



A RESEARCH RELATED TO THE SOCIOLOGICAL EFFECTS OF FOOD&BEVERAGE PHENOMENON: EXAMPLE OF TURKEY

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ИЗСЛЕДВАНЕ НА СОЦИОЛОГИЧЕСКИТЕ ЕФЕКТИ НА ФЕНОМЕНА „ХРАНИ И НАПИТКИ“: НА ПРИМЕРА НА ТУРЦИЯ

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ABSTRACT: *Food&Beverage phenomenon is a continuously required life tool since the humanity exists to now lifetime. Food&Beverage phenomenon which is the main phase of Maslow's hierarchy of needs has become a massive industry nowadays. It can be expressed that socializing instinct is such an efficient fact together with promoting eating outside habits to individuals which is main fact of being one of significant industries within Food&Beverage sector. Besides socializing instinct has triggered an increase in qualitative and quantitative dimension within Food&Beverage enterprises such as cafes and cafeterias.*

In this study, a research related to sociological effects of Food&Beverage phenomenon on individuals has been conducted. The study has focused the socializing effects of Food&Beverage phenomenon and conducted on 684 consumers operating in Food&Beverage enterprises in the province of Istanbul. In this context, drawn a conclusion that Food&Beverage phenomenon is the foremost reason which contributes to socializing of individuals.

Key words: Food & Beverage, The Sociology of Food & Beverage

Introduction

Today, as social life evolves and becomes more complex, determination of policies, elimination of problems, briefly the information that is revealed as a result of a scientific study for any social activity is needed more and more. It is only possible to eliminate the need by the assimilation and development of sociology in societies. The term sociology consists of a Latin word socius and a Greek word logos. Sociology means togetherness, and logos means information. This is why the term sociology in Turkish means information of the society (Krieken et al. 2014; Scott&Marshall, 2009; Avcıkurt, 2006).

Sociology is a positive field of science which deals with objective and observable facts, describes the causal relationship between facts in the form of generalizations, and enables people to make predictions about the future. Sociology is a science that examines social relations (individuals, groups, organizations, status, institutions, social classes and societies), status and roles, alignments, the process of organizing and interactions of organizations between these social units, social structures which are aggregate of these interactions, and social transition pro-

cesses according to its own principles and methods. Sociology is to investigate causes and consequences of social life, social transition and human behavior through scientific means. Sociology is the main field of study for examining human interactions in groups, organizations and social structures. Sociology as studying differences between societies, also works for reaching out to a number of laws based on the similarities in different societies. Sociology as analyzing social life, human groups, social relationships and interactions of different societies, has a broad perspective from the epistemological point of view. Sociology aims to offer results of work on the factual level about detecting and resolving the problem in the social facts and events arising from human interaction (Ward et al. 2010; Avcıkurt, 2006; Dođan, 2000).

As many elements of our daily life, food and beverage is one of the cultural elements that form the social structure. Both are affected by the society, but also affects society. Contribute to the development of social structure. Food and Beverage attracts sociology's attention as factors causing social change by influencing society. Food and Beverage activity as the oldest and one of the greatest pleasures of mankind, devel-

oped in parallel with catering system, urbanization and industrialization which are implemented since the Middle Ages, and has become an important part of the modern life. Food and Beverage activity in this context may occur as a sociological change and interaction by bringing people, societies and cultures face to face.

The Current Situation and Development of Food&Beverage Sociology

Eating habit is an obligation, an addiction, a pleasure fact and also a social phenomenon to maintain human's life although it evokes on everyone differently. Average weekly working hours has been decreased to 40 hours from 60-70 hours approximately during Industrial Revolution and besides decreased working hours in several countries, annual paid leave, national days and b-jrams caused an increase within individuals's free time. Industrial and technological developments has raised disposable incomes together with the emergence of an increase in free time and incomes. This fact has encouraged individuals to eat outside apart from their residence sites alongside an accomodation or a travel. Besides in Modern-day globalizing world, busy schedules and limited free times encourage people to eat in restaurants or diners (or cafes). It can be expressed that preliminary the purpose of eating outside habits of individuals stems from their physiological need, nowadays socializing is the main reason significantly (Kuzucu, 2015; Carolan, 2012; Beşirli, 2012; Vany De, 2011; Esquivel, 2010; Avcıkurt&Sarioğlan, 2007; Baysal et al. 2005)

Eating outside habits reveal various interactions and also trigger the interaction levels between individuals. These interactions include many people such as from personnels to customers in enterprises. Therefore; individuals experience short term, periodic or long term relations with the others. Ultimately; individuals visit food&beverage enterprises in an attempt to not only meet their physiological needs but also experience social interactions with other people. When considered from this point of view it can be stated that the phenomenon of food&beverage has positive effect on people that want to socialize. Turkey; due to becomes either a socio-cultural structure coming from the depth of its history or located in a strategical position. As compared to other regions, Turkey is quite rich besides contains complicated facts at the same time. Food&Beverage phenomenon comes firstly

on the top of prosperous and complicated facts. Turkish culture whose history based on immemorable times and has wide open spaces geographically, has influenced the food&beverage culture and been influenced as well. Especially it can be clearly understand that the food is not merely a nourishment method when the turkish culture is examined. Turkish food culture which ensures the social order is a significant fact. It has an important role on organising official ceremonies, neighbourhood relations, hosting guests and constitutes the major parts of general customs of a country (Uzunağaç, 2015; Yerasimos, 2014; Gürsoy, 2014; Kuzucu, 2012; Beardworth&Keil, 2011; Beşirli, 2010; Germoy&Williams, 2009).

Method

This study has been aimed to measure the effects of the eating outside habits of individuals to socialize in communities by the means of focusing the basic motivation. So as to accomplish this objective, Questionnaire which is quantitative data collection method has been used. A pilot study has been conducted before the final state of the form due to increase the efficiency of questionnaire. In this context, The questionnaire related to the subject that the effects of food&beverage phenomenon on socializing has been conducted to 684 individuals that operating as a consumer in food and beverage enterprises. Obtained datas has been analyzed by the help of SPSS 22.0 Comp. Programme.

Findings

At this part of study; obtained datas as a result of study and included analysis have been evaluated. Findings and analysis within the field search section has specified the tendencies of individuals with the food and beverage facts as a main fact sociologically. In this context; the demographical analysis of individuals which are implicated to field search are demonstrated on Table 1. The major part of the individual attendants who shows a tendency to eat outside are centered in the age range of 21-50. These monthly incomes of aggregated individuals in this category are consisted of generally 500\$ below and between 2000 dollars.

Table 1. The Demographical Profile Analyses of Attendants

Variations Age Range	Frequency{n}	Percentiles
20 and below	75	10,98
21 between 30	142	20,77
31 between 40	217	31,74
41 between 50	129	18,85
51 between 60	95	13,87
60 and above	26	3,79
Total	684	100
Average Monthly Incomes		
500\$ and below	168	24,56
500\$-1000\$	214	31,29
1000\$-2000\$	171	24,98
2000\$-3000\$	102	14,91
3000\$-4000\$	23	3,37
4000\$ and above	6	0,89
Total	684	100
Profession		
Official	149	21,79
Employer	167	24,43
Student	154	22,51
Merchant	187	27,32
Businessman	16	2,34
Other	11	1,61
Total	684	100
Average Eating at Outside (Montly)		
Once in a month	178	26,01
2-5 times in a month	235	34,33
5-10 times in a month	144	21,02
10-15 times in a month	64	9,37
16-20 times in a month	39	5,71
21 times and above	24	3,56
Total	684	100

As a result of field research the information related to determining what kind of reasons encourage individuals with intention of eat and drink demonstrated in table 2. The first {1} proposition asked to individuals has low positive answer. So we can reach a conclusion that individuals go outside due to not only specific meals cant be prepared at home. Besides second {2} proposition has low positive answers. Therefore these two are not considerable propositions based on f&b. The main conclusion; although the individuals are capable of preparing food and beverage that regarded as cant be prepared at home;

they still go outside in an attempt to eat and drink for some reasons.

The proposition “I eat out just because the foods which are produced in enterprises are more delicious than home-made foods” asked to individuals and attendance level is quite limited. Besides; the proposition that closely associated with the previous about “I drink out just because the drinks which are produced in enterprises are more delicious than home-made drinks” showed that the result is highly limited. These results shows that individuals do not eat or drink outside just because food&beverage which is produced

in enterprises is more delicious than homemade food&drinks.

Table 2. Profile Analysis of Individuals Related To The Reasons of Eating Outside.

Expressions	Rates
I eat outside just because the foods which are produced in enterprises can not be prepared at homes.	18,54
I drink outside just because the drinks which are produced in enterprises can not be prepared at homes.	25,42
I eat outside just because the foods which are produced in enterprises are more delicious than home-made foods	15,21
I drink outside just because the drinks are more delicious than home-made drinks.	22,19
I eat outside so as to socialize even though foods which are produced in enterprises could be prepared at homes as well.	51,68
I drink outside so as to socialize even though drinks are produced in enterprises could be prepared at homes as well	69,79

As a result; in the proposition “I eat outside so as to socialize eventhough foods which are produced in enterprises could be prepared at homes as well.”; there is considerable attendance by over the half of the individuals. Besides; the proposition that closely associated with the previous about “I drink outside so as to socialize eventhough drinks are produced in enterprises could be prepared at homes as well” has a great (maximum) attendance within the overall propositions.

Conclusions and Results

The study was composed of two main parts; literature search and fieldwork. Literature search results showed that social and sociological factors are major events for the development of food and beverage industry and food and beverage business. During literature search it is tested that whether the socialization factor which is the main reason for individuals who go out for the purpose of eating and drinking outside the home and fieldwork are in the same direction.

In consideration of the data obtained in the fieldwork which is made in order to identify the main reasons direct individuals to eat and drink outside the home, the assumption which defends that individuals decide to eat and drink outside because the product can not be made at home or is more delicious than the one at home is staved. As a result of the data it has been reached to a conclusion that socialization is the main factor to lead individuals going out. In accordance with the findings obtained from the study food and beverage business/industry are advised to

increase their business practices which concern the socialization of individuals.

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