

# An examination of the factors influencing local gastronomic product preference based on the theory of planned behaviour\*

## Yerel gastronomik ürün tercihinde etkili olan faktörlerin planlı davranış teorisine göre incelenmesi

Gönderim Tarihi / Received : 11.01.2021

Kabul Tarihi / Accepted : 25.05.2021

Doi: <https://doi.org/10.31795/baunsobed.857867>

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**ABSTRACT:** Developed by Azjen (1991), the Theory of Planned Behavior (TPB) is the most comprehensive and successful model among social cognitive models used to explain the relationship between attitude and behavior. In this study, it has been assumed that tourists' intention to consume local gastronomic products may be explained with the Theory of Planned Behavior. As a result of the review of the literature, it has been determined that there are some factors that are effective in the preference of local gastronomic products. In this regard, the fundamental objective of the research is to examine the factors influencing local gastronomic product preference based on the Theory of Planned Behavior. Within the Theory of Planned Behavior, it is aimed to determine whether these factors affect tourists' attitudes towards local food and beverages. The study also aims to determine whether the attitude, subjective norm and perceived behavioral controls of tourists have any impact on local gastronomic product consumption intentions. For these purposes, the research is limited to foreign tourists visiting Istanbul province. 401 pieces of data have been collected by using survey forms. As a result of the statistical analyses applied to the data obtained as a result of the research, motivational factors, food neophilia, food neophobia, cultural factors, exposure, and gastronomic shopping experience were found to have a positive and significant effect on attitude towards local gastronomic products. However, it was determined that past experience and health factor have no effect on attitude towards local gastronomic products. The study also revealed that variables included in the Theory of

\*This study was produced from Nilgün KARAMAN's doctoral thesis titled "Investigation of the Factors Effecting in Local Gastronomic Product Choice According to Planned Behavior Theory", which was accepted by the Institute of Social Sciences at Balıkesir University in 2020.

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Planned Behavior (i.e. attitude, subjective norms, and perceived behavioral control) has a high level of impact on the intention to consume local gastronomic products.

**Keywords:** Local gastronomic product, Factors affecting tourists' food consumption, Theory of planned behavior (TPB).

**ÖZ:** Azjen (1991) tarafından geliştirilen Planlı Davranış Teorisi (PDT), tutum ve davranış ilişkisini açıklamak için sosyal psikolojide yaygın olarak kullanılan ve sosyal bilişsel modeller içerisinde en kapsayıcı ve başarılı olanıdır. Bu çalışmada turistlerin yerel gastronomik ürünleri tüketme niyetlerinin Planlı Davranış Teorisi (PDT) ile açıklanabileceği varsayılmıştır. Alan yazın incelemesi sonucunda yerel gastronomik ürün tercihinde etkili olan bazı faktörler olduğu tespit edilmiştir. Buradan hareketle bu araştırmanın temel amacını, yerel gastronomik ürün tercihinde etkili olan faktörlerin Planlı Davranış Teorisi'ne (PDT) göre incelenmesi oluşturmaktadır. Planlı Davranış Teorisi (PDT) kapsamında söz konusu bu faktörlerin turistlerin yerel yiyecek ve içeceklerle yönelik tutumlarını etkileyip etkilemediğinin belirlenmesi amaçlanmaktadır. Çalışmada ayrıca turistlerin tutum, öznel norm ve algılanan davranışsal kontrollerinin de yerel gastronomik ürün tüketim niyetleri üzerinde etkisi olup olmadığı belirlenmesi de amaçlanmaktadır. Bu amaçlar doğrultusunda, araştırma İstanbul ilini ziyaret eden yabancı turistler ile sınırlandırılmıştır. Araştırmada anket formu kullanılarak 401 adet veri toplanmıştır. Araştırma sonucunda elde edilen verilere uygulanan istatistiksel analizler sonucunda motivasyonel faktörler, yiyecek neofilisi, yiyecek neofobisi, kültürel faktörler, maruz kalma ve gastronomik alışveriş deneyiminin yerel gastronomik ürünlere yönelik tutum üzerinde pozitif ve anlamlı etkisi olduğu; ancak geçmiş deneyim ve sağlık faktörünün ise yerel gastronomik ürünlere yönelik tutum üzerinde etkisi olmadığı tespit edilmiştir. Çalışmada ayrıca Planlı Davranış Teorisinde (PDT) yer alan değişkenlerin (tutum, öznel normlar ve algılanan davranışsal kontrol) yerel gastronomik ürün tüketme niyeti üzerinde yüksek düzeyde etkiye sahip olduğu tespit edilmiştir.

**Anahtar Kelimeler:** Yerel gastronomik ürün, Turistlerin yemek tüketimini etkileyen faktörler, Planlı davranış teorisi (PDT).

## GENİŞLETİLMİŞ ÖZET

### Literatür taraması

Uluslararası turizm hareketliliğinde turistler genellikle ziyaret ettikleri ülke veya yöreye özgü yerel gastronomik ürünleri deneyimlemek istemektedir (Yüncü, 2010: 28; Ölmez vd., 2017: 398). Bu durum turistler için çok yönlü ve dinamik bir karar verme sürecini içermektedir (Shin, 2014). Yerel gastronomik ürünlerin tercihinde bireylerarası ve kültürlerarası farklılıklar gözlemlemek mümkündür (Bayrakçı & Akdağ, 2016: 97). Çünkü her milletin, ülkenin kendi kültürel yapısına uygun yeme-içme alışkanlıkları bulunmaktadır (Şanlıer, 2005: 214). Bazı toplumlar kendi yeme- içme alışkanlıklarına sıkı sıkıya bağlıyken bazı toplumlar ise yeni tatları keşfetmeye daha yatkındırlar.

Randall ve Sanjur (1981: 151), evden uzakta gerçekleştirilen gıda tüketimini etkileyen faktörleri bireysel (individual), yiyecek (food) ve çevre (environment) kaynaklı olmak üzere üç genel gruba ayırmaktadırlar. Bu faktörlerin gıda tüketimi davranışı üzerinde doğrudan veya dolaylı etkileri olduğu bilinmektedir. Bahsedilen faktörler arasında, bireyle ilgili faktörler, gıda tüketimindeki değişimleri açıklamak için son derecede önemlidir (González Martínez, 2015: 16). Mevcut çalışmanın araştırma alanı olan turizm endüstrisinin odağında insanın olması nedeniyle, çalışmada kullanılmak üzere bireyle ilgili faktörler tercih edilmiştir. Mak vd. (2012) yaptıkları derleme çalışmada turistik yiyecek tüketimini etkileyen faktörleri beş sosyokültürel ve psikolojik boyut altında toplamışlardır. Bunlar kültürel ve dini etkiler, yiyecek seçiminde motivasyon faktörleri, yiyecekler ile ilgili kişisel tercihler, geçmiş deneyimler ve sosyo-demografik faktörlerdir. İnsanların yiyecek seçimindeki tutum ve davranışlarını belirlemede sosyal psikodinamik bir model olan Planlı Davranış Teorisi (PDT) kullanılabilir. Bu model genellikle davranışın iyi bir şekilde tahmin edilmesini sağlamak ve yiyecek seçimi üzerinde farklı faktörlerin önemini belirlemektedir (Shepherd & Raats, 1996: 361). Planlı davranış teorisinin temel görüşü bireyin davranışının tutum, öznel norm ve algılanan davranışsal kontrol gibi boyutlardan oluşan davranışsal niyetten etkilendiğidir. Diğer bir ifadeyle davranışsal niyet, bir bireyin davranışının en iyi öngörücüsüdür (Shin, 2014: 3). Sonuç olarak PDT'ye göre bireylerin yerel gastronomik ürün tüketim niyetleri, davranışa yönelik tutum, öznel norm ve algıladıkları davranışsal kontrolleri vasıtasıyla belirlenebilmektedir (Akkuş, 2013: 2).

### Yöntem

Alan yazın incelemesi sonucunda araştırmanın önerilen kuramsal modeli (Şekil 1) ve modelde yer alan değişkenlere ilişkin hipotezler geliştirilmiştir. Araştırma İstanbul ilini ziyaret eden yabancı turistler ile gerçekleştirilmiş olup

kolayda örnekleme yöntemi tercih edilmiştir. Araştırmada veri toplama aracı olarak anket formu kullanılmış ve 401 adet anket toplanmıştır.

### **Bulgular ve tartışma**

Araştırmanın sosyo-demografik verileri incelendiğinde katılımcılardan 203 kişinin erkek, 198 kişinin kadın olduğu ve katılımcıların yarısından fazlasının bekar olduğu tespit edilmiştir. Katılımcıların yarıya yakını 21- 40 yaş arası ve lisans mezunu bireylerden oluşturmaktadır. Araştırmaya katılan turistlerin milliyetleri incelendiğinde ise ilk 5'te sırasıyla Almanlar, Amerikalılar, Ruslar, İngilizler ve Bulgarlar'ın yer aldığı görülmektedir. Katılımcıların yarıya yakınının İstanbul'a ilk defa ve tatil amaçlı geldiği tespit edilmiştir.

Yerel gastronomik ürün tercihinde etkili olan bir diğer değişken olan sosyo-demografik faktörlerden sadece yıllık gelire göre yerel gastronomik ürünlere yönelik tutumlarda anlamlı bir farklılık bulunmuştur. Buna göre, yıllık geliri \$75.000 ve üzeri olan katılımcıların yerel gastronomik ürünlere yönelik tutumlarının yıllık geliri \$25.000 ve aşağı olan katılımcılara göre daha fazla olduğunu söylemek mümkündür.

Araştırmada öncelikle yerel gastronomik ürün tercihinde etkili olan faktörler ölçeğinde yer alan boyutların yerel gastronomik ürünlere yönelik tutum üzerindeki etkisi incelenmiştir. Yapılan çoklu doğrusal regresyon analizi sonucunda motivasyonel faktörler, yiyecek neofobisi, maruz kalma, yiyecek neofilisi, kültürel faktörler ve gastronomik alışveriş deneyiminin yerel gastronomik ürünlere yönelik tutum üzerinde etkili olduğu tespit edilmiştir. Yerel gastronomik ürünlere yönelik tutum üzerinde en etkili faktörün motivasyonel faktörler olduğu ortaya çıkmıştır. Ancak geçmiş deneyim ve sağlık faktörünün yerel gastronomik ürünlere yönelik tutum üzerinde anlamlı bir etkisi bulunmamıştır.

Araştırmada PDT'de yer alan değişkenler arasında oluşturulan modele ilişkin çoklu doğrusal regresyon analizi sonuçlarında yerel gastronomik ürünlere yönelik tutumun, öznel normların ve algılanan davranışsal kontrolün yerel gastronomik ürün tüketme niyeti üzerinde anlamlı etkiye sahip olduğu tespit edilmiştir. Ayrıca, yerel gastronomik ürünlere yönelik tutumun yerel gastronomik ürün tüketme niyetini en fazla etkileyen faktör olduğu sonucuna ulaşılmıştır.

### **Sonuç ve öneriler**

Araştırma sonuçları yerel gastronomik tüketim niyetini etkileyen en önemli faktörün motivasyonel faktörler olduğunu göstermiştir. Buradan hareketle özellikle yabancı turistler için düzenlenen rekreatif faaliyet olarak Türk mutfağı yemek yarışmaları yapılarak turistlerin bölgelere ait yerel yemeklerin tadımının yanı sıra yerel yemekleri hazırlık ve üretim deneyimi kazanmaları sağlanabilir.

Araştırmada yiyecek neofobisinin yerel gastronomik tüketim niyetini etkileyen ikinci en önemli faktör olduğu tespit edilmiştir. Ülkenin tanıtım faaliyetlerinin yürütüldüğü web sitelerinde Türk mutfağına ait yerel gastronomik ürünlerin, bu ürünlerin reçetelerinin ve Türk mutfak kültürünün sofraya görgü kuralları ile yemek gelenekleri turistlere görseller ve mini videolarına yer verilebilir. Ayrıca bölge veya il bazlı olmak üzere yerel restoranlarının olduğu uygulamalar ile gastronomi turlarına ait tur güzergahları, tur programı ve turu düzenleyen acentaların iletişim adresleri de eklenebilir.

Araştırma sonucunda öznel normların yerel gastronomik ürün tüketimini etkilediği tespit edilmiştir. Burada özellikle referans gruplarının (aile, iş veya arkadaş çevresi) etkisi önemli olmaktadır. Seyahat eden bireyler yaşadıkları olumlu ya da olumsuz deneyimleri çevrelerindeki yakınlarıyla paylaşmaktadırlar. Daha önceki yıllarda bu durum turist kendi ülkesine döndüğünde gerçekleşmekteydi. Ancak turistler artık deneyimlerini çevresindekilerle paylaşmak için eve dönmeyi beklememektedirler. Son yıllardaki teknolojik gelişme ve ilerlemeler sayesinde insanlar arasındaki sınır kalkmakta ve insanlar mesafe tanımaksızın iletişim halinde olmaktadır. Özellikle seyahat ile ilgili internet siteleri, kişisel bloglar sosyal medya kanalları deneyimlerin aktif olarak paylaşıldığı mecralar haline gelmiştir. Bu açıdan gastronomi turizminin uluslararası pazarda geliştirilmesinde yabancı turistlerin Türk mutfağı ile ilgili olumlu deneyimlerini sosyal medya üzerinden takipçileriyle paylaşmasının etkili olacağı düşünülmektedir.

## Introduction

The unique nature of food consumption in tourism necessities adopting a multidisciplinary approach to examining the food consumption behaviors of tourists. Food consumption, which is an important part of tourist consumption, is the focus of travel decision-making processes as a common activity carried out by tourists in any destination (McKercher, Okumuş, & Okumuş, 2008: 139). Food and beverages offered to tourists are considered to have significant effects on the economic, cultural and environmental sustainability of tourism destinations (Cohen & Avieli, 2004: 760). So much so that it is reflected and reinforced by the food experience that a country offers to the tourists. Local food, which is produced by combining various ingredients and preparing and cooking specific to society, is an important element of national cultural identity. Based on these perspectives, local foods and beverages can be regarded as the features that can add value to a destination and also contribute to the sustainable competitiveness of the destination. It should also be noted that local food and drinks are the important components for both the attraction and image of a destination.

As a result of the literature review, it has been determined that the noun phrase of "local gastronomic product" has been used for the expression of local foods and beverages. Therefore, the study will use the noun phrase of local gastronomic product covering this instead of the noun phrase of local foods and beverages. From here, it is observed that there is a growing trend in tourists to experience local gastronomic products in the destinations they visit. However, there are some factors that are influential in the preferences of tourists for local gastronomic products. At this point, whether the behavior of tourists consuming local gastronomic products is affected by these factors is the starting point of this research.

In the international literature review, there are some studies focused on the general food consumption of tourists and local food consumption of tourists (Chang et al., 2010; González Martínez, 2015; Kim et al., 2009; Mak et al., 2012). Additionally, it has been observed that there are several studies examining the consumption of domestic food (brands) (Shin, 2014) and the consumption of tourist food as a behavior (Wu, 2014). In the national literature, there are some studies which focused on local food consumption of local tourists (Bayrakçı & Akdağ, 2016; Şengül & Türkay, 2016; Ayaz & Yalı, 2017; Şen & Aktaş, 2017), and the views of foreign tourists on Turkish cuisine (Şanlıer, 2005; Albayrak, 2013; Gültekin, 2014; Kadam, Kazkondu & Şallı, 2015). Although the behaviors of eating in the restaurant (Yay, 2015), the intention of domestic tourists to participate in food tourism (Akkuş, 2013), and the intention of foreign tourists to consume local food (Işın, 2018) were examined within the framework of the Theory of Planned Behavior (PDT), it has been determined that there is

no study which examines the factors affecting the local gastronomic product preferences of tourists within the scope of the Theory of Planned Behavior. This research has been conducted to fill this gap in the literature.

## Literature review

### *The concept of local gastronomic product*

There are basic features that distinguish almost every cuisine in the world from the others. Each cuisine gains an identity with these features (Şavkay, 2000: 10). The food order of a society, just like the spoken language, contains elements of that society's culture (Reis, 2014: 130). Cultural differences in the production and consumption phase of food are part of the identities of the society to which they belong (Beşirli, 2010: 159). Just as everything changes in life at any moment, the food does not remain the same. Therefore, the food or cuisine that is the identity carrier is also variable (Sauner Leroy, 2014: 162) and is influenced by various factors. These factors include migration, climate, globalization (Ichijo & Ranta, 2018: 19), sociocultural and economic structure, eating habits, historical identity, agricultural production, and taste (Sandıkçioğlu, 2016: 3) as well as urbanization process (Tezcan, 2000: 134).

The concept of "gastronomic identity", based on research on how a destination's culinary culture is formed, reflects the phenomenon and heritage of food in a region's culture and is considered an effective element that provides a competitive advantage with its food and drinking properties specific to that region (Töre Başat, Sandıkçı & Celik, 2017: 65- 67). There are six main elements in determining a country's gastronomic identity: "geography, history, ethnic diversity, culinary etiquette, common flavors and recipes" (Çalışkan, 2013: 41). Harrington (2005: 130-150), who conducted the first comprehensive research on the subject, mentions that there are two main factors: environment and culture that affect the gastronomic identity of a region. There are several factors that make up these two factors. The compatibility of new products brought in due to geography, climate, microclimates, regional products and demand affecting existing agricultural products is the environmental factor whereas history, ethnic diversity, trial and error, traditions, beliefs and values are the cultural factors. The concept of gastronomic identity shows the effects of the environment (geography and climate) and culture (history and ethnic influences) on food and beverages, prevailing taste components, textures, and flavors. A unique and catchy gastronomic identity is an indispensable asset for a successful tourist destination (Fox, 2007: 546).

The presentation of gastronomic products specific to that destination to tourists visiting a destination begs the question of what is the content and scope of these products. From here, food and beverages, which are unique to a certain region



and emerge by gaining an identity due to the influence of the environment and culture in which they are shaped, are characterized as gastronomic products. Studies on what gastronomic products are and the classification of gastronomic tourism products are found in the literature. As a matter of fact, Nebioğlu (2016: 32-38) examined the studies on gastronomy and as a result of his review, he classified gastronomic tourism products into four different groups such as "Food-oriented, Location-oriented, Activity-oriented and Facility-oriented". In this study, this classification made by Nebioğlu (2016) has been taken into consideration and gastronomic products have been examined within the scope of foods and beverages identified with a destination belonging to the "Food Oriented" classification. As a result of the literature review, it has been determined to use the noun phrase "local gastronomic product" in the study, which covers the expression of local foods and beverages. The word "local" is defined by the Turkish Language Association as "Related to a limited location" (Türk Dil Kurumu, t. y.). Accordingly, local gastronomic products mean food or beverages produced in the visited area and branded/promoted in this way. An Ontario resident visiting Niagara and wanting to buy local wine buys wines produced in Niagara serves as an example of this. Meanwhile, a visitor from Manitoba considers the entire province of Ontario to be a region where s/he can purchase local wine, and therefore wines purchased not only from Niagara but in any destination of the province of Ontario are considered "local" by this visitor. Because on international travels, a gastronomic product belonging to any country, regardless of its region, is considered "local" when consumed by tourists travelling to the country in question (Smith & Xiao, 2008: 290). When the above information is evaluated within this study, for instance, Adana kebab can be considered as a local product because individuals living in Istanbul consume Adana kebab only during their visits to Adana. However, it is considered as a local gastronomic product specific to Turkey or Turkish cuisine for the tourists who are told to consume it when they visit İstanbul. As a matter of fact, in this study, raw, semi-processed or processed foods and beverages specific to Turkish culinary culture are defined as "local gastronomic products" for foreign tourists visiting the country.

In the study conducted by Ergan et al. (2020), the effect of the gastronomic products of Edirne, which had been the capital of the Ottoman Empire for 92 years and had a rich palace cuisine, on tourists choosing this city as their destination was investigated. In the study, it was concluded that gastronomic products are an important factor affecting visits to Edirne. Daşdemir (2020) investigated whether local foods affect the motivation factors of tourists and their repeat visit intentions. As a result of the research carried out in the province of Van, it was concluded that the total motivation to consume local food made a significant and positive contribution to the intention to visit again.





### *Factors affecting tourists' food consumption*

People are usually very meticulous about food. As it is known, omnivore people need to rely on the nutrients they eat to consume different nutrients as the individual should be fed in a healthy and reliable way as well as in a different and diverse way. This creates a contradictory situation for human beings; in other words, human beings develop a conservative attitude both when it comes to adapting to novelty and when it comes to food. This is why human beings are wary of foods they do not know, even if they are open to changes, and often do not give up foods they are familiar with (Sauner-Leroy, 2014: 161).

The choices people make between foods determine what nutrients enter the body and this affects food production systems through consumer demand. The individual's food choices form the basis of eating and drinking habits (Furst et al., 1996: 247). The food choice process includes not only decisions based on conscious thinking but also decisions that are automated, habitual and subconscious (Herne, 1995: 13). On an individual level, taste or sensory appeal is also related to habits such as liking and disliking (Steptoe, Pollard & Wardle, 1995: 268).

When an article in the field of psychology is examined, it is observed that food choice in general is influenced by cultural, anthropological, historical, sociological and philosophical perspectives of belief and value systems (Robinson & Getz, 2014: 692). Food choice is defined as a complex reaction that occurs when individuals acting within the framework of race, religion, tradition, economic situation and environmental conditions are influenced by physiological, psychological, biochemical, social, educational and sensory factors (Khan, 1981: 129). In other words, both individual and social factors are effective in food choice (Furst et al., 1996: 247).

In addition to sensory properties such as taste, smell, texture, food choice also has the effect of non-sensory factors such as expectations and attitudes related to food, health, price, ethical concerns and the mood of the individual (Prescott et al., 2002: 489). Food choice can be influenced by a wide range of factors such as the food itself, the person who made the choice, and the external economic and social environment in which the choice has been made (Kim, Lee & Yoon, 2012: 377). It is clear that food choice is shaped by a wide range of geographical, social, psychological, religious, economic and political factors (Fieldhouse, 1995: 1). Healthy eating, weight control, anxiety about body weights, on the other hand, are the important determinants of individuals' food choice. Stress and negative emotions can also affect food choice and consumption (Steptoe, Pollard & Wardle, 1995: 268).

Mak, Lumbers, Eves and Chang (2012: 930) suggest that potential factors affecting tourist food consumption can be grouped under three main

headings: tourist, destination food, and destination environment. The food in the destination contain many components such as taste, aroma, texture and appearance, content of the dish, and cooking methods. The destination environment includes the physical elements of gastronomic image/identity, marketing communication, service delivery and service environment, that is, within the consumption environment. The focus of tourism is people, i.e., the tourists. Therefore, the authors mention that tourists who are the focus of food consumption in tourism are the most important factor affecting food consumption in tourism. First of all, tourists are also under the influence of many factors when consuming any food during their trip. By synthesizing opinions from food consumption and sociological research, researchers identified five important socio-cultural and psychological factors affecting tourist food consumption. These factors which are affected by the food consumption process of the tourist were defined as cultural and religious factors, socio-demographic factors, food-related personality traits (psychological factors), past experiences, motivational factors, and they emphasized that these five factors are potentially related to each other. The physiological features of the model such as hunger, satiety, and thirst, which are effective when eating during the tourist's travel period, were ignored due to the restriction of the literature.

### *Theory of planned behavior*

The Theory of planned behavior (TPB) has been developed by Azjen (1991) to explain the relationship between attitude and behavior, more specifically, when and how attitudes affect behavior (Cingöz, 2019: 81). This theory is fundamentally based on the theory of reasoned action, which assumes that people are rational, use all the information that can be obtained before deciding whether to conduct a particular behavior, and evaluates the possible consequences of their actions (Liao, Chen & Yen, 2007: 2809; Ramkissoon & Nunkoo, 2010: 64). According to Theory of Planned Behavior, social behavior of people is under the control of certain factors and occurs in a planned way due to certain reasons (Erten, 2002: 220).

The Theory of Planned Behavior is an extension of the theory of reasoned action that assumes that behaviors are completely in voluntary control (Chow & Chen, 2009: 136; Seyal et al., 2017: 6). According to ToPB model, one's behavioral intent depends not only on individual factor and social impact, but also on perceived control to perform certain behaviors (Setyawan et al., 2018: 146). In this regard, the fact that the theory of reasoned action explains only the voluntary behavior of the individual limits this model and Ajzen (1991) included an additional variable to the model to overcome this (Chan & Lau, 2002: 11; Gallant, 2014: 20). This control component, called perceived behavioral control (PBC), is the general perception of control that the person has over a particular behavior (Kim, Jeong & Hwang, 2013: 170; Hackman & Knowlden, 2014: 102).

In the Theory of Planned Behavior, intentions represent a person's motivation, conscious plan or decision to make an effort to perform the behavior. The model assumes that there are three conceptually independent intent determinants. The first is attitude towards behavior. This component means the evaluation of ideas, events, object, people and behavioral results. In other words, it expresses the degree to which the person evaluates such behavior positively or negatively, i.e., his/her personal belief towards such behavior. The second determinant is a social factor called the subjective norm; it means perceived social pressure to perform or not to perform behavior. Subjective norms are precautionary norms in which others encourage behavior, and they are descriptive norms in which others, including community groups, behave the same. The third and final determinant is perceived behavioral control based on the individual's perception of the ease or difficulty of performing the relevant behavior. This component is assumed to reflect expected barriers to behavior based on an individual's past experience with a behavior (Beck & Ajzen, 1991: 286; Conner, Smith & McMillan, 2004: 72; Chow & Chen, 2009: 136; Cheon et al., 2012: 1056; Mullan et al., 2013: 1639; Zhou et al., 2013: 336; Hackman & Knowlden, 2014: 102; Ho & Sae-Jong, 2017: 147; Seyal et al., 2017: 6; Zaib, 2017: 27-28; Haddad, Harahsheh & Harb, 2019: 451).

The planned behavior model includes both personal and social components. Attitudes towards behavior and perceived behavioral control in predicting human behavior, personal factors and subjective norms are considered as social factor (Cheng & Lam, 2008: 554). People may have a vast number of beliefs about any behavior (Merican, 2015: 5). Personal beliefs influence attitudes towards behavior (Armitage & Christian, 2003: 190), subjective norm of behavior and perceived behavioral control. These three variables determine the strength of intent to perform behavior when a behavioral opportunity arises (Zhou et al., 2013: 336).

It is accepted that gastronomic experiences play a role in determining perceptions and satisfaction of the overall travel experience, and that food affects the attitudes, decisions, and behaviors of tourists (Henderson, 2009: 318). In line with the purpose of this study, several researchers (Van Hooft et al., 2005: 135; Raygor, 2016: 35) state that some external variables such as socio-demographic, culture, personality, and motivational factors indirectly influence intent and behavior, ultimately anticipating intentions and behaviors.

## Method

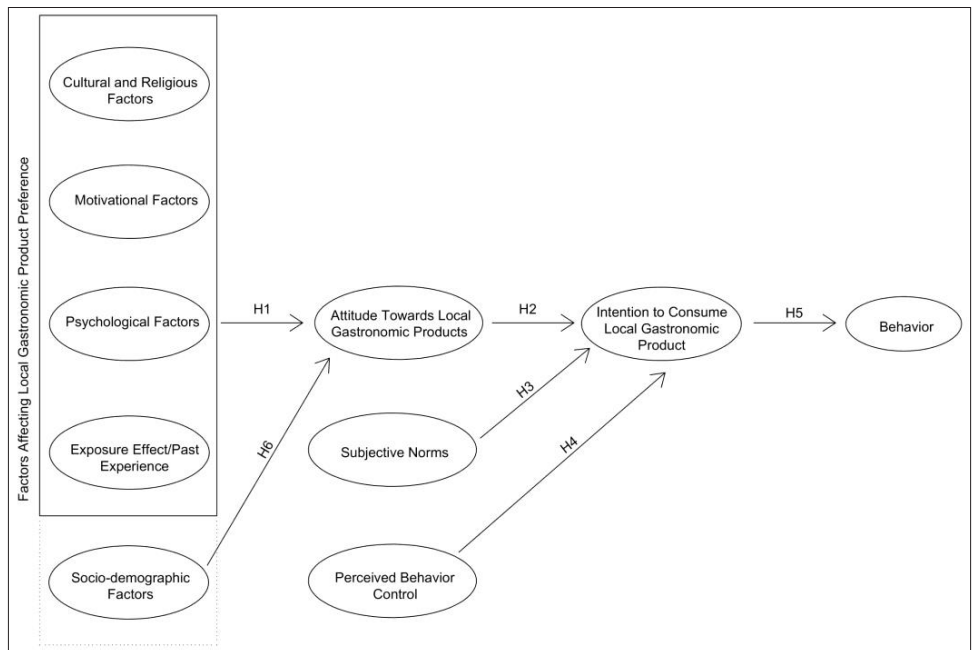
### *Model and hypotheses of the research*

The model of the research consists of two scales: planned behavior and factors that are effective in local gastronomic product preferences. Each dimension will be examined individually; as there are relationships between them. In the

literature, it is argued that, as the sub-dimensions of factors affecting the local gastronomic product preferences, culture (Pizam & Sussmann, 1995; March, 1997; Nield, Kozak & LeGrys, 2000; Torres, 2002; Quan & Wang, 2004; Chang, Kivela & Mak, 2010; Yurdigül, 2010; Sağır, 2012; González Martínez, 2015; Wu, 2014), religion (Hassan & Hall, 2004; Hatipoğlu, 2010; Gürhan, 2017), and motivation factors (Van Trijp & Steenkamp, 1992; Kim, Eves & Scarles, 2009; Chang, Kivela & Mak, 2010; Shin, 2014; Bayrakçı & Akdağ, 2016), as well as the sub-dimensions of psychological factors, one of the factors affecting the local gastronomic product preferences, food neophobia (Hafiz et al., 2014; Pliner & Hobden 1992 ; Ritchey et al., 2003) and food neophilia (Van Trijp & Steenkamp, 1992; Hafiz et al., 2014) have an impact on attitude towards food preference behavior. Besides, in the research studies, socio-demographic factors such as gender, education, age, and income of the individual (Khan, 1981; Wilson, 1989; Herne, 1995; Hamilton, McIlveen & Strugnell, 2000; Black & Campbell, 2006 Wadolowska, Babicz-Zielinska & Czarnocinska, 2008) were found to be determinants of food preference.

As a result of the literature review, the hypotheses developed regarding the proposed theoretical model of the research (Figure 1) and the variables in the model are presented below.

**Figure 1:** Proposed theoretical research model



Many studies have been conducted on the factors affecting local food preference in tourism (Kim, Eves & Scarles, 2009; Gonzalez Martinez, 2015; Şengel et al.,

2015; Bayrakçı & Akdağ, 2016; Alphan, 2017; Diken, 2018; Nisari, 2018; Semerci, 2018). It has been revealed in various studies that the main variables of this research, culture (Sheldon & Fox, 1988; Pizam & Sussmann, 1995; March, 1997; Nield, Kozak & LeGrys, 2000; Torres, 2002), religion (Hassan & Hall, 2004; Hatipoğlu, 2010), motivational factors (Fields, 2003; Park, Reisinger & Kang, 2008; Kim, Eves & Scarles, 2009; Kim, Goh & Yuan, 2010; Chang, 2011; Chang & Yuan, 2011; Pearson et al., 2011; Yurtseven & Kaya, 2011; Kim & Eves, 2012; Mak et al., 2012; Kodaş, 2013; Mak et al., 2013; Brokaj, 2014; Demirci et al., 2015; González Martínez, 2015; Bayrakçı & Akdağ, 2016; Frisvoll, Forbord & Blekesaune, 2016; Kodaş & Özel, 2016; Alphan, 2017; Levitt et al., 2017; Mak et al., 2017; Diken, 2018; Girgin, 2018; Mak, 2018; Nisari, 2018; Semerci, 2018; Semerci & Akbaba, 2018; Serçek, 2018; Agyeiwaah, Otoo, Suntikul & Huang, 2019), psychological factors (Kodaş, 2013), past experiences (Chang, Kivela & Mak, 2010; Ryu & Jang, 2006; Ryu & Han, 2010), and socio-demographic factors (Wilson, 1989; Herne, 1995; Wadolowska, Babicz-Zielinska & Czarnocinska, 2008; Lin & Ding, 2019) significantly affect the food consumption of tourists. In line with this information, H1 and H6 hypotheses have been developed.

**H1:** Factors influencing preference for local gastronomic products have an impact on attitude towards local gastronomic products.

**H1a:** Cultural and religious factors have an impact on attitude towards local gastronomic products.

**H1b:** Motivational factors have an impact on attitude towards local gastronomic products.

**H1c:** Psychological factors have an impact on attitude towards local gastronomic products.

**H1d:** Exposure effect/Past experiences have an impact on attitude towards local gastronomic products.

When the studies conducted are examined, it is seen that within the scope of planned behavior theory, attitude, subjective norm, and perceived behavioral control have important effects on the formation of behavioral intentions (Arvola et al., 2008; Shin, 2014; Raygor, 2016). Moreover, studies using Planned Behavior Theory on eating behavior in tourism (Akkuş, 2013; Wu, 2014; Işın, 2018) have been examined, and it has been observed that attitude towards behavior, subjective norms and perceived behavioral control have an effect on intention. From this point of view, it is thought that attitude, subjective norm, and perceived behavioral control will have an effect on tourists' intention to consume local gastronomic products and H2, H3, H4 hypotheses have been developed.

**H2:** The attitude towards local gastronomic products has an impact on the intention to consume local gastronomic products.

- H3:** Subjective norms have an effect on the intention to consume local gastronomic products.
- H4:** Perceived behavioral control has an impact on the intention to consume local gastronomic products.
- H5:** There is a significant difference from the past behaviors based on local gastronomic product consumption intent.
- H6:** There is a significant difference in attitudes towards local gastronomic products according to socio-demographic factors.

### *Population and sample of the research*

While determining the research universe, the border statistics for 2019 have been examined and it has been determined that Istanbul is the province where foreign visitors entered the most. From this perspective, foreign tourists who visit Istanbul make up the universe of this research for the purpose of the research. After determining the universe of the research, the action that should be taken is to determine the size of the sample. In 2019, calculations have been made according to the sample formula on the number of foreign visitors to Istanbul (14.906.663) and it has been revealed that the sample of research should be at least 384. In the research, convenience sampling method was used.. The research was conducted in November and December (2019) and 401 surveys have been collected.

### *Data collection tools and techniques*

A survey form has been used as a data collection tool in the research. Before performing the data collection process of the research, two different scales have been determined by reviewing the literature and testing the validity of the research in accordance with its purpose. Based on the work of Mak and associates (2012) to determine the factors that are influential in the preference for local gastronomic products, a scale of four dimensions has been used, including "Cultural and Religious Effects", "Motivational Factors", "Psychological Factors" and "Pure exposure effect/past experience" developed by González Martínez (2015). There are a total of 53 statements on the scale. The research has also used a widely adopted version of the Theory of Planned Behavior developed by Ajzen (1991), also known as the Ajzen Model, adapted by Wu (2014) for food consumption by compiling different studies. There are four dimensions and 17 statements on this scale: "Attitude Towards Behavior", "Subjective Norm", "Perceived Behavioral Control", and "Intent". A 5-point Likert scale has been used in the study (1: Strongly Disagree, 2: Disagree, 3: Neither Agree nor Disagree 4: Agree 5: Strongly Agree). In addition to the scales to be used in the research, some questions about the socio-demographic factors have been added to the survey as the socio-demographic factors have



been among the factors influential in the local gastronomic product preference. Thus, the research survey consists of a total of three parts.

### *Findings*

In the findings section of the study, first of all, in order to reveal the demographic characteristics of the participants; answers have been sought to questions about gender, marital status, age, level of education, annual income, nationality, occupation, purpose and number of arrivals in Istanbul, duration of stay and local gastronomic product consumption status. Findings on the socio-demographic characteristics of the 401 foreign tourists who participated in the study are provided in Table 1 and Table 2.

**Table 1:** Socio-demographic characteristics of the respondents

	<b>Variables</b>	<b>n</b>	<b>%</b>
<b>Gender</b>	Male	203	50,6
	Female	198	49,4
<b>Marital status</b>	Married	173	43,1
	Single	228	56,9
<b>Age</b>	20 years and below	66	16,5
	21-40 years	184	45,9
	41-55 years	98	24,4
	56 and above	53	13,2
<b>Education level</b>	Less than High School	43	10,7
	High School / GED	81	20,2
	2-year College Degree	46	11,5
	4-year College Degree	185	46,1
	Masters/ Doctoral Degree	46	11,5
<b>Annual household income</b>	Under \$25,000	155	38,7
	\$25,001 - \$74,999	163	40,6
	\$75,000 – and over	83	20,7



**Table 1 (More):** Socio-demographic characteristics of the respondents

	Variables	n	%
<b>Nationality</b>	German	177	44,1
	American	27	6,7
	Russian	21	5,2
	English	17	4,2
	Bulgarians	14	3,5
	Spanish	13	3,2
	Dutch	12	3,0
	French	10	2,5
	Italian	9	2,2
	Others	99	23,7
<b>Profession</b>	Student	116	28,9
	Self Employed	94	23,4
	Civil Servant	80	20,0
	Retired	20	5,0
	Engineer	18	4,5
	Missing Data	15	3,7
	Business Man / Woman	15	3,7
	Housewife	13	3,2
	Lawyer	11	2,7
	Employee	7	1,7
	Banker	6	1,5
	Architect	4	1,0
	Unemployed	2	0,5

When table 1 is examined; it is observed that 50.6% of the participants are male and 49.4% are female. Among the participants, 43.1% are married and 56.9% are single. When looking at the age distributions of the participants, it has been observed that 16.5% are aged 20 and below, 45.9% are 21-40 years old, 24.4% are 41-55 years old and 13.2% are aged 56 and above. 10.7% of respondents had an educational level less than high school, 20.2% are graduates of high school and equivalent schools, 11.5% have associate degrees, 46.1% have undergraduate degrees and 11.5% have graduate degrees. It has been found that 38.7% of respondents have an annual income of \$25,000 and below, 40.6% have an annual income of \$25,001-\$74,999, and 20.7% have an annual income of \$75,000 or more. When the first five places in the nationalities of the tourists who participated in the study are examined, Germans are first with 44.1%, Americans are second with 6.7%, Russians are third with 5.2%, English are fourth with 4.2%, and Bulgarians are in fifth place with 3.5%. 28.9% of the

participants are students, 24.4% are self-employed individuals and 20% are civil servants. The remaining 27.7% include members of other professions.

**Table 2:** Findings regarding the answers given by respondents to the questions about İstanbul

Variables			n	%
<b>Purpose of coming to İstanbul</b>	Holiday	Yes	189	47,1
		No	212	52,9
	Cultural Trip	Yes	102	25,4
		No	299	74,6
	Entertainment	Yes	88	21,9
		No	313	78,1
	Health	Yes	22	5,5
		No	379	94,5
	Shopping	Yes	52	13,0
		No	349	87,0
	Business	Yes	90	22,4
		No	311	77,6
	Food	Yes	39	9,7
		No	362	90,3
	Other	Yes	37	9,2
		No	364	90,8
<b>Coming to İstanbul before</b>	No	176	43,9	
	1-2 times	98	24,4	
	3-4 times	61	15,2	
	5 or more	66	16,5	
<b>Length of stay</b>	-	73	18,2	
	1-3 nights	99	24,7	
	4-6 nights	117	29,2	
	7+ nights	112	27,9	
<b>Consumed local gastronomic products during the visit to İstanbul</b>	yes	112	27,9	
	No	289	72,1	
<b>Local gastronomic product / products consumption in previous travels</b>	Yes	242	60,3	
	No	159	39,7	
<b>Toplam</b>			401	100,0

The answers given by the tourists the survey questions about İstanbul are given in Table 2. According to the chart, 47.1% of the participants visited İstanbul for holidays, 25.4% of them for cultural trips, 22.4% of them for business, 21.9% of them for entertainment, 13.0% of them for shopping, 9.7% of them for food, and 5.5% of them for health purposes. 9.2% of the respondents visited

for other purposes (such as education, school trip, family and friend visit). While 43.9% of respondents came to Istanbul for the first time, 24.4% had been to Istanbul 1-2 times before, 15.2% had been in Istanbul 3-4 times before and 16.5% had been in Istanbul 5 and more times. When the duration of the stay of tourists in Istanbul is examined; it has been found that 18.2% are day-to-day, 24.7% are between 1-3 nights, 29.2% are between 4-6 nights and 27.9 are 7 nights or more. 27.9% answered yes and 72.1% answered no to the question of whether participants consumed local gastronomic products during their visit to Istanbul. It has been found that the participants generally consumed local gastronomic products such as doner, kebab, pita, steak tartar a la turca, mantı, ayran, Turkish coffee, marshmallows, and baklava. Considering the states of participants' consumption of local gastronomic product(s) on their previous travels, it has been observed that the answers of 60.3% of the participants were yes while those of 39.7% of them were no. The respondents whose answers to this question were yes gave the examples of Italy-pizza/risotto, France/Paris-wine/cheese, China-noodle, Japan-ramen/sushi, and Mexico-fajita/tacos.

In this research, the scales which were originally in English language have been used. Since the sample group of the study consisted of foreign tourists, the scales have been translated into three different languages by professional translators.. Reliability analysis has been performed on the data obtained from the scales to measure whether the scales are understandable by the sample group. It has been determined that the results of the reliability analysis are above the accepted values. Based on these results, the main research data have been collected and explanatory factor analysis (EFA) has been used to test the construct validity of the scales used. The results of the factor analysis applied to the "Factors Effective in Local Gastronomic Product Preference Scale" has demonstrated that it is appropriate to remove a total of 15 items that received a factor value below 0.40 from the scale. The results of the factor analysis carried out with the remaining 39 items after such items are removed from the scale are presented in Table 3.



**Table 3:** The results of the EFA: The effective factors in local gastronomic product preference

Original Scale	Scale Items	Factors								Total Correlation Coefficients
		F1	F2	F3	F4	F5	F6	F7	F8	
G14	MF1	0,694								0,597
G3	MF2	0,666								0,563
G4	MF3	0,620								0,523
G13	MF4	0,603								0,495
G15	MF5	0,588								0,494
G6	MF6	0,564								0,475
G16	MF7	0,557								0,527
G42	MF8	0,525								0,533
G7	MF9	0,515								0,492
G8	MF10	0,501								0,465
G24	MF11	0,500								0,491
G44	MF12	0,476								0,528
G37	MF13	0,455								0,464
G45	MF14	0,423								0,443
G39	FNP1		0,739							0,551
G38*	FNP2		0,667							0,474
G35*	FNP3		0,662							0,555
G36*	FNP4		0,583							0,472
G23	FNP5		0,539							0,389
G49	EE1			0,761						0,528
G48	EE2			0,740						0,567
G52	EE3			0,703						0,531
G51	EE4			0,662						0,557
G50	EE5			0,591						0,426
G46	FN1				0,719					0,462
G41	FN2				0,661					0,500
G43	FN3				0,596					0,423
G12	FN4				0,537					0,454
G11	FN5				0,441					0,391
G17	CF1					0,727				0,389
G18	CF2					0,706				0,482
G19	CF3					0,664				0,450
G25	CF4					0,481				0,339
G22	GSE1						0,751			0,606

**Table 3 (More):** The results of the EFA: The effective factors in local gastronomic product preference

		Factors								Total
Original Scale	Scale Items	F1	F2	F3	F4	F5	F6	F7	F8	Correlation Coefficients
G21	GSE2						0,742			0,606
G54	PE1							0,797		0,531
G53	PE2							0,777		0,531
G10	HF1								0,832	0,521
G9	HF2								0,795	0,521
<b>Reliability</b>		0,857	0,726	0,752	0,691	0,634	0,755	0,692	0,685	0,831
<b>Variance Explained (%)</b>		12,257	7,179	7,029	6,437	5,365	4,993	4,590	4,351	52,200
<b>Eigenvalue (<math>\lambda</math>)</b>		6,573	3,447	2,685	2,023	1,668	1,430	1,278	1,253	
<b>KMO = 0,812; <math>\chi^2(741) = 4738,326</math>; Bartlett's Test (p) = 0,000</b>										
* These variables were asked negatively on the scale and were reverse coded during analysis.										

The original structure of the scale consists of 54 items and four dimensions. Following the removed items, it was observed that the scale structure consisted of 39 items and eight dimensions. As a result of the factor analysis, food neophobia and food neophilia statements under the dimension of “Psychological Factors” in the original scale and the statements of exposure and past experience under the dimension of “Exposure Effect and Past Experience” were separated and created as new dimensions. Besides, it was determined that the statements for the exchange of health and gastronomic products under the dimension of “Motivational Factors” constitute separate dimensions. In line with these results, the 1st factor is named as “**Motivational Factors (MF)**”, the 2nd factor as “**Food Neophobia (FNP)**”, the 3rd factor as “**Exposure Effect (EE)**”, the 4th factor as “**Food Neophilia (FN)**”, the 5th factor as “**Cultural Factors (CF)**”, the 6th factor as “**Gastronomic Shopping Experience (GSE)**”, the 7th factor as “**Past Experience (PE)**”, and the 8th factor as “**Health Factor (HF)**”. These eight factors resulting from explanatory factor analysis explain 52,200% of the total variance. Cronbach’s Alpha coefficient ( $\alpha$ ) was found to be 0.831 and have good reliability. The total correlation coefficients of the statement expressing the statement strength obtained as a result of the confidence analysis ranged from 0.339 to 0.606.

As a result of the explanatory factor analysis on the Theory of Planned Behavior Scale, it was determined to remove a total of three items that were found to be overlapping items from the scale. The results of the repeated factor



analysis with the remaining 14 items after the items are removed from the scale are included in Table 4. As a result of the analysis, KMO value has been determined to be 0.876. In line with this result, it has been concluded that the samples are adequate to perform a factor analysis. Moreover, when the results of the Bartlett Sphericity Test were examined, it was observed that the chi-square value is acceptable ( $\chi^2(91) = 2023,755$ ;  $p = 0.000$ /  $p < 0.05$ ).

**Table 4:** The EFA results of the Theory of Planned Behavior Scale

Original Scale	Scale Items	Factors				Total Correlation Coefficients
		F1	F2	F3	F4	
Interesting	ATB1	0,768				0,604
Good	ATB 2	0,720				0,675
Important	ATB 3	0,703				0,597
Enjoy	ATB 4	0,692				0,643
Desirable	ATB 5	0,655				0,604
L9	I1		0,757			0,649
L10	I2		0,739			0,638
L8	I3		0,707			0,612
L3	SN1			0,848		0,610
L1	SN2			0,839		0,689
L2	SN3			0,647		0,592
L6	PBC1				0,775	0,411
L7	PBC2				0,770	0,300
L5	PBC3				0,484	0,289
<b>Reliability</b>		0,823	0,791	0,788	0,516	0,855
<b>Variance Explained (%)</b>		22,003	16,522	14,755	10,696	63,976
<b>Eigenvalue (<math>\lambda</math>)</b>		5,283	1,486	1,247	0,941	

**KMO = 0,876;  $\chi^2(91) = 2023,755$ ; Bartlett's Test (p) = 0,000**

The original structure of the planned behavior scale consists 17 items and four dimensions. Following the removed items, it was observed that the scale structure consisted of 14 statements and four dimensions. These four factors resulting from the EFA explain 63.976% of the total variance. Cronbach's Alpha coefficient ( $\alpha$ ) was found to be 0.855 for the overall scale. According to this finding, it can be said that the scale has a high degree of reliability. The total correlation coefficients of the item expressing the item strength obtained as a result of the confidence analysis ranged between 0.289 and 0.689. The items under four dimensions resulting from the EFA analysis are in line with the original scale. The 1st Factor has been named as "**Attitude Towards Behavior (ATB)**", the 2nd factor as "**Intention (I)**", the 3th factor as "**Subjective Norm (SN)**", and the 4th factor as "**Perceived Behavior Control (PBC)**".

The hypotheses and sub-hypotheses created for these scale dimensions were updated as follows in the study together with the explanatory factor analysis applied to the scale of factors influential in local gastronomic product preference.

### *Current hypotheses of research*

**H1:** Factors influencing preference for local gastronomic products have an impact on attitude towards local gastronomic products.

**H1a:** Motivational factors have an impact on attitude towards local gastronomic products.

**H1b:** Food neophobia has an impact on attitude towards local gastronomic products.

**H1c:** Exposure has an impact on attitude towards local gastronomic products.

**H1d:** Food neophilia has an impact on attitude towards local gastronomic products.

**H1e:** Cultural factors have an impact on attitude towards local gastronomic products.

**H1f:** The gastronomic shopping experience has an impact on the attitude towards local gastronomic products.

**H1g:** Past experience has an impact on attitude towards local gastronomic products.

**H1h:** The health factor has an impact on attitude towards local gastronomic products.

**H2:** The attitude towards local gastronomic products has an impact on the intention to consume local gastronomic products.

**H3:** Subjective norms have an effect on the intention to consume local gastronomic products.

**H4:** Perceived behavioral control has an impact on the intention to consume local gastronomic products.

**H5:** There is a significant difference from the past behaviors based on local gastronomic product consumption intent.

**H6:** There is a significant difference in attitudes towards local gastronomic products according to socio-demographic factors.

In line with the updated hypotheses, the proposed theoretical model of the research has also been updated as follows (Figure 2).



**Figure 2:** Proposed current theoretical research model



### Testing the hypotheses of the research

Table 5 includes the results of the multiple linear regression analysis carried out to determine the effect of the factors influential in local gastronomic product preference on attitude towards local gastronomic products.

**Table 5:** Regression analysis for the H1 hypothesis and sub-hypotheses

Independent Variables	$\beta$	t	p	Tolerance	VIF	Result
Motivational Factors	,476	9,810	,000*	,587	1,703	<b>Supported</b>
Food Neophobia	,150	3,330	,001*	,684	1,463	<b>Supported</b>
Exposure Effect	,095	2,398	,017*	,875	1,143	<b>Supported</b>
Food Neophilia	,091	2,031	,043*	,687	1,456	<b>Supported</b>
Cultural Factors	,097	2,398	,017*	,838	1,194	<b>Supported</b>
Gastronomic Shopping Experience	,105	2,458	,014*	,763	1,311	<b>Supported</b>
Past Experience	,075	1,941	,053	,934	1,071	Not supported
Health Factor	-,039	-1,002	,317	,902	1,108	Not supported
<b>R<sup>2</sup>(A-R<sup>2</sup>)</b>	<b>F</b>	<b>p</b>	<b>Durbin-Watson</b>			
,458 (,447)	41,345	,000	1,921			

\*p<0,05, (A-R<sup>2</sup>)=Adjusted R<sup>2</sup>

When table 5 is examined, the values  $F= 41,345$  and  $p= ,000$  for the model show that the regression model created is significant as a whole. The value  $R^2$  means that what percentage of the dependent variable is explained by the independent variables. When the number of independent variables in the model is increased, Adjusted  $R^2$  value should be looked at. The Durbin-Watson test indicates autocorrelation in the model, and values between 1.5 and 2.5 indicate that there is no autocorrelation (Kalaycı, 2009: 267). Furthermore, VIF (Variance Inflation Values) values, which indicate whether there is a cohesion between the independent variables must be lower than 10 and the tolerance values of the model must be higher than 0.2 (Alpar, 2014: 414). The dependent variables' (attitude towards local gastronomic products) explanation ratio of the independent variables (motivational factors, food neophobia, exposure, food neophilia, cultural factors, gastronomic shopping experience, past experience and health factor) in the model is 44.7% (Adjusted  $R^2 = ,447$ ). In other words, 44.7% of the attitude towards local gastronomic products is explained by factors that are effective in the preference for local gastronomic products. The Durbin-Watson value of the model is 1,921, and this indicates that there is no autocorrelation in the model. In addition, it is observed that the VIF values of the model are below 10 and the tolerance values are above 0.2. F statistics are used to test whether the model is significant as a whole and t statistics is used to test whether the variables are individually significant. Beta ( $\beta$ ) is the order of importance of independent variables and indicates that the variable with the highest  $\beta$  value is the most important independent variable (Kalaycı, 2009: 268). In line with this information, the dimensions of "Motivational Factors", "Food Neophobia", "Exposure", "Food Neophilia", "Cultural Factors" and "Gastronomic Shopping Experience" related to the factors influential in the preference for local gastronomic products at the significance level of  $p<0.05$  have a positive and significant effect on the attitude towards local gastronomic products. It is possible to say that the "Motivational Factors" with the highest  $\beta$  value is the most important variable in explaining the attitude towards local gastronomic products. This is followed respectively by the dimensions "Food Neophobia", "Gastronomic Shopping Experience", "Cultural Factors", "Exposure" and "Food Neophilia". However, it has been found that there is no significant relationship between the dimensions of "Past Experience" ( $p= ,053$ ) and "Health Factor" ( $p=,317$ ) and attitude towards local gastronomic products at the significance level of  $p<0.05$ . Accordingly, the hypotheses H1a, H1b, H1c, H1d, H1e and H1f hypotheses are supported; while the hypotheses H1g and H1h are not supported.

Table 6 includes the results of multiple linear regression analysis carried out to determine the impact of attitude, subjective norms, and perceived behavioral control towards local gastronomic products, which are among the TPB sub-dimensions, on the intention to consume local gastronomic products.

**Table 6:** Regression analysis of H2, H3, and H4 hypotheses

Independent Variables	$\beta$	t	p	Tolerance	VIF	Result
Attitude Towards Local Gastronomic Products	,485	11,459	,000*	,776	1,289	<b>Supported</b>
Subjective Norm	,219	5,134	,000*	,766	1,305	<b>Supported</b>
Perceived Behavioral Control	,138	3,518	,000*	,901	1,110	<b>Supported</b>
R <sup>2</sup> (A-R <sup>2</sup> )	F	p	Durbin-Watson			
,449 (,445)	107,885	,000	1,924			

\*p<0,05, (A-R<sup>2</sup>)=Adjusted R<sup>2</sup>

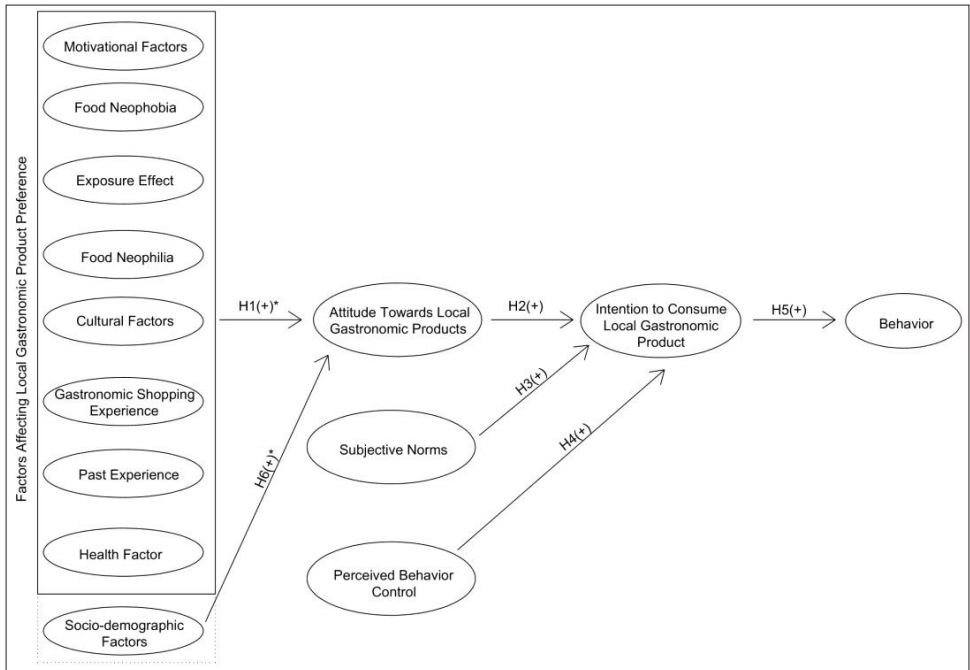
According to the analysis results provided in Table 6, with respect to the model,  $F=107,885$  and  $p=,000$  values are achieved at the significance level of  $p<0,05$ . It is possible to state that the regression model created as a result of these values is significant as a whole. The independent variables' (attitude towards local gastronomic products, subjective norm and perceived behavioral control) explanation ratio of the dependent variable (intention to consume local gastronomic products) in the model is 44.5% (Adjusted  $R^2 =,445$ ). Based on this result, it can be stated that 44,5% of the intention to consume local gastronomic products is explained by attitude towards local gastronomic products, subjective norms and perceived behavioral control. In addition to these results, the Durbin-Watson value of model was found to be 1,924, therefore it can be stated that there is no autocorrelation in the model. It is observed that the VIF values of the model are below 10 and the tolerance values are above 0.2. When table 10 is examined, it is observed that "Attitude Towards Local Gastronomic Products", "Subjective Norm", and "Perceived Behavioral Control" dimensions related to ToPB dimensions have a positive and significant effect on the autocrine intention to consume local gastronomic products at a significance level of  $p<0,05$ . It is possible to say that the "Attitude Towards Local Gastronomic Products" with the highest  $\beta$  value is the most important independent variable in explaining the intention to consume local gastronomic products. These results indicate that the H2, H3 and H4 hypotheses are supported.

In line with the H5 hypothesis, the participants' behaviors according to their intention to consume local gastronomic products T test was applied to see if there is a significant difference. According to the test results, a statistically significant difference was found between the scores of the local gastronomic product intention to consume according to the answers given by the participants to the questions about past behavior ( $t= 6,059$ ;  $p= 0,000$ ). As a result, the H5 hypothesis is supported.

In the research, T-test (gender and marital status) and ANOVA analyses (education status, nationality and annual income) were conducted on whether there is a significant difference in the attitudes of participants towards local gastronomic products based on their socio-demographic characteristics. In the results of the analyses, it was determined that there is a statistically significant difference between the attitude scores of the participants towards local gastronomic products only based on their annual income ( $F= 5,287$ ;  $p= 0,005$ ). Bonferroni, a binary comparison method, was used to find the group that made a difference. As a result of the analysis, it was found that the attitude score averages of participants with an annual income of \$75,000 and above for local gastronomic products are higher compared to those with an annual income of \$25,000 per year and less. As a result, the H6 hypothesis is partially supported.

The resulting model of the research, which was confirmed to be statistically significant at the end of the research, is presented in Figure 3.

**Figure 3:** Result model of the research



\* The hypothesis is partially supported.

## Conclusion

Local gastronomic products are important cultural expressions of a country's attractiveness and image. The consumers of local gastronomic products produced in a destination are not just local people living in that destination.



Foreign tourists visiting the destination are also among the potential consumers. Because, in general, food and beverages constitute important parts of the touristic activities and in some cases even their focus.

In the current literature, local gastronomic products are considered as an attraction to attract tourists to touristic centers, especially in terms of gastronomic tourism. However, some researchers note that local gastronomic products can also be an obstacle to tourism, and while tourists travel for innovation, they still have to be familiar with food in the destination to some extent to enjoy their food experience. Because even if tourists are willing to try local gastronomic products during their visit, various factors can affect the eating behavior of tourists, causing them to reject local gastronomic products.

Consumer behavior generally includes interactions between people's thoughts, feelings and actions, and the environment. In marketing, a number of studies draw particular attention to consumers' behavior towards local gastronomic products and how consumers identify and perceive local food and factors that influence purchasing decisions. Despite the consumers' great interest in local gastronomic products, research on factors that can help explain consumer behavior towards local gastronomic products is still neglected. This makes it necessary to determine the target market before local gastronomic products are used in terms of gastronomic tourism in international marketing activities. However, before determining the target market, it is required to examine the attitudes, intentions and behaviors of foreign tourists in the current tourism market towards the factors that are influential in the local gastronomic product preference. Therefore, the study was carried out with foreign tourists of different nationalities who visit Turkey. The primary objective of the research is to determine the factors influencing the preference for local gastronomic products which affect the attitudes of foreign tourists on local gastronomic products, the local gastronomic product consumption intentions and therefore their eating and drinking behavior.

As a result of the analysis, it was revealed that motivational factors are the most effective factors which affect the attitude towards local gastronomic products. Based on this result, it can be deduced that the positive motivations of individuals regarding local gastronomic products will positively affect their attitudes towards gastronomic products and therefore their intention to consume local gastronomic products. In this regard, Park, Reisinger, and Kang (2008) found that the local food motivations of tourists positively affected their intention to participate in food festivals. A considerable amount of research on local food motivations in the literature (Kim, Goh & Yuan, 2010; Chang & Yuan, 2011; Pearson et al., 2011; Yurtseven & Kaya, 2011; Kim & Eves, 2012; Mak et al., 2012; Kodaş, 2013; Mak et al., 2013; Brokaj, 2014; Demirci et al.,

2015; González Martínez, 2015; Bayrakçı & Akdağ, 2016; Frisvoll, Forbord & Blekesaune, 2016; Kodaş & Özel, 2016; Alphan, 2017; Levitt et al., 2017; Mak et al., 2017; Diken, 2018; Girgin, 2018; Mak, 2018; Nisari, 2018; Semerci, 2018; Semerci & Akbaba, 2018; Serçek, 2018; Agyeiwaah, Otoo, Suntikul & Huang, 2019) support this result of the research.

As a result of the study, it was found that the second most important factor affecting the attitude towards local gastronomic products is food neophobia. The high neophobia towards local food negatively affects the consumption intentions of local gastronomic products due to its attitude towards local gastronomic products. Kim, Lee, and Yoon (2012), Nordin and associates, (2014), and Henriques, King and Meiselman (2009) found that food neophobia is effective in eating behavior, which is similar to these research results.

The results of the study showed that exposure had an effect on the attitude towards local gastronomic products. This result can be interpreted as the fact that the frequent exposure to local gastronomic product promotions through billboards and Norden newspapers, TV and internet advertisements will positively affect the local gastronomic product consumption intentions of the individual. Based on the results of their study, Tse and Crofts (2005) found that tourists' re-exposure to local cuisine when visiting destinations they visited again increased awareness of the tourist regarding such cuisine and increased their preferences for these local foods in direct proportion.

It has been concluded that cultural factors influence the attitude towards local gastronomic products.. Kardes, Cronley, and Cline (2010: 261) mention that cultural differences can make major differences in consumer behavior. A study of the dimensions of culture by Dutch scientist Hofstede and his associates revealed that in countries such as Germany and Japan, individuals generally avoid uncertainty and have a low degree of risk-taking (Avcıkurt, 2009: 111-113). In a study conducted by Pizam and Sussmann (1995), it was found that Japanese, French, and Italian tourists prefer local food and beverages in the country they visit, namely, eat their own country cuisine while American tourists prefer local dishes unlike others (Pizam & Sussmann, 1995: 912). In this study, it was observed that tourists from US countries had a lot of food neophobia, contrary to the findings of Pizam and Sussmann's study (1995). In addition to these results, it was found that Bulgarian and American tourists are more exposed to advertisements for local gastronomic products than German tourists. Cultural factors have more impact on American tourists than on German tourists; German tourists were found to shop for more gastronomic products than American tourists. Finally, it was revealed that British tourists have more health concerns about local gastronomic reputations than German tourists.





In their study, Ryu and Jang (2006) found that past experiences influenced tourists' intention to consume local cuisine in destinations. However, in this research, it was found that past experiences do not have any effect on attitude towards local gastronomic products. In addition to past experience, the health factor has no effect on attitude towards local gastronomic products. Contrary to this study, Prescott and associates. (2002) mention that the health factor has an effect on food selection.

As a result of the multiple linear regression analysis conducted with the data obtained from the theoretical model of the research, it was found that the factors influential in the preference for local gastronomic products had an effect on the attitude towards local gastronomic products. Köster and Mojet (2007: 107) examined the impact of habits and past behaviors on future behaviors and found that past behaviors independently predict future behaviors. In other words, past behaviors are the means of intentions that are the precursors of the behavior to be carried out. In the current study, it was revealed that the intention to consume local gastronomic products had an effect on past behaviors. Based on this result, it is reasonable to state that the factors influential in the preference for local gastronomic products affect the intentions of tourists to consume local gastronomic products and therefore their eating behavior.

Based on the results of the second multilinear regression analysis performed in the study, it can be said that the attitude of foreign tourists towards local gastronomic products is the most important factor which affects their intentions, that reference groups such as family friends, i.e. subjective norms, are effective in local food consumption intentions, and that finally the local gastronomic product consumption intention is influenced by perceptual behavior controls (sources such as time and money). When studies on local foods and TPB were examined, the study conducted by Işın (2018), which is in line with the results of this research, found that the attitude, subjective norm, and perceived behavioral controls of tourists influenced their behavioral intentions. The study by Wu (2014) found that unusual local food consumption attitudes and quality of service attitudes, and subjective norms significantly affected intent. However, perceived behavioral control was found to have no impact on intent. The study by Akkuş (2013) shows similarity to that of Wu (2014). In Akkuş's (2013) study, the participants' attitudes towards behavior and subjective norms influenced their intention to travel for food purposes. However, it was found that perceived behavioral control does not influence the intentions of the participants. Furthermore, as a result of the independent t-test, a significant difference was found in the intention of the participants' past behavior to consume local gastronomic products. According to this conclusion and considering the evaluations in the field, it can be said that past behaviors have an impact on intent and are effective in predicting future behaviors.



The results of the present study showed that the most important factor affecting the local gastronomic consumption intention is the motivational factors. In line with this result, efforts can be made to encourage foreign tourists to consume local gastronomic products during their travels, especially by hotel businesses they stay at. Regarding this result, it is known that some hotel establishments allocate certain days of the week only to the concept of Turkish cuisine in their restaurants. This type of work should be done by the hotels in general. Besides, regional Turkish cuisine food competitions might be held for the recreational activities organized at the hotel, especially for foreign tourists, and tourists can experience local food preparation and production as well as tasting local dishes. In this way, it can be ensured that tourists become familiar with these products by showing that Turkish cuisine is not limited to such products as pide, kebab, and doner.

Food neophobia was found to be the second most important factor affecting the local gastronomic consumption intention. Neophobia generally refers to the fear of the unknown. Tourists, generally consider that doner, kebab, baklava, Turkish coffee, ayran, pide, lahmacun etc. belong to Turkish cuisine. It was observed that they consume local gastronomic products. However, Turkish cuisine has a wide variety apart from these products which are generally known by tourists. For this reason, on the websites where the government's promotional activities are carried out, images and mini videos of local gastronomic products of Turkish cuisine, recipes of these products, and Turkish cuisine culture's table etiquette and dining traditions can be included. Moreover, applications with local restaurants based on the region or province, tour routes for gastronomy tours, tour program and contact addresses of the agencies organizing the tour can also be included. Thus, foreign tourists can become familiar with local gastronomic products of Turkish cuisine. In addition, supporting the narrative on this subject, especially with photographic images and videos, may make foreign tourists want to experience these local gastronomic products.

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## Attachments

Factors Effective in Local Gastronomic Product Preference Scale	
Number	Scale Items
G1	All gastronomic products are in harmony with my religious views.
G2	When traveling, I am less strict with my beliefs regarding gastronomic products choices.
G3	I like to try restaurants that offer gastronomic products that is different from that in my own culture.
G4	When traveling, I like to immerse myself in the culture of the people I am visiting.
G5	I feel at home in other countries.
G6	I travel to explore the local culture of the place I visit.
G7	I look to have an authentic experience when I travel.
G8	I seek learning opportunities when I travel to a destination.
G9	Health motivates my gastronomic products choices.
G10	I prefer gastronomic products that are low in calories.
G11	I eat at restaurants that only locals eat.
G12	At the destination, I prepare foods with ingredients unique to the destination I am visiting.
G13	I dine at establishments serving local gastronomic products.
G14	I sample local gastronomic products.
G15	Visiting foreign countries is one of my favorite things.
G16	I often think about going to different countries and doing some traveling.
G17	I prefer gastronomic products that can be cooked very simply.
G18	I prefer gastronomic products that are familiar to me.
G19	I prefer the gastronomic products I ate when I was a child.
G20	I purchase local gastronomic products to take back home.
G21	I purchase cookbooks with local recipes to take back home.
G22	I purchase local kitchen equipment to take back home.
G23	While vacationing, I would prefer to stay in my home country, rather than visit another country.
G24	I prefer spending my vacations outside of the country that I live in.
G25	When traveling abroad, I appreciate being able to find Western products and restaurants.
G26	I prefer to dine at high-quality restaurants.
G27	I prefer gastronomic products that look nice.
G28	I prefer gastronomic products with pleasant aromas.
G29	I prefer gastronomic products that have a pleasant texture.
G30	I like dining with my family.
G31	I like dining with my friends.
G32	Restaurants provide me with a setting for special occasions.

G33	I remember experiences I have had in restaurants.
G34	I am constantly sampling new and different gastronomic products.
G35	I don't trust new local gastronomic products.
G36	If I don't know what a gastronomic product is, I won't try it.
G37	I like local gastronomic products from different cultures.
G38	Local gastronomic products look weird to eat.
G39	I am afraid to eat gastronomic products I have never had before.
G40	I am very particular about the gastronomic products I eat.
G41	I will eat almost gastronomic products.
G42	I like to try ethnic restaurants.
G43	When I eat out, I like to try the most unusual gastronomic products, even if I am not sure I would like them.
G44	I think it is fun to try out gastronomic products one is not familiar with.
G45	I am eager to know what kind of gastronomic products people from other countries eat.
G46	I like to eat exotic (such as insects and organ meats) foods.
G47	I am curious about gastronomic products that I am not familiar with.
G48	In my city, there are many billboards, and advertising signs for foreign and global products.
G49	It is quite common for me to see ads for foreign or global products in local media (newspaper, magazines, internet).
G50	I often watch TV programming with advertisements from outside my country.
G51	When shopping, I am often exposed to foreign or global brands.
G52	Ads for foreign or global products are everywhere.
G53	I make an advanced reservation to dine at a specific restaurant.
G54	I go to a restaurant to taste the dishes of a particular chef.



**Theory of Planned Behavior Scale**

<b>Number</b>	<b>Scale Items</b>
Enjoyable/ Unenjoyable	For me, consuming local gastronomic products during my travelling abroad are <b>enjoyable</b> .
Good/Bad	For me, consuming local gastronomic products during my travelling abroad are <b>good</b> .
Desirable/ Undesirable	For me, consuming local gastronomic products during my travelling abroad are <b>desirable</b> .
Safe/ Risky	For me, consuming local gastronomic products during my travelling abroad are <b>safe</b> .
Beneficial/ Harmful	For me, consuming local gastronomic products during my travelling abroad are <b>beneficial</b> .
Important/Trivial	For me, consuming local gastronomic products during my travelling abroad are <b>important</b> .
Interesting/ Boring	For me, consuming local gastronomic products during my travelling abroad are <b>interesting</b> .
L1	Most people who are important to me think I should consume local gastronomic products when travelling.
L2	It is expected of me that I should consume local gastronomic products when travelling.
L3	People whose opinions I value would prefer that I consume local gastronomic products when travelling.
L4	Whether or not I consume local gastronomic products when travelling is completely up to me.
L5	I am confident that if I want, I can consume local gastronomic products when travelling.
L6	I have enough money to consume local gastronomic products when travelling.
L7	I have enough time to consume local gastronomic products when travelling.
L8	I am willing to consume local gastronomic products when travelling.
L9	I want to consume local gastronomic products if I have a chance to revisit.
L10	I expect to consume more local gastronomic products if I have a chance to revisit.

**Ethical approval**

This study is among the studies that do not require ethics committee approval due to research data were used before 2020.

**Contribution rate of researchers**

1st author contributed 60%, 2nd author contributed 40% to the study.

**Conflict of interest**

There is no potential conflict of interest in this study.

**Support information / Thanks**

This study was supported by Balıkesir University Scientific Research Projects Unit with project number 2019/008.