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THAI'S FASCINATION WITH FOOD: RACE AND GENDER DIFFERENCES IN INSTAGRAM HASHTAG USE

Rosalin Tomorn
Ph.D. Student, School of Management, Huazhong University of Science and Technology,
Wuhan, 430074, P.R.China.
E-mail: Rosalin.meiley@gmail.com

Yukun Bao*
Ph.D., Professor, Deputy Director,
Center for Modern Information Management, School of Management,
Huazhong University of Science and Technology, Wuhan, 430074, P.R.China.
*Corresponding Author E-mail: yukunbao@hust.edu.cn

Abstract

By applying the Social Identity Theory (SIT) and Uses and Gratifications Theory (U&G), the purpose of this study was to investigate the usage of Instagram hashtags among different races and genders. Based on SPSS 23 was used to analysis data and conduct T-test, One-way ANOVA, Post-hoc test, Least Significant Difference (LSD) test to verify the proposed hypothesis. The results of the study found that race and gender mainly focused on their use of neutral hashtag descriptions and the different hashtags that were used based on their emotions. The findings are insightful about the categorization of informative hashtags on Instagram, which has never been studied before, comprising 10 categories of informative hashtags. To be successful in social media marketing channels, the author suggests that businesses use a variety of hashtags to increase brand awareness for their organizations. Finally, this study indicates that using interest-based hashtags affects the access to target audience, and thus most of businesses tend to use numerous hashtags.

Key words: Hashtag, Hashtags Category, #thaifood, Instagram.

Introduction

In today's world, marketing has gained increasing importance. Further, social media has played a greater role in

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the marketing of the food business (Jiang & Erdem, 2017). In particular, Instagram is one of the fastest-growing social media platforms in the world due to the growing popularity of this form of communication and information sharing. Instagram is a mobile application wherein users can share posts that contain photographs or videos and captions (short text or hashtag) (de Vries, Möller, Wieringa, Eigenraam, & Hamelink, 2018). Therefore, the study of race differences has become essential for marketing in the present and future since people around the world can access social media, which demonstrates racial diversity in the online society (Burton, 2000; Gardner, Rees, & Tsianti, 2005; Visconti et al., 2014). In addition, gender and race differences are being used in marketing as a business opportunity as they can be very useful for market segmentation, advertising determination, service, and marketing activities (Gardner et al., 2005).

Although various social media platforms are widely acknowledged, Phua et al. (2017) found that compared to gratifications of using social media stated that Instagram is a channel or form of media that offers great potential for brand community engagement. Gender and race roles are important in the social informatics of computer-mediated communication (CMC) (Jiang & Erdem, 2017; Ye, Hashim, Baghirov, & Murphy, 2017). Despite the relevance and importance of emotions in communication styles, there have been very few studies that have focused on using satisfaction as a base for segmentation or surveys conducted on the social context and demographic research of each race. However, a number of studies have given importance to gender differences and gender roles on social media, such as using social media and online behaviour (Al-Kandari, Al-Sumait, & Al-Hunaiyyan, 2017; Giannoulakis & Tsapatsoulis, 2016; Ye et al., 2017). On the other hand, most of studies have overlooked race and the needs of different races in terms of hashtag use. Gender and race are important for businesses looking to expand their reach to target customer groups (male, or female), both domestically and internationally. As such, this study investigated the use of hashtags by race and gender to resolve the lack of research work. In addition, the selection of informative hashtags was included in each category. The objectives of this article were:

1. To investigate the differences of race and gender in hashtag use to satisfy the need for satisfaction through emotional expressions (positive, neutral and negative).

2. To compare race and gender differences in the selection of informative hashtag use in each category.

The uses and gratifications theory supports the concept that race and gender are important elements. The U&G theory states that different races and genders have different social media needs. This article utilised the SIT and the U&G theory to help explore race and gender differences in emotional expressions by means of social media and the need for media selection (Ye et al., 2017). Gender and race may be a factor in how people utilise different hashtags to meet different needs, such as sharing information or expressing emotions. This also includes using these theories to help in explaining

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emotional hashtags and each category of informative hashtag classification. In addition, the Social Identity Theory (SIT) has been used to explain the comparison of people's differences in their actions to support different causes. This is a result of social status, such as race and social identity that overlap. Thus, the SIT can assist in classifying people as well as different groups of people. In addition, social identity has been shown to be a plausible theoretical background for identity-related gratification in the Uses and Gratifications Theory (U&G) for understanding media use.

The differences between race and gender can be applied within organisations or businesses for marketing promotions by using hashtags. For example, a café with the target group being Asian can use informative hashtag categories such as #menu, #place, #time, etc. This could be conducted according to the interests of Asians in order to reach the target audience appropriately. In this article, the study focuses on the differences between race and gender in using emotional hashtags, as well as their differences in selecting the use of each category of informative hashtags, so that the hashtag that is the most suitable for the target audience can be chosen. Therefore, this study is beneficial for:

1. Marketers by providing searches for the hashtag or keyword consumers are interested in, including classifying the hashtags to reduce time and help marketers reach their target audience more quickly.

2. Organisations by enabling them to understand the overview of each category of hashtags to apply with the organisation and the selection of appropriate hashtags, which could reach the target audience and help market planning. In turn, it would enable appropriate responses to the consumers' behaviour and needs to create a competitive advantage in business, as well as assist in promoting publicity and communication with potential customers.

This study makes several academic contributions. It is especially concerned with marketing on Instagram for the food industry. Firstly, the study attempts to increase understanding of the behavioral differences for hashtag usage on Instagram of gender and race. For marketing practitioners, this study might be of genuine value, especially to marketers who want to use social media in marketing activities. Secondly, this study provides contributions and insights for the classification of hashtag types on Instagram. The hashtag is a new food marketing trend used for promotion, public relations tools, customer satisfaction evaluation, and reaching target groups in the food business. Thirdly, the study also contributes to the SIT and U&G theories via a hashtag to express emotions and share information as well as show satisfaction via social media on Instagram. Finally, this research will expand by examining differences in gender and race towards the use of Instagram hashtags to increase the explanatory power of computer-mediated communication (CMC) research.

Literature Review and Hypothesis Development

According to Figure 1, this study applies social identity theory (SIT) and uses and gratifications theory (U&G) to investigate the differences of race and gender hashtag use to satisfy their needs for satisfaction through emotional ex- pressions (positive, neutral, and nega- tive), and to compare race and gender differences in the selection of infor- mative hashtags use in each category.

Figure 1. Research Framework
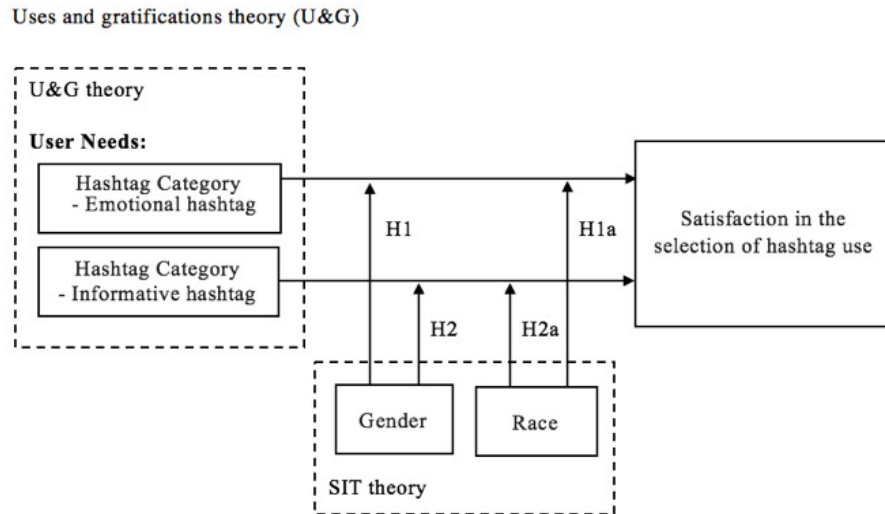
Uses and Gratifications Theory (U&G)

From the literature review, it was found that the Uses and Gratifications theory (U&G) has related to human needs with media satisfaction (Ye et al., 2017). The U&G theory was an ap- proach to understanding why most indi- viduals seek out and use certain social media forms to satisfy their specific needs (Dolan, Conduit, Fahy, & Good- man, 2016; Ren et al., 2012; Yen, 2016). Past researchers used this application to study users' satisfaction in hotels' Face- book pages and to determine how users' satisfaction affected the intention to visit or revisit a particular hotel. As such, it is apparent that the U&G theory can be applied to describe satisfaction in the selection of hashtag use (Choi, Fowler, Goh, & Yuan, 2016). With regard to us- ing various types of social media, most users utilise social media for communi- cation and data transmission purposes to meet their information needs and express their personal feelings (Phua, Jin, & Kim, 2017; Quinn, 2016). Ye et al. (2017) investigated the differences in the Instagram hashtag #Malaysian food used by gender, which indicated that the U&G theory can be used to explain the correlation with the satisfaction of using a hashtag that had an emotional and in- formative influence. In addition, a posi- tive relationship was found between us- ing a hashtag and gender (Ye et al., 2017). An emotional hashtag and in- formative hashtag could measure us-

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ers' satisfaction in a company that could utilise hashtags to attract and retain target audiences (Ye et al., 2017). Dolan et al. (2016) explored the relationship between social media content and the engagement behaviour in social media when the informative content included an illuminating hashtag. The results found that the U&G theory was used to study the relationships of the needs for social interaction, information seeking, pursuing, and sharing needs in the selection of online media and social networks of consumers. According to Dolan et al. (2016) and Phua et al. (2017), it was found that consumers tried to find media to fulfil their informational, social, and entertainment needs as well as gain recognition and information.

The above discussion suggests that the U&G theory provides a framework through describing the needs of social media users who are utilising social media specifically to meet their particular needs. Therefore, it is necessary to employ the U&G theory for its application to the gratification of content use expression via social media. Furthermore, Choi et al. (2016) studied the application of the U&G theory to the hotel industry and the demand for social media use to achieve user satisfaction. However, user-generated content (UGC) is a factor that needs to be considered, especially in the food business, and is important in order to respond to the emotional needs and satisfaction of users.

Social Identity Theory (SIT)

Based on a review of the literature on SIT, it was found that the theory is widely used in determining individu-

als identified with each one of the groups or the characteristic attributes of the group (Tajfel & Turner, 1986). Past research has indicated that SIT is a theory that has comparisons between the in-group and out-group. However, such comparisons are status differentials of intergroup behaviour (Hogg, 2000; Maxwell & Knox, 2009; Tajfel & Turner, 1986; Trepte, 2006; Yen, 2016) as people want to develop a positive social identity. To do so, they show all kinds of different behaviours that might also be observed in the context of entertainment selection and reception. In addition, social identity has been shown to be a plausible theoretical background for identity-related gratification in the U&G approach to better understand media use (Blumler, 1985; Trepte, 2006). In the past, social identity theory was used extensively in the context of online communities (Bagozzi & Lee, 2002; Dholakia, Bagozzi, & Pearo, 2004; Yen, 2016). In addition, social identity has been extended to social networking environments to investigate user participation on social media in its various new forms, such as Facebook (Yen, 2016). The results show that social identity is caused by interactive communication between online users who want to share information (Yen, 2016). This is an important factor affecting the expression of users in the form of expressing satisfaction through the media. In addition, several previous studies have confirmed that social identity had an effect on the expression of online user satisfaction for sharing information (Ren et al., 2012; Yen, 2016).

The SIT theory suggests that the two variables that have differences in the

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social identity status between groups are gender and race. For example, Maxwell and Knox (2009) applied SIT to organisations and conducted a comparative analysis of individuals' identified groups, which is similar to some studies that have used SIT in marketing to compare the differences in each organisation. Therefore, the SIT theory as used in this study is required for application in studies concerning the differences of gender and race in the use of social media such as Instagram.

Hashtags and social media on Instagram

Currently, social media is growing rapidly as a result of the increasing number of users worldwide (Hanan & Putit, 2014). Business owners mostly try to find marketing channels as a means of responding to the needs of consumers. The companies can communicate with consumers in real time. In addition, social media also helps companies to understand the needs of consumers and reach the customers. As a consequence, social media has become an important communication method for effectively connecting individuals and organisations. One popular online platform is Instagram, which allows interaction between friends. Users can also utilise it as a promotional channel. Thus, it is apparent social media now has a role in the promotion of various industries, including tourism, by providing complete communications facilities (Fatanti & Suyadnya, 2015). The hashtag (#) is an annotation format for users and could be used so that other users could find photographs (Laukkanen, 2016). Hashtags can be used for a variety of purposes, such as categorising tweets, or tagging content relating to a

shop's promotion or special events. As such, it is easier to find specific topics and facilitate conversations between users (Kywe, Hoang, Lim, & Zhu, 2012; Tran, Hwang, & Nguyen, 2018). Instagram is a popular captured photograph application for users to have a unique way to post pictures and transform the appearance of an image, which can be shared instantly on multiple platforms (Hu, Manikonda, & Kambhampati, 2014). However, this free social network programme can be used to promote a tourist (Hanan & Putit, 2014). Therefore, this study also helped business owners know about selecting the necessary hashtags to use to reach their target audience, which is important for online marketing. Additionally, brand owners and marketers must understand the use of various hashtags by consumers to reach their target market and choose the most appropriate approach.

Emotional hashtag

Several researchers have demonstrated users' differences in gender and race from their emotional expressions through the use of emotional hashtags (Dolan et al., 2016; Giannoulakis & Tsapatsoulis, 2016; Ye et al., 2017). This behaviour of emotional expressions through information or descriptions on social media, such as actions expressed in a description, is made in accordance with the feeling under the photo through a short caption or hashtag. This might be a form of comment or engagement with the online social media through an emotional expression by means of a hashtag. However, Ye et al. (2017), Mohammad (2012), and Choi et al. (2016) have suggested that there is a positive link be-

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tween emotional hashtags and satisfaction. An emotional hashtag is a self-labelled hashtag annotation that can show the users' feelings, effects, and mood through associated emotions, such as presenting food images through photos on Instagram. Hashtags can indicate the message or users' internal emotions, which may include positive feelings interpreted through the emotional hashtag (#deliciousfood). On the other hand, negative feelings are interpreted through the emotional hashtag (#badfood) as well, such as concealed feelings interpreted through an emotional hashtag (#food). Furthermore, Luo (2002) suggested that emotional satisfaction tended to lead to differences in social media user behaviour. For example, it was found that media users with a positive attitude towards using social media used the internet more often and were more satisfied overall. In contrast, unsatisfied users showed a negative attitude towards the media. Therefore, an emotional hashtag has a direct relationship with satisfaction in the selection of positive, neutral and negative hashtag use, which can indicate significant differences in the role of gender and race. The above discussion led to the following hypotheses:

Hypothesis 1: Users with different genders utilise emotional hashtags on Instagram differently, which can be compared to describe their satisfaction with Thai food.

Hypothesis 1a: Users with different races utilise emotional hashtags on Instagram differently, which can be compared to describe their satisfaction with Thai food.

Informative hashtag

Further study in the context of social media has highlighted the importance of informative hashtags. Many researchers have paid attention to this issue (Giannoulakis & Tsapatsoulis, 2016; Martín, Lavesson, & Doroud, 2016; Shin, Chae, & Ko, 2018). Ye et al. (2017) found the differences of the user type in using hashtags helped to promote the product, such as the cosmetic shops targeting young ladies could use an emotional hashtag; e.g., #slim, #beautiful, and #silkyskin to motivate customers to purchase. Past research suggested that hashtag usage displayed a positive tendency; many businesses were more likely to utilise more hashtags in their business operations (Jiang & Erdem, 2017). Giannoulakis and Tsapatsoulis (2016) and Utekhin (2017) presented that informative hashtag on platforms Instagram become an effective marketing tool in marketing channels, communication and marketing management. Additionally, using a hashtag correctly and using a variety of hashtags can increase brand awareness and reach a target audience more effectively. Nowadays, hashtags are also commonly used for creating awareness of an event or promotion. They are very useful to create a disclosure and help customers have independence while sharing their feelings or stories. This characteristic, then, is of particular interest in the current study. An informative hashtag has a direct relationship with satisfaction, as can be seen by each type of user's selection of each category of a hashtag. Therefore, the researchers of the current study formed these hypotheses:

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Hypothesis 2: Compared with users, different genders are more likely to select their use of each category for informative hashtags differently.

Hypothesis 2a: Compared with users, different races are more likely to select their use of each category for informative hashtags differently.

Research Methodology

Sampling procedure

The survey selected a sample of users to gather information from specific groups of people (n=1,504) who used the #thaifood hashtag. Excluded were 442 posts from users in which the user's gender or race was unclear, 66 group users' posts, 222 unclear posts, 224 non-food related posts, and 44 video posts (mixed content), which yielded a final sample of 506 posts. The survey tool in this study was in the form of user authentication from the profile photo and examining the appearance on Instagram individually. The researcher decided to randomly sample the selection specific to users who used #thaifood on Instagram. The survey was in the form of random sampling to gather user characteristics and evaluate the written description of Instagram, as well as the photo owner's hashtag and emotional expressions, both positive and negative, including the use of the hashtag and categorising it. Data collection was conducted in the form of active users on Instagram by manual storage and collecting used or stored screenshots from May 2, 2018 to June 7, 2018.

From the example of Instagram (n=506) #thaifood, 71.5% (n=362) were female and 28.5% (n=144) of them were male. More than half were Asian (77.7%, n=392) followed by 19.2% (n=97) of Caucasian, 1.8% (n=9) of Hispanics, 1.2% (n=6) of African-Americans, and 0.4% (n=2) of African.

Inter-coder reliability

The reliability test using Cohen's kappa measures the inter-rater agreement for qualitative items. Cohen's kappa helps simplify the evaluation of disagreement between items. In this research, the second author was involved in the coding of all of the photos. The inter-coder reliability was measured using two methods for all posts: (a) the percentage of agreement between the raters, and (b) Cohen's kappa. Statistics that measure agreements between encoders for category lists take into account the level of accidental agreements that occur by chance. Inter-coder reliability was calculated using the SPSS Statistics 23. The percentage of agreement was 89.4% reliability for 'emotional', 88.9% reliability for 'menu', 85.2% reliability for 'restaurant', 88.8% reliability regarding 'taste', 92.7% reliability in terms of 'type of food', 87.8% reliability for 'ingredients', 88.5% reliability with regard to 'place', 87.1% reliability for 'time', 93.7% reliability for 'emotion', 84.6% reliability for 'who/with who?', and 85.9% reliability regarding 'what are you doing?' and in addition, Cohen's kappa was above 0.90, all of which are above the threshold of 80%, indicating a high degree of reliability (Frey, Botan, & Kreps, 2000). Regarding the reliability for the coding of 'creative strategies',

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the coding discrepancies were resolved by one of the researchers.

Procedure

The first step was taking into consideration the Instagram user's profile photo by uploading a Thai food image and using #thaifood to examine the appearance on the profile. From this, the difference could be clearly stated, and the users were collected using stored screenshots. The second step was the observation of the use of hashtags on Instagram of those account users, such as posting photos of Thai food and using hashtags. This step was an important part of the research (Fatanti & Suyadnya, 2015). The researcher attempted to distinguish the consumers' hashtags in terms of the use of positive and negative emotions. The third step involved observing the consumers using informative hashtags related to the main hashtag, which was conducted to categorise the different groups and checked carefully and in depth; for example, the informative hashtag on Instagram. The items were categorised with another informative hashtag related to #thaifood. In this study, there were 10 categories of informative hashtags (see Table 1). The final step of this research was the users' race and gender, which were used to evaluate which were the better sample groups in this research that could possibly be verified by previous research (Ye et al., 2017).

Table 1. Classification of informative hashtags related with the main hashtag

Category	Exemplary Hashtags
Menu	#tumyum #padthai #curry #tubtimkrob #paddeethai #thaicurry #tomyam #phadbaigaprao #mangostickyrice
Restaurant	#gindithai #restarant #dusitthanihuahin #makanaisan #thairestarant #beachfrontresort #soithaisoinice
Taste	#spicy #sweet #spicyfood #tastyfood #greattaste #sweetbambooshoot #tasty
Type of food	#thaidessert #cleanfood #healthyfood #streetfood #asiafood #dessert #thaifood #thaifoodstagram #seafood
Ingredients	#coconut #shrimp #papaya #cheese #pumkin #fish #beef #rice #chicken #egg #crab
Place	#pattaya #thailand #bkk #bangkok #oldtrafford #kohsamui #chiangmai #toronto #uk #singapore #taiwan #sukhothai #sydney #australia #rayong
Time	#lunch #dinner #dinnerdate #afternoon #bestoftheday #best #datenight #whatiateforlunch #weekend

Emotion	#nice #happy #enjoy #love #foodlover #delicious #yummy #good #goodtime #sogood #aroii #ilovefood #delicious-food #aroibkk #like #yummybuthealthy
Who /with who?	#girlfriend #boyfriend #family #friend #mother #father #sister #baby #son #mummytime #mum #dad #withbff
What are you doing?	#cooking #foodbyme #travel # homecook #homecooking #jsomcooking #homemade #diet #reunion

Data analysis

The statistical package for the social science (SPSS) Version 23 was used to analysis data and T-test, One-way ANOVA, Post-hoc test, Least Significant Difference (LSD) test in hypothesis testing.

Results

Gender and race differences in emotional hashtag selection

T-test results showed that there was a statistically significant difference between men (M = 1.65, SD = 0.48) and women (M = 1.48, SD = 0.51) in emotional hashtags, which found that t (504) = 3.62, p < 0.05 showed a difference in the use of emotional hashtags. Men had actually used more emotional hashtags than women. The chart column graph also demonstrated that most users of both genders used neutral hashtags. It was also shown that most users of both genders were satisfied with Thai food, while female users used negative hashtags more often. These results support H1.

One-way ANOVA Test results showed that there was no statistically significant difference between race in emotional hashtag selection, as found by F (4, 501) = 1.17, p < 0.05, p < 0.05. Race did not show differences in the use of emotional hashtags. African-Americans (M = 1.83, SD = 0.41) used more emotional hashtags than Hispanics (M = 1.78, SD = 0.44), Caucasian (M = 1.53, SD = 0.50), Asian (M = 1.52, SD = 0.50), and Africans (M = 1.50, SD = 0.71). In addition, Asian users of race used a neutral hashtag when making a post; one negative hashtag. The chart column graph demonstrated that Caucasians, Hispanics, Asians, African-Americans and Africans had not used different emotional hashtags. This also illustrated that most users were satisfied with Thai food and only a few were dissatisfied. These results do not support H1a

Gender and race differences in selection use informative hashtag in each category hashtag

T-test results showed that there was no statistically significant difference between gender users in Menu t (504) = -1.58,   p < 0.05, Taste t (504) = -0.19, p < 0.05, Type of food t (504) = 0.44, p < 0.05, Ingredients t (504) = -0.79, p < 0.05, Emotion t (504) = 0.26, p < 0.05, Who/with who? t (504) = -0.80, p < 0.05, What are you doing? t (504) = 0.48, p < 0.05 did not have different. In

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addition, the results showed that there was a statistically difference between gender users in Restaurant t (504) = - 1.68, p < 0.05, Place t (504) = -1.82, p < 0.05, Time t (1018) = 1.98, p < 0.05 had different.

Table 2. Gender differences in each category of hashtag selection

Category	Men		Women		Comparison	Significance of difference between Gender and Each hashtag category t ratios
	Mean	SD	Mean	SD		
Menu	1.44	0.50	1.52	0.50	Women> Men	No significant
Restaurant	1.88	0.33	1.92	0.27	Women> Men	-1.68***
Taste	1.86	0.35	1.87	0.34	Women> Men	No significant
Type of food	1.79	0.41	1.77	0.42	Men > Women	No significant
Ingredients	1.84	0.37	1.87	0.34	Women> Men	No significant
Place	1.53	0.50	1.62	0.49	Women> Men	-1.82*
Time	1.77	0.42	1.68	0.47	Men > Women	1.98***
Emotion	1.61	0.49	1.43	0.50	Men > Women	No significant
Who/with who?	1.94	0.24	1.93	0.25	Men > Women	No significant
What are you doing	1.72	0.45	1.69	0.46	Men > Women	No significant

Note. * p<0.05; ***, P < 0.001.

The researcher found that users based on gender did not have differences in the Menu, Taste, Type of food, Ingredients, Emotion, "Who/with who?", or "What are you doing?" categories. Gender users had differences in restaurant, place, and time categories. Men used more categories of hashtags than women in terms of Type of food, Time, Emotion, "Who/with who?" and "What are you doing?" categories. Meanwhile, women used more categories of hashtags than men in terms of Menu, Restaurant, Taste, Ingredients, and Place. These results showed that there was a statistically significant difference between genders for hashtag category. Thus, this result supports H2.

One-way ANOVA Test results showed that there was no statistically significant difference between race in each category hashtags. Menu F (4, 501) = 0.46, Restaurant F (4, 501) = 0.73, Type of food F (4, 501) = 0.42, Ingredients F (4, 501) = 1.84, Place F (4, 501) = 0.83, Time F (4, 501) = 0.83, Emotion F (4, 501) = 1.52, Who/with who? F (4, 501) = 2.34 and What are you doing? F (4, 501) = 1.43, p < 0.05 did not have difference. Further, the results showed that there was a statistically significant difference between race in Taste Cate-

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gory. Post-hoc comparison using LSD test indicates that race with Taste categories $F_{(4, 501)} = 3.54$, $p < 0.05$ had differences in at least four pairs; Caucasian and African ($p = 0.000$), Hispanics and African ($p = 0.003$), Asian and African ($p = 0.000$), and African and African-Americans ($p = 0.003$), $p < 0.05$.

Table 3. Race differences in each category of hashtag selection

Category	Race	Mean	SD	Comparison	Difference between Race and Each hashtag category F ratios
Menu	Caucasian	1.45	0.50	Hispanics > Asian > African > Caucasian > African-Americans	No significant
	Hispanics	1.56	0.53		
	Asian	1.51	0.50		
	African-Americans	1.33	0.52		
	African	1.50	0.71		
Restaurant	Caucasian	1.90	0.31	African-Americans > African > Asian > Caucasian > Hispanics	No significant
	Hispanics	1.78	0.44		
	Asian	1.91	0.28		
	African-Americans	2.00	0.00		
	African	2.00	0.00		
Taste	Caucasian	1.86	0.35	Asian > Caucasian > African-Americans > Hispanics > African	0.007*
	Hispanics	1.78	0.44		
	Asian	1.88	0.33		
	African-Americans	1.83	0.41		
	African	1.00	0.00		
Type of food	Caucasian	1.75	0.43	African > Hispanics > African-Americans > Asian > Caucasian	No significant
	Hispanics	1.89	0.33		
	Asian	1.78	0.41		
	African-Americans	1.83	0.41		
	African	2.00	0.00		
Ingredients	Caucasian	1.80	0.40	African-Americans > African > Asian > Caucasian > Hispanics	No significant
	Hispanics	1.67	0.50		
	Asian	1.88	0.33		
	African-Americans	2.00	0.00		
	African	2.00	0.00		
Place	Caucasian	1.58	0.50	African > Hispanics > Asian > Caucasian >	No significant
	Hispanics	1.67	0.50		

	Asian	1.59	0.49	African-Americans	
	African-Americans	1.33	0.52		
	African	2.00	0.00		
Time	Caucasian	1.73	0.44	African > Hispanics > African-Americans > Caucasian > Asian	No significant
	Hispanics	1.89	0.33		
	Asian	1.69	0.46		
	African-Americans	1.83	0.41		
	African	2.00	0.00		
Emotion	Caucasian	1.49	0.50	Hispanics > African-Americans > Caucasian > Asian > African	No significant
	Hispanics	1.78	0.44		
	Asian	1.47	0.50		
	African-Americans	1.67	0.52		
	African	1.00	0.00		
Who/with who?	Caucasian	1.87	0.34	Hispanics > African-Americans > African > Asian > Caucasian	No significant
	Hispanics	2.00	0.00		
	Asian	1.95	0.22		
	African-Americans	2.00	0.00		
	African	2.00	0.00		
What are you doing?	Caucasian	1.65	0.48	African > African-Americans > Asian > Caucasian > Hispanics	No significant
	Hispanics	1.44	0.53		
	Asian	1.71	0.45		
	African-Americans	1.83	0.41		
	African	2.00	0.00		

Note. * p<0.05; ***, P < 0.001.

The researcher found that race did not have differences in Menu, Restaurant, Type of food, Ingredients, Place, Time, Emotion, "Who/with who?", or "What are you doing?" category, but the Taste category had differences in at least four pairs: Caucasian and African; Hispanic and African; Asian and African; and African and African-American. These results support H2a.

Discussion

Gender, race, and hashtags use

This study was consistent with previous research about using social media and online behaviour based on race and gender (Choi et al., 2016; de Vries et al., 2018; Giannoulakis & Tsapatsoulis, 2016; Ye et al., 2017). These views believed that individual differences depended on the response to various forms of social media.

With regard to the differences of race and gender in hashtag selection, Powers et al. (2003) found that men's and women's perceptions differed, particularly in terms of attitudes and social

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phenomena. In addition, there were differences in race when involved with gender-role attitudes. Al-Kandari et al. (2017) found women used Instagram for self-presentation and rarely included public accounts, posted private images and revealed personal information. On the other hand, males tended to post private pictures on Instagram. Moreover, this would depend on the culture and gender in Kuwait, which showed that males tended to have more public accounts than females. In contrast, Shen and Khalifa (2010) found that males and females had more similarities than differences in terms of online sociability and conservativeness. However, this study found that different races and genders selected different hashtags. These results conferred with Ye et al. (2017), who studied user type differences in Instagram hashtag use. Differences in hashtag selection may be mainly because users have emotional feelings and want to use social media to express themselves. Still, it could be dependent on the race, culture, societal norms, ethics, and religion of the users.

This study compared the differences in the selection of hashtags for use. It was found that men, women, Caucasians, Hispanics, African Americans, and Africans selected different emotional hashtags and informative hashtags in each category for posts concerning #thaifood, such as #nice, #happy, #enjoy, #love, #delicious, #yummy, and #good. These hashtags were used to express their satisfaction. In addition, the results found that users of both genders had different uses for emotional hashtags and selection for use in the Taste category. Users based on race did not have differences between races in the use of emotional hashtags. For each category of hashtags, users had differences in hashtag selection use based on race. In addition, the Asian minority used a negative hashtag; such as, #notdelicious to display disappointment or dissatisfaction. Due to the different racial characteristics, different hashtags were selected. Sheldon and Bryant (2016) asserted that different societies may create different behavioural tendencies, and most users utilised Instagram as a tool to express narcissism.

The Uses and Gratifications (U&G) theory was one of the first approaches used to consider the role of different types of users in media choices to meet their needs to achieve satisfaction, such as enhancing knowledge, entertainment, relaxation, and social interaction (Dolan et al., 2016). As such, the researcher in the present study attempted to understand the race and gender differences for using hashtags, and the results of such differences were consistent with the main principle of the U&G theory. This study used the U&G theory in the application of the research framework to investigate race and gender adoption of emotional hashtags on Instagram to describe their satisfaction with Thai food. It was found that males, females, Caucasians, Hispanics, Asians, African Americans, and Africans wanted to express themselves on social media about their satisfaction with Thai food by selecting each category of hashtag. A previous study by Ye et al. (2017) ignored the classification of hashtags on Instagram, even though this form of social media is very popular for sharing photos and using hashtags. However, this research

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only showed the classification of hashtags.

This study emphasised the importance of using Instagram in social media, race and gender differences in using hashtags. The results of this study found that race and gender differences differed in the selection of hashtag use. Therefore, it is necessary to have an understanding of their usage, especially the use of informative hashtags for each category, as hashtags can reach consumers and also act as an advantageous marketing tool at no cost. In addition, the results of this research indicated that user differences corresponded to their behaviour on social media.

Conclusions, Limitations and Recommendations

Overall, this study demonstrated the differences in the use as well as each category of hashtags by race and gender. The research results showed that most Instagram users of various races and each gender were satisfied with Thai food. Only a few people used a negative hashtag in the posting of the image of Thai food #thaifood. A possible reason for using a negative hashtag may be based on the different living standards between developed countries and developing countries. A developed country provides freedom to its people, who have liberal thoughts, feelings, good hygiene, and live in a safe environment. However, they may experience rapid social and cultural change that alters their life's path. In addition, development has been more widely applied by providing additional value. This value determines the development of the characteristics of social change to evolve and go in the same direction. Therefore, negative opinions may result from the socio-economic differences between countries around the world.

This study had two limitations. Firstly, this research only took into consideration the aspects of race and gender. Future research studies should expand on the current research to examine other demographics, such as identifying users in different countries clearly to avoid complexity, e.g. China, Thailand, Vietnam and/or Japan, to offer more complete content and results. Users have variety. Secondly, this research study only focused on #thaifood on Instagram. Future research could employ similar studies to explore the food of various other countries, such as #chinesefood, to add additional perspectives to this academic pursuit. Beyond these limitations, this study provides a starting point for future research. For example, future studies concerning hashtags could investigate other countries for hashtag implementation, in particular content marketing on social media. This includes the categories of hashtags being subdivided and/or classified for greater detail, e.g. name of food, name of place and /or name of restaurant.

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