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**THE EFFECT OF FOOD NEOPHOBIA ON TOURIST FOOD  
CONSUMPTION AND PREFERENCES IN TURKEY**

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The Effect of Food Neophobia on Tourist Food Consumption and Preferences in Turkey

Turistlerin Yiyecek Fobisinin Türkiye’de Yiyecek Tüketimi ve Tercihlerine Etkisi

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## **LIST OF ABBREVIATIONS**

**ANOVA** Analysis of Variance

**FN** Food Neophobia

**FRPTS** Food Related Personal Traits

**KMO** Kaiser Meyer Olkin Test for Sampling Adequacy

**MarComor MC** Marketing Communication

**PIN** Purchase Intention

**UNWTO** United Nations World Tourism Organization

**WWW** World Wide Web



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## ABSTRACT

The development of tourism and the travel industry has enabled people to travel to places with different characteristics from their homeland. However, new and sometimes unexpected or unavoidable experiences during travel can have negative psychological consequences for tourists, such as cultural shock and neophobia.

While contemporary tourists are expected to respect and adapt to different cultures, many tourists may hesitate, especially in the case of local food tasting, because eating and drinking habits and dining options are complex behaviors determined by many factors. Among these factors are personality traits that show people's characteristic patterns in the way they think, feel, and behave.

Given the limited resources for the relationship between gastronomy tourism and neophobia, this study examines the relationship between neophobia and tourism.

**Keywords:** Gastronomy, Tourism, Neophobia, Culinary Tourism, Culture



## ÖZET

Turizmin ve seyahat endüstrisinin gelişimi, insanların ana vatanlarından farklı özelliklere sahip olan yerlere seyahat etmelerini sağlamıştır. Bununla birlikte, seyahat sırasındaki yeni ve bazen beklenmedik ya da kaçınılmaz deneyimler, turistler için kültür şoku ve neofobi gibi olumsuz psikolojik sonuçlar doğurabilir. Her ne kadar çağdaş turistlerin saygı duymaları ve kendilerini farklı kültürlere adapte etmeleri beklenirken, bir çok turist, özellikle yerel yemek tadımı durumunda tereddü tedebilir hatta onlardan korkabilir, çünkü yeme ve içme alışkanlıkları ve yemek seçenekleri bir çok faktör tarafından belirlenen karmaşık davranışlardır. İnsanların karakteristik kalıplarını düşündükleri, hissettikleri ve davrandıkları şekil de gösteren kişilik özellikleri bu faktörler arasında düşünülebilir.

Gastronomi turizmi ve neofobi arasındaki ilişkiye yönelik sınırlı kaynakların olmasından hareketle bu çalışmada neofobi-turizm ilişkisi incelenmiştir.

**AnahtarKelimeler:** Gastronomi, Turizm, Neofobi, Gıda Turizmi, Kultur

## 1. INTRODUCTION

Evolution and innovation are two important phenomena that are constantly present in life. Nutrition trends, especially food and beverage enterprises, which are among the most important sectors affected by these changes, are in search of continuous change and innovation. It is important for the food and beverage industry to make marketing different and in a way that has never been performed before. Food and beverage businesses competing with the increase in the number of people eating outdoors present different culinary cultures within their bodies. The trends that have emerged under the influence of the science of gastronomy have an important impact on shaping the food and beverage sector.

Food consumption is a complex behavior that is influenced by many interrelated factors. In addition to factors affecting general consumer behavior, factors that directly affect food consumption behavior include biological, mental, sociological, anthropological, demographic, economic and political factors with a stronger impact (Özdemir, 2019).

Changes and innovations in the food and beverage sector do not always succeed. Offering new and different foods to a group of consumers with a high level of fear of innovation may not produce positive results for the business. It is not easy to consume a new taste compared to food that has become a habit for consumers who are reluctant to try new foods. The level of reluctance may increase due to sensory analysis such as lack of knowledge, shape, smell and taste of new food. At this point, it is very important that the experts in the food and beverage sector know the region and consumers' approach to innovation as the target market. This leads to the increase of numbers in potential tourists.

Food tourism, one of the most important subheadings of the tourism sector, is affected by the fear of people trying new tastes, which is also called neophobia. The effect of neophobia on people is different. Gender, physiological features, cultural, religious and



psychological factors are the sub-headings that affect neophobia. The main difference between food consumption behavior and general food consumption behavior in tourism is due to the different motivation and expectations of tourists away from their home environment and daily life during holidays.

People seek balance, harmony, non-conflict, and awareness in most parts of their lives. This is also called sameness. They do not want to encounter unexpected events while waiting for something to happen. People try to avoid psychological tensions arising from unexpected innovations, uncertainties and changes. This phenomenon, known as the Fear of Innovation in the field of psychology, can affect the lives of individuals to a great extent. The fear of innovation (neophobia) is a situation which leads people to protect themselves against any new phenomenon.

The reason for individuals' behaviors such as not leaving the environment they are accustomed to, rejecting new goods, unwillingness to try new foods, performing the same actions at similar times, and protecting their belongings like the first day are caused by fear of innovation. Food Neophobia, which constitutes the main title of the study, is the subtitle of Neophobia. In line with the scope of this study, the effects of sub-factors on tourists' local food consumption behaviors that emerged during tourism activities in Turkey have also been tried to be presented. Food and tourism have become very interrelated concepts in recent years. In the literature, food has become an important part of the tourist experience and has become a topic of interest to researchers. Although there are many studies to determine tourist behaviors as well as tourist motivations, it is known that there are relatively few studies on food (Kim et al., 2011).



## 2. LITERATURE REVIEW

Nutrition which is as important as breathing for human beings has been one of the most basic needs of humanity since the day it exists. People need to be fed to grow and survive. Nutrition is the use of nutrients in order to sustain life by protecting human health (Baysal, 2015). Nutrition is not only suppressing the feeling of hunger, it is an act beyond saturation. Nutrition is a set of actions that include physiological and psychological foundations. It is the process of taking the nutrients necessary into the body in sufficient amounts and appropriate times in order to protect health and improve the quality of life. Today, the concept of healthy and balanced nutrition which occupies an important place in our lives is an issue that individuals approach with sensitivity.

Food and beverage sector, with the development of gastronomy science is adding new innovations to its structure day by day in order to satisfy the nourishment requirements an appetite of human beings. New recipes, kitchens of new countries and cultures, new cooking methods and materials, and the food and beverage sector are in progress. It is not always easy for individuals to accept new foods compared to the foods they have experienced before. Individuals may be more prone to prefer foods whose tastes they are accustomed to (Muhammad, et al., 2016). Fear, withdrawal, and unwillingness to experiment often occur in individuals against new foods.

Food neophobia means having scepticism against experimenting with new and different foods and avoiding eating them. Food neophobia has also been described as a defense mechanism. Some researchers say that food neophobia originates from Omnivore's Dilemma. Laureati et al. (2015) described the omnivore dilemma as a new food-borne desire to meet nutritional requirements. With this view, it is also common to think that searching for new food will be dangerous because unknown foods may be toxic. Food neophobia therefore leads to the inability to make full use of potential foods (Knaapila et al., 2011). Studies show that food neophobia changes according to age, gender, family structure, interaction with society and experiences like all personality traits.



Different results were obtained in each of the studies examining the relationship between food neophobia and age. It is stated that food neophobia in the individual starts at the time of milk cessation and the level of neophobia occurs most at this age. The first two years of age in which eating habits are acquired are critical criteria to set the level of food neophobia in children (Cole et al., 2017) due to the fact that this span is a period of recognition and acceptance of foods other than milk, food neophobia research has been concentrated in the 0-2 age group so far. Senses such as taste and smell, which have not been experienced before during this age period, play an important role in the child's willingness or abstention to food (Smith et al., 2017).

Another view is that the level of food neophobia continues from childhood to adulthood. Dovey et al. (2007) identifies food neophobia as a natural personality trait and states that food neophobia is a sub-branch of selective - hectic eating in children. In this study, it is reported that food neophobia peaks in the 2-6 age range and decreases following these ages, and as the children grow older and the food experiences increase as the age increases, the level of neophobia decreases to the minimum level as they age (Dovey et al., 2007). In another study conducted in Italy (Laureati et al. 2015) with children between the ages of 6-9, it was found that children in this age group were willing to try new and different foods.

In terms of location, according to a study conducted among American and Lebanese university students on the level of food neophobia in the United States and Lebanon, it revealed that the familiarity of food that is popular with the participants in the study, the familiarity of food in both countries has low levels of food neophobia (Olabi et al., 2009). In another study, Flight et al. (2003) applied the food neophobia questionnaire to rural and urban high school students. According to the results, the level of food neophobia of the participants living in rural areas was quite high compared to the level of food neophobia of the participants living in the city. (Flight et al., 2003).

Ceylan&Şahingöz (2019)'s study, it was determined that education and going abroad affect the levels of food neophobia. It was observed that university graduates and those



who went abroad had lower levels of food neophobia. In the study, no difference was found according to the income status variable. The fact that all participants are adults may be the reason for the difference in age. In another study evaluating children and adults, the age factor can be more clearly identified.

In the literature, there are no studies conducted directly in our country to determine food neophobia in terms of religious factors; however, Mankan (2017), in his article titled *Trend New Trend in Gastronomy: Insect Consumption*, stated that insect consumption in our country will not turn into an eating tendency due to religious attitude, insect perception and neophobia, and revealed the relationship between insect eating and neophobia (Mankan, 2017).

From gender and age point of view, in a study conducted in Finland, the level of food neophobia in women was higher than that of men and the level of food neophobia in the elderly was higher than that of young people. In the study of food neophobia in South Korea, the level of food neophobia in women was higher than that of men and food neophobia in the elderly was higher than in young people (Choe & Cho, 2011). It is thought that the geography inhabited by individuals, the culinary culture, nutrition habits; experiences and country conditions affect the levels of food neophobia and cause changes. Pliner and Hobden (1992) in their work concluded that older individuals were more willing to try new foods than younger individuals. Kim et al. (2009) concluded in his examination of food and tourist's behavior that women were more willing to try new foods than men were. When the results of the aforementioned two studies one were compared, no significant relationship is found between the fear of novelty in food and gender.

In some countries, mainly in the third world countries, another reason for tourists' reluctance to eat local foods, even if they like them, is the lack of familiarity with the foods' ingredients and the way of ordering them. Not knowing the local language and not presenting menus items with their ingredients in different languages by restaurants, especially in the Middle Eastern and South Asian countries, are main reasons of this



reluctance. This problem causes the tourists not to understand the waiters, and get confused and doubtful (Cohen & Avieli, 2004).

The travel trend in the world has gained a rapid acceleration towards food tourism. This type of travel enthusiasts have learned how to prepare, cook and present the food of the places they go, and taste new dishes, and discover new local cuisine, new cultures and local people of the places they visit, thanks to food tourism. It is possible to find a lot of resources when you search on a search engine under the name of culinary tourism on the Internet like Google. Each of these resources offers different opportunities. Despite the fear of trying new tastes for tourists, we see entrepreneurs and tourism organizations organizing professional food tourism tours in many corners of the world. Asia and South America are the popular destinations today. The tours are organized according to specially selected regions and various dining styles.

### **2.1. Tourist Experience**

While the concept of experience, recorded for the first time in the 1960s, is a very ambiguous term that expresses a particular formation of a person in daily life, in 1982, with the new horizons of Holbrook and Hirschman, it also entered the marketing literature. In this study, it is assumed that consumer behavior is not only information-based, but also active participation in emotional consumption experience. This has led to the emergence of a number of different key concepts, particularly in the 1990s, including the economics of Pine and Gilmore's experience. Their basic proposition is that consumers seek unforgettable experiences in the context of consumption and economic value process (Neuhof&Buhalis, 2014). With the adoption of the concept of experience as one of the greatest terms of the 2000s, companies exposed to globalization, technological advances and intensified competition had to find new ways to differentiate their offerings. Based on this, the common opinion of practitioners and academicians has developed that customer experience is a decisive factor in the success of brands, products and services (Stickdorn, 2014).



Even though the material elements of tourism still prevail today, the idea of experiential tourism gained a definite dimension in the mid-1990s, which coincided with the popularization of alternative tourism types. Although there is not much work to measure this growing trend, tourism publications and literature are just changing its focus on this demand (Edgell et al., 2014).

Nowadays, tourists are looking for holiday experiences beyond the standardized services, where they will have memories that they can remember with positive emotions in the future. Tourists are also intellectuals who research for information about leisure time, travel motivation and disposable income, demanding learning through on-site practice. Parallel to this, tourists aim to gain new experiences that will add something to them and develop their way of thinking and perspective to life in the attraction centers they visit.

To give a general description of the experience for tourists, the tourist experience is a cognitive event involving emotions, thoughts and memories that can be obtained from the products and services provided by the attraction center where a person considered as a tourist travels to participate in tourism activities. Related to this, the internationally renowned brands in tourism provide different and new experiences to their final customers and tourists. For example, the Double Tree by Hilton Moda hotel claims that the cookies that are exited from their own kitchen are consumed on the terrace floor with sea views will give its guests a unique experience. To give another example from the sector, tripadvisor, which operates in the online medium, is an online resource that holiday makers mention about their experiences in hotels. In our changing world, the tourism industry has a constantly changing and dynamic structure. In this case, tourists keep up with the change and they now give importance to different experiences that are creative, innovative and able to present old and new together.

## **2.2. Food as a Part of Tourist Experience**

Today, tourist behavior plays an increasingly important role in economic, cultural and social life. Many studies have been conducted to investigate the behavior of tourists



(Chen & Tsai 2007; Chi & Qu, 2008), but in the literature, tourists' consumption and purchase of local food have not been adequately studied. However, local food, which is an important part of the tourism industry is also a fundamental source of attraction for people traveling and is also an important component of tourist experience on account of the fact that nowadays more and more people are willing to taste local food in places where they go for vacation (Horng and Tsai, 2010) and even travel to experience local food. Moreover, local food can be used to market a destination; it may affect positive tourist behavior, such as re-visiting or recommending this destination to tourists (Yılmaz & Özdemir, 2015).

In recent years, consuming local food at a local restaurant or buying from local shops has been recognized as an important part of the tourism experience for tourists. The question which factors affect the tourism consumption and buying behaviors of the local tourist has led to the formation of an academic background in tourism literature.

In addition, many researchers have demonstrated that dining experience can be an important source of satisfaction for tourists. For example, Smith et al. (2010) found that local food had a significant impact on the total satisfaction levels of tourists with regard to travel. DiPietro and Campbell (2014) examined the relationship between perceived local food quality at a restaurant on a university campus in the US and the intention to visit again. The study identified a positive relationship between local food quality and intention to visit again and provided information on practices that can help market local foods in restaurants to attract customers' attention.

When the research on the local food buying behavior of tourists is examined, it is seen that the demand for local food has increased significantly in recent years because of several reasons (Kocabulut&Kılıçarslan, 2018). First of all, consumers and communities believe that local food is more beneficial than food from all over the world. Secondly, considering the benefits of buying local food from an environmental point of view, it is seen that the transportation distance of the food is reduced, and less additional packaging is used to keep the product fresh during transportation (Pearson et al., 2011). In addition,

more connections can be made between consumers and producers through local food, which improves community activities and local stores (Bianchi, 2017). Furthermore, consumers are willing to consume local foods to support both the local economy and small-scale producers owing to the fact that a significant portion of consumers perceive the local food purchased as a fact that provides protection of local heritage and tradition. Finally, changing consumer attitudes towards the environment, paying more attention to factors such as animal welfare, food safety, personal health and touristic experience increase the demand for local foods (Miroso & Lawson, 2012).

### **2.2.1. Food Tourism**

As stated by Lin (2006) stated that consuming menus prepared with local food and drinks is a source of arousal that can attract tourists who need an exciting experience. In this section, these concepts have been tried to be explained in a logical progress.

#### **Segments of Food Tourism**

Hall & Sharples (2003) divide food tourism into four segments based on special concern in food as a travel motivation. The segmentation is based on the following criteria:

- 1) The local tastes of the destinations are important in the regional choices of tourists. In this context, local food and beverage culture will affect the travel motivation of tourists and will be one of the reasons for preference in choosing a tourist destination.
- 2) When the travel motivations of tourists are examined, it can be said that there is a relationship between gastronomy and tourism, because gastronomy plays an important role not only as a product that satisfies the need for food and beverage, but also as a direct source of tourist motivation.
- 3) Tourists prefer local food more often when served in rural areas integrated with nature. The reason for these preferences is the discovery of the different aromatic riches



of local dishes, while at the same time they want to experience the pleasure and serenity of the natural beauty of the region.

4) In order to contribute to the tourist experience, the support of the local cuisine as well as the outfits of the touristic places and service personnel with regional elements can provide a good experience for the tourists. (Hall2003).

### **Gastronomy Tourism**

Gastronomy can be defined as a branch of science that includes all artistic and scientific elements it contains, starting from the historical development process of food and beverages, and comprehending, applying and developing all its features in detail. Scarpto (2002) states that gastronomy studies are in direct relationship with certain processes such as the production of food and the means by which foods are produced (the political economy, the treatment of foods, their storage, transport, and processing, preparation and cooking, meals and manner, the chemistry, digestion, and the physiological effects of food, choices, customs, and traditions).

Gastronomic tourism can be defined as a form of tourism that creates the motivation of travel to a new food and beverage experience and significantly helps to motivate travel behaviors and expresses a kind of gastronomic activity. Gastronomy tourism reflects the cultural identity and heritage of the region with the provision of dishes specific to the region, making it an effective means of providing competitive advantage for local destinations.

The origin of gastronomy tourism is in agriculture, culture and tourism. These three elements provide the opportunity for the marketing and positioning of gastronomic tourism as a regional attraction and experience. It offers agricultural products, cultural history and authenticity, tourism provides infrastructure and services. All these elements meet under gastronomic tourism. Food is the way a society expresses itself and the way of life. Culture is an important part of gastronomic tourism.

Gastronomy tourism has four different types of motivation: physical, cultural, social and prestige. The first is physical motivation. Food is a must for the continuity of life, and tourists want to eat in order to live or travel. The second is cultural motivation, and tourists want to eat food to learn a certain culture. At this point, local simple products are enough to motivate the tourist. Visits to the primary production sites, restaurants and festivals serving local specialties play an important role. Thirdly, there is the social motivation of the tourist. The tourist is actively involved in the gastronomic activity, which provides social motivation. The fourth motivation tool is prestige. Prestige is provided by sharing the experiences gained in the region in its environments (Guzman & Canizares, 2011).

Although there is limited resource in the field, gastronomy tourism is a very old phenomenon. Thousands of years ago, the importance given to the silk path, spices, olive oil and wine to make great efforts to reach the people, with a wide range of restaurant choices spread over the world has attracted modern travellers. There are various alternatives for sustainability in tourism. The marketing of the regions on a destination basis and even tourism activities of specific dimensions under the name of special interest tourism are of great importance for many countries. At this point, gastronomy tourism can be integrated with many types of tourism as well as being a tourism type alone. Although gastronomy tourism is a new type of tourism, tour operators and travel agencies that have been marketing destinations abroad for a long time actually offer gastronomy as a tourism product (Chaney & Ryan, 2012). In this sense, gastronomic wealth is also used as a destination marketing tool. It is known that gastronomic wealth and destinations are similar to each other in terms of architecture, climate, price and other characteristics, as a means of product differentiation. When Turkey's gastronomic wealth is taken into consideration, it is not fully available yet to say that there is a very important gastronomic tourism potential.



## **Culinary Tourism**

It should be noted that when culinary tourism is defined, it not only represents the food part, but also the whole food culture of the mentioned community. Thus, culinary tourism defines the consumption of food along with the unique experience of a location's culinary culture and local knowledge.

The main motivation for a holiday is the culinary culture and richness of the countries, which are nourished by thousands of years of traditions, history and cultural beauty. Other holiday motivations are; natural and geographical beauty, seas and beaches, reasonable prices and recreational / recreation opportunities.

### **2.2.2. Tourism-Oriented Culinary Establishments**

Individuals who leave their home in order to travel have no other option but eat out. According to Michalski et al. (1989), Americans spent 37% of their food costs in restaurants in 1989, and this rate rose to 43% in 1990; the costs of restaurant food was 6-2% of the total consuming costs of the public.

Restaurants have a significant role in tourism, as they not only they provide tourists with food, but also help them to gain experiences. Furthermore, restaurants are not just designed for eating purposes. Food service has an important supportive role as a part of the tourism industry. Impeccable performance of a restaurant requires a firm grasp of customers' demands, needs and expectations.

Travelling is one of the significant activities of today's society. Tourism industry grew due to the increase in income and profitability. Motivations of eating out are associated with socio-psychological motivations of a pleasant travel. Crompton states seven motives in holiday satisfaction include novelty, socialization, prestige, resting and relaxation (R&R), education, enhancement of kinship relationships and getting away

from a mundane environment. There are other studies which also found similar motives for dining out (Erkmen&Hancer, 2018). Even though there is no literature on the required conditions for restaurants to be transformed into tourist attractions, the conducted researches state that travellers consider a place as an attraction if that place allows them to get involved and is sensitive. Thus, such places should be planned, developed, and managed for visitors' participation to experience different pleasures in life.

Mak (2017) describes the attractions as the backdrops of tourism and classifies them as three groups of natural, socio-cultural and manufactured attractions. The natural attractions refer to mountains, lakes, and other naturally occurring sceneries. Examples of socio-cultural attractions could be exemplified as the local history and religious rites, etc. Lastly, manufactured elements could be exemplified as the attractions such as manmade buildings, monuments, and parks. In these classifications, restaurants and other recreational places are the examples of manufactured elements. Tendencies of tourists towards eating the local foods can be raised by changing their negative standpoint on local foods, particularly; via traditional dining room experiences (Mak et al., 2017). Even though there is a rise in the number of traditional dining rooms, few local plates are served in western countries. Countries like Greece and Turkey are exceptions.

On the other hand, the increase in the number of restaurants does not necessarily mean a rise in the number of people who visit them. Only a small number of people from the middle-class tourist community get familiar with local food items, which attach high importance to the cultural values and take pleasure of eating foreign foods and have enough money to order them. The findings of Warde and Martens confirm this claim, and they suggest that cultural and social factors strongly surpass the amount and number of local food items (Warde& Martens, 2000).

Most of the traditional restaurants select a limited number of local food items from a large number of selections to serve; their list of foods is a brief one which does not



represent the wide variety of local foods of the destinations. These restaurants limit their foods to a few, which are familiar to the tourists, instead of introducing the richness and assortment of that area's other local foods. It is for this reason that, in Thailand, for example, western tourists refer to street vendors (Cohen & Avieli, 2004).

Serving food is also another experience to be considered in countries such as Hong Kong, China. For example, in some other areas, poultries, dogs, snakes, and some other animals are slaughtered while tourists are watching before they're cooked. Even though some studies indicate that slaughtering animals before the tourists' eyes causes them to be doubtful and obsessed at the time of eating, it attracts many fans because of its excitement.

### **2.2.3. Types of Food Tourists**

Hjalager (2004) also makes a grouping of four and, according to their interest in local gastronomy, defines tourist groups as recreational, existential, imitator and experimentalist.

#### ***1. Recreational Culinary Tourists***

Food and drinks are not of great importance for recreational tourists on holiday. For example, recreational tourists are conservative and seek and consume the usual food and drink what they consume at home while on vacation. They want to see familiar food and drinks during their holidays. They usually prefer to bring food and drinks with them. They prefer accommodation facilities such as apart-hotels where they can prepare their own meals. They avoid unknown food. They are also similar to another type of tourists who are named as facilitator. Friendly tourists aim to reach food easily and want plenty of food without much effort. They prefer the familiar menus of chain restaurants like McDonald's.

## ***2. Diversionary Culinary Tourists***

This kind of tourists wants to escape from the routine of daily life and do not want to make too much effort to eat and drink while on holiday. Togetherness is important for them. They only look for joy.

## ***3. Experiential Culinary Tourists***

For experimentalists, it is important that they symbolize their lifestyles through food and beverages and are often in search of trend food and beverages. Food is also an important factor for experimental tourists, but fashion is the primary motivation for them to eat. They like to go to the best designed stylish cafes and bars.

## ***4. Existential Culinary Tourists***

The type of tourist who is most interested in food-related activities in tourism is existential tourists. Such tourists attach importance to the cultural dimension as well as the physiological dimension of the food. They prefer the restaurants where the local people eat and actively take part in food related activities. The Internet and travel blogs are their major resources.

### **2.3. Factors That Influence Tourists' Food Consumption**

When people go to a particular destination, they may show different motivations about their food tasting or experience. More precisely, it is possible to observe inter-individual differences in the taste and preference of the food. Identifying these differences and understanding the motivations that tourists experience in the local dining experience attracts the attention of many researchers owing to the fact that food is an indispensable

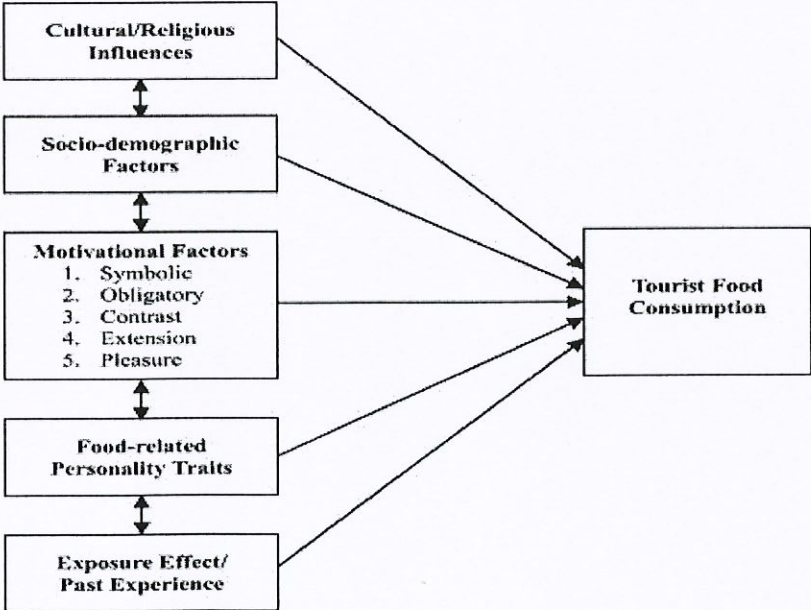


part of tourism and an important travel element in tourism movements. Furthermore, the concept of food constitutes an important source for the promotion or marketing of destinations. The development of food culture in a destination and the increasing awareness of local food by different demand elements also contribute to the development of regional tourism.

In addition, food plays an important role in many social or psychological needs as well as basic needs of people in their lives. In other words, food plays an important role in celebrations, entertainment organizations, socialization, sensory and emotional states and experiencing new cultures (Bayrakçı&Akdağ, 2016).

Food expresses a culture in terms of societies as well as an artistic and meaningful integrity for individuals. In addition, they experience a number of taste-oriented experiences and consume meaning and symbols, although they do not make sense. That is to say, besides the nutritional characteristics of the food, there are also some symbolic features (Mason &Paggiaro, 2012). In the literature, food has become an important part of the tourist experience and has become a topic of interest to researchers.

Figure 2.1. Tourist Food Consumption



Previously seen as a physiological phenomenon of food consumption in time, psychological, social and economic activities have been carried out for different reasons. People also see food as a hedonic action that gives them pleasure and allowed them to socialize. Eating is not only an action that people to live at where they live, but it is also part of tourist activities and in some cases even a focal point.

Kim et al. (2009), emphasized that age, gender and educational level may have an impact on the consumption of tourists and stated that women are more willing to consume local foods, while elderly people stay away from local foods for health reasons. These findings indicate that food preferences have changed between the elderly and the young.

### **2.3.1. Socio-demographic Factors**

Genetic, environment, hormones, emotional state, socio-demographic factors, past experiences, cultural and religious beliefs, media, body perception, obesity, appetite and so on are highly effective (Karakuş, Yıldırım&Büyüköztürk, 2016).

The act of eating provides the emergence of different food cultures by creating meaning specifically to the conditions of that region in every geography throughout history, from production to preparation, marketing and consumption of food to be eaten; In the course of time, the social, economic and political changes in the history of mankind, as well as the codes of the diet, that is, the food culture also changes (Kanık, 2016). This can be seen in the changing meanings of the food as well as the changes in the eating habits and sometimes it can be observed in the changes in the table manners. Changes and transformations in food culture can be different from one region to another. As a result, the observed phenomena are not always the same, and the speed and intensity of change may vary. Therefore, when talking about the change in food culture for example in

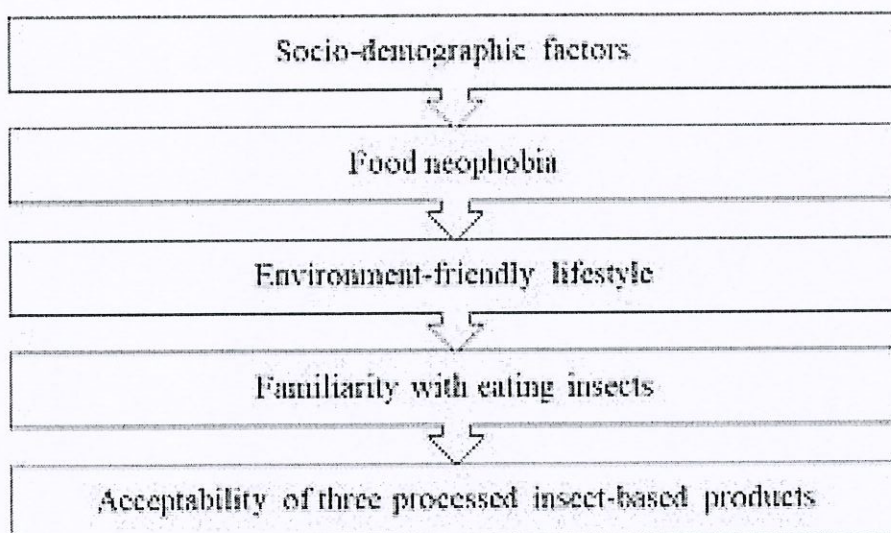


Mardin (a city in the southeast Turkey), one should not think separately from the context of the society.

Food and beverage establishments can provide services in line with the expectations of consumers by conducting market analyzes on the purpose of eating out and socio-demographic characteristics of consumers. For example, it is often difficult to prepare at home, or if they prefer to eat out because of the problem of time, the preparation and delivery of faster-serving foods in the business, or if consumers often prefer to relax outside, enjoy psychologically, enjoy a good time, the business ambience is more relaxing or the presentation of the presentations visually attractive.

As a result of the research findings, it can be said that the demographic characteristics of the tourists are binding on food consumption behaviors. In this way, it can be said that tourists who have certain demographic characteristics will prefer the traditional dishes and those who have different demographic characteristics will consume local / new dishes belonging to that destination.

**Figure 2.2.**Process of Neophobia



Resource: Jacobs, 2018 <http://www.divaportal.org/smash/get/diva2:1212777/FULLTEXT01.pdf>

### **2.3.2. Cultural and Religious Factors**

Food culture is influenced by the changes in the economic and cultural structure of the society in which it is located, and these changes directly or indirectly affect the shaping of the kitchen / food. According to Fendal (2014), in the post-industrial society, the transformation of food into a commodity is a prominent element in which space, techniques and knowledge of the kitchen become exchangeable. Therefore, according to him, change and transformation in culinary culture can be understood with the dynamics of globalization. Gürhan (2017) states that globalization maintains the uniqueness of cultures as well as the uniqueness of nutrition. The ability of a country to reach the desired level of civilization in social and economic terms depends on the existence of strong, physically and mentally healthy and talented individuals. According to this phenomenon, manpower is accepted as the basic element in technological social development. Keeping the human power at the highest level in terms of physical and mental functions is associated with the nutritional status of the human being.

For some, food and drinks are an integral part of the destination experience, even if there is no primary reason for visiting a destination. Eating and drinking experience during the trip contributes to the destination experience by influencing tourists' choice of destination and is an important attraction element that enables them to relax socially and psychologically during their holidays. In other words, gastronomic experiences are becoming an important source of motivation for travel. Therefore, more attention should be paid to issues related to gastronomic tourism.

The food served in the destinations, especially the local dishes, has a cultural value and is seen as an expression of the social and cultural capital of the destination. Local cuisines represent a fundamental reflection of the intangible cultural heritage of a



destination and tourists can gain an authentic cultural experience through consumption (Zagrabi&Akbaba, 2015).

Despite the preliminary evidence provided above, very little is known about the degree to which, and in what particular aspects, culture, and religion have influenced tourism food consumption. A variety of tourism research has shed more light on the subject until recently. Kivela and Crotts (2005), for instance, suggest a connection between tourist food choice and national culture. Their findings suggest that respondents from countries with low uncertainty avoidance index, where people are less risk-averse, patronized more and more culinary offers in Hong Kong than respondents from countries with high uncertainty aversion. This presents an interesting proposition that national culture, particularly the domain of risk-aversion, can have a major collective impact on the consumption of tourist food. Contrarily, Chang et al. (2010) found that a crucial factor influencing tourists' holiday food habits is the cultural-specific core eating behavior of visitors.

### **2.3.3. Motivational Factors**

Motivation concept explains the reasons that push tourists to travel. In this context, it will be useful to examine the main theories of motivation without examining the motivation factors in the local food consumption of tourists. Swarbrooke and Horner (2007) describe motivation as a set of factors that induce a consumer's desire to purchase a particular good or service. There are different approaches in the literature regarding the classification of motivation theories. Although motivation theories are grouped in different ways, the main purpose of motivation theories is to examine systematically the events and phenomena related to motivation and try to clarify the formation of motivation.

Travel motivation in tourism explains why individuals travel and understand their behavior (Devesa et al., 2010). There are different classifications in the literature regarding the classification of travel motivation theories.

Numerous theories have been proposed to investigate travel motivations in tourism. The desire to consume local food is known to be an important motivating factor that attracts tourists to a destination. Local food has the highest impact on the economy in destinations in tourism activities. Gastronomic elements play an important role in gaining competitive advantage, gaining competitive advantage, and preventing revenues from moving out of destinations through economic leakage.

As a result, it is important for tourists to leave the destination as they are satisfied with local food and to prefer it again in the future (Sarışık&Özbay, 2015). When the travel motivations of tourists are examined, it can be said that there is a relationship between gastronomy and tourism, because gastronomy plays an important role not only as a product that satisfies the need for food and beverage, but also as a direct source of tourist motivation.

Local food is an important source of motivation for tourists in terms of gaining experience and discovering the difference, and there is interest in international tourism activities, and it is seen as a regional tourist attraction (Ergönül&Ergönül, 2015). The local tastes of the destinations are important in the regional choices of tourists. In this context; the local food and beverage culture affects the travel motivation of tourists and is among the reasons for choosing the destination (Gürhan, 2017). As a result, in terms of pleasure it is important for tourists to leave the destination as they are satisfied with local food and to prefer it again in the future. When the travel motivations of tourists are examined, it can be said that there is a relationship between gastronomy and tourism due to the fact that gastronomy plays an important role not only as a product that satisfies the need for food and beverage, but also as a direct source of tourist motivation.

With the development of alternative tourism types; tourists do not spend their holidays solely on a destination or tourism activity but want to experience an unforgettable excitement by experiencing in their limited holiday time. One of these excitements is to taste the cuisines of different cultures in place (Tekbalkan, 2017). Today, gastronomy



tourism is rapidly developing due to the increasing interest of people in eating and drinking activities. In recent years, there has been a growing interest in the attractiveness of gastronomic elements among tourism preferences. This interest also has great potential to increase income distribution and create business in all areas of the local economy. Gastronomy is an important part of tourism and can create a strong image with the local attraction in the development of destinations due to pressure on competition from tourism. Local cuisine like other charms of destinations elements are becoming more and more important in choosing a destination.

Food plays an important role in many social or psychological needs as well as basic needs of people in their lives. In other words, food plays a key role in celebrations, entertainment organizations, socializing, sensory and emotional situations and experiencing new cultures (Mitchell & Hall, 2003). Food expresses a culture in terms of societies as well as artistic and meaningful integrity for individuals. People don't just eat food as nutrients. Besides, they have some experiences for taste, and they consume meaning and symbols with food in a sense. In other words, besides the nutritional characteristics of the food, there are some symbolic features (Beardsworth & Keil 2011).

Motivation of tourists to travel different destinations and interest in eating and drinking forms the basis of travel motivation in gastronomic tourism. Along with tourism activity, eating and drinking activities have become an important option for enjoying. The desire to taste new delicacies, observe the production stage, and participate in the tasting activities and to visit the restaurants of world-famous chefs or food festivals has become the main motivation in tourism activities. This reveals the linear relationship between gastronomy and tourism. Nowadays, the reasons for people to eat or drink are not only the elimination of hunger or thirst, but also to enjoy the atmosphere, to make new friendships, to try new things as contrast to their usual routines and to get the chance to go beyond the usual causes of the number of people traveling within the scope of gastronomy tourism (Bekar & Kılıç, 2014).



For some, food and drinks are an integral part of the destination experience, even if there is no primary reason for visiting a destination. Eating and drinking experience during travel is an important attraction and motivation source that enables tourists to relax socially and psychologically during their holidays. In other words, gastronomic experiences are becoming an important source of motivation for travel. Therefore, more attention should be paid to issues related to gastronomic tourism.

#### **2.3.4. Experience Factors**

Although eating is a physiological need, meeting this need outside has become an activity for leisure time thanks to the developing food and beverage industry. People now eat outside of their homes to enjoy food, atmosphere, scenery and other conditions and to feel satisfied. In addition, eating is a feature not only in leisure activity but also in tourist behavior. Besides, consumption is an important part of tourism behavior.

Tourists not only consume the view and what they hear, they also consume the flavors of that region. Nearly all tourists prefer to eat out in the region where they spend their holidays. In addition, gastronomic tourism is the travel of tourists to experience local food and drinks rather than preparing meals for tourists in restaurants and hotels

Food is the way a society expresses itself and the way of life. Related with this, culture is an important part of gastronomic tourism. In addition to special interest tourism, food tourism also teaches about the cultural features of the host region thanks to the food that makes the tourist a cultural figure. Foods of a region are among the important charm features of the region such as climate, accommodation and landscape. Tasting and experimenting with different foods can be the main motivation factor of the travel experience and can be seen as the secondary purpose of the total experience. Some people travel to taste new kitchens (Mckercher et al., 2008).

Food has an important place in sustainable of tourism. This importance emerges in various dimensions. First of all, the consumption of local food by tourists has a



multiplier effect on the region, something which the local economy benefits from. Tourism regions must develop various tourist attractions in order to compete with their rivals. The local cuisine of a region makes a significant contribution to this competitive advantage. Qualified food and beverage in a region are developed as tourism products and tourist experience in that region. The money spent by the visitors coming to the region contributes to the regional economy and contribute to the development of these sectors (Yüncü, 2010).

### **2.3.5. Food-related Personality Traits FRPTs**

It is known that the intense competition conditions and the difficulties caused by saturated consumer demands are quite effective in turning destinations into product diversification and alternative tourism types. Destinations need to identify their competition elements well and make efforts to highlight themselves in this field. Food and beverage culture is also an important tourist product for every destination. Regional culinary cultures, especially belonging to destinations, are an important attraction for tourists.

Considering that the concept of eating and drinking is an important value to sustain life in every society, local culinary products can be an important attraction for destinations that want to diversify their touristic products. At this point, destinations that want to offer successful local cuisine products should be tourist oriented and give importance to tourist satisfaction in order to stand out among their competitors. Local kitchens are not only an important factor in adding value to destinations, but also play an important role in reinforcing local identity. Local foods can add value to destinations as well as contribute to sustainable competitiveness.

The importance of the tourists who are consumers in the tourism sector is increasing day by day as the number of enterprises operating in tourism sector increases and countries give more importance to tourism. In other words, the fact that tourism is people-oriented makes the tourist who is a consumer in tourism even more important today.



Accordingly, it is possible to say that the correct understanding of tourist needs, attitudes and decision-making processes will enable managers, operators and stakeholders to interpret consumer behavior correctly. Tourists' motivation for food consumption can take place in nine different dimensions: exciting experience, escape from routine, health reasons, learning, authentic experience, association-socialization, status-prestige, sensory satisfaction, and physical environment.

When people go to a particular destination, they can show different motivations about their food tasting or experience. More specifically, it is possible to observe inter-individual differences in the taste and preference of the food. Identifying these differences and understanding the motivations that tourists experience in the local dining experience draws the attention of many researchers on account of the fact that food is an indispensable part of tourism and an important travel element in tourism movements. On the other hand, the concept of food constitutes an important source for the promotion or marketing of destinations. The development of food culture in a destination and the increasing awareness of local food by different demand elements also contribute to the development of regional tourism.

Although there are other dimensions in the act of eating, physical motivations are seen as an important factor in the nature of food. Cultural motivations are another important factor that drives people to eat. In other words, food plays an active role in understanding local cultures both for tourists and local people. Kim et al. (2011), focusing on interpersonal interaction, states that local food tasted with family and friends is an important motivation for tourists and an attraction element for destinations. In addition, it is known that a successful food presentation in a good environment is perceived as prestige and status in individuals.

Considering the food-related personality of the local people; it appears that new food fears, desires and the pursuit of diversity are partly. This may be related to cultural reasons. That is, people may be more inclined to seek or eat the familiar tastes.



Not all people consume every food, or one finds it delicious, and the other can call it unbeatable. Therefore, flavor is an important factor in food selection. Everything we eat and drink is very closely related to who we are, where we come from and where we want to go (Beef & Fish, 2014: 1). Beef & Fish (2014) emphasized that age, gender and educational level may affect the food consumption of tourists; women are more willing to consume local foods, while elderly people stay away from local foods for health reasons compared to young people. These findings indicate that food preferences vary between elderly and young people. In addition, individuals with higher education level are more concerned with food culture than individuals with low education level. The flavor of a dish; food taste, smell, temperature, hardness, consistency, content (such as spices), appearance, especially taste within the sense of taste, popularly known as the taste of food are among many factors.

The desire for diversity of consumers, an intrinsic desire, is accepted as an important feature affecting food selection behavior. The desire to try new foods can be a result or a reason for the search for diversity. Individuals who act with the instinct to search for the restaurants they can eat and diversify their menus may choose to change the place where they eat.

Based on the findings, it can be said that tourists perform dining experience activities in different ways. For example, for some tourists, food has a physiological meaning, while for others; the psychological meaning of food can come to the fore. For some tourists, food may be the primary cause of travel, while for others it may be a less important step of travel. While some tourists embody symbolic meanings in which they can learn something from eating, others may see food only as a means of relieving hunger. At this stage, the meaning imposed on food refers to the values of the judgements that tourists have before the food consumption behavior occurs.

One of the food-related personality traits that can affect individuals' food consumption is the search for diversity. Diversity seeking is defined as the tendency to seek diversity in individuals' choice of services and goods. The search for diversity is also considered as a



tendency to change the product that is already consumed. Types of requests can be created on the occasion of a meal when the consumer chooses different restaurants.

When the service is provided to the customers in a restaurant where they do not meet their expectations in general, it is seen that they tend to search for another restaurant instead of connecting themselves to that restaurant (Ha, 2011). Over time, customers can get bored by the same menus or dining atmosphere, and for this or similar reasons, they start looking for other restaurants. Customers look for diversity because they are bored of eating out in a particular restaurant.

It has been found that the cultural characteristics of tourists affect the search for diversity in food (Legohérel et al., 2012). Local dinner, local drinks and local shopping preferences of tourists significantly affect the search for diversity. There is evidence that the search for diversity has a mediating role in the relationship between customer satisfaction and loyalty. Restaurant customers can also be grouped into high and low seeking diversity. It was determined that the customers who have high interest and diversity seeking behaviors of eating out were higher than the other groups (Beldona et al., 2010). Escape from the routine is about tourists' desire to have a different experience from their daily lives. Tourists may want to consume different foods instead of the food they consume every day, which can lead a tourist to consume new and different food instead of the usual food.

#### **2.4.2. Food Neophobia**

While new and different foods are often of interest to the public, some individuals are cautious about these new and different foods. There are many reasons behind this attitude. People often tend to reject new foods, along with other omnivores. This situation comes from people's classification of edible products. Researchers based attitudes towards these foods for three reasons. The first is sensory attitudes (disliking the appearance, smell, etc.) of the food, and the second is the expectation of whether the



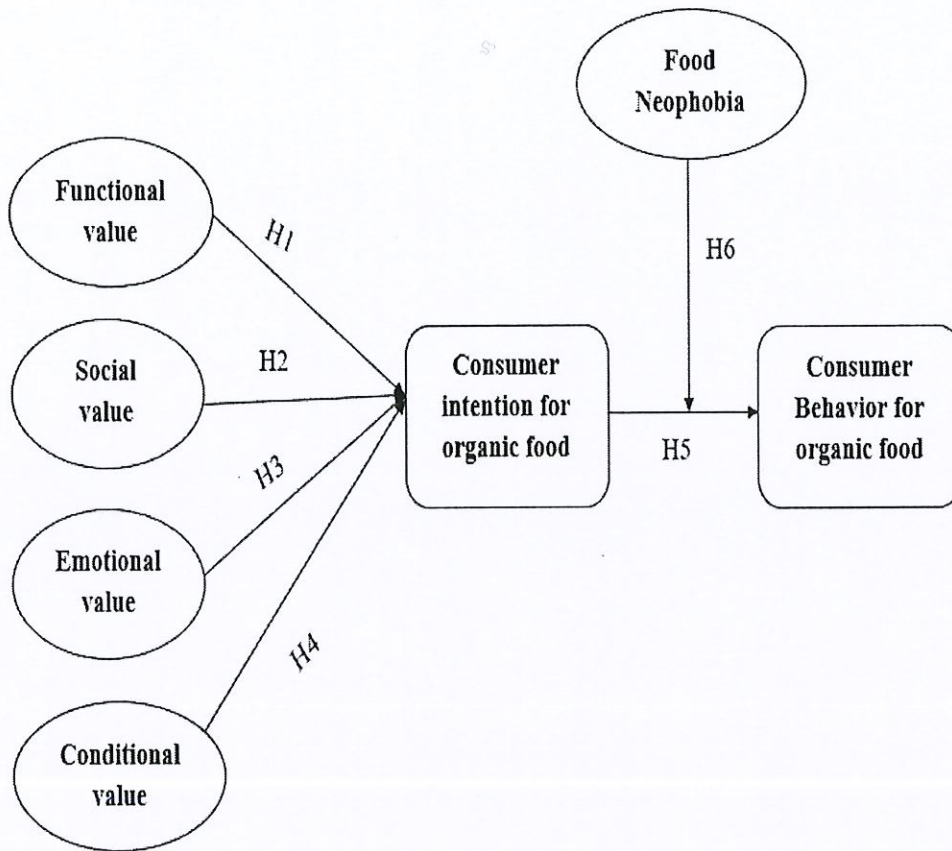
food will be beneficial or harmful in the long term; the third is information that may cause a positive appreciation of the nature or origin of food or be considered disgusting.

Another reason for rejecting or cautiously approaching new and different foods is the concept of neophobia, which means fear of eating. When the fear of innovation is seen in individuals towards food, this is called food neophobia. Food neophobia is not seen only against dishes from different national cuisines entering a country market. Individuals are also cautious about foods produced within the scope of new kitchen and nutrition trends that have started to emerge especially since the second half of the 20th century (Ceylan&Şahingöz, 2019).

Food neophobia is a kind of hesitation to try new and different foods and to eat them. It has also been described as a defense mechanism. It has been identified as a natural personality trait and states that food neophobia is a sub-branch of selective hectic eating in children.

In another study, neophobia was defined as individuals preferring functional foods, healthy foods, genetically modified foods, organic foods and ethnic foods. In another study, neophobia was defined as being innovative, skeptical and traditional in the individual's approach to new foods (Ozgen, 2014).

**Figure 2.3.** Food Neophobia



Research: Akbar et al., 2019 <https://www.mdpi.com/1660-4601/16/20/4043>

## 2.5. Factors influencing Food Neophobia

Cultural and religious influences on food choice of tourists, socio-demographic factors, food related personality characteristics (eg food neophobia), interest in local cuisines and cultures, desire to recognize new tastes, past experiences, physiological factors (hunger, satiety, thirst etc.), infrastructure possibilities of destination, sensory properties of local foods such as flavor, aroma, structure, appearance, content of food, sauces, spices, preparation and cooking methods, price, quality, gastronomic image of destination environment, information environment, time, place and travellers, expected service quality, physical characteristics of places to eat, and various factors such as the season have been defined to be effective on Food Neophobia (Şen&Aktaş, 2017).



The food and beverage sector, which is changing day by day, continues its way by renewing itself. The most contributing to this change is the kitchen staffs that are open to food innovation. On the one hand, the tendency to innovations can be the reason for the fear of trying new foods; on the other hand, people gain experience from the actions they have experienced before. After experiencing an issue, when the same situation is encountered for the second time, they can overcome the situation thanks to their previous experience. This can be seen in food preferences as well. One might be more susceptible to food that he has tasted before (Muhammad et al., 2016). Especially having been prejudiced against newly introduced cuisine is one of the most encountered events. Although susceptibility to familiar foods provides convenience in food choice, it also brings the reluctance of trying new foods along with it. As a result of this growing reluctance over time, one's eating habits begin to turn into cycles. The reluctance to try new foods, especially in the kitchen sector, has the potential to create disadvantages in their careers.

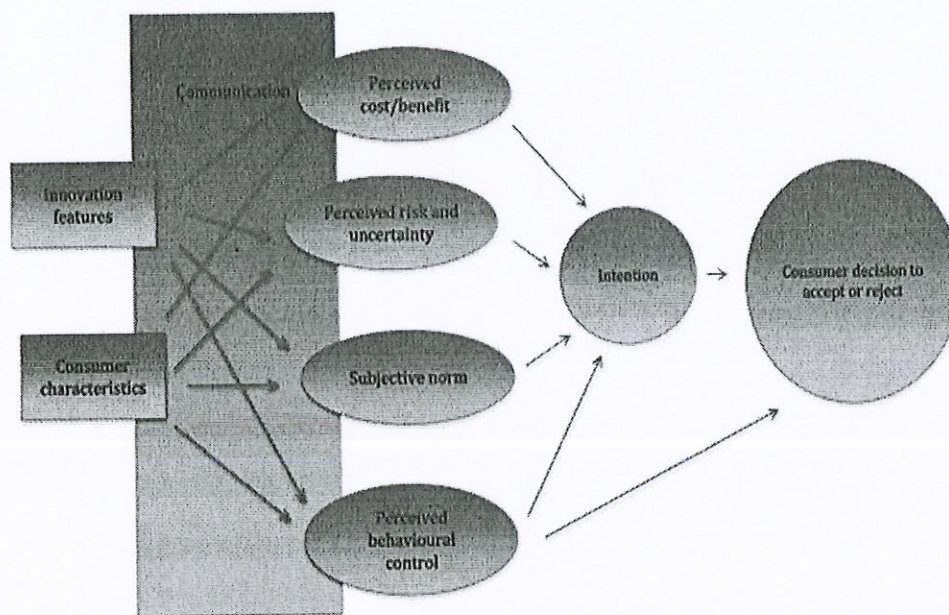
The food consumption of people for nutrition is the food entering the body with the food preferences of the individual. These food preferences are shaped by the individual's taste, health, social status, economic status, personal and social factors, eating habits, the environment they live in and other psychological factors (Ozgen, 2014).

The habits and similarities that occur in people also emerge in food. It is not easy for people to accept new foods (Ozgen, 2014). Sometimes there is fear and withdrawal from new foods. These reactions emerge as Food Neophobia. Fear of Innovation in Food; people are reluctant to consume or try new foods. Fear of Innovation in Food is a biological mechanism by which people avoid consuming potentially harmful foods that they think may harm them. From this point of view, people may be able to avoid possible bad consequences by refusing new food which they think may harm them (Rızaoğlu et al., 2013).

Flight et al. (2003); The study of Fear of Innovation in Food on young Australians living in rural and urban areas was examined according to their socio-economic status. As a

result, they found that young people living in rural areas were more reluctant to try new foods than their peers living in the city. Kim, et al, (2009); they have researched their food consumption during holiday time. They concluded that women were more willing to try local and new foods than men.

**Figure 2.4. Conceptual Framework**



Resource: Giardano et al., 2018 <https://www.uniba.it/docenti/clodoveo-maria-lisa/Factorsdeterminingneophobiaandneophiliawithreardonew.pdf>

### 2.5.1. Cultural Factors

When a new product is introduced to the market, demographic and socio-economic variables are insufficient in identifying consumers who will start using them first and creating a target market. The scale of innovation created for this purpose has led the marketers to work towards this audience by creating a consumer profile that is prone to try and buy new products. The concept of innovation also applies to food products. Reluctance and / or fear of experimenting with new foods are defined as food neophobia (Şen&Aktaş, 2017). The fear of trying new food, which arises from the urge that the



unknown may be poisonous or dangerous, still continues despite the fact that the food sold in the markets over time has largely eliminated this possibility.

The choice of food is made every day in situations such as which food products are to be taken home, what is to be eaten from the canteen, what to order when going to the restaurant or which restaurant to go to. Two opposite factors appear to be important in food selection; one is out of curiosity to look for new dishes, and the other is the fear of trying new dishes driven by food neophobia. The primary purpose of eating food is to relieve hunger, but the choice of food is associated with different roles.

Food is not consumed solely for its nutritional benefits as a product; Moreover, food consumption is also related to the concern of being integrated with the cultural values that surround it. By buying and using food, people have taken cultural values to themselves.

After the first try of the new dish, the result can be negative, positive or neutral. In negative results, there is little chance that the food will be retried, and if the result is positive, the chance of retrying increases. In a neutral situation, people may not have a strong desire to retry, but if people look for diversity, they still choose the new alternative instead of the other alternatives they often use. However, the repeated discovery process increases the preference for the food in question (Yiğit&Doğdubay, 2017).

As a result, food neophobia is a constraint and the search for diversity is a support in testing new foods. The new food trial process is an illustrative model for ethnic restaurants and food products from ethnic kitchens, which can offer very different tastes than the ones that, are used to from time to time.

### **2.5.2. Food-Type Factors**

The search for diversity is an important part of consumer behavior. It is known that the desire for diversity can be caused by external factors such as having food for different purposes, in special situations or having food with different people, as well as creating an inner satisfaction. Factors divided the search for diversity for 3 main reasons:

1. Boredom: If the product arises below the expected level of satisfaction in the consumer, after a while the consumer starts squeezing for a new product.
2. Satisfaction for the qualities of the product: The consumer feels bored for some of the qualities of the product. In terms of food, this boredom means that people are bored with the taste of the food, in which case different tastes is be more attractive to the consumer.
3. Curiosity: Curiosity arises because of a lack of information between the person's knowledge and the information he / she wants to know. Although the boredom can be removed with other familiar products; curiosity requires a new product that has not been tried before to be satisfied.

While the quest for diversity shows a positive attitude towards risk-taking, the fear of trying new food also shows reluctance to take risks. Neophobia also prevents new varieties from being tested.

### **2.5.3. Taste Physiology Factors**

One of our most basic physiological needs is eating. Food, which is an indispensable part of healthy development since infancy, has a very important place for human health. Although healthy and proper nutrition during the day is important for physiological development and health, it has a very important place in our mental health. If we think



of our brain, our thoughts, our behavior and our emotions as a machine, it needs energy for the most appropriate way of working and this energy is obtained from food. The healthier and more beneficial the nutrients are, the more physiological our spiritual world will be. On the other hand, harmful foods threaten our physiological health and can cause many psychological problems, especially depression. Many foods we eat and drink can affect us positively or negatively as well as spiritually. Some people become frustrated when they are hungry, and they calm down immediately after eating. Some people need to eat something while stressed, others eat junk food when sad, and some people do not feel saturated without eating meat, others are happy to drink coffee after evaluating a tired day.

Asking people directly about the reasons for their food choices may often not produce healthy results because sometimes people may not be aware of all the factors that affect their behavior. Furthermore, when these questions are asked directly, it is highly probable to encounter socially accepted answers such as being healthy or having high nutritional value (Erzi, 2006). Instead, examining people's beliefs and attitudes and comparing them to the consumption of certain food products will yield more accurate results. Considering that all the factors affecting the choice of food are actually related to the beliefs and attitudes of the person, this situation can be seen more clearly.

#### **2.5.4. Social Influence Factors**

Food neophobia is not seen only against dishes from different national cuisines entering a country market. Individuals are also cautious about foods produced within the scope of new kitchen and nutrition trends that have started to emerge especially since the second half of the 20th century (Ceylan&Şahingöz, 2019).

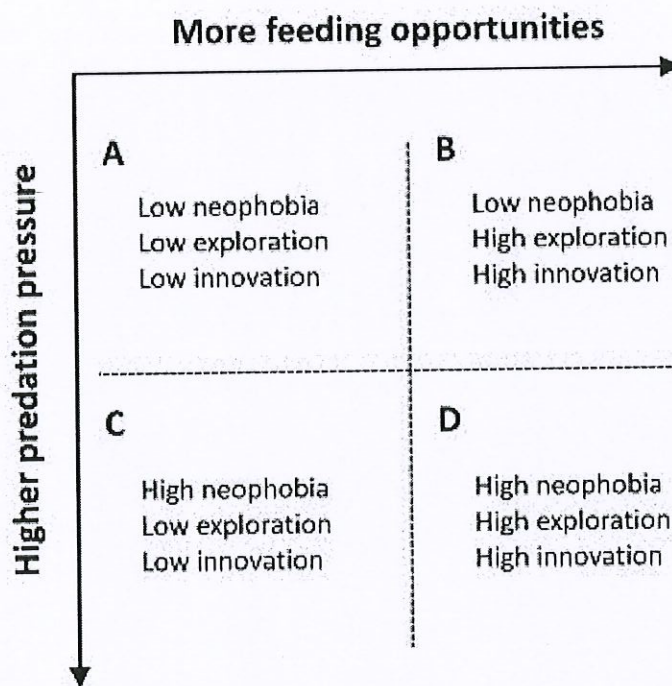
The extent and depth of relationships within social structures reflect the culture of society. The most basic social structure seen in all cultures is the relationship resulting from kinship relations. Neophobia creates a desire to keep one's own life under constant control. In other words, people with neophobia have a controlling, meticulous personality that is prone to obsessiveness. They don't like to do anything without being

asked. This pushes neophobic people to aggressive attitudes. People with neophobia are overly sensitive to each new situation and are skeptical. Their social lives are also quite stagnant.

### 2.5.5. Gender and Age Differences

Neophobia creates a desire to keep one's own life under constant control. In other words, people with neophobia have a controlling, meticulous personality that is prone to obsessiveness. They don't like to do anything without being asked. This pushes neophobic people to display aggressive attitudes. These people who isolate themselves from social life then drift to depression. Depression at the socio-economic level, loneliness, deep pain caused by the loss of a spouse, retirement, and stepping into a more routine life are triggered by physical disturbances, especially in people 65 years and older. However, depression with old age can be easily overcome. In addition to psychotherapy and drug treatment, improving the quality of life of the patient was determined as the main objective in the treatment of these patients.

Figure 2.5. Neophobia Graphic



Resource: Girffin et e., 2011 <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0019535>



As a result of researches, being closed to innovation and fearing innovation shortens human life. It is more common in women than in men. This disorder may even begin at an early age. Neophobia, which can be seen even in a 1-2-year-old child, can occur even with a sudden event (Vatan, 2010).

#### **2.5.6. Arousal Factors**

Neophobia is a kind of special phobia that is a peculiar kind in which the feared element is any incentive that is new to the person. In this way, it differs from specific phobias known as blood phobia or animal phobia due to the variability of feared elements. In phobia of blood, the feared element is clear, objective and measurable (blood), whereas the feared stimuli in neophobia are much more variable and unpredictable. In fact, individuals with neophobia may be afraid of anything attributed to new features. In other words, in this particular phobia, any new elements such as material things, situations, and activities are feared. On the other hand, neophobia is explained and characterized by the symptoms of anxiety experienced by the person. These occur when the individual is exposed to feared elements. That is, contact with new stimuli is necessary. In these cases, the anxiety response is serious and emerges as avoiding new elements and motivating behavioral changes.

### **3. METHODOLOGY**

In this chapter, research objective, sample selection, data collection, questionnaire design, measurements and hypotheses were discussed.

#### **3.1. Research Objective**

The research objective was consisting of measuring the impact of food related personality traits on tourist food consumption through motivational factors, additionally determining the key elements of motivational factors of the food choice of respondents who visited Turkey as a tourist at least once.

#### **3.2. Sample Selection and Data Collection**

##### **3.2.1. Sample Selection**

Due to the time and cost advantage one of the non-probabilistic sampling technique, that is convenience sampling, was preferred for this study. The sample units composed of the foreign people who visited Turkey at least once and tried Turkish food in İstanbul.

##### **3.2.2. Data Collection**

The data of the study was collected through Google Forms which is an online survey tool between May 15 and July 15, 2019. The website link of the questionnaire was sent through e-mails and social networks. By the courtesy of the Google Forms questionnaire tool provided all the answers to be requested, the respondents had no missing answer. Totally 273 usable questionnaires were obtained.



### **3.3. Questionnaire Design**

The questionnaire consisted of two main parts as demographic characteristics of the respondents and their attitudes towards food related personality traits, motivational factors and food consumption. The demographic questions were asked gender, marital status, income level and age of the respondents to better define the sample of the study.

### **3.4. Measurement of Independent and Dependent Variables**

The attitudes of the respondents were measured with the items adapted from previous studies existed in the literature. Food related personality traits were measured with food neophobia scale adapted from (Pliner and Hobden, 1992). Food neophobia was consisted of 10 items such as “I am constantly sampling new and different foods”, “I don't trust new foods” and etc. that aimed to reveal the people’s reactions to taste new kind of foods when they visit another culture.

Motivational factors were adapted from Steptoe, Pollard and Wardle (1995). This instrument was constituted of seven different sub-scales each includes different numbers of items according to the “Food Choice Questionnaire (FCQ)”. Health concern was measured with seven items such as “Turkish food contains a lot of vitamins and minerals”, “Turkish food keeps me healthy” and etc. which focuses on health issues of the respondents on Turkish food. Natural content construct was measured with three items including the statements as “Turkish food contains no additives”, “Turkish food contains natural ingredients”, “and Turkish food contains no artificial ingredients”.

Most items were measured through a five-point quantitative scale ranging from “totally disagree” 1 to “totally agree” 5. Only the items for satisfaction (SAT) was measured through five-point semantic differential scale as Bhattacharjee (2001b) suggests.

The scales that were used in the study were used in several studies before and the scales were translated into Turkish then back translated to English. These back translations were reviewed by the professor.

Table 3.18. Measurement of Constructs in The Research

Constructs	Abbreviation	Items	Source
Food Neophobia	FN1	I am constantly sampling new and different foods	Pliner and Hobden (1992)
	FN2	I don't trust new foods	
	FN3	If I don't know what is in a food, I won't try it	
	FN4	I like foods from different countries	
	FN5	Ethnic food looks too unfamiliar to eat.	
	FN6	At dinner parties, I will try new foods	
	FN7	I am afraid to eat things I have never had before	
	FN8	I am very particular about the foods I will eat	
	FN9	I will eat almost anything	
	FN10	I like to try new ethnic restaurants	
Health Concern	HC1	Turkish food contains a lot of vitamins and minerals	Steptoe, Pollard and Wardle (1995)
	HC2	Turkish food keeps me healthy	
	HC3	Turkish food is nutritious	
	HC4	Turkish food is high in protein	
	HC5	Turkish food is good for my skin/teeth/hair/nails etc	
	HC6	Turkish food is high in fibre and roughage	
	HC7	Turkish food makes me feel good	



Natural Content	NC1	Turkish food contains no additives
	NC2	Turkish food contains natural ingredients
	NC3	Turkish food contains no artificial ingredients
Sensory and Contextual Pleasure	SCP1	Turkish food smells nice
	SCP2	Turkish food looks nice
	SCP3	Turkish food has a pleasant texture
	SCP4	Turkish food Tastes good
Familiarity and Eating Habit	FEH1	Turkish food is similar to what I usually eat
	FEH2	Turkish food is familiar to me
	FEH3	Turkish food is like the food I ate when I was a child
	FEH4	Turkish food matches with my usual eating habits.
Novelty & Variety	NV1	There is a wide variety of foods/cuisines in Turkey
	NV2	The foods that I have tried in Turkey are not like any food I have tried before
	NV3	I am adventurous about trying out various foods in Turkey
	NV4	The foods that I have tried in Turkey are novel to me.
	NV5	I enjoy a good selection of both local and international foods in Turkey
	NV6	I want to tell my friends about my dining experiences in Turkey
Authentic Experience	AEP1	I have sampled authentic local foods.
	AEP2	I have tried foods that are only

&Prestige		available in Turkey	
	AEP3	I have dined in famous restaurants in Turkey	
	AEP4	I have dined in restaurants with an authentic local ambience.	
	AEP5	I have dined in restaurants that are recommended by the media (e.g., travel guidebooks, Internet, TV).	
	AEP6	I have tried the well-known foods/dishes in Turkey	
Tourist Food Consumption	TFC1	It is easy to find halal food in Turkey	Mak et. al., (2012)
	TFC2	I can easily find halal food in comparison to Muslim and other non-Muslim countries	
	TFC3	I can manage my meal while I am travelling in Turkey	
	TFC4	While travelling in Turkey, I always look for halal food	



### 3.5. Theoretical Framework of Research

In Figure 3.1. the theoretical framework developed for this research can be seen;

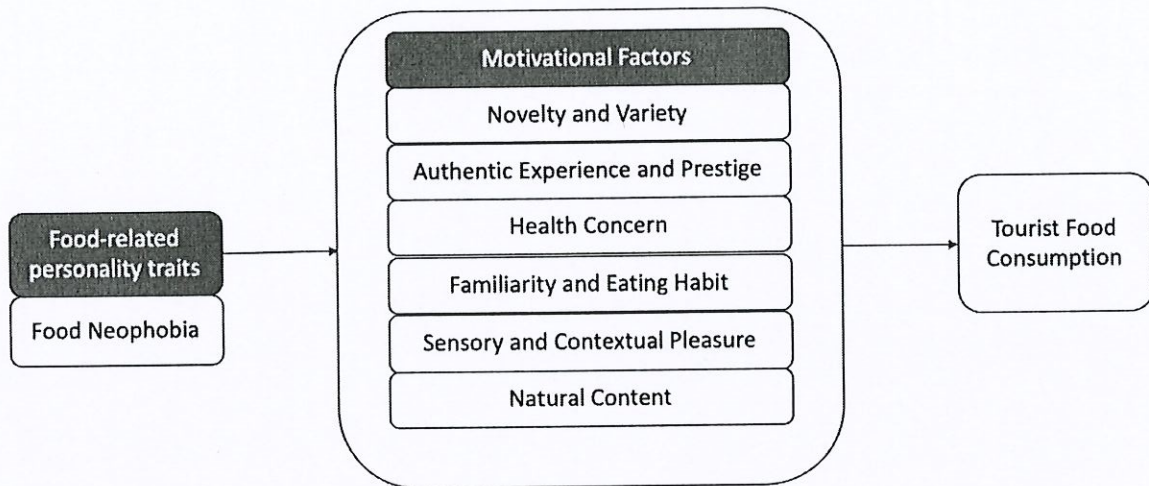


Figure 3.1. Research Model

The hypothesis proposed in this thesis regarding to the research model are:

- H1:** Food neophobia will affect motivational factors of food choice of the tourist.
- H2:** Motivational factors of food choice will affect tourist food consumption.

## 4. RESEARCH FINDINGS

### 4.1. Descriptive Statistics of Demographic Information

This section includes the descriptive statistics of the respondents participated to the research. As demographic information; gender, marital status, level of income and age of the respondents were asked in the questionnaire.

#### 4.1.1. Gender

Out of 271 participants in the survey, there were 167 males and 106 females. In terms of percentages majority of the sample with 61.2% consisted of male respondents and the rest of 38.8% were female respondents.

Table 19. Gender of the Sample

	Gender	
	n	%
Male	167	61.2
Female	106	38.8
<b>Total</b>	<b>273</b>	<b>100</b>

#### 4.1.2. Marital-Status of the Sample

In terms of marital status most of the respondents with 209 observations were single (76.6%) followed by married respondents (23.5%) with 64 observations were married.

Table 20. Marital Status of the Sample

	Marital Status	
	n	%
Single	209	76.6
Married	64	23.5
<b>Total</b>	<b>273</b>	<b>100</b>



#### 4.1.3. Income Level of the Sample

The income level has measured with a range of <500\$ and >3501\$. Majority of the sample with 118 observations had an income of less than 500\$ (43.2%), followed by 501\$-750\$ income level category with 43 observations (15.8%). Two of the income categories were following these with almost same number of observations, as 751\$-1000\$ and 1001\$-1500\$ with 30 (11.0%) and 28 (10.3%) observations. Considering the sum of the minority groups, the remaining 54 observations (19.8%) had an income >1501\$ denoting that the sample in this research was consisting of tourists with low level of income.

Table 21. Income Level of the Sample

	Income Level (\$)	
	N	%
0-500\$	118	43.2
501\$-750\$	43	15.8
751\$-1000\$	30	11
1001\$-1500\$	28	10.3
1501\$-2500\$	15	5.5
2500\$-3500\$	16	5.9
More than 3501\$	23	8.4
<b>Total</b>	<b>271</b>	<b>100</b>

#### 4.1.4. Age of the Sample

Ages of the participants were asked in ratio scale, for this reason mean and standard values could be obtained. Mean age of the respondents were calculated as 27.61 and standard deviation as 8.49 years. From this point of view, the sample could be considered as young.

## 4.2. Factor Analysis and Reliability Analysis

Factor analysis is a popular technique that reveals the hidden structure of the dataset regarding the relationships of the variables. Generally, factor analysis helps the researcher reduce the number of dimensions and group the variables under the factors. For this reason, some amount of relationship is expected between the variables to be factored.

According to Hair et al., (2006) factor analysis have two main purposes; first dimension reduction by grouping the variables into factors and secondly when extracting the factors with orthogonal rotation, obtaining uncorrelated factors. In such a way the variables, or items, within factor level are correlated, whereas there exists no correlation between factors. Two different types of factor analysis techniques are placed in the literature depending on the objective. Exploratory Factor Analysis (EFA) is a data-driven technique that explores the latent structure of data, whereas Confirmatory Factor Analysis (CFA) is a theory-driven technique that test existing theory with the data collected.

Measurement of any construct consists of different aspects defined in the literature, for this reason this research affirms to what extent the respondents comprehend these aspects of the constructs and shows whether their perception is similar with the developed scale.

EFA, which was also performed in this study, has three assumptions to be satisfied to confirm the appropriateness of the data to EFA before interpreting the results. Firstly, Kaiser-Meiyer-Olkin (KMO) Sampling Adequacy measure should be checked, that checks the suitability of the data to conduct EFA. KMO measure ranges between 0 and 1, where lower values (close to 0) indicates no correlation between variables, and higher values (as closer to 1) for perfect correlation. In order to factor the data, the minimum accepted value in the literature for KMO is 0.50 (Durmuş et al., 2018).



Second assumption is Bartlett's Test of Sphericity which tests the hypothesis that claims correlation matrix is an identity matrix. Accepting this hypothesis means the variables are lack or correlation to be factored. Therefore, Bartlett's Test of Sphericity is required to be rejected, to continue EFA. P-value of this hypothesis testing is suggested to be less than 0.05 level for the field of Social Sciences.

The third assumption is the Anti-Image Correlation matrix diagonal values for all the variables in the analysis, these values should be above 0.50 level. If this assumption is not satisfied, the relevant variable is required to be excluded from the analysis.

Principle Components Analysis (PCA) with one of the most popular orthogonal rotation, that is Varimax Rotation, was preferred which assumes the extracted factors are uncorrelated as a result of the rotation and Varimax tends to give clearer separation of the factors. After the separation of factors, the extracted new constructs should be checked in terms of consistency. Reliability Analysis (RA) helps the researcher to test the consistency of each construct separately. Cronbach's Alpha measurement in RA is examined and lower limit is accepted as 0.70 (Nunnally, 1978).

Respectively, Factor and Reliability Analysis were applied for the constructs stated in the research model as Food Neophobia, Motivational Factors and Tourist Food Consumption.

#### **4.2.1. Factor and Reliability Analysis of Food Neophobia**

Performing EFA, PCA with varimax rotation was chosen. Checking the suitability of the data to EFA, Kaiser-Meiyer-Olkin Sampling Adequacy Test and Bartlett Test of Sphericity were obtained. KMO was found as 0.778, and Bartlett Test of Sphericity was significant ( $\chi^2 = 215.41, df = 10, p = 0.000$ ). Additionally, Anti-image correlation matrix diagonal values were above 0.50, stating all items listed below in Table for food neophobia were to be adequate. As a result of analysis one dimension was extracted with a 46.5% of total variance explained.

Following the EFA, obtained factor's consistency was measured with RA. Cronbach's Alpha was found as 0.704 that exceeded the 0.70 threshold and the items within Food Neophobia were found as consistent.

*Table 22. Factor and Reliability Analysis of Food Neophobia (FN)*

<b>Factor Name</b>	<b>Item</b>	<b>Factor Loading</b>	<b>Variance Explained (%)</b>	<b>Alpha</b>
Food Neophobia	FN10	0.744	46.457	0.704
	FN9	0.691		
	FN4	0.675		
	FN1	0.659		
	FN6	0.633		

#### **4.2.2. Factor and Reliability Analysis for Motivational Factors**

Performing EFA, PCA with varimax rotation was chosen. Checking the suitability of the data to EFA, Kaiser-Meiyer-Olkin Sampling Adequacy Test and Bartlett Test of Sphericity were obtained. KMO was found as 0.939, and Bartlett Test of Sphericity was significant ( $\chi^2 = 4159.09, df = 300, p = 0.000$ ). Additionally, Anti-image correlation matrix diagonal values were above 0.50, stating all items listed below in Table for motivational factors were to be adequate. As a result of analysis five dimensions were extracted with a 67.8% of total variance explained. According to literature factors that were extracted in descending order of amount of variance explained can be named as Health Concern, Authentic Experience and Prestige, Sensory and Contextual Pleasure, Familiarity and Eating Habits, Novelty and Variety.

Afterwards RA was applied to check the consistency of the extracted factors. Cronbach's Alpha measures for each of the factor were calculated as 0.881, 0.875, 0.993, 0.892, and 0.834, and the items within all five factors were found as consistent.



Table 23. Factor and Reliability Analysis of Motivational Factors

Factor Name	Item	Factor Loading	Variance Explained (%)	Alpha
Health Concern	HC1	0.766	16.125	0.881
	HC5	0.758		
	HC3	0.720		
	HC6	0.705		
	HC4	0.607		
Authentic Experience and Prestige	AEP5	0.755	15.028	0.875
	AEP3	0.738		
	AEP4	0.723		
	AEP6	0.704		
	AEP2	0.593		
	AEP1	0.549		
Sensory and Contextual Pleasure	SCP1	0.790	12.577	0.883
	SCP4	0.774		
	SCP2	0.734		
	SCP3	0.702		
Familiarity and Eating Habit	FEH3	0.820	12.266	0.892
	FEH4	0.782		
	FEH1	0.775		
	FEH2	0.671		
Novelty and Variety	NV1	0.757	11.77	0.834
	NV4	0.629		
	NV6	0.565		
	NV3	0.535		
	NV5	0.512		

### 4.2.3. Factor and Reliability Analysis for Tourist Food Consumption

Performing EFA, PCA with varimax rotation was chosen. Checking the suitability of the data to EFA, Kaiser-Meiyer-Olkin Sampling Adequacy Test and Bartlett Test of Sphericity were obtained. KMO was found as 0.770, and Bartlett Test of Sphericity was significant ( $\chi^2 = 367.84, df = 6, p = 0.000$ ). Additionally, Anti-image correlation matrix diagonal values were above 0.50, stating all items listed below in Table for food neophobia were to be adequate. As a result of analysis one dimension was extracted with a 46.5% of total variance explained.

Following the EFA, obtained factor's consistency was measured with RA. Cronbach's Alpha was found as 0.793 that exceeded the 0.70 threshold and the items within tourist food consumption were found as consistent.

Table 24. Factor and Reliability Analysis of Tourist Food Consumption

Factor Name	Item	Factor Loading	Variance Explained (%)	Alpha
Tourist Food Consumption	TFC1	0.857	63.239	0.793
	TFC2	0.824		
	TFC3	0.816		
	TFC4	0.771		

After performing exploratory factor analysis and reliability analysis new constructs were extracted and research model needed to be modified and accordingly hypothesis needed to be updated.



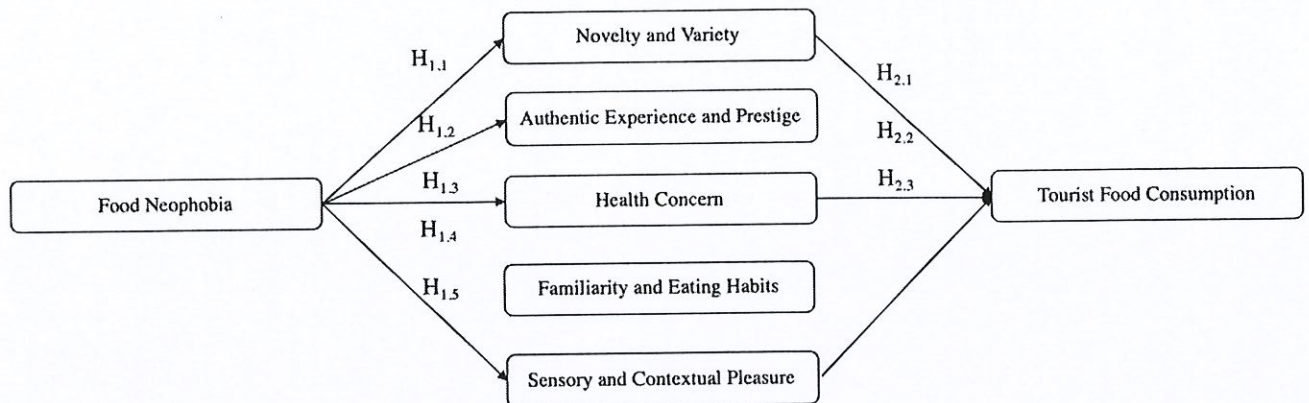


Figure 4.1. Modified Research Model

**H1.1:** Food neophobia will affect novelty and variety dimension of Turkish food.

**H1.2:** Food neophobia will affect authentic experience and prestige dimension of Turkish food.

**H1.3:** Food neophobia will affect health concern dimension of tourists.

**H1.4:** Food neophobia will affect familiarity to Turkish food and eating habit of tourists.

**H1.5:** Food neophobia will affect sensory and contextual pleasure dimension of tourists.

**H2.1:** Novelty and variety dimension will affect tourist food consumption.

**H2.2:** Authentic experience and prestige dimension will affect tourist food consumption.

**H2.3:** Health concern of tourists will affect tourist food consumption.

**H2.4:** Familiarity and eating habits will affect tourist food consumption.

**H2.5:** Sensory and contextual pleasure will affect tourist food consumption of Turkish food.

### **4.3. Regression Analysis**

Regression analysis is used to assess the relationship between independent variables and dependent variables. This method helps the researcher to find out the variables that have an impact and the degree of that impact on the response variable.

Predictor variables are the factors that the researcher aimed to investigate and therefore formed hypotheses about their interrelation, or relation with the dependent variable. Dependent variable on the other hand, can be defined as a main factor that is tried to be examined. If a relationship between two or more independent variables and one dependent variable, multiple regression analysis is followed, whereas simple regression analysis is followed when the relationship between two variables is needed to be investigated. Both Simple and Multiple Linear Regression Analyses were conducted, to reveal the relationships proposed on the research model.

#### **4.3.1. Simple Linear Regression Analysis Results for Motivational Factors**

According to literature it was proposed Food Neophobia had an effect on Motivational Factors, as Health Concern, Authentic Experience and Prestige, Sensory and Contextual Pleasure, Familiarity and Eating Habits, Novelty and Variety. For this reason, five separate Simple Regression Analysis were performed. Simple Linear Regression with enter method was preferred to test these mentioned effects.

##### *4.3.1.1. Simple Linear Regression Analysis Results for Novelty and Variety*

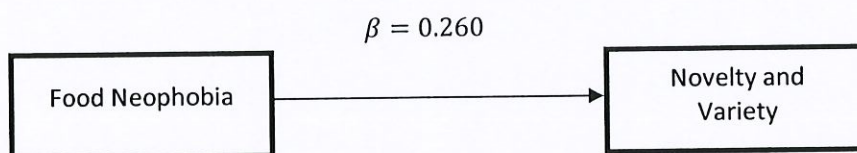
Food neophobia had a statistically significant impact on novelty and variety as seen in Table below ( $p=0.000$ ). The overall explanatory power of model was found as 6.8% ( $R = 0.260, R^2 = 0.068, F = 19.624, p = 0.000$ ).



Table 25. Simple Linear Regression for Novelty and Variety

Dependent Variable: Novelty and Variety (NV)			
Independent Variables	$\beta$	t value	p value
Food Neophobia (FN)	0.260	4.430	0.000

Table above indicated positive weak effect of the food neophobia on novelty and variety.



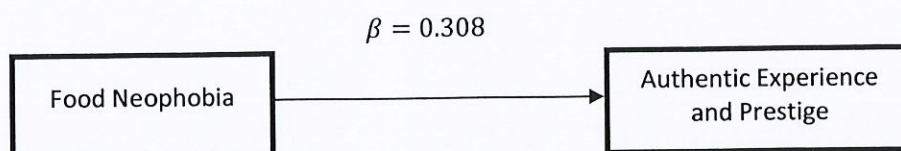
4.3.1.2. Simple Linear Regression Analysis Results for Authentic Experience and Prestige

Food neophobia had a statistically significant impact on authentic experience and prestige as seen in Table below ( $p=0.000$ ). The overall explanatory power of model was found as 9.5% ( $R = 0.308, R^2 = 0.095, F = 28.440, p = 0.000$ ).

Table 26. Simple Linear Regression for Authentic Experience and Prestige

Dependent Variable: Authentic Experience and Prestige (AEP)			
Independent Variables	$\beta$	t value	p value
Food Neophobia (FN)	0.308	5.333	0.000

Table above indicated positive weak effect of the food neophobia on authentic experience and prestige.



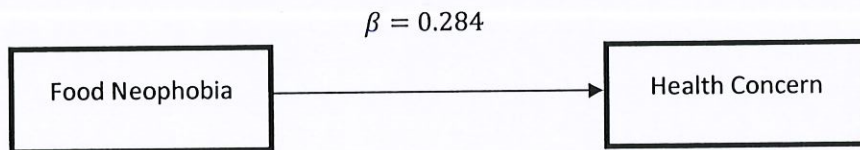
4.3.1.3. Simple Linear Regression Analysis Results for Health Concern

Food neophobia had a statistically significant impact on health concern as seen in Table below ( $p=0.000$ ). The overall explanatory power of model was found as 8% ( $R = 0.284, R^2 = 0.080, F = 23.706, p = 0.000$ ).

Table 27. Simple Linear Regression for Health Concern

Dependent Variable: Health Concern (HC)			
Independent Variables	$\beta$	value	p value
Food Neophobia (FN)	0.284	4.869	0.000

Table above indicated positive weak effect of the food neophobia on health concern.



4.3.1.4. Simple Linear Regression Analysis Results for Familiarity and Eating Habit

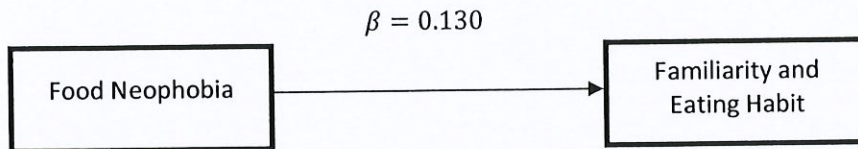
Food neophobia had a statistically significant impact on familiarity and eating habit as seen in Table below ( $p=0.031$ ). The overall explanatory power of model was found as 1.7% ( $R = 0.130, R^2 = 0.017, F = 4.686, p = 0.031$ ).

Table 28. Simple Linear Regression for Familiarity and Eating Habit

Dependent Variable: Familiarity and Eating Habit (FEH)			
Independent Variables	$\beta$	value	p value
Food Neophobia (FN)	0.130	2.165	0.031



Table above indicated positive weak effect of the food neophobia on familiarity and eating habit.



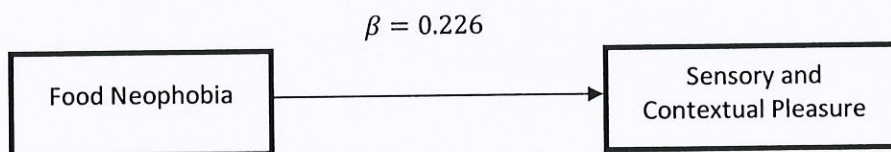
#### 4.3.1.5. Simple Linear Regression Analysis Results for Sensory and Contextual Pleasure

Food neophobia had a statistically significant impact on sensory and contextual pleasure as seen in Table below ( $p=0.000$ ). The overall explanatory power of model was found as 5.1% ( $R = 0.226, R^2 = 0.051, F = 23.706, p = 0.000$ ).

Table 29. Simple Linear Regression for Sensory and Contextual Pleasure

Dependent Variable: Sensory and Contextual Pleasure (SCP)			
Independent Variables	$\beta$	t value	p value
Food Neophobia (FN)	0.226	3.822	0.000

Table above indicated positive weak effect of the food neophobia on sensory and contextual pleasure.



#### 4.3.2. Multiple Linear Regression Analysis Results for Tourist Food Consumption

According to research model, it was proposed that motivational factors as Health Concern, Authentic Experience and Prestige, Sensory and Contextual Pleasure, Familiarity and

Eating Habits, Novelty and Variety had an impact on Tourist Food Consumption. Assessing these impacts, Multiple Linear Regression Analysis with stepwise method was applied. Only the variables that had a statistically significant impact on tourist food consumption existed in table below. Out of five proposed effects in the research model with the Tourist Food Consumption to be tested; only two of variables as Authentic Experience and Prestige, Sensory and Contextual Pleasure had significant contribution. The overall explanatory power of model was found as 46.4% ( $R = 0.681, R^2 = 0.464, F = 117.029, p = 0.000$ ).

Table 30. Multiple Linear Regressions on Tourist Food Consumption

<b>Dependent Variable: Tourist Food Consumption (TFC)</b>				
<b>Independent Variables</b>	<b><math>\beta</math></b>	<b>t value</b>	<b>p value</b>	<b>VIF</b>
Authentic Experience and Prestige (AEP)	0.470	8.717	0.000	1.468
Sensory and Contextual Pleasure (SCP)	0.295	5.458	0.000	1.468

According to Table above, Authentic Experience and Prestige had positive moderate effect, whereas Sensory and Contextual Pleasure had positive weak effect on Tourist Food Consumption. Health Concern, Familiarity and Eating Habits, Novelty and Variety had no statistically significant effect on tourist food consumption.

#### 4.4. Summary of Research Hypothesis

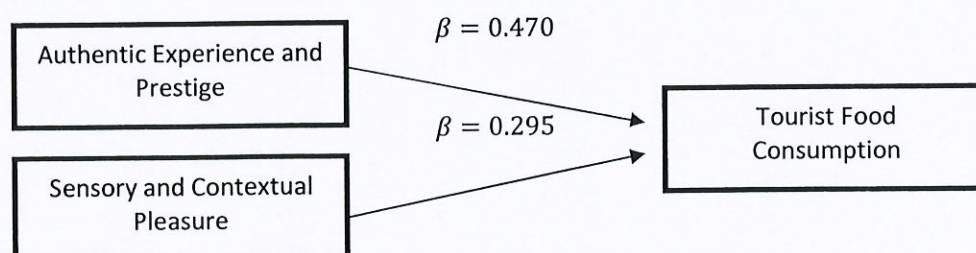




Table below shows the status of the hypothesis proposed in the research model.

*Table 31. Summary of Hypothesis*

<b>Hypothesis</b>	<b>Conclusion</b>
<b>H1.1:</b> Food neophobia will affect novelty and variety dimension of Turkish food.	Supported
<b>H1.2:</b> Food neophobia will affect authentic experience and prestige dimension of Turkish food.	Supported
<b>H1.3:</b> Food neophobia will affect health concern dimension of tourists.	Supported
<b>H1.4:</b> Food neophobia will affect familiarity to Turkish food and eating habit of tourists.	Supported
<b>H1.5:</b> Food neophobia will affect sensory and contextual pleasure dimension of tourists.	Supported
<b>H2.1:</b> Novelty and variety dimension will affect tourist food consumption.	Not Supported
<b>H2.2:</b> Authentic experience and prestige dimension will affect tourist food consumption.	Supported
<b>H2.3:</b> Health concern of tourists will affect tourist food consumption.	Not Supported
<b>H2.4:</b> Familiarity and eating habits will affect tourist food consumption.	Not Supported
<b>H2.5:</b> Sensory and contextual pleasure will affect tourist food consumption of Turkish food.	Supported

#### **4.5. Independent Sample t-test Results**

In order to explore the differences among the categories of the demographic characteristics of the respondent's independent sample t-test analysis was applied. The condition of using t-test is selecting the demographic variables that have exactly two category levels such as gender and marital status. As a result of analyses, there was no statistically significant effect of gender. In other words, male and female respondents had no difference in terms of constructs in the research model. Marital status was found as a statistically significant variable as discussed below.

##### **4.5.1. Independent Sample t-test Results for Marital Status**

Table below shows t-test analysis results of married and single respondents for all the constructs as Tourist Food Consumption, Food Neophobia, Health Concern, Authentic Experience and Prestige, Sensory and Contextual Pleasure, Familiarity and Eating Habits, Novelty and Variety.



Table 32. Independent Sample t-test Results for Marital Status

Construct	Category	N	Mean	Std. Dev.	t-value	p-value
Tourist Food Consumption	Single	209	3.962	0.825	-1.293	0.198
	Married	63	4.079	0.562		
Food Neophobia	Single	209	3.674	0.633	-1.204	0.229
	Married	63	3.784	0.653		
Health Concern*	Single	209	3.644	0.726	-2.963	0.003*
	Married	63	3.940	0.573		
Authentic Experience and Prestige*	Single	209	3.727	0.760	-2.727	0.007*
	Married	63	4.013	0.616		
Sensory and Contextual Pleasure*	Single	209	3.955	0.768	-2.559	0.011*
	Married	63	4.222	0.573		
Familiarity and Eating Habits*	Single	209	3.388	1.015	-4.778	0.000*
	Married	63	3.901	0.645		
Novelty and Variety*	Single	209	3.801	0.737	-3.992	0.000*
	Married	63	4.102	0.440		

The differences between single and married respondents exist only if the null hypothesis, which claims that the mean value of the categories is assumed to be equal, is rejected ( $p < 0.05$ ). As reflected in Table above, in five constructs marital status was found to be significant indicator. Health Concern ( $p = 0.003$ ) of the married respondents ( $\bar{x} = 3.940$ ) were significantly higher than the single respondents ( $\bar{x} = 3.644$ ). Authentic Experience and Prestige ( $p = 0.007$ ) of married respondents ( $\bar{x} = 4.013$ ) were significantly higher than the single respondents ( $\bar{x} = 3.727$ ). Sensory and Contextual Pleasure ( $p = 0.011$ ) of the married respondents ( $\bar{x} = 4.222$ ) were significantly higher than the single respondents ( $\bar{x} = 3.955$ ). Familiarity and Eating Habits ( $p = 0.000$ ) of the married respondents ( $\bar{x} = 3.901$ ) were significantly higher than the single

respondents ( $\bar{x} = 3.388$ ). Novelty and Variety ( $p = 0.000$ ) of the married respondents ( $\bar{x} = 4.102$ ) were significantly higher than the single respondents ( $\bar{x} = 3.801$ ). Marital status was not significant indicator for Tourist Food Consumption ( $p = 0.198$ ) and Food Neophobia ( $p = 0.229$ ) constructs.

#### **4.6. Analysis of Variance Results**

When the number of categories for the variable of interest exceeding two, instead of independent sample t-test, Analysis of Variance (ANOVA) is performed. The condition for ANOVA to be applied is each category's sample size must be above 30. Examining the data set, all the categories of income level had at least 30 questionnaires. Therefore, for income level, we applied ANOVA.

##### **4.6.1. ANOVA Results for Income Level**

Homogeneity of variances, for each of the income level category, were checked with Levene Test. Consequently, Health Concern, Sensory and Contextual Pleasure, Familiarity and Eating Habits, Novelty and Variety constructs could not meet the homogeneity of variances assumption. Alternative to ANOVA we applied Welch test that does not strictly require equality of variances.



Table 33. Welch Test Results for Income Level

Constructs	Levene Statistic	p-value	Welch Statistic	p-value
Health Concern	2.548	0.020	2.751	0.018
Sensory and Contextual Pleasure	2.035	0.061	1.262	0.286
Familiarity and Eating Habits	2.507	0.022	2.061	0.069
Novelty and Variety	2.012	0.064	0.759	0.605

According to results statistically significant differences were obtained for only Health Concern ( $p = 0.018$ ). The remaining constructs as Sensory and Contextual Pleasure ( $p = 0.286$ ), Familiarity and Eating Habits ( $p = 0.069$ ), Novelty and Variety ( $p = 0.605$ ) did not differentiate among the level of income categories.

To reveal exactly which categories differed from each other, we applied Tamhane's T2 test for Health Concern. The only difference was found to be between the income level of 501\$-750\$ and >3500\$ for Health Concern. The respondents with income level more than 3500\$ ( $\bar{x} = 4.096$ ) significantly more health concern than the respondents with income level 501\$-750\$ ( $\bar{x} = 3.593$ ).

The variances of Tourist Food Consumption, Food Neophobia and Authentic Experience and Prestige were found to be homogeneous, and ANOVA was performed. Table below indicated, none of the constructs had a significant difference among level of income categories.

Table 34. ANOVA Results for Income Level

Constructs	Levene Statistic	p-value	F-value	p-value
Tourist Food Consumption	0.539	0.778	0.656	0.686
Food Neophobia	0.938	0.468	1.856	0.089
Authentic Experience and Prestige	1.115	0.354	1.588	0.151

No differences among the categories of income level was found for Tourist Food Consumption ( $p = 0.686$ ), Food Neophobia ( $p = 0.089$ ) and Authentic Experience and Prestige ( $p = 0.151$ ).

#### 4.6.2. ANOVA Results for Age

Homogeneity of variances, for each of the age level category, were checked with Levene Test. The variances of all constructs in the research model were found to be homogeneous, and ANOVA was performed. Table below indicated, except Familiarity and Eating Habits ( $p = 0.044$ ) and Novelty and Variety ( $p = 0.041$ ) none of the constructs had a significant difference among level of age categories.



Table 35. ANOVA Results for Age

Constructs	Levene Statistic	p-value	F-value	p-value
Tourist Food Consumption	1.564	0.211	0.624	0.536
Food Neophobia	0.451	0.637	0.202	0.817
Health Concern	2.043	0.132	1.419	0.244
Authentic Experience and Prestige	0.759	0.469	2.598	0.076
Sensory and Contextual Pleasure	0.172	0.842	0.772	0.463
Familiarity and Eating Habits	1.975	0.141	3.152	0.044
Novelty and Variety	1.168	0.312	3.230	0.041

To reveal exactly which categories differed from each other, we applied Scheffe test for Familiarity and Eating Habits and Novelty and Variety.

For Familiarity and Eating Habits, the only difference was found to be between the the age groups 18-24 and 31-50. The respondents between 31-50 ages ( $\bar{x} = 3.792$ ) significantly give more importance to familiarity and eating habits than the respondents between 18-24 ages ( $\bar{x} = 3.405$ ).

Similarly, for novelty and variety, the only difference was found to be between the the age groups 18-24 and 31-50. The respondents between 31-50 ages ( $\bar{x} = 4.082$ ) significantly give more importance to familiarity and eating habits than the respondents between 18-24 ages ( $\bar{x} = 3.812$ ).

## Conclusion

This research has aimed to identify whether the Food Neophobia has effects on tourist food consumption and preferences in local destinations or not. Turkey, as being one of the most preferred touristic destinations, has been specifically chosen for the scope of the research. Apart from the lack of resources on the association between gastronomy tourism and neophobia, the main rationale which triggered this research was the researcher's realization of the hesitations of tourists to try new and significantly innovative foods during her journeys in different holiday destinations.

The research was expected to find a meaningful relation between food neophobia and food consumption and preferences of tourists. In order to achieve this, the research was designed to find a meaningful relation between first food neophobia and motivational factors of food choices of tourists, then these factors and tourist food consumption, which would indirectly lead to the presumption made in advance. The methodology applied throughout the primary research was significantly effective in answering the two main proposals since all the data collection process was conducted through an acceptable span of period like between (May 15 and July 15, 2019) among tourists from different demographic backgrounds chosen with non-probable sampling via reliable and valid Google Forms questionnaires, on which the subjects had no missing answers.

Based on both a quantitative and qualitative analysis of the aforementioned hypothesis, it can be concluded that the findings have matched the first presumption that food neophobia affects motivational factors of food choices of tourists such as novelty and variety, authentic experience and prestige, health concern, familiarity and eating habits, sensory and contextual pleasure, and natural content. However, the findings for the second hypothesis partially match each other since the results



indicate that not all of the motivational dimensions have a meaningful effect on tourists when consuming and/or preferring a type of food; such as novelty and variety, health concern, and familiarity and eating habits.

This approach provides new insight into the association between tourist food preferences and food neophobia. Due to the limited number of studies in the relevant literature, the study is considered to be important and is expected to contribute to the relevant literature, theorists and practitioners. It clearly illustrates the factors effecting eating preferences of tourists, but it also raises the question of why not all of the motivational factors are efficient in determining food related personality traits. To better understand the implications of these results, future studies could address the causes of the latter topic.

## APPENDIX

### Questionnaire Approval Page

The Effect of Food Neophobia on Tourist Food Consumption and Preferences in Turkey.

I prepared this survey for the dissertation of my master's degree at Istanbul Bilgi University. The main purpose of my survey is to measure the effect of food neophobia on tourist food consumption and preferences in Turkey.

There is no right or wrong answers to the questions to be given during the study. This survey is completely anonymous and does not include questions about your personal information. Participation in the study is on a voluntary basis. In the survey, you do not require any personally identifiable information. Your answers will be kept confidential; the information obtained will be used within the scope of the thesis. The experiment does not include any questions that may cause personal discomfort. However, if you feel uncomfortable for questions or any other reason during your participation, you may abandon the survey.

Thank you in advance for completing the survey.

If you want to get more information about the subject, please send your questions and comments to [denizcokuludag@gmail.com](mailto:denizcokuludag@gmail.com).

I participate fully in this effort voluntarily and I know that I can interrupt at any time. If you approve the voluntary participation form, you can proceed to the survey questions by checking the box below for your approval.

I ACCEPT AND APPROVE



This survey will be used to understand the factors effecting food consumption of a tourist in travel destination. Please answer each question as accurate as possible. Your answer will be kept confidential. Thank you for your participation.

### Thesis Questionnaire

Please mark how much you agree with the following statements. 1= Strongly Agree 2=Agree 3= Neither agree nor disagree 4= Disagree 5=Strongly Disagree					
<b>Food Neophobia Scale</b>	1	2	3	4	5
I am constantly sampling new and different foods					
I don't trust new foods					
If I don't know what is in a food, I won't try it					
I like foods from different countries					
Ethnic food looks too unfamiliar to eat.					
At dinner parties, I will try new foods					
I am afraid to eat things I have never had before					
I am very particular about the foods I will eat					
I will eat almost anything					
I like to try new ethnic restaurants					
<b>Satisfaction with Food Life</b>					
Food and meals are positive elements					
My life in relation to food and meals is almost close to ideal					
With regard to food, the conditions of my life are excellent					
Food and meals give me satisfaction in daily life					
I am generally pleased with the food I eat					
Please mark how much you agree with the following statements regarding Turkish food. 1= Strongly Agree 2=Agree 3= Neither agree nor disagree 4= Disagree 5=Strongly Disagree					
<b>The Food Choice Questionnaire (FCQ)</b>					
<b>Health Concern</b>					
Turkish food contains a lot of vitamins and minerals					
Turkish food keeps me healthy					
Turkish food is nutritious					
Turkish food is high in protein					
Turkish food is good for my skin/teeth/hair/nails etc					



Turkish food is high in fibre and roughage					
<b>Mood</b>					
Turkish food helps me cope with stress					
Turkish food helps me to cope with life					
Turkish food helps me relax					
Turkish food keeps me awake/alert					
Turkish food cheers me up					
Turkish food makes me feel good					
<b>Convenience</b>					
Turkish food is easy to prepare					
Turkish food can be cooked very simply					
Turkish food takes no time to prepare					
Turkish food can be bought in shops close to where I live or work					
Turkish food is easily available in shops and supermarkets					
<b>Natural Content</b>					
Turkish food contains no additives					
Turkish food contains natural ingredients					
Turkish food contains no artificial ingredients					
<b>Sensory Appeal</b>					
Turkish food smells nice					
Turkish food looks nice					
Turkish food has a pleasant texture					
Turkish food Tastes good					
<b>Price/Value and Assurance</b>					
Turkish food is not expensive					
Turkish food is cheap					
Turkish food is good value for money					
Turkish restaurants are reasonably priced.					
Turkish restaurants offer good value of money.					
Turkish restaurants provide good service.					
Turkish restaurants are tourist-friendly (e.g., with English menu, English-speaking staff).					
Turkish restaurants have high hygiene standards.					
<b>Familiarity</b>					
Turkish food is similar to what I usually eat					
Turkish food is familiar to me					
Turkish food is like the food I ate when I was a child					
Turkish food matches with my usual eating habits.					
<b>Novelty&amp;Variety</b>					
There is a wide variety of foods/cuisines in Turkey					



The foods that I have tried in Turkey are not like any food I have tried before					
I am adventurous about trying out various foods in Turkey					
The foods that I have tried in Turkey are novel to me.					
I enjoy a good selection of both local and international foods in Turkey					
I want to tell my friends about my dining experiences in Turkey					
<b>Authentic Experience &amp;Prestige</b>					
I have sampled authentic local foods.					
I have tried foods that are only available in Turkey					
I have dined in famous restaurants in Turkey					
I have dined in restaurants with an authentic local ambience.					
I have dined in restaurants that are recommended by the media (e.g., travel guidebooks, Internet, TV).					
I have tried the well-known foods/dishes in Turkey					
<b>Interpersonal &amp;Culture</b>					
I had an enjoyable meal with my travel companions.					
I had foods that my travel companions like.					
In Turkey I have increased my knowledge about the local culture through my dining experiences.					
I have learned about Turkish local food traditions and culture.					
<b>Food Tourism reference</b>					
It is easy to find halal food in Turkey					
I can easily find halal food in comparison to Muslim and other non-Muslim countries					
I can manage my meal while I am travelling in Turkey					
While travelling in Turkey, I always look for halal food					

Please mark how much you agree with the following statements when you travel abroad.

1= Strongly Agree 2=Agree 3= Neither agree nor disagree 4= Disagree  
5=Strongly Disagree

Please mark how much you agree with the following statements when you travel abroad. 1= Strongly Agree 2=Agree 3= Neither agree nor disagree 4= Disagree 5=Strongly Disagree					
	1	2	3	4	5
<b>Cultural experience</b>					
I try local food to understand what it tastes like					
Trying local foods gives a unique opportunity to understand local cultures					
Trying local foods is a good way of discovering something new about local cultures					
By experiencing local food one can see the things that normally can't see					
Experiencing local cuisine makes one see how other people live					
Experiencing local cuisine increases one's knowledge about different cultures					
Experiencing local cuisine is an authentic experience					
<b>Excitement</b>					
Experiencing local food in its original place makes one excited					
Experiencing local food helps me relax					
Experiencing local food feel exhilarated					
Experiencing local food is exciting					
Holiday is a time when one doesn't worry about the daily routine					
Holiday is a time when one relaxes being away from the crowds and noise					
Holiday is a time when one eats different from what is normally eaten					
<b>Interpersonal relationship</b>					
Enjoy talking to everybody about local food experiences					
Having local food experience increases friendship or kinship					
I Give advice about local food experiences to people who want to travel					
Having local food experience Enables me to have an enjoyable time with friends and/or family					



**Trip Characteristics  
Exposure & Past Experience**

Did you visit Turkey before?  Yes  No

How long have you been in Turkey? ..... month

What is your purpose of visit?

Tourism  
Education  
Work

Please rate your food experience about Turkey

1= Exteremely Good  
2=Very Good  
3= Quite good  
4= Somewhat Good  
5=Not Good

**Gender**

Female Male

**Age.....**

**Marital Status**

Married Single

**Income Level**

0-500\$  
501\$-750\$  
751\$-1000\$  
1001\$-1500\$  
1501\$-2500\$  
2500\$-3500\$  
More than 3501\$

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**ETİK KURUL DEĞERLENDİRME SONUCU/RESULT OF EVALUATION BY  
THE ETHICS COMMITTEE**

(Bu bölüm İstanbul Bilgi Üniversitesi İnsan Araştırmaları Etik Kurul tarafından doldurulacaktır /This section to be completed by the Committee on Ethics in research on Humans)

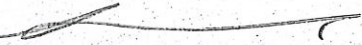
**Başvuru Sahibi / Applicant:** Deniz Çokuludağ

**Proje Başlığı / Project Title:** The Effects of Food Neophobia on Tourist Food Consumption and Preferences in Turkey

**Proje No. / Project Number:** 2019-20671-93

1.	Herhangi bir değişikliğe gerek yoktur / There is no need for revision	XX
2.	Ret/ Application Rejected Reddin gerekçesi / Reason for Rejection	

Değerlendirme Tarihi / Date of Evaluation: 10 Mayıs 2019

  
Kurul Başkanı / Committee Chair

Doç. Dr. İtir Erhart

  
Üye / Committee Member

Prof. Dr. Aslı Tunç



Üye / Committee Member

Prof. Dr. Turgut Tarhanlı



Üye / Committee Member

Prof. Dr. Hale Bolak Boratav

  
Üye / Committee Member

Prof. Dr. Koray Akay