adoption Model operate as complementary perspectives. Within the SOR logic, aesthetic presentation, authenticity, and FOMO function as external stimuli that shape travellers internal evaluations, or the organismic state, which in this context is review credibility. The Information Adoption Model extends this logic by specifying how such internal evaluations influence the perceived usefulness and reliability of information, ultimately determining whether individuals adopt that information in decision making. When combined, the SOR and IAM perspectives illustrate a coherent causal chain in which digital cues trigger credibility judgments that subsequently guide information adoption. This integrated viewpoint explains why review credibility serves as the central psychological mechanism that links external digital signals to behavioural responses in halal heritage food contexts.

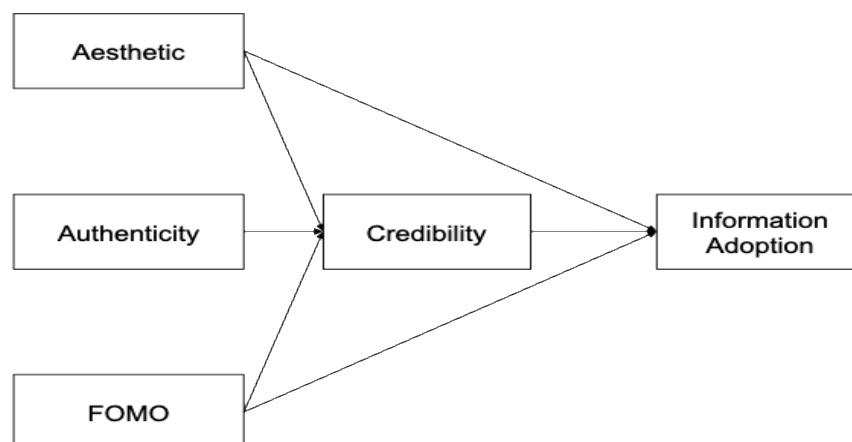


Figure 1. Research framework

3. Methodology

This study adopts a quantitative explanatory design to empirically examine the relationships among aesthetic presentation, perceived authenticity, and fear of missing out (FOMO) as antecedents of review credibility and information adoption, with halal tourism motivation serving as a moderating variable. PLS-SEM was chosen because, unlike CB-SEM (Hair et al., 2021), which assumes multivariate normality and requires large samples for complex models, PLS-SEM remains consistent and efficient even when the data are non-normal. This technique is also recommended for predictive research and theory development aimed at generating practical implications (Hair et al., 2021; Shmueli et al., 2019).

The study population consisted of Muslim travellers aged 18 years and above who had engaged with or consumed UNESCO-recognized traditional foods during halal-oriented travel

within the past year. Eligible respondents were required to have prior exposure to online reviews or social media content related to heritage food. A purposive-snowball sampling technique was applied to reach targeted participants across Muslim traveller communities and halal tourism forums in Southeast Asia, the Middle East, and Europe. Non probability purposive snowball sampling was used due to the lack of a comprehensive sampling frame for Muslim travellers who engaged with UNESCO recognized heritage food content. This approach is appropriate for experience based populations in tourism and digital behavior research. Out of 420 distributed online questionnaires, 372 valid responses were retained for analysis after screening, exceeding the minimum sample size requirements recommended for PLS-SEM and ensuring adequate statistical power ([Hair et al., 2021](#)).

The research instrument consisted of a structured online questionnaire that included demographic questions and measurement items for each construct. All constructs were adapted from established scales and evaluated on a six-point Likert scale (1 = strongly disagree to 6 = strongly agree). Table 1 presents the operational definitions, sources, and sample items for all variables included in the study, covering aesthetic presentation, perceived authenticity, FOMO, halal tourism motivation, review credibility, and information adoption. Data were collected via Google Forms, and all responses were examined for completeness, consistency, and validity.

Table 1. Operational of variables

Construct	Definition	Source	Sample Items
Aesthetic Presentation (AES)	The degree to which review visuals and layout are visually appealing and professional	Lee & Lim (2023)	“The heritage food shown in the review looks aesthetically pleasing.”
Authenticity (AUT)	The extent to which review content and depicted food appear genuine and faithful to cultural tradition	Lee et al. (2025)	“This heritage food is historically well known.”
Fear of Missing Out (FOMO)	Anxiety that others are experiencing rewarding events from which one is absent	Alabri (2022)	“I worry that other travellers are having more authentic heritage food experiences than I am”
Review Credibility (CRED)	The perceived believability, trustworthiness, and reliability of online food reviews	Dam et al. (2024)	“The heritage food reviews provide accurate information.”
Information Adoption (INFO)	The extent to which travellers accept and use online review information for decision-making	Mensah et al. (2023)	“I will frequently adopt information from online reviews about halal heritage foods when making travel”

Source: The authors

To contextualize the data, the demographic characteristics of the 372 Muslim travellers are summarized in Table 2. The respondent profile illustrates a diverse sample comprising both male and female travellers, with a predominance of digitally active generations such as Generation Z and Millennials. Additional characteristics, including travel frequency, the importance of halal food during travel, and the extent to which respondents rely on online reviews, further support the suitability of the sample for examining digital information adoption in the context of Islamic cultural heritage food consumption.

Table 2. Respondent demographic profile (n = 372)

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	168	45.2
	Female	204	54.8
Generational Cohort	Generation Z (18-27)	153	41.1

Demographic Variable	Category	Frequency	Percentage (%)
	Millennials / Gen Y (28-43)	124	33.3
	Generation X (44-59)	75	20.2
	Baby Boomers (60+)	20	5.4
Travel Frequency	≥ 2 trips per year	255	68.5
	< 2 trips per year	117	31.5
Importance of Halal Food	Very Important	268	72.0
	Moderately Important	94	28.0
Use of Online Reviews	Regularly uses reviews	241	64.8
	Occasionally uses reviews	131	35.2

Source: The authors

Data analysis followed the standard two-step PLS-SEM procedure. The first step involved evaluating the measurement model for reliability, convergent validity, and discriminant validity. The second step examined the structural model to assess path coefficients, mediating effects, and the moderating role of halal tourism motivation. Participation in the study was voluntary, and anonymity was ensured to maintain respondent confidentiality. The overall methodological approach enhances the reliability, validity, and ethical rigor of the study.

4. Results

4.1. Results of Measurement and Structural Model Assessment

The results of the PLS Algorithm and Blindfolding procedures demonstrate that the measurement model possesses satisfactory reliability, validity, and predictive relevance. As shown in Table 2, all outer loadings exceeded the threshold value of 0.70, indicating that each indicator contributed strongly to its corresponding latent construct ([Hair Jr et al., 2021](#)). Specifically, the loadings ranged between 0.774 and 0.889 across all constructs, confirming adequate item reliability. The internal consistency of the constructs was further supported by Cronbach's α values ranging from 0.798 to 0.855, surpassing the minimum acceptable level of 0.70 and aligning with established reliability standards for reflective constructs ([Fornell & Larcker, 1981](#)).

Convergent validity was verified through the Average Variance Extracted (AVE), with all constructs demonstrating values above 0.50 (0.684 - 0.775). This indicates that each construct explains more than half of the variance of its observed indicators, thus meeting convergent validity criteria. Moreover, discriminant validity was confirmed through the Heterotrait-Monotrait ratio (HTMT) values, which were all below the recommended cut-off of 0.85 ([Henseler et al., 2015](#)). These findings indicate that each latent variable is empirically distinct from the others, supporting the theoretical separability of constructs such as aesthetic presentation (AES), authenticity (AUT), review credibility (CRED), fear of missing out (FOMO), and information adoption (ADOP).

In addition, the predictive relevance (Q^2) values obtained from the blindfolding procedure were all positive, confirming that the model possesses predictive capability ([Chin, 1998](#)). Specifically, review credibility (CRED) achieved a Q^2 value of 0.339 and information adoption (ADOP) achieved 0.321, both exceeding 0.25, which denotes medium to substantial predictive relevance ([Hair et al., 2021](#)). This finding indicates that the structural model explains a meaningful proportion of variance in the endogenous constructs and can effectively predict travellers' review trust and information adoption behavior. A full collinearity test was conducted to address the potential single source bias. All latent variables showed VIF values lower than 3.3, which confirms that common method bias is unlikely to affect the findings ([Kock, 2015](#)).

Taken together, the results from the PLS Algorithm and Blindfolding analyses establish that the model demonstrates robust psychometric properties and satisfactory predictive

accuracy (Shmueli et al., 2019). The reliability, discriminant validity, and predictive strength of the model provide a solid foundation for subsequent hypothesis testing in the structural model (Hair et al., 2021).

Table 3. PLS algorithm - blindfolding

Items	Outer loadings	α	AVE	HTMT					Q^2
				ADOP	EST	AUT	CRED	FOMO	
ADOP1	0.774	0.845	0.684						0.321
ADOP2	0.880								
ADOP3	0.845								
ADOP4	0.806								
AES1	0.888	0.855	0.775	0.722					
AES2	0.889								
AES3	0.865								
AUT1	0.865	0.798	0.712	0.643	0.287				
AUT2	0.824								
AUT3	0.843								
CRED1	0.792	0.851	0.691	0.714	0.864	0.797			0.339
CRED2	0.818								
CRED3	0.841								
CRED4	0.872								
FOMO1	0.873	0.846	0.763	0.408	0.712	0.344	0.459		
FOMO2	0.882								
FOMO3	0.865								

Source: SmartPLS (2025)

4.2. Hypothesis testing

The results presented in Table 3 reveal that the proposed model is statistically well supported. Aesthetic presentation shows a significant positive effect on review credibility ($\beta = 0.264$, $t = 3.831$, $p < 0.001$), confirming that visually engaging content enhances the perceived trustworthiness of online reviews. However, its direct link to information adoption ($\beta = 0.135$, $t = 1.846$, $p = 0.065$) is not significant, suggesting that aesthetics influence adoption mainly through credibility rather than direct persuasion.

Authenticity emerges as the most influential antecedent, strongly predicting both credibility ($\beta = 0.408$, $t = 6.101$, $p < 0.001$) and information adoption ($\beta = 0.195$, $t = 2.842$, $p = 0.005$). This underscores that Muslim travellers place high value on genuine, culturally rooted, and halal-compliant representations of heritage foods. FOMO also significantly increases perceived credibility ($\beta = 0.210$, $t = 5.348$, $p < 0.001$) but does not directly predict adoption ($\beta = 0.011$, $t = 0.278$, $p = 0.781$). This pattern indicates that the psychological tension of missing out makes travellers more trusting of reviews shared by others but not necessarily more likely to act upon them.

The effect size (f^2) values were also examined to assess the relative contribution of exogenous constructs to endogenous variables. The f^2 values ranged from 0.016 to 0.162, signifying small to medium effect sizes according to Cohen's (2013) classification. Authenticity (AUT) exhibited the highest effect size ($f^2 = 0.162$) on review credibility, indicating that perceptions of authenticity have a stronger influence on credibility formation than aesthetic or FOMO cues.

Table 4. Direct effects

	Original (O)	T Statistics	P Values	SE (β/t)	95% CI	f^2
Aesthetic $\rightarrow$ Credibility	0.264	3.831	0.000	0.068	[0.127, 0.390]	0.069
Authenticity $\rightarrow$ Credibility	0.408	6.101	0.000	0.066	[0.265, 0.543]	0.162
FOMO $\rightarrow$ Credibility	0.210	5.348	0.000	0.039	[0.128, 0.294]	0.083
Authenticity $\rightarrow$ Adoption	0.195	2.842	0.005	0.073	[0.088, 0.373]	0.042
Aesthetic $\rightarrow$ Adoption	0.135	1.846	0.065	0.068	[0.006, 0.304]	0.019

FOMO → Adoption	0.011	0.278	0.781	0.039	[0.034, 0.181]	0.018
-----------------	-------	-------	-------	-------	----------------	-------

Source: SmartPLS (2025)

4.3. Mediation test

The mediation analysis summarized in Table 4 shows that all indirect relationships through review credibility are statistically significant. The indirect path from aesthetic presentation → credibility → information adoption is positive and significant ($\beta = 0.094$, $t = 2.964$, $p = 0.003$), indicating that aesthetic cues influence adoption behavior only when travellers perceive the review as credible. The indirect effect of authenticity → credibility → adoption ($\beta = 0.145$, $t = 4.463$, $p < 0.001$) demonstrates the strongest mediation among the three paths, confirming that authenticity enhances adoption primarily by strengthening credibility perceptions. Similarly, FOMO → credibility → adoption is significant ($\beta = 0.075$, $t = 3.989$, $p < 0.001$), suggesting that the psychological stimulus of missing out increases information adoption indirectly through elevated trust in reviews.

Overall, these results affirm that review credibility functions as a key mediating mechanism linking aesthetic, authenticity, and psychological cues to information adoption, while the proposed moderation by halal motivation is not supported by the data.

Table 5. Specific Indirect Effects

	Original (O)	T Statistics	p-values
Aesthetic → Credibility → Adoption	0.094	2.964	0.003
Authenticity → Credibility → Adoption	0.145	4.463	0.000
Fomo → Credibility → Adoption	0.075	3.989	0.000

Source: SmartPLS (2025)

The PLS-Predict results indicate that the model demonstrates satisfactory predictive power for both endogenous constructs. All Q^2 predict values are positive, ranging from 0.219 to 0.373, which confirms that the model has predictive relevance according to the guidelines of Shmueli et al. (2019). The indicators of Review Credibility show the highest predictive capability, with CRED3 achieving the strongest performance (Q^2 predict = 0.373). The indicators of Information Adoption also exhibit acceptable predictive strength, with Q^2 predict values between 0.219 and 0.292. The RMSE and MAE values across indicators suggest stable prediction accuracy, and no indicators show signs of prediction error inflation. Overall, these findings confirm that the structural model yields meaningful out-of-sample predictive accuracy and supports its use for practical prediction.

5. Discussion

This study addresses three critical gaps highlighted in the Introduction. First, it demonstrates that aesthetic presentation, authenticity, and FOMO collectively shape review credibility in halal heritage food contexts, with authenticity exerting the strongest influence ($\beta = 0.408$). These findings validate the importance of an integrated approach to digital cue processing among Muslim travelers rather than treating each cue in isolation. Second, the analysis reveals that review credibility fully mediates the effects of aesthetics and FOMO on adoption while partially mediating the effect of authenticity, empirically establishing credibility as the central mechanism connecting stimuli and response. This confirms theoretical assumptions from the SOR framework that had not previously been tested in halal digital contexts. Third, the significant direct effect of authenticity on adoption ($\beta = 0.195$, $p = 0.005$) underscores the distinct salience of cultural and religious truthfulness in heritage food evaluation, supporting the notion that UNESCO-recognized intangible cultural heritage foods represent a domain where credibility emerges from both historical fidelity and halal assurance. Collectively, these results move beyond identifying factors that influence adoption to

explaining the underlying mechanisms, showing that credibility functions as an integrative cognitive filter through which visual, cultural, and affective signals are assessed in morally sensitive consumption environments.

The significant influence of aesthetic presentation on review credibility reinforces the assumption of visual cue processing theory and the Elaboration Likelihood Model ([Zainudin et al., 2025](#)), which emphasize that users often evaluate information credibility through peripheral cues such as visual appeal and design quality rather than through extensive cognitive elaboration ([Lins & Sunyaev, 2023](#)). In this study, reviews that were visually engaging through high-quality imagery, layout harmony, and appealing color composition were perceived as more credible by Muslim travellers. This aligns with previous research showing that aesthetically pleasing digital content enhances perceived professionalism and trustworthiness ([Mariani & Bresciani, 2022](#)). However, the absence of a significant direct effect between aesthetics and information adoption suggests that visual appeal alone is insufficient to drive behavioral engagement ([Chen et al., 2023](#)). It attracts attention and fosters trust, but adoption behavior only occurs when that aesthetic impression is supported by credible and reliable content. This finding is consistent with Kumar et al. ([2021](#)), who emphasized that credibility mediates the effect of informational and peripheral cues on consumers' decision-making processes. For Muslim travellers, aesthetic quality serves as an initial trust signal rather than a direct driver of adoption ([Alhothali et al., 2023](#)), implying that visually appealing content must be complemented by authenticity and reliability to translate into actual information use.

Authenticity emerged as the most powerful antecedent, significantly influencing both credibility and information adoption. This finding resonates strongly with the literature on cultural and heritage tourism, which identifies authenticity as the key element shaping tourists' trust, satisfaction, and behavioral intentions ([Bhagat et al., 2025](#); [Gupta & Duggal, 2021](#)). In the context of halal heritage food, authenticity represents more than a sense of cultural originality; it also encompasses religious integrity, reflecting the traveller's desire for halal-compliant experiences that align with personal and moral values ([Bakr et al., 2025](#)). This multidimensional nature of authenticity, which encompasses historical continuity, cultural rootedness, social embeddedness within local communities, and the perceived originality of heritage foods, strengthens its impact on credibility and subsequent adoption ([Almansouri et al., 2022](#)). These layered dimensions align with Consumer Culture Theory (CCT), which views consumption as a reflection of cultural identity, collective memory, and social belonging ([Taylor et al., 2025](#)). In this sense, authenticity functions not merely as an attribute of information but as a symbolic representation of truth and faith ([Yulistyoningsih et al., 2025](#)), reassuring Muslim travellers that what they see and read in online reviews is both culturally rooted and spiritually permissible ([Hall et al., 2022](#)).

The findings also reveal that FOMO significantly enhances perceived credibility but exerts no direct influence on information adoption. This result suggests that the psychological tension of missing out increases attentiveness and trust in peer-shared experiences but does not necessarily translate into immediate behavioral action. This pattern echoes the work of Hattingh et al. ([2022](#)) and An and Ahn ([2025](#)), who observed that FOMO intensifies social comparison and validation tendencies, leading individuals to trust popular or socially endorsed information more readily. For Muslim travellers, however, the decision to act upon such information appears more deliberate and value-driven, filtered through considerations of halal compliance and authenticity ([Osman et al., 2024](#)). In other words, while FOMO can elevate the perceived credibility of content, especially when it depicts popular experiences or high engagement levels, it does not override the cognitive and ethical screening processes typical of Muslim consumers ([Septiana et al., 2024](#)). This nuanced finding enriches the current

understanding of FOMO in digital tourism contexts, reframing it as a credibility-enhancing heuristic rather than a direct behavioral trigger.

Furthermore, the strong and significant relationship between review credibility and information adoption provides empirical validation for the Information Adoption Model (IAM), which posits that credibility and perceived usefulness are the primary determinants of whether consumers internalize and act upon information ([Islam et al., 2022](#)). This study confirms that in the context of halal heritage food, credibility serves as the psychological bridge through which aesthetic, authentic, and emotional cues are translated into adoption behavior. The finding aligns with Jiang et al. ([2021](#)) and Islam et al. ([2022](#)), who established that credible reviews enhance consumers' confidence in information quality, reduce perceived risk, and increase the likelihood of behavioral engagement. Thus, credibility represents not only an informational assessment but also a moral and emotional assurance, especially for Muslim travellers whose decision-making integrates both cognitive evaluation and faith-based judgment ([Alhothali et al., 2023](#)).

Interestingly, halal tourism motivation, although a significant predictor of adoption, did not moderate the relationship between credibility and adoption. This suggests that travellers motivated by halal considerations act on relevant information regardless of variations in credibility perception. Such a result refines the conventional understanding of motivation within the halal tourism literature ([Suhartanto et al., 2021](#)), implying that halal motivation functions as a stable internal drive rather than a conditional amplifier ([Hennida et al., 2024](#)). In other words, Muslim travellers who are highly motivated to seek halal-compliant experiences are predisposed to adopt relevant information as long as it aligns with their ethical and religious orientation, regardless of its perceived credibility ([Kalyan & Ekka, 2024](#)). This insight adds nuance to existing theories by demonstrating that intrinsic religious motivation can operate independently of external cognitive evaluations, highlighting the primacy of moral orientation in guiding consumption behavior among Muslim travellers ([Muhamad et al., 2022](#)).

Overall, these results contribute several theoretical advancements. By integrating visual, cultural, and psychological cues within the SOR and IAM frameworks, the study deepens understanding of how external stimuli shape internal cognitive processes and behavioral outcomes in digital tourism contexts. It also extends Consumer Culture Theory by positioning authenticity as a multidimensional construct that fuses cultural identity and religious legitimacy, illustrating how Muslim travellers navigate heritage consumption in the digital sphere. Moreover, the recontextualization of FOMO as a credibility-related rather than behavior-direct driver introduces a refined perspective into digital engagement theory, emphasizing the interplay between emotional arousal and cognitive judgment. Collectively, these insights affirm that credibility serves as the linchpin in transforming aesthetic, authentic, and psychological signals into adoption behavior.

6. Conclusions and future research

This study examined how aesthetic presentation, authenticity, and fear of missing out (FOMO) influence Muslim travellers' information adoption regarding UNESCO-recognized heritage foods, with review credibility as a mediator and halal tourism motivation as a moderator. Drawing on the Stimulus-Organism-Response (SOR) framework and the Information Adoption Model (IAM), the findings confirm that review credibility is the central pathway linking visual, cultural, and psychological cues to behavioral outcomes. Aesthetic presentation significantly enhances review credibility but does not directly affect information adoption, indicating that visual appeal alone cannot drive behavior without credible content. Authenticity exerts the strongest effect on both credibility and adoption, reflecting Muslim travellers' preference for genuine and halal-compliant representations. FOMO increases

perceived credibility but does not directly predict adoption, showing that emotional triggers enhance trust but do not necessarily prompt immediate action. Review credibility strongly predicts adoption, confirming its mediating role, while halal tourism motivation directly affects adoption yet fails to moderate the credibility-adoption link.

Theoretically, this study clarifies how aesthetic, authentic, and psychological (FOMO) cues jointly shape review credibility, establishing it as the central mechanism linking stimuli to information adoption in halal heritage food contexts. This integration addresses fragmentation across digital marketing, heritage tourism, and consumer psychology literatures. The study also refines the Information Adoption Model (IAM) and the Stimulus-Organism-Response (SOR) framework by empirically confirming full mediation for aesthetics and FOMO and partial mediation for authenticity, demonstrating that credibility functions not merely as an antecedent but as the organismic pivot in religiously sensitive digital decision-making.

Empirically, the findings indicate that authenticity is the strongest driver of both credibility and adoption, while aesthetic and FOMO cues influence adoption only indirectly through credibility. In addition, halal tourism motivation directly predicts adoption but does not moderate the credibility-adoption relationship, suggesting that intrinsic religious motivation operates independently of credibility appraisal. Together, these results advance understanding of digital trust formation at the intersection of religion, heritage, and online persuasion.

Although the study offers important insights, several limitations suggest directions for future research. The focus on Muslim travellers and heritage food reviews may limit generalization, and future studies could examine other cultural tourism contexts. Longitudinal or experimental designs may clarify causal relationships between cues, credibility, and adoption. Further research could explore additional emotional constructs such as nostalgia or belonging, and the role of emerging digital technologies in shaping authenticity and credibility perceptions. Overall, this study concludes that review credibility remains the vital bridge between aesthetic, authentic, and emotional stimuli and information adoption in halal heritage food tourism.

6.1. Implications

The findings of this study provide several focused implications that strengthen both theoretical understanding and practical application within digital heritage food communication. Theoretically, the study enriches the Stimulus Organism Response and Information Adoption Model frameworks by confirming that aesthetic cues, authenticity signals, and psychological factors such as fear of missing out shape the formation of review credibility in the context of halal heritage food consumption. The results show that authenticity is the strongest predictor of credibility and adoption, which highlights the central role of culturally grounded and value-based representations in digital information processing among Muslim travellers. This contribution adds conceptual clarity by positioning authenticity as both a cultural construct and a religiously meaningful heuristic used to evaluate credibility. Moreover, the finding that fear of missing out influences credibility indirectly rather than directly advancing adoption offers a more nuanced understanding of emotional and social triggers in digital tourism environments.

From a managerial perspective, the results offer clear guidance for stakeholders involved in promoting UNESCO heritage foods. Destination marketers and content creators should prioritize the integration of coherent aesthetics, culturally authentic messages, and visible halal related cues to strengthen review credibility. Emphasizing heritage narratives, traditional preparation elements, and the moral value embedded in halal representation can meaningfully increase travellers trust and information adoption. The evidence also suggests that content

designed to activate social engagement and relevance can make information more persuasive when aligned with credibility enhancing cues. Overall, the practical implications emphasize the importance of developing digital communication strategies that are culturally sensitive, visually consistent, and aligned with the expectations of Muslim travellers seeking trustworthy information about heritage foods.

References

- Ahmed, T., Shuvo, M. I. M., & Nidhi, U. H. (2025). E-WOM and heritage tourism image formation: Young tourists' perceptions of Bangladeshi world heritage sites. *Journal of the Geographical Institute "Jovan Cvijic", SASA*, 00, 11. <https://doi.org/10.2139/ssrn.5436814>
- Alabri, A. (2022). Fear of missing out (FOMO): The effects of the need to belong, perceived centrality, and fear of social exclusion. *Human Behavior and Emerging Technologies*, 2022(1), 4824256. <https://doi.org/10.1155/2022/4824256>
- Alhothali, G. T., Mavondo, F., & Elgammal, I. (2023). Sustainability of religious travel and tourism: a profile deviation perspective. *Journal of Islamic Marketing*, 14(6), 1551–1576. <https://doi.org/10.1108/JIMA-09-2021-0312>
- Almansouri, M., Verkerk, R., Fogliano, V., & Luning, P. A. (2022). The heritage food concept and its authenticity risk factors - Validation by culinary professionals. *International Journal of Gastronomy and Food Science*, 28, 100523. <https://doi.org/10.1016/j.ijgfs.2022.100523>
- An, J., & Ahn, J. (2025). The role of customer fear of missing out on purchase intention. *Current Issues in Tourism*, 28(6), 863–870. <https://doi.org/10.1080/13683500.2024.2349692>
- Arnould, E. J., & Thompson, C. J. (2005). Consumer culture theory (CCT): Twenty years of research. *Journal of Consumer Research*, 31(4), 868–882. <https://doi.org/10.1086/426626>
- Bakr, A. A. M., Ali, E. R., Aljurayyad, S. S., Fathy, E. A., & Fouad, A. M. (2025). From Authenticity to Sustainability: The Role of Authentic Cultural and Consumer Knowledge in Shaping Green Consumerism and Behavioral Intention to Gastronomy in Heritage Restaurants in Hail, Saudi Arabia. *Sustainability (Switzerland)*, 17(8). <https://doi.org/10.3390/su17083530>
- Bahardeen, F. (2024). Global Muslim Travel Index 2024. <https://www.crescentrating.com/reports/global-muslim-travel-index-2024.html>
- Basendwah, M., Rahman, S., & Al-Sakkaf, M. A. (2024). Tourists' satisfaction with Islamic attributes of destination: a systematic mapping study. *Journal of Islamic Marketing*, 15(5), 1414–1438. <https://doi.org/10.1108/JIMA-01-2023-0024>
- Bhagat, S., Khanna, S., Sharma, P., & Bhat, D. A. R. (2025). Street food in the digital era: unraveling the influence of food vloggers credibility and information quality on consumer intentions. *International Journal of Social Economics*, 52(7), 1022–1036. <https://doi.org/10.1108/IJSE-02-2024-0158>
- Chen, F. H., Lin, C.-H., & Wang, C.-H. (2023). Social enterprise as a good employer brand? Impact of recruitment information from the perspective of signal theory. *Corporate Management Review*, 43(1), 1–30. <https://doi.org/10.53106/102873102023064301001>
- Chin, W. W. (1998). The partial least squares approach to structural equation modeling. In *Modern methods for business research* (pp. 295–336). Psychology Press. <http://www.researchgate.net/publication/232569511>
- Cohen, J. (2013). *Statistical power analysis for the behavioral sciences*. Routledge. <https://doi.org/10.4324/9780203771587>

- Dam, L., Borsai, A. M. B., & Burroughs, B. (2024). (Over) eating with our eyes: An examination of Mukbang influencer marketing and consumer engagement with food brands. *Journal of Promotion Management*, 30(2), 227–251. <https://doi.org/10.1080/10496491.2023.2253244>
- Ekka, P. M., & Bhardwaj, S. (2024). Customers' satisfaction as a critical success factor in halal tourism: literature review and research agenda. *Journal of Islamic Marketing*, 15(8), 2069–2085. <https://doi.org/10.1108/JIMA-02-2023-0059>
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18, 39–50. <https://doi.org/10.1177/002224378101800104>
- Gupta, V., & Duggal, S. (2021). How do the tourists' behavioral intentions influenced by their perceived food authenticity: a case of Delhi. *Journal of Culinary Science & Technology*, 19(4), 294–314. <https://doi.org/10.1080/15428052.2020.1764430>
- Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage publications. <https://doi.org/10.1007/978-3-030-80519-7>
- Hall, C. M., Mahdavi, M. A., Oh, Y., & Seyfi, S. (2022). Contemporary Muslim travel and tourism: Cultures and consumption. In *Contemporary Muslim travel cultures* (pp. 14–46). Routledge. <https://doi.crossref.org/simpleTextQuery#:~:text=https%3A//doi.org/10.4324/9781003036296%2D3>
- Hattingh, M., Dhir, A., Ractham, P., Ferraris, A., & Yahiaoui, D. (2022). Factors mediating social media-induced fear of missing out (FoMO) and social media fatigue: A comparative study among Instagram and Snapchat users. *Technological Forecasting and Social Change*, 185, 113693. <https://doi.org/10.1016/j.techfore.2022.122099>
- Hennida, C., Nauvarian, D., Saptari, N. O., & Sugianto Putri, R. (2024). The role of belief systems and misperceptions in halal tourism policy: Evidences from Indonesia. *Cogent Social Sciences*, 10(1), 2352915. <https://doi.org/10.1080/23311886.2024.2352915>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43, 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Hungara, A., & Nobre, H. (2021). A consumer culture theory perspective of the marketplace: An integrative review and agenda for research. *International Journal of Consumer Studies*, 45(4), 805–823. <https://doi.org/10.1111/ijcs.12670>
- Islam, M. T., Hussin, S. R., & Yee, W. F. (2022). Factors influencing the information adoption from social media review platform: Extending information adoption model (IAM) with information diagnosticity. *Journal of Content, Community and Communication*, 16(8), 4–25. <https://doi.crossref.org/simpleTextQuery#:~:text=https%3A//doi.org/10.31620/JCCC.12.22/02>
- Jiang, G., Liu, F., Liu, W., Liu, S., Chen, Y., & Xu, D. (2021). Effects of information quality on information adoption on social media review platforms: Moderating role of perceived risk. *Data Science and Management*, 1(1), 13–22. <https://doi.org/10.1016/j.dsm.2021.02.004>
- Kalyan, P., & Ekka, P. M. (2024). The intersection of faith and tourism: an exploratory study on halal tourism motivations among Indian millennials. *Journal of Islamic Marketing*, 15(12), 3304–3322. <https://doi.org/10.1108/JIMA-04-2023-0105>
- Kock, N. (2015). Common method bias in PLS-SEM: A full collinearity assessment approach. *International Journal of e-Collaboration (ijec)*, 11(4), 1-10. <https://doi.org/10.4018/ijec.2015100101>

- Kumar, P., Polonsky, M., Dwivedi, Y. K., & Kar, A. (2021). Green information quality and green brand evaluation: the moderating effects of eco-label credibility and consumer knowledge. *European Journal of Marketing*, 55(7), 2037–2071. <https://doi.org/10.1108/EJM-10-2019-0808>
- Lee, J., & Lim, H. (2023). Visual aesthetics and multisensory engagement in online food delivery services. *International Journal of Retail & Distribution Management*, 51(8), 975–990. <https://doi.org/10.1108/IJRDM-09-2021-0451>
- Lee, S., Quintal, V., & Phau, I. (2025). Developing the indexical-iconic food authenticity scale. *Journal of Global Scholars of Marketing Science*, 1–19. <https://doi.org/10.1080/21639159.2025.2539142>
- Li, X., & Qiu, L. (2024). Local food consumption: The trio of motivation, satisfaction, and loyalty. *Journal of China Tourism Research*, 20(1), 48–69. <https://doi.org/10.1080/19388160.2023.2176960>
- Lins, S., & Sunyaev, A. (2023). Advancing the presentation of IS certifications: theory-driven guidelines for designing peripheral cues to increase users’ trust perceptions. *Behaviour & Information Technology*, 42(13), 2255–2278. <https://doi.org/10.1080/0144929X.2022.2113432>
- Mariani, M. M., & Bresciani, S. (2022). Guest editorial: Creating, managing and marketing gastronomy experiences in hospitality and tourism. *International Journal of Contemporary Hospitality Management*, 34(9), 3201–3209. <https://doi.org/10.1108/IJCHM-09-2022-070>
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. the MIT Press. <https://psycnet.apa.org/record/1974-22049-000?ref=nepopularna.org>
- Mensah, I. K., Khan, M. K., Liang, J., Zhu, N., Lin, L.-W., & Mwakapesa, D. S. (2023). The moderating influence of perceived government information transparency on COVID-19 pandemic information adoption on social media systems. *Frontiers in Psychology*, 14, 1172094. <https://doi.org/10.3389/fpsyg.2023.1172094>
- Muhamad, N., Islam, S., & Leong, V. S. (2022). Social comparison orientation and religious commitment influence on outbound travel intentions. *Asia Pacific Journal of Tourism Research*, 27(11), 1144–1166. <https://doi.org/10.1080/10941665.2023.2166419>
- Osman, I., Junid, J., Ali, H., Buyong, S. Z., Syed Marzuki, S. Z., & Othman, N. (2024). Consumption values, image and loyalty of Malaysian travellers towards Muslim-friendly accommodation recognition (MFAR). *Journal of Islamic Marketing*, 15(3), 682–719. <https://doi.org/10.1108/JIMA-09-2022-0245>
- Qiu, Q., Zuo, Y., & Zhang, M. (2022). Intangible cultural heritage in tourism: Research review and investigation of future agenda. *Land*, 11(1), 139. <https://doi.org/10.3390/land11010139>
- Qureshi, R. A., Dada, Z. A., Bhat, W. A., & Soudager, M. A. (2025). Modelling halal tourism as a reflective–reflective second-order construct: linking attributes to tourist outcomes using structural model analysis. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-07-2024-0289>
- Sari, P. R. K., Wardani, R., Mutia, G. R., Amri, S., & Ratnasari, R. T. (2025). Halal tourism and Sasak culture: ANP approach. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-10-2024-0473>
- Septiana, D., Mahrinasari, M. S., & Bangsawan, S. (2024). Fear of Missing out Behaviour: An Indonesian Consumer’s Perspective of Food and Beverage. *AgBioForum*, 26(1), 92–106. <https://agbioforum.org/menuscript/index.php/agb/article/view/319/198>
- Shmueli, G., Sarstedt, M., Hair, J. F., Cheah, J.-H., Ting, H., Vaithilingam, S., & Ringle, C. M. (2019). Predictive model assessment in PLS-SEM: guidelines for using PLSpredict.

- European Journal of Marketing*, 53(11), 2322–2347. <https://doi.org/10.1108/EJM-02-2019-0189>
- Suhartanto, D., Dean, D., Wibisono, N., Astor, Y., Muflih, M., Kartikasari, A., Sutrisno, R., & Hardiyanto, N. (2021). Tourist experience in halal tourism: what leads to loyalty? *Current Issues in Tourism*, 24(14), 1976–1990. <https://doi.org/10.1080/13683500.2020.1813092>
- Taylor, C. R., Rajabi, M., Rathee, S., & Zamani, S. (2025). The impact of self-identification with global consumer culture on eWOM generation: a test of global consumer culture theory. *Journal of Marketing Communications*, 31(2), 204–230. <https://doi.org/10.1080/13527266.2023.2227646>
- Wei, Y., Liu, H., Zhuo, W., & Park, K. S. (2025). The Influence of Social Media Attributes on Impulsive Travel Intentions: Integrating the Stimulus–Organism–Response Theory and Information Adoption Model. *Sustainability (Switzerland)*, 17(10). <https://doi.org/10.3390/su17104404>
- Yulistyoningsih, M., Mehmet, A. K., & Ayako, A. S. (2025). Reconceptualizing authenticity in islamic urban heritage: A critical spatial analysis of ritual practice, collective memory, and community engagement. *The Journal of City: Branding and Authenticity*, 3(1), 17–37. <https://doi.org/10.61511/jcbau.v3i1.2025.1841>
- Zainudin, J., Ali, N. M., Smeaton, A. F., & Ijab, M. T. (2025). Information Characteristics and Social Media Information Sharing: Insights from Elaboration Likelihood Model (ELM) for Misinformation Mitigation. *IEEE Access*. <https://doi.org/10.1109/ACCESS.2025.3621667>
- Zheng, S. (2023). Safeguarding food heritage through social media? Between heritagization and commercialization. *International Journal of Gastronomy and Food Science*, 31, 100678. <https://doi.org/10.1016/j.ijgfs.2023.100678>

About the authors

Dr. Rani Intan, S.Sos., M.Pd. is a lecturer in Islamic Education Management at Universitas Islam 45 Bekasi (UNISMA), Indonesia, and a doctoral candidate at Jakarta State University. Her research focuses on management, education, and fiscal administration, with emphasis on organizational behavior, vocational education revitalization, and human capital development. She has published in national and international journals and contributed multiple book chapters. Her work reflects a commitment to improving educational quality and institutional effectiveness in Indonesian higher education and early childhood settings.

Nadiah Mahmad Nasir, Ph.D. is a Senior Lecturer at the Faculty of Business & Communication, Universiti Malaysia Perlis (UniMAP), Malaysia. She holds a PhD in Economics and Muamalat Administration from Universiti Sains Islam Malaysia (USIM), a Master of Business Administration (MBA), and a Bachelor of Business Administration (BBA) from Universiti Kebangsaan Malaysia (UKM). Her areas of expertise include organisational and strategic management, entrepreneurship, and qualitative research methodology. Her research focuses on family business succession, agribusiness entrepreneurship, and the development of the halal industry, including halal tourism, halal cosmetics, and rural tourism. She is actively involved in research, teaching, student supervision, and international research collaborations at UniMAP.

Dr. Ömer Saraç is an Associate Professor at the Faculty of Tourism, Sakarya University of Applied Sciences, Türkiye. He received his bachelor's degree from Mustafa Kemal University, his master's degree from Kastamonu University, and his PhD from Sakarya University of

Applied Sciences. He began his academic career as a lecturer at Kastamonu University and currently continues his academic work at Sakarya University of Applied Sciences. His research interests include tourism management, organizational behavior, and hospitality studies. He has published books, book chapters, and national and international journal articles and has participated in numerous academic conferences.

Declaration of competing interest

The authors declare that there are no financial, professional, or personal conflicts of interest that could have influenced the conduct, analysis, or reporting of this research.

Acknowledgement

The authors would like to express their sincere gratitude to the editor and anonymous reviewers for their insightful comments, constructive feedback, and valuable recommendations, which significantly contributed to improving the clarity, rigor, and overall quality of this manuscript.

Ethical statement

This study was conducted in full accordance with established ethical standards and principles to ensure the protection of the rights, dignity, privacy, and well-being of all participants involved in the research process.

Data availability

The data supporting the findings of this study are available from the corresponding author upon reasonable request and subject to ethical and confidentiality considerations.

AI assistance statement

Artificial intelligence was utilized solely to enhance language clarity and grammatical accuracy, while all ideas, analyses, and interpretations were wholly developed and validated by the authors.