



## A Study to Determine the Effect of Turkish Customers' Cultural Values on Restaurant Preferences \*\*

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### Article History

Received: 04.09.2019

Accepted: 04.12.2019

### Keywords

Restaurant preference

Cultural values

Turkish customers

USA-New York

### Abstract

The purpose of this research is to determine the effect of Turkish customers' cultural values on restaurant preferences. In the study that quantitative research design was used, data were collected by questionnaire technique. The sample group of the study consists of 384 Turkish customers living in New York City, United States of America. Factor, reliability, percentage, frequency, arithmetic mean and standard deviation were used to analyze the data. At the final stage of the data analysis, the distribution of the data was reviewed to determine which tests to be used to determine the differences. It was seen that the data used in the study did not exhibit normal distribution and Mann-Whitney U and Kruskal-Wallis H tests, which are non-parametric tests, were applied for the difference analysis. It is found that the customers in the sample take their cultural values into consideration when making a restaurant choice according to the results of the study. On the other hand, it was determined that the personnel dimension was the most effective among the opinions about their cultural values which were determined to have an impact on the restaurant preferences of the customers. It was also concluded that the opinions about the impact of their cultural values on the restaurant preferences of the customers demonstrated a significant difference according to some demographic variables.

### Article Type

Research Article

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\*\* We would like to express our gratitude to Project Department of Anadolu University and the staff for their support and contribution (Project No: 1805E247).

**Suggested Citation:** Emir, O. & Özdemir, N. (2019). A Study to Determine the Effect of Turkish Customers' Cultural Values on Restaurant Preferences. *Journal of Tourism and Gastronomy Studies*, 7 (4), 2894-2906