



**The Effects of Local Food Consumption Motivations on Customer Satisfaction: A
Research on Turkish Food**

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Abstract

The research was realized in order to determine local food consumption motivations on Turkish food of international food festival attendees and examine their satisfaction levels. The main population of the research was the guests attending “International Danang Food Festival”, held in the city of Danang, Vietnam between 31st May and 6th June 2019. The sampling of the study is the festival attendees experiencing Turkish foods. Data were collected from the attendees through the convenience sampling method as it is faster and easier to be applied, when compared to other sampling types, during the festival lasted for seven days. According to the findings of the research, it is seen that there is a positive and significant relation between the local food consumption motivations of the attendees and satisfaction and hence, there is a covariance in local food consumption motivation and customer satisfaction. It was revealed that “health” and “learning” dimensions regarding local food consumption motivations affect customer satisfaction , “cultural experience “dimension has a negative effect on customer satisfaction

and “interpersonal relations”, “ sensory experience” and “excitement” dimensions have no effect on customer satisfaction.

Key Words: Local Food, motivation, customer satisfaction, Turkish food

Jel Kodları: L8 Industry Studies: Services / L83 Tourism

Özet

Araştırma, uluslararası yemek festivali katılımcılarının Türk yemeklerine yönelik yöresel yemek tüketim motivasyonlarını belirlemek ve memnuniyet düzeylerini incelemek amacıyla gerçekleştirilmiştir. Araştırmanın ana kütlesi Vietnam’ın Danang kentinde, 31 Mayıs – 6 Haziran 2019 tarihlerinde yapılan “Uluslararası Danang Yemek Festivali”ne gelen misafirlere. Çalışmanın örneklemini ise Türk yemeklerini deneyimleyen festival katılımcılarıdır. Araştırmanın bulgularına göre katılımcıların yöresel yemek tüketim motivasyonları ile memnuniyet arasında anlamlı ve pozitif yönlü bir ilişki olduğu ve buna göre yöresel yemek tüketim motivasyonları ve müşteri memnuniyetinde birlikte bir değişimin söz konusu olduğu görülmektedir. Yöresel yemek tüketim motivasyonları ile ilgili boyutlardan “sağlık” ve “öğrenme” boyutlarının müşteri memnuniyetini etkilediği, “kültürel deneyim” boyutunun müşteri memnuniyeti üzerine negatif yönlü etkisinin olduğu ve “kişiler arası ilişkiler”, “duyusal deneyim” ve “heyecan” boyutlarının ise müşteri memnuniyetini etkilemediği sonuçları ortaya çıkmıştır.

Anahtar kelimeler: Yöresel yemek, motivasyon, müşteri memnuniyeti, Türk yemekleri

1. Introduction

In the tendency of tourists’ choosing the destination meeting their desire and needs, their motivation occupies an important place (Crompton, McKay, 1997, Fondness, 1994, McIntosh, Goelder, Ritche, 1995). McIntosh, et al. (1995) stated that learning tourist motivation can be beneficial for the researches conducted on travel behavior by emphasizing that information about tourist motivation and tourist behavior can be acquired.

When the tourism literature is examined, it is seen that tourist motivation is inclusively involved in the literature; however, local food consumption motivation researches on a touristic destination is limited (Fields, 2002; Sparks, Bowen, Klag, 2003; Kim, Eves, Scarles, 2009; Kim, Eves, 2012). When individuals visit a destination, they exhibit different motivations relevant to eating experience and tasting and it is possible to observe interpersonal differences in their food choices. Food consumption of tourists is accepted as an essential component of general tourist

experience (Hjalager, Richards, 2002; Torres, 2002). Touristic food consumption produces important impacts upon destinations. Findings obtained from the researches performed demonstrate that food choices of tourists in a destination play an important role in choosing destination (Bessiere, 1998; Cohen, Avieli, 2004; Hall, Mitchell, 2000; Hall and Sharples, 2003; Long, 2004).

Tourist food consumption expenses may constitute a third of total expenses (Hall, Sharples, 2003; Telfer, Wall, 2000) and this represents an important part of tourism income of a destination. The thing contributing to the development of regional tourism is the recognition of local food and the development of all the elements regarding local food (Quan, Wang, 2004). In addition, eating food is a unique tourism activity satisfying five senses, presenting a “pleasure” dimension which can fulfill the experiencing part of tourist experience (Mak, Lumbers, Eves, Chang, 2013).

The researches performed on Turkish food was applied generally to tourists visiting Turkey. In a research made by Arslan (2010), the results that Turkish food is appetizing, rich, delicious, nutritious and specific were revealed. According to the results of a study performed by Akgol (2012), the serving size and tastes of dishes belonging to Turkish cuisine culture are more appreciated than all the other traits. In the study on Turkish food, Albayrak (2013) concluded that the participants enjoyed local food and national cuisine, found local restaurants highly attractive and they had not had sufficient information about local dishes before. Local dishes prepared in compliance with tourism requirements could be an important marketing tool (Cohen, Avieli, 2004). Besides, Lee and Arcodia (2011) stated that dishes could be used as a differentiation tool in expressing a region’s culture. Thus, making local tastes more attractive like other local products and presenting them for tourist choices is an important issue.

It is thought that this study aimed at widespread recognition of Turkish cuisine dishes will contribute to Turkish cuisine and thereby, to the national tourism. This study being different from the studies performed was applied on tourists experiencing Turkish foods prepared with completely Turkish motifs in a different country and the research was fulfilled for the purpose of determining local food consumption motivations and satisfaction levels of the international food festival attendees.

2. Literature Survey

2.1. Local Food Consumption Motivations

Motivation defined as a series of inner psychological needs causing individual to move in a way is also explained as the tendencies for tourists to choose their destination or holiday type in which they can satisfy their needs and wishes (Fodness, 1994; McIntosh et al, 1995; Crompton, McKay, 1997). A lot of studies were conducted so as to understand motivations and behaviors of tourists; however, studies on their food motivations are quite few (Kim, Kim, Goh, 2011; Ryu, Jang, 2006; Sparks, Bowen, Klag 2003). Local food consumption of tourists in a destination is linked with local food 's peculiarities (Nield, Kozak, Le Grys, 2000; Guan, 2012; Kim, Kim, King, 2016). Nield et al. (2000) identified the peculiarities of local food as local food quality, serving number, cost, local food service standard, food type, food presentation, general food experience, service speed and environment's attraction. Guan (2012) stated that traits of local cuisine attraction composed of special taste, high reputation, originality, affordable price, secret recipes, innovation, sanitation, street tastes, good service, distinctive environment and special eating traditions. Food generally considered as a human need is also regarded as an extension of holiday experience.

Kim et al. (2009) indicates that food is one of the important parts of holiday. Eating food which forms one third of total consumption expenses of tourists during their holidays is also seen in the studies performed that it is a factor that tourists take into consideration when choosing a destination (Telfer, Wall, 2000; Gyimothy et al., 2000; Timothy, Ron, 2013). In their studies Lopez-Guzman, Uribe-Lotero, Perez-Galvez and Rios –Rivera (2017) classified dimensions as new gastronomy criteria, cultural and socializing experiences. And Kim, Eves and Scarles (2012) measured local food consumption motivations with appealing to senses, cultural experience, excitement, interpersonal relations and finally health dimensions. When the results of the studies were investigated, it was revealed that local cuisines were important motivation factor in choosing destination and especially triggering touristic actions.

2.2. Customer Satisfaction

After consumers buy a product, they evaluate it whether it falls short of the mark or not. If product performance meets the expectation of consumers, consumers feel satisfied and this situation shows there is a close relation between the consumers' customer satisfaction after

purchasing and evaluation results (Hidayat, Adanti, Dermawan, Setyaning, 2019). Satisfaction is the level of the emotions arising after a person compares the performance of products purchased with the expectations (Kotler and Keller, 2012). If consumers' conclusions about product performance, their feelings and expectations being met, as a consequence of buying certain things are positive satisfaction occurs. Customer satisfaction has service quality, product quality and price functions and all these are general consumer evaluation criteria (Bei and Chiao, 2001).

In the researches made on local food choice of tourists, satisfaction is handled as a confusing subject. Phillips, Asperin and Wolfe (2013) emphasize that satisfaction is an evaluation of an individual's subjective consumption regarding various factors such as accommodation, experience, food and activities. As for San Martin, Herrero and Garcia delos Salmones (2018), they express that a tourist's satisfaction about food will be a positive reaction to tourism experience in the place where he eats. When experienced at destinations by tourists, in the process after purchasing, local products will affect tourists' positive feelings toward local products and satisfaction (Duman, Mattila, 2005). Şengul and Turkey (2018) in a research they performed, concluded that local cuisine satisfaction significantly affects factors of recommending it to others in preferring the destination again. Thus, Zagralı and Akbaba (2015) established in their studies that local food did not play a defining role in tourists' destination preference but as a result of eating experience during their accommodation, they become satisfied with local dishes. Local food can reconnect the lost tie between food and place by opposing mass production in commercialization as a "locality" and "sincerity" example (Feagan, 2007). As a result, that tourists contact with local people during the activities related to food not included in their tours can increase their satisfaction within socialising effect (Boniface, 2003).

3. Research Model

According to the research model in figure 1, it is assumed that local food consumption motivations affect customer satisfaction. In the model, independent variables of the research are the subdimensions of local food consumption motivations (interpersonal communication, learning, sensory experience, cultural experience, health and excitement). The dependent variable of the research is customer satisfaction.

The recommended model depending on research hypotheses formulated evaluates motivations linked with local food consumption and the impact of these motivation dimensions upon food satisfaction.

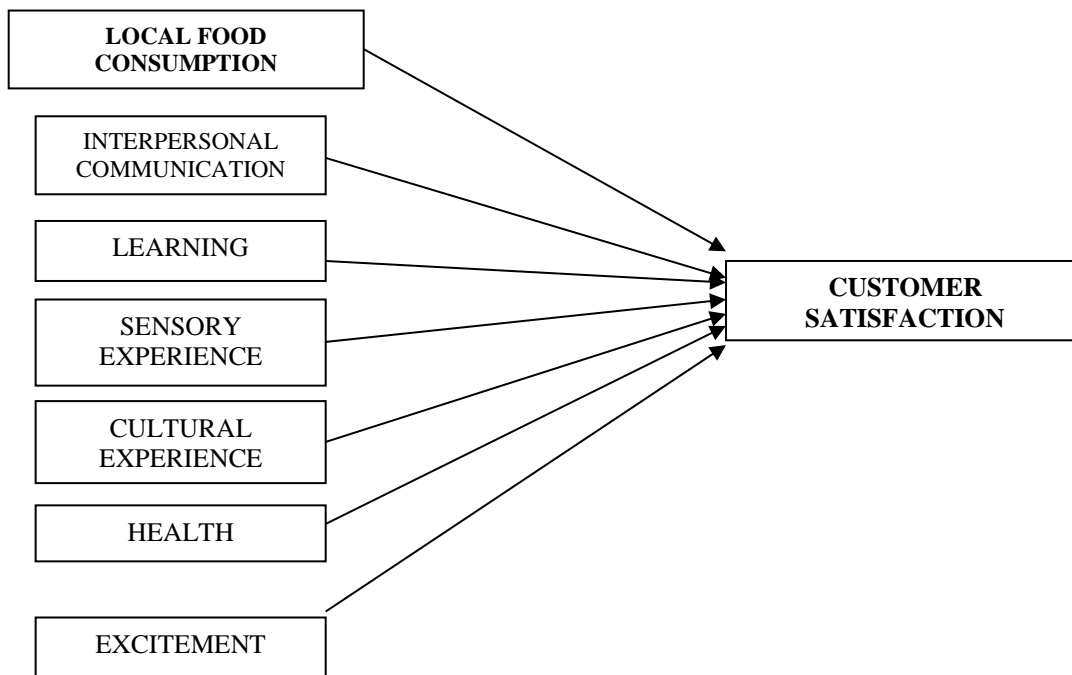


Figure 1: Research Model

4. Hypotheses of the Study

H₁: There is a positive relation between local food consumption motivations and customer satisfaction.

H₂: Interpersonal relations dimension has a positive impact on customer satisfaction.

H₃: Learning dimension has a positive impact on customer satisfaction.

H₄: Sensory Experience dimension has a positive impact on customer satisfaction.

H₅: Cultural Experience dimension has a positive impact on customer satisfaction.

H₆: Health dimension has a positive impact on customer satisfaction.

H₇: Excitement dimension has a positive impact on customer satisfaction.

5. Research Method

5.1. Population and Sampling

The main population of the research is the guests attending “International Danang Food Festival” held in the city of Danang, Vietnam between 31st May and 6th June 2019. The sampling of the study is the festival attendees experiencing Turkish dishes. During the seven-day festival, local dishes of Turkish cuisine were prepared by one of the authors and served to the participants. Afterwards, the data were collected from the participants with the convenience sampling method, since it can be applied faster and easier compared to other sample types.

5.2. Data collecting Method and Analysis

The quantitative research method, questionnaire technique was applied in the research. The questionnaire form consists of three sections. In the first section, there is the scale developed by Kim, Eves and Scarles (2012), aimed to measure local food consumption motivations. The scale comprises five subdimensions as “Cultural experience”, “Excitement”, “Interpersonal Relations”, “Sensory Attraction”, “Health” and 26 items. After the pilot study was performed, two items of the excitement dimension of the scale (as they are related to holiday experience) was excluded. In the second section, there is the customer satisfaction scale developed by Oliver R.L. (1980) with 6 items. And in the last section, there are five closed-ended and one open-ended question.

Data collected were analysed in the computer system. Since the data show normal distribution in the research, parametric analysis method was preferred. Whether the data showed normal distribution or not was evaluated by investigating the general average (2,77), median values (3,00), range values (4,00), and skewness and kurtosis values. The skewness and kurtosis values of each item is between -1 and +1 range. In the analyses, central tendency measures such as frequency and percentage distributions correlation, and regression statistical analysis methods were used.

6. Findings of The Research

Reliability analysis was made in order to determine the reliability of local food consumption motivations and customer satisfaction scales by primarily taking Cronbach’s Alpha coefficients into consideration. The propositional numbers and reliability coefficients of the scales and subscales (Cronbach’s Alpha) used in the research are given in Table 1.

Table 1. The Scales and Reliability Coefficients Used in the Research

Scales	Number of Items	Cronbach Alpha (α)
Local Food Consumption Motivation	24	0,893
<i>-Interpersonal Relations</i>	5	0,850
<i>-Learning</i>	5	0,861
<i>-Sensory Experience</i>	4	0,805
<i>-Cultural Experience</i>	4	0,761
<i>-Health</i>	3	0,618
<i>-Excitement</i>	3	0,589
Satisfaction	6	0,811

That the measure results are able to measure the concept intended to be measured in a coherent way and the measure tool demonstrates similar results when different sampling chosen from the same population is applied in a different place and different time is defined as reliability (Gurbuz, Sahin, 2018) . The most common and powerful method used for the calculation of coherence in a measure tool is the determination of Cronbach Alpha (α) value. Nunnally (1978) stated that alpha value should be bigger than 0.70 (Gurbuz, Sahin, 2018) . As seen in Table 1, it was observed that the reliability coefficient of “Local Food Consumption Motivations” and “Satisfaction” scales used in the research is at a high and satisfactory level ($\alpha > 0.70$). This situation indicates that the scales applied in the research are reliable.

6.1. Traits of Research Participants

Table 2. Traits of the Participants

Gender	Frequency	Percentage
Female	210	53,2
Male	185	46,8
Total	395	100
Age	Frequency	Percentage
18-25	54	13,7
26-34	81	20,5
35-44	101	25,6

45-59	113	28,6
Over 60	46	11,6
Total	395	100
Marital Status	Frequency	Percentage
Married	232	58,7
Single	163	41,3
Total	395	100
Education	Frequency	Percentage
Secondary/High School	42	10,6
Under Graduate/Graduate	293	74,2
Post Graduate	60	15,2
Total	395	100
Food Experience	Frequency	Percentage
First Experience	266	67,3
Experienced Before	129	32,7
Total	395	100

In Table 2, there are the traits of tourists participating in the research. Hence, it is seen that 53,2% “female” and 46,8% “male”; 28,6% between the age of “45-59”, their marital status is 58,7% “married” and 41,3% “single”, their educational status is 74,2% “undergraduate /graduate”. When the local food experience of the participants are examined, it is comprehended that 67,3% has experienced for “the first time” and 32,7% has “experienced before”.

6.2. Confirmatory Factor Analysis (CFA) of the Local Food Consumption Motivations Scales

Factor analysis was made to test the construct validity of local food consumption motivations scale and was applied to scale items. In Table 3, there are the confirmatory factor analysis results of local food consumption motivations scale.

Table 3. Confirmatory Factor Analysis of the Local Food Consumption Motivations Scales

Item	Interpersonal	Learning	Sensory Experience	Cultural	Health	Excitement
Interpersonal6	,771					
Interpersonal4	,767					
Interpersonal5	,760					
Interpersonal3	,709					
Interpersonal7	,661					
Learning2		,854				
Learning1		,846				
Learning3		,797				
Learning4		,695				
Learning5		,482				
Sensory20			,809			
Sensory19			,778			
Sensory121			,722			
Sensory18			,524			
Culturall7				,782		
Culturall8				,714		
Culturall6				,646		
Culturall9				,546		
Health23					,841	

Health22							,655
Health24							,627
Excitement10							,596
Excitement12							,585
Excitement11							,583
Eigenvalues	7,268	2,712	2,109	1,629	1,255	1,13	

KMO ,794
& Bartlett
Results

Explained Variance Percentage %	15,001	14,064	11,906	10,299	8,293	7,531	
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Total
Explanation 67,093
Variance
Percentage

As a consequence of CFA, it was determined that sampling sufficiency value is 79 and size of sampling is enough for factor analysis. That Bartlett globality test is significant [$X^2 (276) = 5180,417, p < .000$] indicates that correlation relations between the items are adequate for factor analysis. In case of the eigenvalues in the CFA being bigger than 1, factors formation was enabled. As a result of CFA, it was observed that 24 statement-scale is in a form of six factors and accounts

for 67,093% of total variance of the factors. CFA results regarding the load of the items in the factors are shown in Table 3.

As seen in Table 3, after the rotation process, the first factor explains variance as 15,001% , the second factor 14,064% , the third factor 11,906% , the fourth factor 10,299% , the fifth factor 7,531%. The statements loaded on factor are called as interpersonal communication, learning, sensory experience, cultural experience, health and excitement based upon local food consumption motivations. These results indicate the validity of the scale with a six factor-structure composed of 24 items.

6.3. Confirmatory Factor Analysis (CFA) Results of Customer Satisfaction Scale

Factor analysis was made to test the construct validity of customer satisfaction scale and was applied to scale items. In Table 4, there are the confirmatory factor analysis results of customer satisfaction scale.

Table 4. Confirmatory Factor Analysis of Customer Satisfaction Scale

Item	Satisfaction
Satisfaction 4	,827
Satisfaction 3	,822
Satisfaction 2	,776
Satisfaction 1	,688
Satisfaction 5	,656
Satisfaction6	,518
Eigenvalues	3,135
KMO & Bartlett Results	,743
Explained Variance	52,244
Percentage %	

Total Explained 52,244
 Variance Percentage

In the consequence of CFA, it was found that Kaiser-Meyer Olkin (KMO) sampling value was 74 and the size of sampling was sufficient for factor analysis. That Bartlett globality test is significant [$X^2 (15) = 1077,784, p < .000$] indicates that correlation relations between the items are suitable for factor analysis. As a result of CFA, it was observed that the scale with 6 statements has a single factor structure and the factor explains 52,244% of total variance. CFA results regarding the loads of items in the factors are shown in Table 4.

As seen in Table 4, after the rotation process, factor explains variance as 52,244% .The statements loaded on factors are classified as satisfaction based on customer satisfaction. These results point the validity of single factor structure composed of 6 items.

6.4. Findings Related to Correlation Analysis

Correlation coefficients between local food consumption motivations and satisfaction are given in Table 5.

Table 5. Correlation coefficients between local food consumption motivations and satisfaction

		Loc.Food Con.Motivat.	Satisfaction
Loc. Food Consumt. Mot.	PearsonCorrelation	1	,245**
	Sig. (2-tailed)		,000
	N	395	395
Satisfaction	PearsonCorrelation	,245**	1
	Sig. (2-tailed)	,000	
	N	395	395

** . Correlation is significant at 0.01 level (2-tailed).

According to the findings acquired, there is a significant and positive relation between local food consumption motivations and satisfaction ($r_{(395)} = .245$, $p < 0,05$). According to this result, covariance in local food consumption motivations and customer satisfaction was seen.

6.5. Findings Related to Regression Analysis

Research model in Figure 1 was tested in order to reveal the relation between local food consumption motivations and satisfaction. Local food consumption motivations to which confirmatory factor analysis was applied composes of 6 dimensions. Each dimension takes part as independent variable (interpersonal relations, learning, sensory experience, cultural experience, health and excitement) and the dependent variable is satisfaction. Multiple regression analysis was performed to test the effect of independent variables on satisfaction and its explanatoriness.

Whether there was a multicollinearity problem between independent variables was investigated before the research model was tested. Multicollinearity defines the correlation between three and more independent variables. Multicollinearity lessens the explanatory power of any variable. Variance Inflation Factor (VIF) and tolerance values were investigated to determine whether there is multicollinearity between independent variables or not. If variance inflation factor is bigger than 10,0 and tolerance value is smaller than 0,10, it is assumed that there is a multicollinearity problem (Hair, Anderson, Tatham, 1998). According to the analysis results, variance inflation factors of independent variables are smaller than 10,0 and tolerance values are bigger than 0,10. Thus, it can be said that there is not a multicollinearity problem in the research.

Multi linear regression analysis was made in order to investigate how much local food consumption motivations, interpersonal relations, learning, sensory experience, health and excitement affect the satisfaction of the international food festival attendees.

Table 6. Multi Regression Analysis Results Related to the Effect of Local Food Consumption Motivations on Customer Satisfaction

R=0,457 R²=0,209 Adjusted R²=0,197 F_(5,362)=17,064 p=0,000 Standard Error=0,56059					
Variables	<i>B</i>	<i>Standard Error_B</i>	β	<i>T</i>	<i>P</i>
Constant	1,856	,174	-	10,652	0,000
Interpersonal Relations	0,073	,047	,089	1,543	0,124
Learning	0,222	,050	,253	4,418	0,000
Sensory Experience	-0,80	,046	-,096	-1,740	0,083
Cultural Experience	-0,192	,051	-,217	-3,758	0,000
Health	0,354	,044	,383	8,087	0,000
Excitement	0,049	,050	,056	0,982	0,327

In Table 6, there are regression analysis findings related to local food consumption motivations dimensions affecting customer satisfaction. When Table 6 is examined, it is seen that three dimensions related to local food consumption motivations affect customer satisfaction. Aforesaid local food consumption motivations dimensions account for 20,9% of the variance related to customer satisfaction ($R^2=0,209$). From this result, it is understood that local food consumption motivations have an average effect on customer satisfaction. When Beta values are examined, it is seen that especially health dimension ($\beta=0.383$) affects customer satisfaction. Additionally, learning dimension ($\beta=0.253$) also contributes to customer satisfaction. As for cultural experience dimension ($\beta=-,217$), it has a negative way relation with customer satisfaction.

7. Conclusions And Implications

This research, considered to contribute to the recognition of Turkish cuisine and as a result, to the national tourism, was applied on tourists experiencing Turkish dishes prepared with complete Turkish motifs in a different country. This study was performed to define local food consumption

motivations and satisfaction levels of international food festival attendees. For this, a model was developed and the model was tested on the guests, attending International Danang Food Festival and experiencing Turkish dishes. According to the results of the research, most of the attendees comprise women; between the age of 45-59, married attendees and undergraduates / graduates are the majority. Besides, a big majority of the attendees stated that they had experienced Turkish dishes for the first time.

In this study, it is seen that there is a significant and positive relation between local food consumption motivations of the attendees and satisfaction and accordingly, there is covariance in local food consumption motivations and customer satisfaction. In a research made by Rimmington and Yuksel (1998) on tourists, it was stated that food is one of the important elements in enabling guest satisfaction and it is the most important reasons for them visiting Turkey again. Hu and Ritchie (1993) state that local food is the fourth important factor after accommodation, scenery, and climate for preferring a region. In a similar way, Comert and Durlu Ozkaya (2014) express that local food is one of the most important three favorite touristic activities for all the tourists during their travel. Hence, when the results of the researches performed before are examined, local cuisines are revealed to be an important motivation element in preferring a destination and especially in triggering touristic actions.

It is seen that “*health dimension*”, one of the dimensions related to local food consumption motivations affects customer satisfaction. Many studies have researched the important role of health benefits as related to their nutrition concern (Glanz, Basil, Maibach, Goldberg, Snyder, 1998; Mooney, Walbourn, 2001; Sparks et al, 2003). Glanz et al. (1998) stated that the most important factor in food consumption is adopting a healthy life and consumers are concerned about taste, nutrition, cost, convenience and weight control for their health. Sparks et al. (2003) mentioned that one of the key motivations of eating out on holiday is healthy food consumption in a touristic destination. In the study, it is seen that “*Learning dimension*” affects customer satisfaction. Kim, Eves and Scatles (2009), in their study, define that eating local food enables the participants to enrich their intellectual pleasures. Further, they informed that some of the participants wished to learn more about other countries and observe new things. Getz (2000) advocated that local food experiences could be regarded as the chance to learn indigenous culture.

Hjalager (2003) explains cultural experiences gained through being informed about different cultures and having interesting experiences as individuals' sharing food culture by consuming indigenous food and drinks. Fields (2002) mentioned that local food experience was regarded as cultural experience during holiday, additionally claimed learning host country culture could bring individuals closer to destinations. However, in the study, "*cultural experience dimension*" has a negative relation with customer satisfaction. Kim and Eves (2012) emphasized that the desire for exciting experience and avoiding routine was linked with local food consumption motivations. Rust and Oliver (2002) pointed out that eating experience added excitement to people's lives and experience was considered as a way of self-improvement when expectation and satisfaction were joined.

Yet, in the research, it has been determined that "*excitement dimension*" has no impact upon satisfaction of the participants. Pollard, StepoeveWardle (1998) expressed sensory traits as sensory attraction in their choice when people wanted to try a new dish. Sensory perceptions can represent views that people develop related to their tastes for food and beverage (Furst, Connors, Bisogni, Sobal, Falk, 1996). From the point of tourism, Kivela and Crofts (2006) emphasized that tasting local food and beverages during holiday was an enjoyable sensory experience for participants. Nevertheless, in the study it was revealed that for the participants "*sensory attraction*" did not have any impact upon their satisfaction. Warde and Martens (2000) advocated eating out in a destination was a function of socializing and attending food festivals could provide opportunity for people to create the feeling of enjoying themselves together and unity. According to Fields (2002), eating food could enable people on holiday to become different from others and share their tastes or preferences with people on holiday. In the study, it was concluded that "*interpersonal interaction*" did not have any affect on participant satisfaction.

That the attendees, aiming to experience Vietnamese food culture, experience Turkish dishes during the festival may be surprising from the stand point of the attendees and this case could cause local food consumption motivations dimensions (*cultural experience, excitement, sensory attraction, interpersonal interaction*) not to have any impact on customer satisfaction. It is possible to claim that tourists who have set off adapted to learn about Vietnamese culture encounter a complete different culture and their efforts for experiencing a great deal of different culture during the festival is confusing for them.

It is considered that the findings of this study provide beneficial information for tourism marketers and food industry. It was tried with the study to define the motivations lying under tourists' tasting local food and beverages during their travels and the effects of these on satisfaction. Thus, it is suggested that depending on the results indicating basic motivations, marketers should design marketing communications in a way to motivate tourists to experience local food during their holidays. Trainings could be provided so as to satisfy tourists' curiosity about local cuisines. In the restaurants using local products, briefing could be made about these products. Depending on the results of the research, guests consume local dishes for the purpose of being able to recognize them. It is proposed that since the taste, appearance, and presentation of local dishes could affect the visitors' excitement feeling, food and beverages should be prepared with organic and indigenous products in terms of their healthy consumption as indicated in the research findings. Gaining cultural experience and individuals' interaction can be possible thanks to festivals and similar activities and they are able to contribute to people's socialization.

The application of this study in different destinations, researching to find out whether introducing Turkish cuisine culture in a different country and international participants' motivations toward local food and these motivations have any effect on their satisfaction or not, will enable different comments to be made. In the future studies, comparison can also be made with similar studies to be performed on festival attendees in different countries.

8. Limitations and Future Research

This study is subject to one limitation. The current study was conducted in only one destination. The application of this study in different destinations, researching to find out whether introducing Turkish cuisine culture in a different country and international participants' motivations toward local food and these motivations have any effect on their satisfaction or not, will enable different comments to be made. In the future studies, comparison can also be made with similar studies to be performed on festival attendees in different countries.

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