





The Impact of Tourist Lifestyles on Local Food Consumption: A Case Study of Foreign Visitors in Turkey**

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Abstract

Since the sector of tourism grows in prominence, more individuals are choosing vacations to get away from their regular lives and find pleasure. Local food is a vital part of it, acting as an essential part of tourist incentives. Recognizing the factors that influence tourists' choices for eating local produce is crucial. This research study seeks to answer this question by examining the influence of socio-demographic characteristics on tourists' intention to eat local foods (TLFCV) using a widely known paradigm in consumer behavior – The Values and Lifestyles model (VALS). The study aims to describe the mental and social constructs that lie behind visitors' interest in and participation in local food encounters, using this approach. In order to achieve this goal, a questionnaire was given to foreign visitors to Istanbul. As travelers prepared to return home from their vacations, information was collected using well-organized surveys distributed at Istanbul Airport's International Departures Station. There were 500 legitimate responses to the surveys which were offered in seven distinct languages and had individuals from ten nations.

Article History

Received: 23.09.2024

Accepted: 29.12.2024

Keywords

Lifestyles

Gastronomy Tourism

Local Food

Article Type

Research Article

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** This study is derived from the author's doctoral dissertation prepared in the Department of Gastronomy and Culinary Arts at the Institute of Social Sciences, Balıkesir University.

DOI: 10.21325/jotags.2024.1530

INTRODUCTION

Food, while fundamentally a physiological need for humans, also has various social dimensions. Local food consumption is a significant component within the tourism sector and is among the factors influencing tourists' travel decisions (Fields, 2002; Kim, Eves & Scarles, 2009). Local foods are products that reflect the cultural characteristics of the region in which they are offered, strengthen the interaction between the local community and tourists, and contribute economically, socially, and environmentally to the area in which they are produced. Local foods, which are formed by the combination of various ingredients and bear unique traces of the society to which they belong, are an important dynamic in the formation and strengthening of the identities of destinations (Sims, 2009; Kesici, 2012).

Food consumption carries both physiological and social meanings for humans. It can be argued that this is also true in the context of tourism mobility. While some tourists consume food merely to satisfy hunger, it is known that most tourists view food as a means of socialization and are particularly motivated to experience the foods of a destination (Giritlioğlu & İpar, 2016). The interest in local foods has been observed to be increasing day by day. It can be said that factors such as the desire to learn about the history of the foods consumed, the desire to observe the production stages, and the increasing awareness of health and the environment underlie this growing interest (Martinez, Hand, Da Pra, Pollack, Ralston, Smith & Newman, 2010).

As consumption activities have risen globally in recent times, touristic consumption has similarly increased, with identifiable dynamics driving this rise. Demographic factors and psychological factors are some of these dynamics. Psychographic factors, where demographic and psychological factors are evaluated together, represent a market segmentation approach (Demby, 1994). The value and lifestyle approach is also one of the important psychographic market segmentation tools. Understanding individuals' lifestyles facilitates making predictions about their consumption preferences, as lifestyles can be viewed as a set of interrelated activities (Van Raaij & Verhallen, 1994). How individuals spend their time, what they prioritize in life, and the judgments they hold about society and their personalities are closely related to their lifestyle (Assael, 1992). The values by which individuals live and their ideas about leisure activities are important and variable (Foxall & Goldsmith, 1997).

Considering the advantage that local foods provide to destinations in tourism competition, it is important for these destinations to develop proper marketing strategies for local foods. To effectively form these strategies, it is necessary to understand which factors influence motivation in local food consumption by tourists. While various studies exist in the literature on local foods (Quan & Wang, 2004; Björk & Kauppinen-Räsänen, 2016; Alphan, 2017; Girgin, 2018; Hesterman & Horan, 2017; Semerci & Akbaba, 2018; Choe & Kim, 2019), However, studies exploring the local food consumption of foreign tourists within the context of lifestyle are limited. When destinations access this information, they can conduct more effective advertising and marketing activities.

The purpose of this research is to examine the factors that influence local food consumption and to explain how it is defined through the lifestyle approach. Additionally, identifying which lifestyle groups are influential in foreign tourists' local food consumption is among the objectives of the study. Within the scope of this research, answers to several fundamental questions were sought. The main question of the study is: "Do tourists' lifestyles affect their local food consumption?" Additionally, the question, "What is the effect of the sub-dimensions of lifestyle on local food consumption?" is also among the questions addressed in this study.

This study addresses a notable gap in the literature by examining the relationship between lifestyle factors and foreign tourists' local food consumption, an area that remains underexplored in existing research. While previous studies have predominantly focused on socio-demographic characteristics or general consumer behavior, this research uniquely applies the Values and Lifestyles (VALS) model to reveal the nuanced effects of lifestyle sub-dimensions. By identifying influential lifestyle groups such as Experiencers, Thinkers, Strivers, Believers, and Innovators, the study offers actionable insights that can support destinations in crafting targeted marketing strategies. These findings contribute to the expanding fields of tourism and gastronomy by responding to calls for more detailed analyses of tourist behavior, particularly through the lens of lifestyle segmentation.

Literature Review

The Concept of Local Food

Around the world, there are numerous countries and nations, each with its own distinct culinary culture (Şavkay, 2000). These cultural differences are influenced by local dynamics, which in turn shape the local gastronomic culture. The foods people consume and their eating habits define a food culture (Kittler & Sucher, 2008). Foods that are specific to a particular region, exported, and sold in large markets through classical distribution networks are classified as local food (Morris & Buller, 2003; Sims, 2009). Additionally, products resulting from the local processing of foods originating from outside the region can also be considered local food (Nummedal & Hall, 2006; Sthapit et al., 2020). Smith & Xiao (2008) note that during international travel, a product belonging to a country's culture, regardless of its region, is perceived as "local" by the tourists consuming it. In this study, local food refers to the local products that foreign tourists experience during their visit to Istanbul. These products represent not just a single region but encompass those from all regions across Turkey.

The advancement of communication and transportation technologies has increased the popularity of local foods. According to a study conducted in the United States, local food sales rose from 5 billion dollars to 12 billion dollars between 2008 and 2014, and this figure is expected to continue increasing (Hesterman & Horan, 2017). Since the production, preparation, presentation, and consumption of local foods are integral to a region's tradition, they are seen as heritage events (Montenari, 2006; Inwood et al., 2009; Sims, 2009). Moreover, local cuisine can enhance the profile of a place by showcasing the rich history of the area. According to Ivanova, Terziyska, and Trifonova (2014), regional cuisines are characterized by their genuine preparation techniques, limited shelf life, excellent quality, popularity within a particular area, and consistency when it comes to healthiness.

These foods, often made with regional products, are closely related to agricultural activities, and geographical conditions play a significant role in the diversity and quality of local foods (Kesici, 2012; Cömert, 2014). Moreover, these foods are known for their high nutritional value and stand out for their nourishing properties (Albayrak, 2013). Local foods play a significant role as a touristic product (Henderson, 2009). Therefore, tourism stakeholders (hotels, restaurants, destination managers) frequently utilize local foods in their marketing and development efforts (Chang, 2011; Björk & Kauppinen-Räisänen, 2016). Tourists perceive tasting local foods during their travels as an important experience (Quan & Wang, 2004). As the tourism industry strives to meet demands for authentic products and services, local foods enhance satisfaction and highlight the uniqueness of a destination (Kim, Lee & Yoon, 2012). Additionally, local foods offer tourists the opportunity to experience intangible cultural heritage (Yurtseven & Kaya, 2011).

There are numerous factors influencing the consumption of local foods in tourism. The "why" question shaping tourists' travel decisions is complex due to cultural differences and the diversity of individual desires (Pearce, 2005). The main factors influencing food consumption are primarily psychological, motivational, and demographic. However, other factors, such as cultural influences, environmental conditions, economic constraints, and social interactions, may also play a role in shaping or triggering consumption behaviors. Local food consumption is significantly influenced by demographic factors, including income, education, age, and gender (Zepeda & Li, 2006; Yılmaz, 2015). Two major psychological factors influencing this intake are food neophilia and neophobia (Mak et al., 2017). Furthermore, a place's culinary offerings can influence a visitor's decision to return and serve as a major source of inspiration (Koban, 2020). According to a Kim et al. (2009) assessment, the following characteristics influence the amount of food consumed locally: excitement, a break from routine, health, learning level, genuine experience, togetherness, prestige, sensory gratification, and physical surroundings.

In the study conducted by Frochot (2003), factors such as the desire for relaxation, the aspiration to gain status, the excitement of consuming novel and diverse foods, the desire to acquire knowledge about unfamiliar cuisines, food consumption influenced by lifestyle, and the wish to break the monotony of daily life were emphasized as significant contributors to local food consumption. Similarly, Kim, Eves, and Scarles (2013) identified cultural experience, interpersonal relationships, excitement, health concerns, and sensory appeal as motivational factors influencing local food consumption. The approach developed by Choe & Kim (2019) also evaluated motivational factors in seven dimensions: emotional value, epistemic value, health value, prestige value, taste/quality value, price value, and interaction value. It has been observed that there is a lack of sufficient research on the impact of psychographic approaches, which are one of the market segmentation methods, on local food.

Psychographic Market Segmentation and Lifestyle

With the evolving world and changing value patterns, markets are also experiencing transformations. The process of dividing a heterogeneous market into smaller, homogeneous groups with common characteristics is called market segmentation (Smith, 1956). Market segmentations are carried out using various variables to identify tourist typologies. These segmentations can be behavioral (amount of money spent, preferred distance, expected benefits, etc.), demographic (level of education, marital status, gender, etc.), geographic, and psychographic (personality traits, lifestyles) (Plog, 2001; Vyncke, 2002). While demographic variables generally explain what and who consumers are, psychographic variables are functional in finding answers to the question of why (Solomon et al., 2006). The use of sociological, demographic, and psychological factors to divide a specific market based on group tendencies and the dynamics underlying these tendencies is called psychographics (Demby, 1994). Psychographics, by employing demography and psychology, better defines consumer behaviors. Consumers with the same demographic characteristics may exhibit different psychographic features. In this approach, consumers are grouped based on their lifestyles, personality traits, value judgments, and psychological characteristics (Kotler & Keller, 2006).

Lifestyle is one of the most effective variables in psychographic market segmentation studies because it reflects people's fundamental behavioral patterns and influences their purchasing decisions. Ağırlar (1999) suggests that a person's lifestyle reflects their resources, values, and interests. This method allows psychographic market segmentation research to yield more sophisticated results than demographic approaches (Williams, 1982). Individuals' lifestyles are defined by their activities, ideas, personality traits, and values, and comprehending this

knowledge allows you to anticipate customer preferences (Van Raaij & Verhallen, 1994; Assael, 1992). As a result, market segmentation study considers people's values and how they use their leisure time (Foxall and Goldsmith, 1997). There are different methods for measuring lifestyle. Some of them include Activities, Interests, and Opinions (AIO), the Rokeach Value System (RVS), and the List of Values (LOV). Another prominent approach for measuring lifestyle, which has also been adopted in this study, is the Values and Lifestyles (VALS) approach. The VALS technique, established in 1978 by consumer futurist Arnold Michell of the Stanford Research Institute in California, identified nine distinct lifestyle groups in its original edition, VALS 1 (Astor, 2006; Solomon et al., 2006). The VALS 2 approach, which is thought to be more effective at market segmentation than its predecessor, is based on Abraham Maslow's Hierarchy of Needs theory and is widely utilized in market segmentation research (Shao, 2002).

The VALS 2 survey consists of 35 psychographic statements covering eight lifestyle characteristics and a range of demographic questions (Lin, 2003). The VALS 2 approach explores not just customer decisions, but also the reasons for such decisions. Understanding why consumers buy something is a more important dynamic than what they buy (San, 2009). The VALS 2 typology identifies eight lifestyle groups with different sources of motivation, with the characteristics described below (Lin, 2003; Khan, 2006; Erciş, Ünal & Can 2008; Koç, 2013; Bakhtadze, 2018):

Innovators: This group consists of individuals with high resource levels, who are cultured, successful, and respected. They have refined tastes, engage in intense and high-quality consumption, are open to new products and ideas, possess an intellectual character, and are often in leadership positions. They are interested in social issues, have wide-ranging hobbies, and display diversity in their shopping behaviors.

Thinkers: It is a group of people, by and large resourced, educated, idealistic — good citizens. They are law-abiding, responsible and can express themselves with eloquence. They are well-read up on current events, open-minded to new ideas and admittedly frugal despite a great salary. They value lastingness, workability and utility; they check facts then make decisions in information processing activities; and spent time on other family at leisure hours.

Achievers: These people have a common view of reality which is authority, conservative or success-seeking. They are committed to a traditional way of life, work and family. First, they appreciate the security and need order. They enjoy status and will be willing to use any goods or services that save time. They are low-educated yet able to manage their needs.

Experiencers: This group is often made up of young, passionate, and rebellious individuals. They are open to new experiences, make quick decisions, and seek excitement. They spend their financial resources on entertainment, hobbies, fashion, and social activities. They quickly become enthusiastic about and lose interest in new products and services and are not afraid to try unusual and risky things. They have a changeable nature, and self-expression is important to them.

Believers: This group consists of individuals motivated by ideals, who are conservative and responsible. They are loyal to authority, value order, and adhere strictly to traditional norms. They are not open to new ideas and technological innovations. They usually have fixed shopping habits and established brand loyalty. They adopt a routine and predictable lifestyle.

Strivers: This status-oriented group consists of individuals who closely follow fashion, enjoy socializing, and love entertainment. They place importance on material wealth, measure success by money, and use spending as a means of showing off. They care about what others think and prioritize security. They aspire to climb the social ladder but often do not achieve high financial power. They focus more on their jobs than on careers and always aim to climb higher

Makers: This group consists of individuals who are self-sufficient and skilled in hands-on work. They focus on self-expression and seek to maintain traditional family structures. They approach new ideas with skepticism and are not interested in beliefs outside their own. They do not have issues with authority and exhibit respect and loyalty. In shopping, they prefer practical and useful products and value acquiring things of worth over luxury. They tend to favor pickup trucks.

Survivors: This group, located at the bottom of the pyramid, has the least resources and struggles to survive. Security is their top priority, and they feel comfortable in familiar environments. Their primary motivation is to meet their safety needs. They are not focused on shopping, prefer cheap products over brands, and stick to well-known brands when they find them at a low price. Their market power is weak, and they represent a modest market.

In the VALS 2 model, lifestyle groups are evenly distributed, with each group representing an average market share of six to eight percent. This lifestyle classification, representing the characteristics of different lifestyles, has been used in market research across various disciplines. The VALS approach is also a useful and preferred method in tourism research.

Research Hypotheses and Model

This study examined nine hypotheses, including one major variable and eight sub-variables. The appropriate literature was researched to develop these hypotheses, and a model was built accordingly.

Myrland et al. (2000) investigated the effect of consumer choices, lifestyles, and barriers on fish consumption in Norway. The study indicated that lifestyle had a significant impact on fish consumption. Similarly, Bruwer, Li, and Reid (2002) aimed to segment wine consumers in Australia based on their lifestyles, resulting in the identification of five distinct groups associated with wine and lifestyle. Kesic and Piri-Rajh (2003) targeted segmenting the market based on the food-related lifestyles of Croatian families and identified five groups. Haşimoğlu (2013) conducted a study in Kırıkkale to determine the relationship between the lifestyles of consumers who purchase and consume fast food products and their attitudes toward these products. The findings indicated that the lifestyle groups of Experiencers, Makers, Believers, and Thinkers defined fast food products as tasty, time-saving, and crucial in emergency situations. Bekar and Gövce (2015) conducted research in Muğla to analyze the relationship between food purchasing behavior and lifestyle. The results demonstrated that individuals with similar lifestyles exhibited similar behaviors in food purchasing. In a study by Yıldırım Saçlık (2017) that investigated the impact of lifestyle on the search for variety and food and beverage preferences, it was found that tourists' lifestyles had a significant impact on their food and beverage choices.

Based on the relevant literature, the following hypotheses were formulated:

H1: Values and lifestyle positively and statistically significantly affect tourists' local food consumption values.

H1a: The Experiencers lifestyle positively and statistically significantly affects tourists' local food consumption values.

H1b: The Makers lifestyle positively and statistically significantly affects tourists' multidimensional local food consumption values.

H1c: The Strivers lifestyle positively and statistically significantly affects tourists' multidimensional local food consumption values.

H1d: The Thinkers lifestyle positively and statistically significantly affects tourists' multidimensional local food consumption values.

H1e: The Believers lifestyle positively and statistically significantly affects tourists' multidimensional local food consumption values.

H1f: The Achievers lifestyle positively and statistically significantly affects tourists' multidimensional local food consumption values.

H1g: The Survivors lifestyle positively and statistically significantly affects tourists' multidimensional local food consumption values.

H1h: The Innovators lifestyle positively and statistically significantly affects tourists' multidimensional local food consumption values.

Based on the literature review and research hypotheses, the proposed symbolic model of the study is illustrated in Figure 1.

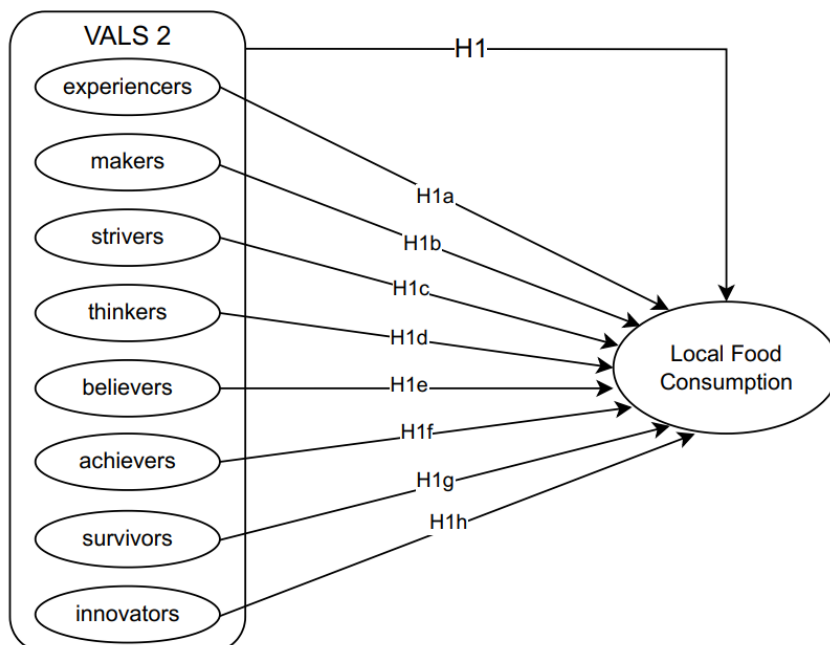


Figure 1. Research Model

Methodology

In this research, a quantitative method was chosen to measure the variables, and a survey was conducted. The target population for the study was identified as foreign tourists visiting Turkey, with Istanbul selected as the sample.

Istanbul was chosen as it is the most significant center that encompasses all the components of the country's gastronomy. Restaurants reflecting Turkey's local cuisines and gourmet festivals may be found here, making it an ideal place for assessing culinary trends given its reputation as the city with the most tourists. Furthermore, Istanbul's historical status as the Ottoman Empire's capital and its location as a crossroads of cultures, civilizations, and continents impacted its selection for this study.

The independent variable, lifestyle, was measured using the Values and Lifestyles (VALS 2) scale. Arnold Mitchell developed the Values and Lifestyles measure at Stanford Research Institute (SRI) in 1989 with the goal of identifying visitors' lifestyles. The scale has eight dimensions: innovators, thinkers, achievers, experiencers, believers, strivers, makers, and survivors, with a total of 35 statements (Lin, 2003). To identify the factors impacting the dependent variable, local food consumption, Choe and Kim (2019) established the Multidimensional Tourist's Local Food Consumption Value (TLFCV) scale. This scale contains seven dimensions and 29 items. Demographic questions were also added to these scales, and a measurement tool (survey) was created using a 5-point Likert scale.

As part of the study, a pilot research was conducted initially. The pilot study involved administering the survey to a specific number of participants to prevent potential errors in the survey, which is a common practice to mitigate possible issues in the main research (Coşkun, Altunışık, and Yıldırım, 2017). This pilot study was carried out in October and November 2021 with foreign tourists visiting Istanbul. The collected data were subjected to exploratory factor analysis. The Values and Lifestyles (VALS 2) scale was represented by 8 dimensions and 33 items, while the Multidimensional Tourist's Local Food Consumption Value (TLFCV) scale was represented by 7 dimensions and 28 items.

After determining the measurement tool, the sample size and type were established. Considering the size of the study population, a sample size of 384 participants was deemed reliable (Kozak, 2018). Based on the available information, this study was conducted with 500 participants. Due to the lack of a definitive list or document forming the units of the population, non-random sampling methods were employed. For these reasons, the study was conducted using convenience sampling. In convenience sampling, the researcher works with sample groups that are close and accessible, which adds speed and practicality to the research (Saunders, Lewis, and Thornhill, 2016). Accordingly, a sample group of 500 tourists was formed from the top 10 countries visiting Istanbul, with 50 participants from each group.

A limitation of the study arose due to the intensifying Ukraine-Russia war in February 2022, which resulted in the closure of air traffic between Turkey and Ukraine, disrupting the flow of tourists and leading to a debate over whether Ukrainians had tourist status (with the possibility of being refugees). Consequently, reaching Ukrainian tourists became difficult, which is considered a limitation of the study. Following these developments, Kuwaiti tourists, ranked 11th in visitor numbers, were included in the study.

Table 1. Top Visitors to Istanbul by Country in 2020

<i>Country</i>	<i>Tourist Numbers</i>	<i>Country</i>	<i>Tourist Numbers</i>	<i>Country</i>	<i>Tourist Numbers</i>
1- Russia	421.475	5- England (UK)	220.300	9- America (USA)	136.796
2- Germany	410.262	6- Ukraine	199.907	10- Azerbaijan	131.074
3- Iran	233.121	7- Netherlands	144.123	11- Kuwait	112.814
4- France	226.650	8- Iraq	138.142		
Total= 2.261.850					

Reference: Istanbul Directorate of Culture and Tourism (2020).

Sample Distribution and Data Collection

The distribution of the 500 participants in the sample group was determined based on the top 10 nationalities visiting Istanbul in 2020. To ensure equal representation by nationality, a total of 500 valid surveys were collected, with 50 participants from each nationality. Official permission was obtained from Istanbul Airport for the survey, and it was conducted in April 2022 by the researcher in the International Departures Terminal at Istanbul Airport, targeting tourists who had completed their trips and were returning home.

The survey forms were translated from their original language, English, into German, French, Russian, Azerbaijani, Persian, and Arabic by a professional translation service. These translated forms were reviewed and approved by field experts to ensure accuracy and relevance. Thus, the research was conducted with participants from 10 different nationalities in 7 different foreign languages.

Although the main survey had 500 participants, a pilot research was undertaken prior to the main survey. This pilot study was conducted during October and November 2021, with 180 foreign tourists visiting Istanbul. The goal of this pilot study was to obtain insights and make any necessary changes before the main data collecting.

In this study, the data was analyzed using Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA). To evaluate the correlations between variables (scales) and test the previously defined hypotheses, Structural Equation Modeling (SEM) was used in accordance with the research objectives.

Findings

Statistical Analysis and Descriptive Information

Statistical analyses were conducted on the variables and descriptive information identified in line with the research objectives. The socio-demographic characteristics of the research participants are presented in Table 3.

Table 3. Demographic findings

Demographics	Groups	n	%	Demographics	Groups	n	%
Education level	Primary education	36	7,2	Gender	Male	255	51,0
	Secondary Education	64	12,8		Female	245	49,0
	High School	61	12,2	Marital status	Married	247	49,4
	Licence	198	39,6		Single	253	50,6
	Master’s Degree	108	21,6	Age	18-24	69	13,8
	Doctorate	33	6,6		25-34	177	35,4
Monthly income (\$)	Less than 500	45	9,0		34-43	119	23,8
	501-1000	49	9,8		44-53	78	15,6
	1001-1500	84	16,8	54 and above	57	11,4	
	1501-2000	85	17,0	Nationality	Germany	50	10,0
	2001-3500	85	17,0		Iran	50	10,0
	3501-5000	63	12,6		Russia	50	10,0
	5001-7500	33	6,6		Iraq	50	10,0
7501 and above	56	11,2	England		50	10,0	
Number of visits	First time	134	26,8		France	50	10,0
	Previously 1	93	18,6		America (USA)	50	10,0
	Previously 2	74	14,8	Netherlands	50	10,0	
	Previously 3	35	7,0	Azerbaijan	50	10,0	
	Previously 4	31	6,2	Kuwait	50	10,0	
	5 and above	133	26,6				

The participants in the study consisted of 51% males and 49% females, with the most represented age group being 25-34 years. Regarding educational attainment, 39.6% of the participants held a bachelor's degree, and 21.6% held a master's degree. In terms of marital status, 50.6% of the participants were single, while 49.4% were married. The sample included an equal number of participants from ten different countries. When examining the income levels of the participants, 17% had an income between \$1501 and \$2000, and another 17% had an income between \$2001 and \$3500, with other income groups ranging from 6.6% to 16.8%; 11.2% of participants earned more than \$7501. Regarding visit frequency, 26.8% of the participants had first time visit, while 26.6% had visited five times or more, with other groups ranging between 18.6% and 6.2%.

Before proceeding with the impact analyses among variables, Confirmatory Factor Analysis (CFA) was applied to the scales. CFA is used to test and confirm the dimensional distributions of pre-developed and construct-validated scales (Büyüköztürk et al., 2017, p. 191). When performing CFA, it is more accurate to focus on multiple goodness-of-fit indices to assess model fit (Kline, 2011, p. 97). After conducting CFA, the variables that need to be checked include standardized regression coefficients and AVE-CR values.

In the first-level CFA analysis of the Values and Lifestyles (VALS) scale, it was found that some of the goodness-of-fit indices were at an excellent level, while others were at an acceptable level ($\chi^2/df = 2.008$, RMSEA = 0.045, CFI = 0.952, SRMR = 0.061, GFI = 0.904, TLI = 0.946, IFI = 0.953, NFI = 0.910). When examining the standardized regression coefficients (β), it was observed that one item in the "Survivors" dimension (HK1) was below the reference value of 0.50 (0.463) and was therefore removed from the analysis (Hair et al., 2014). Since the "Survivors" dimension initially consisted of only two items, removing one item meant that the remaining single item could not form a dimension on its own; hence, the "Survivors" dimension was excluded from the analyses (Armutlulu & Bati, 2014; Kılınç, 2019). The analyses continued with 7 dimensions and 31 items. The AVE and CR values related to the scale items were calculated, and it was found that these values met the reference standards, confirming convergent and discriminant validity.

Table 4. CR-AVE Values, Arithmetic Means, and Regression Coefficients for the VALS Scale

Experiencers						
CR: 0,921- AVE: 0,566- Mean:3,851- S.D.: 0,764						
Statements	Mean	S.D.	β_0	S. E.	t	p
EXP1	3,770	0,911	0,581	-----	fixed to 1	
EXP2	4,110	0,935	0,747	0,088	15,011	***
EXP3	3,670	1,019	0,786	0,114	13,259	***
EXP4	4,166	0,894	0,823	0,102	13,630	***
EXP5	3,872	1,130	0,631	0,118	11,457	***
EXP6	3,710	1,025	0,763	0,114	13,005	***
EXP7	3,936	0,938	0,811	0,106	13,512	***
EXP8	3,424	1,034	0,746	0,114	12,818	***
EXP9	4,000	0,909	0,843	0,105	13,820	***
Makers						
CR: 0,885- AVE:0,610- Mean: 2,960- S.D.: 0,993						
Statements	Mean	S.D.	β_0	S. E.	t	p
MKR1	3,266	1,036	0,668	-----	fixed to 1	
MKR2	2,933	1,072	0,704	0,064	16,995	***
MKR3	3,006	1,273	0,820	0,096	15,747	***
MKR4	2,716	1,264	0,880	0,097	16,517	***
MKR5	2,884	1,296	0,812	0,097	15,627	***
Thinkers						
CR: 0,832- AVE:0,555- Mean: 3,828- S.D.: 0,793						
Statements	Mean	S.D.	β_0	S. E.	t	p
THK1	4,002	0,959	0,673	-----	fixed to 1	
THK2	3,786	0,968	0,668	0,064	15,619	***
THK3	3,902	0,987	0,833	0,088	14,514	***
THK4	3,624	0,927	0,793	0,080	14,301	***
Strivers						
CR: 0,862- AVE: 0,557- Mean: 2,974- S.D.: 0,988						
Statements	Mean	S.D.	β_0	S. E.	t	p
STR1	3,288	1,186	0,741	-----	fixed to 1	
STR2	3,012	1,187	0,800	0,063	17,137	***
STR3	2,890	1,296	0,616	0,069	13,141	***
STR4	2,990	1,238	0,840	0,066	17,892	***
STR5	2,692	1,290	0,716	0,069	15,325	***
Believers						
CR: 0,884- AVE: 0,656- Mean: 2,720- S.D.: 1,170						
Statements	Mean	S.D.	β_0	S. E.	t	p
BLV1	2,666	1,393	0,857	-----	fixed to 1	
BLV2	2,644	1,441	0,871	0,045	23,271	***
BLV3	3,010	1,231	0,726	0,041	18,207	***
BL4	2,560	1,366	0,778	0,044	20,076	***
Achievers						
CR: 0,893- AVE: 0,807- Mean: 3,435- S.D.:1,030						
Statements	Mean	S.D.	β_0	S. E.	t	p
ACV1	3,434	1,075	0,843	-----	fixed to 1	
ACV2	3,436	1,097	0,950	0,080	14,459	***
Innovators						
CR: 0,823- AVE: 0,699- Mean: 3,487, S.D.: 0,905						
Statements	Mean	S.D.	β_0	S. E.	t	p
INV1	3,386	0,971	0,850	-----	fixed to 1	
INV2	3,588	0,994	0,822	0,074	13,360	***

β_0 : Standardized Regression Coefficient; $p < 0,001$;S.D.: Standard Deviation; S.E.: Standard Errors

Table 4 presents the arithmetic means of the items and dimensions related to the scale. Based on the information provided in this table, the Values and Lifestyles (VALS) scale was confirmed at the first level with 7 dimensions and 31 statements.

Following this, the Confirmatory Factor Analysis (CFA) of the other scale used in the study, the Tourist’s Local Food Consumption Value (TLFCV) scale, was conducted. In the first-level CFA analysis of the TLFCV scale, it was observed that some of the goodness-of-fit indices were at an excellent level, while others were at an acceptable level ($\chi^2/df = 2.669$, RMSEA = 0.058, CFI = 0.953, SRMR = 0.054, GFI = 0.892, TLI = 0.945, IFI = 0.954, NFI = 0.928). It was found that all standardized regression coefficients were above the reference value of 0.50. However, there were some problematic statistics related to the item EMT6. The high index values associated with other dimensions (interaction, prestige, health, epistemic) indicated an issue of cross-loading, which violates the principles of convergent and discriminant validity. This situation suggested that removing the problematic item from the analysis might be necessary (Gürbüz, 2019).

In considering the removal of problematic items, the standardized residual covariance values can also provide insight. Upon checking this value, it was observed to be significantly higher than the reference value of 2.58, at 4.52 (Brown, 2006; Byrne, 2010). Due to these issues, the EMT6 item was removed from the analysis, and the analysis continued. The repeated analyses with 7 dimensions and 27 statements showed no further issues. Additionally, the AVE and CR values related to the scale items were calculated, and these values were found to be in line with the reference standards, confirming convergent and discriminant validity.

Table 5. CR-AVE Values, Arithmetic Means, and Regression Coefficients for the TLFCV Scale

Emotional Value						
CR: 0,945- AVE:775- Mean: 3,566- S.D.= 0,939						
Statements	Mean	S.D.	β_0	S. E.	t	p
EMT1	3,748	1,026	0,908	-----	fixed to 1	***
EMT2	3,786	0,993	0,915	0,30	32,379	***
EMT3	3,618	1,034	0,923	0,34	30,466	***
EMT4	3,530	1,084	0,827	0,37	25,828	***
EMT5	3,366	1,061	0,822	0,37	25,472	***
Epistemic Value						
CR: 0,908- AVE: 0,663- Mean: 3,546 – S.D.: 0,886						
Statements	Mean	S.D.	β_0	S. E.	t	p
EPS1	3,344	1,082	0,827	-----	fixed to 1	
EPS2	3,376	1,097	0,848	0,36	28,935	***
EPS3	3,524	1,027	0,855	0,44	22,345	***
EPS4	3,722	1,005	0,804	0,44	20,534	***
EPS5	3,764	0,941	0,732	0,43	18,082	***
Health Value						
CR: 0,878- AVE: 0,643- Mean: 3,274- S.D.= 0,788						
Statements	Mean	S.D.	β_0	S. E.	t	p
HLT1	3,320	0,902	0,811	-----	fixed to 1	
HLT2	3,08	0,939	0,818	0,054	19,592	***
HLT3	3,348	0,903	0,792	0,052	18,872	***
HLT4	3,340	0,941	0,785	0,054	18,671	***
Prestige Value						
CR: 0,880- AVE: 0,649- Mean:2,785- S.D.= 0,983						
Statements	Mean	S.D.	β_0	S. E.	t	p
PRS1	3,226	1,039	0,702	-----	fixed to 1	
PRS2	2,552	1,146	0,869	0,077	17,692	***
PRS3	2,864	1,220	0,774	0,081	15,998	***
PRS4	2,500	1,185	0,865	0,080	17,627	***
Taste/Quality Value						
CR: 0,913- AVE: 0,680- Mean: 3,690- S.D.: 0,826						

Table 5. CR-AVE Values, Arithmetic Means, and Regression Coefficients for the TLFCV Scale (cont.)

Statements	Mean	S.D.	β_0	S. E.	t	p
TST1	3,598	0,958	0,711	-----	fixed to 1	
TST2	3,624	0,921	0,784	0,052	20,435	***
TST3	3,786	0,968	0,900	0,066	19,230	***
TST4	3,892	0,978	0,899	0,067	19,215	***
TST5	3,554	0,942	0,812	0,064	17,452	***
Price Value						
CR: 0,910- AVE: 0,835- Mean: 3,823- S.D.:0,930						
Statements	Mean	S.D.	β_0	S. E.	t	p
PRC1	3,806	0,976	0,851	-----	fixed to 1	
PRC2	3,840	0,969	0,973	0,059	19,095	***
Interaction Value						
CR: 0,901- AVE: 0,820- Mean: 3,346- S.D.: 1,137						
Statements	Mean	S.D.	β_0	S. E.	t	p
ITR1	3,336	1,184	0,907	-----	fixed to 1	
ITR2	3,356	1,201	0,904	0,50	20,348	***

β_0 : Standardized Regression Coefficient; $p < 0,001$; S.D.: Standard Deviation ; S.E.: Standard Errors

In scientific studies, the type of analyses that can be conducted on the collected data depends on the nature of the data set. Therefore, it is necessary to check the normal distribution of the data. The skewness and kurtosis values obtained from the scales were found to be within the range of +1.5 and -1.5. These values are within the reference range, making the data suitable for the application of parametric tests (Hair et al., 2014).

Statistical Analysis and Model Testing

Table 5 presents the arithmetic means of the items and dimensions related to the scale. Based on the information provided in this table, the Values and Lifestyles (VALS) scale was confirmed at the first level with 7 dimensions and 27 statements. After conducting the CFA analyses of the scales, Structural Equation Modeling (SEM) was performed to examine the effects between the variables. The analysis was conducted in two stages. First, the impact of lifestyle on local food consumption was examined to test the main hypothesis. Based on the related values, it can be stated that values and lifestyle have a positive and statistically significant effect on multidimensional local food consumption ($R^2 = 0.27$, $\beta = 0.52$).

Following the main hypothesis, the impact of the sub-dimensions of lifestyle as independent variables on local food consumption was examined. It was found that the "Thinkers" dimension ($\beta = 0.208$, $p < 0.001$) has a positive and significant effect on local food consumption. Similarly, the "Strivers" dimension ($\beta = 0.203$, $p < 0.001$), the "Experiencers" dimension ($\beta = 0.149$, $p < 0.05$), the "Innovators" dimension ($\beta = 0.126$, $p < 0.05$), and the "Believers" dimension ($\beta = 0.111$, $p < 0.05$) all have a positive and significant effect on local food consumption. However it was found that the "Makers" dimension ($\beta = 0.049$, $p > 0.333$) and the "Achievers" dimension ($\beta = -0.022$, $p > 0.05$) do not have a significant effect.

Based on these findings, hypotheses H1a, H1c, H1d, H1e, and H1h were supported, while hypotheses H1b and H1f were not supported. The H1g hypothesis was not tested because it was excluded during the CFA analysis.

Table 6. SEM results of research hypotheses.

Hypotheses	VALS	Roads	TLFCV	Standardized Value	t-value	R ²	Decision
H1	VALS	————→	TLFCV	0,521	5,954	0,27	Supported
H1 _d	Thinkers**	————→	TLFCV	0,208	3,562		Supported
H1 _c	Strivers**	————→	TLFCV	0,203	3,644		Supported
H1 _a	Experiencers*	————→	TLFCV	0,149	2,798		Supported
H1 _h	Innovators*	————→	TLFCV	0,126	2,002		Supported
H1 _e	Believers*	————→	TLFCV	0,111	2,156		Supported
H1 _b	Makers	————→	TLFCV	0,049	0,968		Not supported
H1 _f	Achievers	————→	TLFCV	-0,022	-0,400		Not supported

*p<0,05; **p<0,001

VALS: Valued and LifeStyles; TLFCV: Tourist’s local food consumption value

Conclusion and Discussion

This research aimed to examine the impact of the values and lifestyles of foreign tourists visiting Istanbul on their local food consumption. After validating the scales, Structural Equation Modeling (SEM) was conducted to test the hypotheses. According to the analysis results, values and lifestyle positively affect local food consumption by 27% (H1). This finding supports lifestyle theory and aligns with previous studies (Myrland et al., 2000; Bruwer et al., 2002; Kesic and Piri-Rajh, 2003; Haşimoğlu, 2013).

The impact of lifestyle dimensions on local food consumption is also significant. According to the SEM analysis results, the Thinkers, Strivers, Experiencers, Innovators, and Believers influence local food consumption by 23% (H1d, H1c, H1a, H1h, H1e). However, the Achievers and Makers did not show a significant effect (H1f, H1b). Since the Survivors dimension was excluded during confirmatory factor analysis (CFA), it cannot be said to have an impact on local food consumption (H1g). Survivors represent a lifestyle with limited intellectual and energy resources, low income, and education levels, which may explain their lack of involvement in resource-intensive activities like tourism. Aydın (2020) also observed a negative impact of the Survivors on destination loyalty among tourists visiting Olympos.

The Thinkers lifestyle group typically represents well-educated, mature, and responsible individuals belonging to the middle and upper income brackets. Their influence on local food consumption is expected, as they are open to new ideas and approaches (Khan, 2006; Bakhtadze, 2018). A study conducted in Kırkkale also showed that Thinkers are a factor influencing customer attitudes (Haşimoğlu, 2013). Another influential lifestyle dimension in local food consumption is the Strivers. Strivers are status-oriented individuals who follow fashion, enjoy socializing, and love shopping (Lin, 2003). Their influence on local food consumption is expected, and there are studies in the literature supporting this view (Yıldırım Saçlık, 2017; Bayındır and Yüncü, 2020).

Another important level affecting local food consumption is the Innovators. These people are resourceful, they enjoy gastronomy as an experimental, qualitative experience (Khan 2006; Erciş et al., 2008) In the Croatian study of Kesic and Piri-Rajh (2013) also, a modern group that corresponds to Innovators emerged as what is seemingly the largest. Moreover, the Experiencers dimension of lifestyle has a significant influence on local food consumption. This group is also made up of life-lovers who are motivated by sensationalism and journey (Koç, 2007) Their interest in local culture, naturally drives them to eat the food of locals. Food and beverages were frequent purchase occasions with Experiencers since recent product introductions of limited-time offers, theme menus, experiments in preparation ("ingredient innovation") are influenced frequently (Yıldırım Saçlık 2017). Finally, locally purchased food is

consumed by the Believers. This category includes those who value compliance with authority, tradition and hold conventional values. For instance, Believers were determined to have an effect on regarding customer attitudes (Haşimoğlu, 2013), whilst Bayındır and Yüncü's (2020) study showed that this group affects visits of a coffee shop. This is all consistent with our results.

The findings indicate that the Makers and Achievers lifestyles do not significantly influence local food consumption. Makers are individuals who enjoy producing their own goods, and it is important for local food businesses to develop strategies targeting this group. For example, involving tourists in the local food production process and opening "Do It Yourself" concept restaurants could attract this group. Additionally, increasing the number of food-related museums might pique their interest. Achievers, on the other hand, tend to prefer prestigious products and services, so strategies should be developed to appeal to this group. Elevating local foods as a status symbol could be a critical strategy. Steps should be taken to enhance the prestige of local foods, such as improving their presentation to make them more appealing. Moreover, enhancing packaging quality and developing fun designs featuring local icons, messages, and visuals are essential. Another way to add prestige to local foods is by using the right pairing products; for example, pairing a local cheese with the right wine can enhance the desire to share this experience. Training businesses through relevant ministries, universities, and local governments would also be beneficial. Finally, having famous chefs, artists, and social media influencers use and share local foods can elevate the prestige associated with these products.

The research revealed that the Thinkers lifestyle group is the most influential factor in local food consumption. Despite having good financial standing, this group pays attention to durability, functionality, and practicality. Presenting local foods in a practical and portable manner could increase their appeal to this group. The Strivers group, composed of individuals who follow fashion and enjoy showing off, would be attracted by the use of fashion icons on local food packaging and flashy presentations. Combining local foods with fashion trends in campaigns could also attract this group.

The Experiencers lifestyle was found to influence local food consumption. This group, made up of adventurous and enthusiastic individuals, might be interested in activities such as competitions. Organizing competitions related to local foods in areas frequented by foreign tourists could increase this group's consumption. In existing festivals and competitions, Experiencers could be targeted as the audience for special promotions. Both Experiencers and Strivers are open to new ideas and have a youthful spirit, so using social media and influencers in campaigns targeting these groups would be effective.

The Believers lifestyle is an important dimension influencing local food consumption. This conservative group, loyal to certain brands, has already developed consumption habits in Istanbul. Restaurants offering certified products and services based on belief systems and highlighting these certifications in marketing could increase this group's interest. Through these methods, it is expected that more individuals with the Believers lifestyle will engage in local food consumption, potentially sharing their experiences in their home countries and contributing to word-of-mouth marketing.

Limitations

This research has several limitations. The findings are limited to the opinions of foreign tourists who visited

Istanbul in April 2022. The data were collected at a single point in time and within a specific time frame, meaning that the responses are generally reflective of that particular period. This limitation does not account for the potential changes in foreign tourists' perceptions over the long term, which could vary over time, thus presenting a constraint in the study.

Declaration

All authors of the article contributed equally to the article process. The authors have no conflicts of interest to declare. This study was conducted with the approval of the Ethics Committee for Human Research in Social Sciences at Balıkesir University (Protocol No. 20381301/044/60635), granted during the meeting held on 26.08.2021 (Decision No. 2021/04).

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Appendix 1. Ethics Committee Permission

**T.C.
BALIKESİR ÜNİVERSİTESİ
SOSYAL VE BEŞERİ BİLİMLER ETİK KOMİSYONU
ONAY BELGESİ**

Balıkesir Üniversitesi Sosyal Bilimler Enstitüsü Gastronomi ve Mutfak Sanatları Anabilim Dalı Doktora Programı öğrencisi Özkan SÜZER'in Prof. Dr. Murat DOĞDUBAY'ın danışmanlığında yürüttüğü "**Değer ve Yaşam Biçimi ile Yerel Gıda Tüketimi İlişkisi: Yabancı Turistler Üzerine Bir Araştırma**" başlıklı doktora tezinde kullanılması düşünülen çalışmalarının alan araştırmasını (Veri Toplama) yapabilmeleri için bilimsel etik kurul onay belgesi talebi komisyonumuzca değerlendirilmiş ve etik açıdan uygun bulunmuştur. 23.09.2021