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MSc Tourism Management
Bournemouth University
2017

Perceived of authenticity and purchase intention of Turkish food origin

A dissertation submitted by

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In partial completion of the award of
MSc Sustainable Tourism Planning

‘I hereby declare that the dissertation submitted is wholly the work of
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Any other contributors or sources have either been referenced
in the prescribed manner or are listed in the acknowledgements
together with the nature and scope of their contribution.’

Lokman Dinc, 2017

Acknowledgements

I lovingly dedicate this dissertation to my beloved mother, who I lost in 2014 and I would like to thank my father and sisters who support me in every moment of my life. In addition, I also would like to specifically thanks my supervisor Dr. Sean Beer for his help, support, guidance, and encouragement throughout the process and making it an enjoyable experience.



Abstract

This research investigates the perception of authenticity and its effect on the customers intention to buy: study of British consumers based in London (UK). As emphasized in literature, authenticity is a critical factor in driving purchase intention and customer satisfaction. In this sense, names of food, stories about food origin and ingredients of food are investigated to determine if they have a role in customer's perception of authenticity and their purchase intention. This research applies quantitative research methods to do an exploratory study, using a self-completed questionnaire.

The finding of the research show that unfamiliar ingredients are not very important, and ingredients of food do not play a significant role in increasing participants' perception of authenticity. If participants do not know what the ingredients are, that does not make food more authentic. Similarly, food name is not substantial for those participants. In this regard, it does not have a significant influence on participants' perception of authenticity and buying intention. Food stories are significant elements for ensuring participants' perception of authenticity. In other words, participants are interested in food stories. Stories about food increase their perception of authenticity. Furthermore, the research sample used in this study is more likely to be open towards ethnic food, and they enjoy trying ethnic food. These are the crucial elements contributing to participants' perceptions of authenticity and intention to buy.

The results of the research suggest that management of the ethnic food restaurant should develop a menu with unique food names and stories about an origin of dish in order to increase consumers' perceptions of authenticity and intention to buy.

Word Count: 14953

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Chapter 1

1.0. Introduction

This chapter gives an overview of topic of the research. This research aims to examine the perception of authenticity and how it effects customers intention to buy. The first section, thereby aims at introducing the research topic, then research aims and objectives are presented, it then moves on to provide the rationale behind the research. Finally, the overview of methodology and dissertation are highlighted.

1.1. Introduction to the topic

Authenticity is defined in Cambridge dictionary is the quality of being real or true (CambridgeDictionary 2017). In literature, it has become subject of great interest. It is worthwhile noticed that in order to provide a real ethnic food to ethnic food diners, understanding of authenticity is important. This research examines the perception of authenticity and their effects on the intention to purchase with particular reference from British people perspective.

Researchers discussed two contradicting factors, i.e., authenticity and familiarity, as determinants of a customers' behavioural intention in the ethnic food literature (Liu et al. 2009; Tasci et al. 2004; Tsai et al. 2012; Wang et al. 2015 cited in Youn 2016). For instance, on the one side, some researchers have argued that authenticity is one of the most substantial factors in customer's evaluations of ethnic restaurants (Jang et al. 2012; Liu et al. 2015; Parsa et al. 2005 cited in Youn 2016). On the other hand, others claim that unfamiliar authentic stimuli may cause customers to ascribe negative subjective meanings to their experience, such as uncertainty, peculiarity, risk and fear (Ritchey et al. 2003; Tasci et al. 2004 cited in Youn 2016).

Edles (2004) noted that food is one of the most well-known tools for reflecting cultural identity, and acts as a bridge between cultures. In this sense, ethnic cuisine can be a tool to represent national cultural characteristics. Therefore, it plays significant role in providing customers authentic cultural experiences (Okumus et al. 2007). Food is not only part of the culture, but also introduces a country's culture. Foreigners may perceive food from other countries as unique, exotic and different. Uniqueness and differences are the most significant elements of ethnic food to distinguish ethnic food from local cuisine, since these are referred to as authenticity and also foreign consumers consider these authenticity factors when they evaluate food in terms of authenticity. (Jang et al. 2012; Okumus et al. 2007).

Furthermore, consumers are often more interested in food rather than the overall atmosphere of the restaurants (Tsai et al. 2011). When consumers experience authentic food, they broaden both their horizons and cultural knowledge, Ebster et al. (2008) stated that ethnic restaurants have an opportunity to introduce cultural features and make a good impression on customers, which may attract a consumer to revisit. If restaurants provide authentic food that represents a country's characteristic cultural features and is prepared according to a traditional cooking style creates a positive impression on their customers. Indeed, this action may encourage consumers to revisit such restaurants. That's why restaurant managers consider authenticity as an important factor to attract customers (Tsai et al. 2011). When consumers revisit the country, it improves a country's economy

Liu et al. (2009) discussed authenticity and familiarity to understand customer's behavioural intentions towards ethnic food. Also, Lunardo et al. (2007) pointed out that authenticity is one of the most important elements in the contemporary market. When consumers buy a product or services they are concerned about its authenticity as discussed by Kim Jong et al. (2016) buying a genuine service and product is becoming increasingly popular for consumers. Hughner et al. (2007) pointed out that people tend to buy organic (genuine) products and services because of the taste, quality, environmental concern and health. Thus, perception of authenticity of food plays a substantial role in consumer evaluation of ethnic restaurants (Jang et al. 2012). Understanding a consumer's perception and expectation about authenticity in foreign countries helps to meet customer expectations and increase customer satisfaction which enhances a restaurant's business (Jang et al. 2009).

On the other hand, Tasci et al. (2004) argue that consumers may not desire to eat unfamiliar food because of lack of knowledge about the food. Jang, et al. (2012) most of the consumers who prefer eating in ethnic restaurants want to discover exotic, unique tastes and new cultures through the food. Sukalakamala et al. (2007) argue that consumers must have a great chance in order to expand knowledge about new culture and cuisine through the ethnic restaurants. Jang (2012) authenticity helped consumers to augment both positive emotions and perceived value.

However, Jang (2012) stated that restaurateurs have difficulty in developing an effective method to provide authentic experiences to their customers because of the fact that they do not have a practical guideline. According to Parsa (2005) lack of authenticity is a significant factor in failure of ethnic restaurant. Therefore, understanding customer perception of service

and product is a crucial for the managers to develop a product and strategies in severe market conditions. (Tsai et al. 2011).

1.2. Conclusion

This section demonstrated that the perceived authenticity is important components of food. It has an influence on customer satisfaction, behavioural intention, and buying intention. It is also significant to reflecting cultural identity, introduce culture, this section can be important to developing an understanding of importance of authenticity for ethnic food. Next section looks specially research aim and objectives.

1.3. Aims and objectives

The aim of this study is to critically explore the influence of food stories, names and ingredients on British consumers' perceptions of authenticity and their intention to purchase. Research sample was to be based British consumers, men and women, aged between 18 and 50 and over in London (UK). The number of objectives were identified following.

Objective 1: To critically review the nature and history of Turkish food.

Objective 2: To critically review the varying academic concepts applicable to the authenticity of food.

Objective 3: To specifically explore the relationship between ingredients, food stories and names with perceptions of authenticity and intention to buy.

Objective 4: To construct and distribute a questionnaire that examined key points in relation to the literature review.

Objective 5: to critically analyse the data and compare the findings to the existing literature with a view to providing recommendations for industry.

1.4. Rationale

This research will specifically explore how British people perceive authentic Turkish food and how perceived authenticity affects their purchase intention. The research reflects on ethnic food restaurants, academic as well as personal beliefs. To begin with the ethnic food restaurant's perspective, it is essential to draw attention to authenticity of food. In fact, this increasing trend is likely to be more important and affect the ethnic food restaurant sector in the future. Thereby understanding the importance of authenticity might provide a substantial economic advantage for the ethnic food industry to compete its competitors.

The researcher believes that authenticity is a vital subject when it comes to the economic success of ethnic restaurants and national identity. Authentic cuisine can play a role in protecting cultural heritage and their needs to be increased awareness of this.

Additionally, there has not been extensive research undertaken on this subject. In terms of looking at the factors such as, ingredients, food name and story, a small amount of research has been done however more needs to be done. To address this gap and increase awareness about the importance of authenticity for the ethnic restaurant industry, the researcher has developed research that will look at how British people are influenced by the authenticity of Turkish food from ingredients, the food's 'story' and name, to address this gap and increase the awareness of the importance of authenticity for the ethnic restaurant industry.

1.5. Overview of methodology

In this research, the researcher has used primary and secondary data. In order to collect primary data, a quantitative research method was undertaken. The research only focusses on British people. A survey method using a self-completed questionnaire was performed on British ethnic food consumers. 150 questionnaires were used, and data was collected in London which, the capital city of England from 10th July to 25th July 2017. It covered a large number of sites on both weekdays and weekends (between noon to 6 pm or between noon pm and 7 pm).

A convenience sampling which is one of the non-probability sampling methods (Cohen et al. 2007) were used in the selection of research participants. Primary data was analysed by using IBM SPSS Statistics 24.0 software program and, descriptive statistics, crosstabulation and chi-square test were employed. Moreover, the researcher followed the Bournemouth university ethics checklist. In order to do that that the online ethics checklist was completed and produced a description of the questionnaire that explains what the researcher is going to do so that research participants could give informed consent. In addition to that, a few ethical issues and principles that researcher takes into consideration, when conducting a research with people, and limitation of study were highlighted.

Chapter 4 presents full details of the research methods.

1.6. Overview of dissertation

This section gives an overview of the structure of this research. Chapter 1 begins by giving background to the research topic and then presents the aims and objectives of the research. It

then highlights the rationale behind the research and gives an overview of the method of the dissertation. Critical analysis of the literature pertaining to the authenticity of food is provided in chapter 2. It explains the history of Turkish food, British people's feelings towards ethnic food and perception of authenticity. Chapter 3 discusses different techniques available to research, explaining what methods were selected and why. It gives detail of sample size, how researcher undertook research and analysed the results. Additionally, limitation of the research and ethical consideration was discussed in this chapter.

Chapter 4 provides the main findings obtained from the primary data. It includes an overview of demographic characteristic of the sample, general overview of descriptive statistics on Turkish food and the result of the chi-square test. Chapter 5 discusses the research findings revealed via primary research by reviewing literature. In order to discuss whether research findings support, contradict or make a contribution to existing literature. Research findings are shown and summarised in to themes identified via descriptive statistics and crosstabulation analysis. Chapter 6 highlights the conclusion from the research and gives recommendations for further research.

1.7. Conclusion

This chapter gave an overview of the research topic. Perception of authenticity and their effects on costumer's intentions were discussed. Then research aim and objectives presented. After that rationale behind the research were shown. Following this, research methodology was summarized. Finally, general overview of dissertation was presented.

Following chapter gives an overview of the literature review.

Chapter 2

Literature review

Chapter 2: an introduction to the literature

2.0. Introduction

Food is one of the best-known tools for representing cultural identity (Edles 2004), and acts as a bridge between cultures. Foreigners may perceive food from other countries as unique, exotic and different. Uniqueness and differences are the most significant elements of ethnic food to distinguish ethnic food from local cuisine. Foreign consumers consider these authenticity factors when they evaluate food in terms of authenticity (Jang et al. 2012). This chapter will present an overview of the academic literature that helps provide a deep understanding of perceptions of the authenticity of food and their effect on intention to purchase. The literature review specifically focuses on what academics have written about the authenticity of food, the relationship between authenticity and customer purchase intention and also, some related areas that might be significant for research participant's consideration of authentic food and their effect on intention to purchase.

This literature review is divided into five parts. The first part of the literature review relates to history of Turkish food. Many people have written about Turkish food, the process of developing of Turkish cuisine and what factors have played role in shape of Turkish cuisine. The second part of the chapter is focussed specifically on British food consumers and their attitude toward food from other cultures then, perception of authenticity and the relationship between perception of authenticity and consumer behaviour. Lastly, particular intention is paid to the role of the food name, ingredients and story about food origin.

2.1. History of the Turkish food

This section discusses the development of Turkish cuisine during the 8th-20th century. One of the most significant parameters of the history of society is cuisine culture. Throughout the history, societies that have a deep-rooted history have had rich cuisine cultures. In this sense, Turkish cuisine holds a central place within the world cuisines (Diker 2016).

Schulp et al. (2008) mentions that evidences documented the existence of Turkish tribes in central Asia from the 8th century B.C. In 92. Turks converted to Islam and they moved West and Southwest. After 1071 the Seljuks settled in a part of Anatolia after that they conquered parts of the Abbasid and Byzantine empires. All these interactions with ancient and complex

cultures have become a main driver development of Turkish cuisine. After 1299 ottomans that united all the Turks in Anatolia were succeeded by Seljuks. The Ottomans brought an end to the Byzantine Empire in 1453 (Schulp et al. 2008). The journey of the Turks from Central Asia to the Balkans made an important contribution that enriched and shaped Turkish cuisine. The most remarkable characteristic of Turkish cuisine is diversity of tastes that reflects the previous cultural exchanges and multicultural history of the Turks. This characteristic feature has increased the importance of Turkish cuisine within the world cuisine (Diker 2016).

The lifestyle of Turkish tribes was semi-nomadic in central Asia therefore, their food culture consists of some agriculture mutton, horsemeat, some pork, some game like deer, unleavened pastry or bread made with wheat flour, milk and milk products such as yoghurt, ayran, with milk preserves like cheese and tarhana. There are still some of these foods in modern Turkish cuisine such as manti, çörek, various pies, and tarhana (Schulp et al. 2008).

According to Talas (2005), the migration of Turks from central Asia to Europe has had a significant impact on enriching their food culture.

In Turkish cuisine, meat and milk products originally come from Asia, cereals from Mesopotamia, fruit and vegetables from the Mediterranean region and spices from south Asia. Also, Turks have improved techniques to conserve meat for long periods without spoiling, since meat was one of the most frequently used nutrients during their time in Asia (Talas 2005). Moreover, Kızıldemir et al. (2014) investigated changes of Turkish cuisine culture throughout its historical development. According to the findings, converting to Islam, migration and, various civilizations that Turks interacted with have played an important role in shaping multicultural Turkish cuisine. New rules and prohibitions introduced by Islam were adapted in cuisine culture.

Similarly, another research conducted by Guler (2010) on Turkish Kitchen Culture and Eating and Drinking Habits revealed that Islamic rules have changed meal types in Turkish cuisine. According to results, there has been a decrease in the number of meat types, usage of agricultural products has increased and Islam led to increased interaction with Arabian culture as a consequence. Turkish cuisine has been influenced by Arabic cuisine culture due to Islam (Guler 2010). Halici (1990) cited in Schulp et al. (2008) after conversion to Islam, consumption of pork and alcoholic beverages ended. A wider spectrum of foodstuffs: rice, nuts, spices, vegetables, fruits and sugar have come into Turkish cuisine due to migration and conquests. Also, there has been development in cooking techniques in Turkish cuisine. More sophisticated cooking techniques have started to be used like marinating, using minced meats ('kofte that is made from mince'), and stuffing of vegetables, and puff pastry, preparation of

syrups, and a sweet called halva (Schulp et al. 2008). Davidson (1999) cited in Schulp et al. (2008) making better breads and the extensive use of fish and other seafood culture have been learned from byzantine. Also, different fish preserves such as the salty fish sauce yaros and tarama, salted fish roe came from byzantine (Schulp et al. 2008).

Moreover, McCarthy (2010) observed that the Ottoman Empire made the biggest contribution to the development of Turkish cuisine, so Turkish cuisine peaked in this period. The reason of this case is highlighted as increased trade with Europeans, new plants and food that came from Europeans' colonies and were incorporated into Ottoman cuisine, in other words, cultural interaction with western culture and trading with Europeans contributed to the development of Turkish cuisine (McCarthy 2010). It has also been found that with increase of the communication with Europe and discovery of America, new food and vegetables have been introduced to Turkish cuisine such as pasta from Italy, pastry from France, tomato and pepper from America (Akin et al. 2012).

Oncel (2015) said that there are many factors that shaped Turkish cuisine. Turks have interacted with many different societies throughout a long historical period. The variety of products that come from different cultures have been harvested from Asia and Anatolia. Also, many new tastes have been developed in the palaces of the Seljuk and Ottoman Empires. Consequently, all these cultural interactions have led to a rich multicultural cuisine.

Haydaroglu (2003) mentions that traditional cuisine of the Turks who migrated to Anatolia, and dishes and techniques of previous people of Anatolia have been incorporated into Turkish cuisine. Therefore, many food items that come from romans to Hittite and Greeks, have been involved in Ottoman cuisine. Ottoman cuisine is considered as an empire kitchen and it represents culinary arts, food culture, richness and variety of food because of dominating or had a territory in three different continents, Asia, Europe and Africa; therefore, interaction with another culture has created the richness and colourfulness of the Ottoman cuisine culture (Guldemir 2014).

Furthermore, Turkish cuisine reached the highest level of sophistication during the Ottoman empire, especially during the reign of Sultan Mehmet II. In this period, the palace kitchen had been divided into different sections in order to provide a very detailed division of labour such as bakers, halva makers, dessert cooks, pickle makers, the chief yoghurt maker: and specialists from each section of kitchen have been employed for each product. Each section of kitchen was actively motivated to innovate in recipes and develop cooking techniques (Guldemir 2014).

Baysal (1993) argued that Turkey becoming a republic and evolving westernization led to many changes in Turkish cuisine. For example, corn, hazelnut, sunflower, canola oils have started to be used much more than olive oil. Moreover, tea and granule coffee came into Turkish cuisine in this period. Pide, lahmacun, kebab, simit, pogaca, milky and syrup desserts that is known Turkish fast food have been taken place by pizza, hamburger and wet pastry (Baysal 1993). It is also said that the Turkish cuisine has originated from Central Asia, and then, it has continued to develop with influence of the Seljuk and Ottoman empire in the historical process. Also, industrialisation and globalisation have contributed to the developing of the Turkish cuisine in the modern era. Impact of geography and climate, economy, social and cultural structure, production forms, technology in the historical process, cuisine experts such as chefs and gourmets have been main driver in development of Turkish cuisine (Turkoglu 2015).

This section looked at history of Turkish food. The following section examines British food consumers and their attitude towards food that come from other cultures.

2.2. British food consumers and their attitude towards food that come from other culture

There have been ethnic foods in the UK for a long time. Early migrants from overseas colonial territories for example, India have introduced Ethnic cuisine into UK in the 19th Century. Because of the growing immigrant, globalisation of food market and growing tourism activities, ethnic foods and ethnic-style cuisines have been becoming popular among the British consumers (Leung 2010). These trends may go back even further as different people have been coming to Britain for over 2000 years. Tastes of consumers in the UK has been become more cosmopolitan. Cost, perception of healthier of ethnic food, convenience and lower price of ready meals have been the main reasons for British food consumers in making decision to consume ethnic food. These reasons encourage consumer to revisit ethnic food restaurant (Leung 2010).

According to the results of another research carried out by Jamal (1996) on Acculturation (interaction among cultures): the symbolism of ethnic eating among contemporary British consumers, the consumption of ethnic food has increased among the British consumers over the last two decades. Native British consumers tastes have changed from the traditional to the exotic. What is more the researcher found that consumption of ethnic food was described as a great pleasure and amusement activity by British consumers. Eating out at ethnic restaurant, or preparing and consuming ethnic foods in the household have become more common. This

has led to exposure British people to ethnic food in early ages and adapting ethnic food and ingredients into their kitchen such as curry. Moreover, media coverage given to television cookery, lifestyle documentaries, cookery books and recipes in magazines have encouraged British consumers to consume ethnic food and increased interaction between cultures (Jamal 1996).

In addition to this, Warde et al. (1999) observed that there has been increased availability of ethnic restaurants in Britain. Chinese and Indian cuisines have become more popular than any others. According to results, consumers that have experienced ethnic food at ethnic restaurants showed a tendency to eat at other ethnic restaurants as well and the frequency of eating out increased the likelihood of trying different ethnic cuisine. Also, the study showed that there is a relationship between income, education, social class and the frequency of eating in ethnic restaurants (Warde et al. 1999).

In the same vein, a study conducted by Roseman (2006) on Consumers Choice of Ethnic Foods When Eating at Restaurants, showed similar results, frequency for eating out was the main reason likely to eat ethnic food such as Mexican Italian or other ethnic food for consumers. Also, demographic characteristics have played significant role in choosing ethnic food. Empirical evidence illustrated that consumers desire to experience different foods, variety of different tastes from different cultures than their cultures (Roseman 2006).

In addition, Featherstone (2006) mentioned that English cuisine has been open to cultural influences that come from other cultures because of the lack of a strong sense of culinary superiority and fixing of tradition. Especially after the Second World War era. This has caused that many of different food that originally come from different ethnic cultures, have become part of the English cuisine, such as curry. It has been accepted as English food and now it is more popular than meals viewed as traditionally English such as fish and chips or roast beef. Increased income levels, means that eating out and consuming foreign food has become more common. In fact, it has become a part of life and has had a great influence on changing British eating habits and food culture (Featherstone 2006)

Similarly, other research conducted by White and Kokotsaki (2004) on Indian food in the UK: personal values and changing patterns of consumption in order to understand British and Indian people attitudes (based on ethnicity) towards to Indian food, revealed that the growth in Indian restaurants sector, changing lifestyle trends such as healthy, convenience eating, culture, changing food habits, and psychology have become the main drivers in increased consumption of Indian foods in the UK. According to the results: socializing ‘adventure’,

‘savings’, ‘health’ and ‘enjoyment, and exploring new dishes with good quality were the main reason of eating ethnic food for the British consumer (White et al. 2004).

This section covered British peoples attitude toward food from other ethnics. The following section presents an overview of perception of authenticity.

2.3. Perceived authenticity

Carroll and Wheaton (2009) highlighted that food and dining has gained a lot of importance in recent years. The study conducted on Crafting Brand Authenticity in Melbourne found that authenticity is "one of the cornerstones of contemporary marketing" (Beverland 2005, p. 1003). The researcher claim that authenticity enables organisations in order to reinforce their status and ward off competitor by creating a good impression on customers (Beverland 2005). Groves (2001) investigated the perceptions of British consumers in relation to authentic British food. According to their findings, authentic food is considered by consumers as higher quality and safer. Perceptions of authenticity based on characteristics of the product and purchase situation on customers. As a result, the authenticity of food is seen as a physical and psychological indicator, determining Consumers have an opportunity to judge authenticity of food. Robinson et al. (2007) pointed out that ‘Food & Drink are ‘defining cultural artefacts’ and therefore their authenticity is obviously a subject for debate’ (Robinson et al. 2007, p. 3) Herein, this research discussed the recent work done on perceived authenticity of different ethnic restaurants. Lu et al. (2015) have identified three principle approaches to understanding authenticity. These are objectivists, constructivist and postmodernist. To begin with, in the objectivist approach, genuineness and originality are basis of authenticity (Wang 1999). To be authentic an object must be real, because inauthentic objects cannot provide a real authentic experience – a copy could not ever be authentic (Rickly-Boyd 2012). Ebster (2005) noted that providing food and drink with an, enjoyable and believable experience has a great impact on customer perception of authenticity and meeting customers’ expectations. Otherwise being completely authentic is almost impossible for the themed restaurants (Ebster 2005).

Yet, in tourism literature, this concept of authenticity has been criticised by some researchers who argue that perception of authenticity cannot be measured (Belhassen 2008). Accordingly, in contrast to the objectivist approach, constructivists suggest that authenticity is not pure or objective; instead, it is symbolic, negotiable, and dependent on the context (Cohen 1988; Squire 1994). Therefore, an individual’s interpretations beliefs, perspectives soon have a great role to play in the perception and judgment of authenticity (Jang 2011). Lastly, according to the postmodern approach - authenticity is not meaningful. Authenticity is not regarded by the

consumers as a significant concern (Wang 1999). Accordingly, Cohen pointed out that the enjoyment of the experience is more important than authenticity for the postmodern tourists (Cohen 1995).

Ethnic restaurants in a foreign country aim to reach local people and people that come from other cultures rather than people that are come from same culture (Jang 2012). These consumers desire to experience subjective authenticity, that is formed by customer's previous experience, cultural background or other people's point of view (Jang 2012; Lego 2002).

Cohen (1988) investigated authenticity and commoditization in tourism. The research findings showed that in accordance with constructed concept of authenticity staged, Cohen claim that prepared, and packaged framing of the culture of an ethnic restaurant can still constitute an authentic experience since in most cases products that have a few traits of culture are perceived as an authentic product by tourist. This is because tourist do not seek too much depth and also Cohen expressed that indicators that is perceived by the customers are as a signal of authenticity and understanding of these indicators are substantial (Cohen 1988).

A study carried out by Jang (2012) to determine effect of ethnic authenticity on Korean restaurant clients in the US found that food and the general atmosphere of the dining environment have played a substantial role in creating good value and positive emotions in terms of perceived authenticity on up-scale Korean restaurants clients.

However, authenticity of food was more significant in order to provide positive emotions and value for the customer than environmental factors in up-scale restaurants since environmental factors were open discussion for diners of up-scale ethnic restaurant. The researcher argued that the perceived authenticity will enhance due to unique and unfamiliar sides of the culture that have an attraction to consumers (Jang 2012). In line with this idea, the following sections discuss the attributes of different stages of food consumption through which managers can provide authentic experiences in ethnic restaurants

There are two main stage in ethnic food production: ingredient selection and cooking methods (Youn et al. 2016). The role of the ingredients has been discussed in literature as one of the most significant authenticators that separate pure from pseudo ethnic foods (Sakamoto et al. 2011). This study will put after that which is the approach adopted by Youn et al. (2016) and investigate what is the role of the ingredients, food story and food name on perceived authenticity.

This section gave an overview of perceived authenticity. In order to explore this further, the following section examines the relationship between perceived authenticity and consumer behaviour.

2.4. Perceived authenticity and consumer behaviour

Gilmore and Pine (2007) stated in their book that Authenticity is a substantial resource to take advantage of competition and to attract more customer in the market. Wang et al. (2013) carried out research on how the service landscape influences consumers' pre-purchase perceptions of authenticity and purchase intentions. They found that ethnic restaurants in foreign countries are not only delivering authentic food, but also they are also cultural ambassadors.

Empirical results showed that a consumer perceived authenticity was differentiated depending on the consumer's ethnicity. Consumers' patronage intentions are affected by the perceived authenticity together with a consumer's trait of cosmopolitanism and their familiarity with such ethnic restaurants (Wang et al. 2013). Authentic diners desire to experience real authentic food and at the same time they want to link between culture and food through cultural markers (Ebster et al. 2005). Therefore, Jang (2015) found that perceived authenticity has a substantial influence on customer behaviour and the authentic atmosphere in ethnic restaurants and created positive mood for customers and increase customer satisfaction and loyalty.

Similarly, according to the results of another research conducted by Tsaia et al. (2011) on Authentic dining experiences in ethnic themed restaurants findings showed that there is a close relationship between perceptions of authentic dining experiences and customers repurchase intention. What is more the researchers found that authenticity of food and environmental concerns are vital in regard to customer repurchase intention. Therefore, the researchers suggested that ethnic theme restaurants can increase customer return and meet customer expectation by improving food quality, service, settings and providing more authentic dining experience to their customer (Tsaia et al. 2011).

In addition to this, the findings of other research conducted on American customer's perception of Chinese restaurant illustrated similar results. Liu et al. (2009) investigated what factors effect client satisfaction and behavioural intention. According to the results authenticity has a great impact on customer satisfaction and behavioural intention, and it contributes to increased customer satisfaction. The researchers argued that resources should be managed reasonably by restaurant managers to enhance authenticity in restaurants (Liu et

al. 2009). Also, Wood et al. (2007) mentioned that authenticity serves as a significant characteristic in the ethnic restaurant sector. This characteristic feature of ethnic restaurant could be used as an important tool to increase consumers' brand awareness for an ethnic theme restaurant. Ethnic restaurants that offer a strong authentic dining to customers could be distinctively identified and remembered by the costumers (Wood et al. 2007).

In the same vein, empirical evidence demonstrates that there is a close relationship between consumer perception of authenticity and consumer brand choice (Lu et al. 2015). According to findings of research carried out on authenticity perceptions, brand equity and brand choice intention: The case of ethnic restaurants, Consumers 'authenticity perception is one of the most critical determinant of brand equity for the ethnic restaurants. Therefore, brand equity plays important role on consumers' brand choice intention. In other words, when a customers' perception of authenticity toward to restaurant is higher, customer may have the higher brand awareness towards that restaurant and it could provide customers to recognize and recall the brand of an ethnic restaurant that they consider authentic among a variety of ethnic restaurant choices (Lu et al. 2015).

Similarly, findings of research conducted by Pham et al. (2016) on the effect of customer's authenticity perception on brand equity and how brand equity effect on costumer's brand choice intention toward ethnic restaurants in Vietnam showed similar results; authenticity has shown significant effect on brand equity. Moreover, brand equity had strong impact on brand choice intention (Pham et al. 2016). Furthermore, the relationship between perceived authenticity and consumer behaviour and evaluation has been tested by other studies. Chhabra et al. (2003) found that there is important correlation between perceived authenticity of a Scottish festival and expenditures. Empirical evidence showed that when tourist perceived a craft object as authentic, they were tendency to purchase it than when they did not think the object to be authentic (Yu et al. 2003).

In a same vein, Kolar et al. (2010) argue that perceived authenticity is positively relevant to customer loyalty intention. What is more the researchers observed; perceived authenticity may make more contribution to loyalty intention than satisfaction.

2.5. The role of the ingredients, food name and food story

Herein, in order to explore authenticity further, this section examines some of the literature regarding themes that may be significant to an understanding of the authenticity of food. These are the role of the ingredients, food stories and food names. Following section looks at the role of the ingredients on perception of authenticity.

2.5.1. Ingredients

Food from a specific region is a symbol of the place. Food production is made by local people according to their specific skills and by using local ingredients (Mason et al. 1999). Chhabraet (2013) conducted a study on Indian cuisine abroad to analyse marketing of ethnic food experiences in terms of authenticity. According to the results of the study, the authenticity was identified as a reference point for food and its presentation whereas simultaneously meeting consumer demand in terms of emotional experiences. In addition, Chhabraet (2013) argued that the ethnic marginalization of foods that are different from local foods is a key indicators of food authenticity.

For example, Chinese cuisine is characterized by multiple ingredients and some certain distinguishing. methods that are used in Chinese cuisine, such as stir-frying (Zibart 1995, Chiang 1994). Furthermore, Chinese cuisine has some dishes that require special cutting, seasoning and marinating methods before cooking (Martin 1984). The findings of research determining Japanese interpretation of the global sushi boom showed using ingredients according to authenticity of food added authentic value for the consumers. Sakamoto and Allen (2011) claimed that authentic ingredient is an important point to influence customer perception of authenticity since it makes ethnic food characterised.

Similarly, Sukalakamala et al. (2007) carried out a research on customers' dining experiences in Thai restaurants. According to the results of the study, the most significant element that contribute to authenticity is ingredients. In a study examining Immigrant Restaurants in order to analyse what factors influence authenticity of food in Turkish restaurant in Netherlands. Schulp et al. (2008) found that ingredients are the key factor to create an authentic food experience. On the other hand, adapted taste according to country in terms of ingredients cooking style caused consumers concern with authenticity of food (Schulp et al. 2008).

In spite of the fact that western cuisine has many familiar ingredients in comparison to Chinese cuisine, these ingredients are supplied by Chinese grocery stores (George 2000). To take into account a consumers negative feeling about unfamiliar food some ethnic restaurants utilise a strategy that is called dual menu strategy. The menu includes two different ingredients they offer to two different type of menu (authentic and manipulated menu) according to customer's nationalities. Then they only offer authentic menu to customers who are from home culture (Liu et al. 2015).

Liu et al. (2015) conducted research on the relationship between a dual menu according to customer type and customer satisfaction. They found that ethnic restaurants can influence

their customers dining experiences positively by providing an opportunity for their customers to experience real ethnic food and that offering an authentic menu increases customer satisfaction. They also suggested that restaurants can take advantage of authentic food to attract their more culturally oriented customers. This is because these consumers are going to demonstrate deep interest in relatively novel dishes (Liu et al. 2015).

2.5.2. Food name

Many researchers have discussed the influence of labelling on packaged food products in literature (Grunet et al. 2007, Irmak 2011). Some of them have investigated food names in order to understand their influence, such as attractive, descriptive names on customers' choices and attitudes such as grandma's homemade (consumer associated as the same taste with characteristic grandmother home cooking). Food names and labels enhance food-related expectations by providing some cues in line with taste of food. Former researchers have substantiated that, food name and label is a good communication tool to create a high-quality customer need (Wansink 2001).

Thus, Dimara et al. (2005) investigated relationship between labelling quality of food and drink product and customer demand. The researchers claimed that food suppliers can use food names and labels as significant and cost-effective marketing strategy to reach their target customers by providing a relevant information. Also, they argued that range of informational labelling has an impact on consuming behaviour (Dimara et al. 2005) Applying the same logic to ethnic food settings, food names that satisfy ethnic diners' expectations and motivations for authentic experiences will affect their purchase decisions. In examining the influence of culture on landscape names (Zhang 2015).

Zhang (2015) said that in general Chinese culture has mystical, fictive, original, poetic landscape names. This trend is also common in food names. Moreover, folklore legends or stories are used as dishes name by being adapted from legend and stories. Researcher argued that name can have an influence on customer motivation but also it may trigger consumer curiosity to experience food and perception of originality (Zhang 2015). For instance, Changshu that is called Beggar's Chicken. Its name comes from a legend. (Li et al. 2004). The subject of the food name appears to be very important for authenticity however, the research has been limited. There is potential for more research.

2.5.3. Food story

Storytelling is an effective tool to provide a tourist authentic experiences and it has become more and more popular (Chronis 2008; McCabe et al. 2006). Yet, there is little study that that investigates how story-telling effects a customer's dining experiences. In a study that investigated how story influences a particular dish - for example what or where a dish originates from, what is the influence of the local story on a dish name?

Engeset et al. (2015) investigated how authentic concepts influence tourist satisfaction. The result of the research showed that an authentic concept helps to create overall customer satisfaction. Researcher argues that stories and entertainment that link local history and experience to the visitors through food can bring about an authentic experience for the consumers. Also, tourists can be informed about history or origin of service and products tanks to storytelling. Furthermore they maintain that story-telling is an effective instrument to create a tie between tourist and supplier, as a result, enhancing tourist experiences by providing information about history or origin of place (Engeset et al. 2015).

As argued in the literature, ethnic restaurant diners desire to experience authenticity in their food consumption. Hughes (1995) found that associating a dish with particular place, legend or time can be used a strategic tool in enhancing perceived authenticity.

As said before, the subject of story seems to be significant for authenticity but, the research has been limited. The following section presents the conclusion of the chapter.

This section will summarize the discussion and the gab in the literature that researcher expect to investigate, will be indicated.

2.6. Conclusion

To conclude, globalisation has become one of the main drivers to increase people's interest and motivation to undertake unique, exotic and authentic food experiences. In this sense, recent studies have predicted that ethnic restaurants have become popular due to globalisation of the food market, tourism activities and growing immigration. People desire to experience different authentic tastes from different ethnic cuisines. In fact, the ethnic food industry is one of the most dynamic and important sector that creates a very close relationship between host country and ethnic cultures. Therefore, the importance of authenticity concept has become more significant for the ethnic restaurants. It would be suggested that authenticity could encourage people to visit ethnic restaurants. Also, food story, food name and food ingredients can impact on consumer's perception of authenticity and their purchase intention.

The review and analysis of different academic studies have provided a better understanding of the relationship between authenticity and consumer behaviour. In this chapter, history of Turkish food and British consumers attitudes towards to food from different cultures has been presented. After that, perception of authenticity and the relationship between authenticity and consumer behaviour have been reviewed. Finally, the closing section addressed how the food names, food stories and food ingredients affect costumer's perception of authenticity and their purchase intention. This literature review is substantial to provide better understanding the research.

This research will specifically explore perception of authenticity of Turkish food from British people perspective. To date there has been little research done on this topic. In terms of the looking at the factors ingredients, food name and story some research has been done however, more need to be done. Therefore, researcher has developed content that will look at the perception of authentic Turkish food from British people based on ideas of ingredients, food story and food name, to address this gab.

The following chapter outlines how the research project was particularly constructed.

Chapter 3

Methodology

3.0. Introduction

In this chapter, the researcher outlines the methodology of this dissertation and elaborates upon the research methods adopted to address the study objectives and it outlines how the research project was particularly constructed for this dissertation, the limitations of this dissertation and why the researcher selects to undertake a quantitative research method.

Firstly, this chapter reviews the objectives and aims of the research. Then, after giving an overview of qualitative and quantitative methods, quantitative methods are identified as research method. Following this, the reason to use survey approach as a research strategy in the data collection process is identified in a detailed way. This moved on to how the pilot study was conducted. Then, the next section explains convenience sampling as the research sampling method and the reason why the researcher selected this sampling method. After that, the data collection and analysis section is presented. In the last section, ethical issues and principles that researcher takes into consideration, when conducting a research with people, and limitation of study are outlined.

3.1. Aim and Objectives

As illustrated in Chapter one, the aim of this study was to critically explore the influence of food stories, names and ingredients on British consumers' perceptions of authenticity and their intention to purchase. The research sample based British people, men and women, aged between 18 and 50 and over in London (UK). The number of objectives were identified following.

Objective 1: To critically review the nature and history of Turkish food.

Objective 2: To critically review the varying academic concepts applicable to the authenticity of food.

Objective 3: To specifically explore the relationship between ingredients, food stories and names with perceptions of authenticity and intention to buy.

Objective 4: To construct and distribute a questionnaire that examined key points in relation to the literature review.

Objective 5: to critically analyse the data and compare the findings to the existing literature with a view to providing recommendations for industry.

3.2. Primary research

In this research, researcher has analysed information gathered via both primary and secondary data. The research has specified the literature which could support the research objectives. For this reason, the research must contribute to taking this dissertation a step forward by evolving the research and answering question of the dissertation with the use of primary research. The research question makes a positive contribution in providing a direction to research, identification of the limits, and illustration of the data needed (Punch 2005). Primary data is defined as process of collecting data by a researcher for a specific research. Primary research is generally the most significant component of the research.

Primary data can be collected by the researcher through various methods including, surveys, interviews and questionnaire. It also helps the researcher to gather all the information required, and provides greater ability to align the data with study objectives. However, collection of the primary data has advantages and disadvantages as shown in in Table 3.1. Therefore, it is crucial that the researcher takes both pros and cons of primary data collection into consideration. Secondary research can be confirmed or refused by primary research, or it may bring new outcomes to the literature. The primary research conducted, consisted of a questionnaire across 150 British people.

Secondary data enabled researcher to explore the gaps in the literature. Also, researcher provided a context for the research by looking at the substantial themes for the participants of the research and what researches have been done about perception of authenticity and their effect on purchase intention. There is an enormous amount of research about authenticity in tourism literature however, they have not focus on authenticity of Turkish food. In terms of the looking at the factors ingredients, food name and story, a small amount of research has been done in literature. It encouraged the researcher to focused on the perception of authenticity of Turkish food. In this sense, secondary data used to design a research and questionnaire.

Table 3.1: Pros and Cons of Primary Research

Pros of Primary Research	Cons of Primary Research
Primary data is more reliable and, data collected is original and related to topic of the research it therefore has very high level of accuracy	Data collection requires a substantial investment in time.
Primary data can be collected in several ways including, focus groups, questionnaire, interviews. Researcher can even collect the data across national borders through the post and email in a large population and wide geographical area.	Can be expensive
Data can help the researcher to form more realistic views about the topic under consideration.	Sometimes respondents could be dishonest and misconstrue reality with fake answers.
Primary data could be very useful and practical in analysing the result, when the researcher is conducting a small experiment or making a small questionnaire.	Data collection requires trained professionals. Inexperienced person data collectors could result in inadequate data or sample sizes for the research.

Source: Ghauri et al. 2005; Easterby-Smith et al. 2008

3.3. Research Approaches: Qualitative vs. Quantitative

This study is based on a positivist worldview that embraces ideas of objectivity and single truths. Such a worldview tends to lead to quantitative research. Positivist worldview based on “deterministic philosophy in which causes probably determine effect or outcomes. Thus, the problems studied by positivists reflect the need to identify and assess the causes that influence outcomes such as found in experiment” (Creswell 2009, p. 7).

As Creswell (2009) said, research generates new knowledge. Therefore, it is fundamental to select an appropriate research method for the research process in order to collect reliable data.

The studies of the research methods are divided into two basic approaches to research to explore people's feelings opinion and patterns: qualitative and quantitative (Davies 2007). Both methods properly carried out, can provide useful and informative results for the research.

3.3.1. Qualitative research

As Creswell (2009) points out, qualitative research is a method that enables the researcher to explore and comprehend the meaning of individuals or groups attribute to social or human problem. It is a naturalistic and interpretative method. It provides a combination of what people are saying and how a researcher interprets the meaning of their words. "Qualitative researchers study things in their natural settings trying to make sense of, or interpret, phenomena in terms of the meanings people bring to them" (Denzin and Lincoln, 2000, p. 3).

Mason (2002) stated that qualitative research methods have a flexible structure and depend upon an 'interpretative' philosophy and they have a level of complexity, detail and context in analysis and explanation. For this reason, respondents have an opportunity to further express their feelings or can answer and state their feelings in a more unstructured way. Qualitative research approach can be more useful regard to social science (Arksey et al. 1999)

Moreover, a qualitative research approach is different in that it uses different methods and designs such as documents, interviews and observations in order to achieve different goals and typically address different issues that arise from different philosophical views of the world. Qualitative research also focuses on the quality of experience to generate a meaning and provide in-depth- understanding of the essence or nature of human experience (Creswell 2014).

3.3.2. Quantitative research

Quantitative research is a research instrument to explain phenomena through the statistical analysis of numerical data. It focuses on relationships among variables by using selected representative samples from the population to generalise result of the research about the population (Yilmaz 2013). The data can be collected through polls, questionnaires, and surveys so on and, data analysis implemented with statistical software (Creswell 2014). Unlike qualitative research methods, quantitative methods do not try to reveal feeling or personal experiences of respondents. It focusses on generalisations outcomes, predictions and cause-effect relationships (Yilmaz 2013).

Quantitative research methods are based on graphs, statistic tables and mathematical models. Researcher must cope with numbers and statistics; therefore, being familiar with statistical software is a fundamental component of to obtain the desirable results. As a result, the researcher must have enough knowledge and experience to be able to use statistic methods properly and interpret mathematical ratios (Bauer et al. 2000).

Gillham (2008) emphasised that when researchers work with quantitative data, they need to look beyond the statistical importance of the data and investigate what it could mean. According to Denscombe (2010), being clear regarding numerical data used is essential in quantitative research, since numbers represent different types of things. There are some advantages of quantitative research method. It could be useful, when researcher is studying in a large sample size or needs to collect data quickly and consume less time using statistical software (Johnson et al. 2004).

3.4. Research Method

For this research, a quantitative research approach has been selected to gather primary data. This approach is best suited to achieve the objectives of the research that investigate the perception of authenticity and its effect on intention to purchase. In addition to the that, this approach enables researcher to investigate the relationship between variables. A survey method using a self-completed questionnaire for data collection performed on British ethnic food consumers for this dissertation. (see appendix 1). Creswell (2009) stated that survey research is defined as instrument of data collection. Researcher obtains quantitative or numeric description of trends, opinions or attitudes of population by analysing a sample of that population. (Creswell 2009).

A self-completed survey technique was employed for the data collection. This quantitative strategy was selected to collect valid and reliable data, and to be able to discover the role of the food name, story and ingredient that impacts perception of authenticity and impacts a customer's intention to purchase. Also, the survey approach is less onerous on the participants. It makes it easy to respond, and is quick and convenient. A lot of information can be obtained without putting pressure on the participants. The main advantages of survey research are time saving and relatively in expensive as it simply requires straight forward data analysis.

3.5. Developing the questionnaire strategy

Survey and experimental design reflects post positivist philosophical assumption that embraces ideas of objectivity and single truths. Such an assumption holds true more for quantitative research. For example, according to determinism, it is fundamental that researcher must examine the relationship between and among variables in order to answering the questions and hypotheses via surveys and experiments (Creswell 2009). A self-completed questionnaire form was employed to collect primary data for this research. This method was the best suited to gather information and examine the relationship among variables. Throughout this data collection process, the likeliness of researcher bias that arise being stranger is reduced (Jonker et al. 2010).

In order to design the questionnaire, some particular patterns have been followed. Five-point Likert scales has been employed ranging from 1 (strongly disagree) to 5 (strongly agree) for the questionnaire. The research survey comprises of a set of twenty closed questions. Also, the questionnaire primarily consists of closed questions to reduce the possibility of researcher bias with interpretative errors. The style of questions was modified in accordance with the arguments of Youn et al. (2016).

The questionnaire has been structured in to two parts. The first part consists of demographic questions: gender, education, income and ages of participants. The second part tries to understand the participants perception of authenticity and their effect on costumer's intention to authentic Turkish food. This is measured through questions relating to food stories, food names, food ingredients and consumer purchasing intentions.

3.6. Pilot study

A pilot test is performed before the main study is conducted. A pre-test is carried out with a small batch of participants to determine weaknesses and strengths and improve the reliability and validity of the survey (Creswell 2009). The pilot test for this research was carried out using four people: two males and two females, deliberately chosen from different age groups. (2 youth,1 elder and middle age). Their backgrounds differ from things such as income to education level, age.

Two reasons played a significant role in selection of participants to carry out pilot study the first reason is to test the structure and clarity of the questionnaire. The second reason is to obtain diverse feedbacks from participants. Therefore, participants for the pilot study were selected amongst participants from diverse backgrounds.

After pilot testing, according to the participants feedback, all the questions were clear and self-explanatory. And, two questions were changed in order to make them more logical. The average time to respond questionnaire is around 6 or 7 minutes in accordance with pilot testing participants' report.

3.7. Sample size and selection

Sampling is defined as a technique or process of selecting an appropriate sample or representative part of a population so that a researcher may generalize by using results of study to entire population (Trochim 2006). The advantage of sampling is that it reduces the number of participants required to carry out the study. At the same time, it contributes to research becoming more accurate and manageable (Altinay et al. 2008). In literature, sampling methods are classified under probability or non-probability. Each member of the population has an equal chance to be selected in probability sampling. Probability methods are random, stratified and systematic sampling.

Unlike probability sampling, non-probability sampling uses some non-random manner in order to select member from population. These are snowball convenience, quota, judgment and convenience sampling (Finn et al. 2000). In non-probability sampling, subjective judgment, availability of subjects and research purposes have a significant role in selection of sampling elements (Guo 2004).

Non-probability sampling methods have been selected for this research to gather quantitative data. Convenience sampling methods have been performed to collect primary data. It is one of the type of non-probability sampling methods known as availability sampling. In this method, researchers select participants from a population of members who are conveniently available for study in order to collect data. The convince sampling model better enables researchers to reach participants wherever researchers can find them and, is convenient to collect primary data and is convenient for the collection of primary data (Dudovskiy 2016).

The convince sampling model was the most well-suited sampling technique for this research, because this technique enabled researcher to reach participants wherever researchers can find them and collect data quickly in a short time. Also, participants completed questionnaires at their own pace with least governance. Distribution and collection of questionnaires from all participants have been practical and the researcher reached a high response rate. Therefore, due to all these reason, convenience sampling method for this research was selected. On the other hand, convenience sampling technique has some drawbacks. It has high vulnerability

toward selection bias. The level of sampling error is quite high. Research findings could prove quite interesting however, with convenience sampling model is that findings cannot be generalized to a population (Cohen et al. 2007). This is because researcher does not know of the population of which this sample is representative. (Bryman 2012). These drawbacks of the sampling model cause studies to have little credibility.

3.8. Data analysis

This study was used SPSS 24.0 software to analyse the data gathered from the questionnaire. The researcher used descriptive statistics, crosstabulation and the chi-square test was used as statistical significance test. Chi-square test enable researcher set up “how confident researcher can be that there is a relationship between variables in population” (Byrman, 2012, p. 349).

3.9. Data collection

Primary data was gathered in the city of London, the largest city in the United Kingdom from 10 to 25 of July 2017. It covered a large number of sites on both weekdays and weekends (between noon to 6 pm or between noon and 7 pm). Researcher made contact with participants in the north of London. A total of 150 copies of the survey questionnaire were printed out. The researcher put them in a plastic file. The costumers in the Turkish restaurants were asked "I am looking for British people to conduct my survey ". If they answered yes, I am British, they then were then asked to participate in the survey.

3.10. Ethics

When qualitative methods are employed in research to generate data, several ethical issues could exist (Mason 2002). Anonymity, consent and confidentiality are some of the ethical issues that were taken into consideration by the researcher (Berg 2004; Silverman 2009). The reason is because of topics subjectivity in other words, people have a different perception towards to issues. Thereby, while carrying out the research, the researchers have to be respectful of beliefs, values, habits and the overall fears of participants. Consent of the participant is one of the most significant ethical issues and is highly emphasised in most ethical guidelines (Ger et al. 2006). The researcher informed participants about the research and, nobody was forced to participate in the survey.

Primary data has been collected anonymously for this simple quantitative study. The participants' anonymity and confidentiality have been assured in this research. The subject

being considered is not controversial, nor is it likely to bring any sort of stress to the participants. Therefore, the researcher does not consider that there are any significant ethical considerations, apart from the data protection that was already considered.

It is almost impossible to predict all of the ethical issues. However, researchers must think and follow ethically principled way (Mason 2002). Before starting to collect data, the online consent form was submitted by sticking the BU Research Ethics Code of Practice. Also, researcher completed the online ethics checklist on Bournemouth university website and produced a blurb to the questionnaire that explained what researcher are going to do so that research participants could give informed consent. This procedure is a partial completion of research.

3.11. Limitation of study

The researcher encountered a few challenges which could have affected the findings of the study. As Altinay et al. (2008) highlight, usually academic studies face constraints and the common ones are inadequate time and funding. Corresponding to Altinay et al. (2008) views, limited time for data collection and data analysis were the core challenges of the study. The findings of the study could have been improved if a larger sample was used and longer time was allocated for data analysis. Moreover, the major limitation of this research could be its generalisability, as Cohen et al. (2007) argue that using convenience sampling can prevent to generalise the results of the study to wider context.

3.12. Conclusion

This chapter have presented the methodology of the research. In this regard, the quantitative methods were used with a self-completed questionnaire for the data collection. 150 questionnaires have been printed out, then, the survey was conducted in London. The participants of the study were sampled in line with convenience sampling. In addition, SPSS 24.0 software used to analyse the data gathered via the questionnaires. For the analysis of data, descriptive statistics, crosstabulation and the chi-square tests were used to illustrate the significance of the values. Throughout the research, the limitations and ethical concerns of the study were considered.

The following chapter 4 looks at the findings and discussion.

Chapter 4

Results

4.0. Introduction

This chapter outlines and discusses details of the results obtained during the primary research. First, it will start by giving an overview of the demographic characteristics of the sample. After general overview of descriptive statistics on Turkish food, it moves on to the result of the chi-square test. For this research, data gathered from quantitative results was analysed and combined to address research objectives and provide a further exploration.

4.1. Demographic characteristic of the respondents

This project has been conducted with 150 participants. Table 4.1 shows the demographic characteristics of participants to this research with further discussion.

Table 4.1 Demographic profile of respondents and discussion (see appendix 2)

Demographic profile of respondents and discussion		
Characteristics	Categories	Respondents percentage %
Gender	Male	36.7
	Female	62
	Other	1.3
Education	High school	28.7
	Undergraduate	28
	Master	22.7
	PhD	7.3
	Other	13.3
Age	18-25	19.3
	26-33	21.3
	34-41	25.3
	42-49	12.7
	50 and over	21.3
Income	12,000-17,999	14.7
	18,000-23,999	20
	24,000-29,999	16.7
	30,000 -35,999	11.3
	36,000 and over	37.3

4.1.1. Gender

According to the analysis of the quantitative data obtained from participants, female respondents made up a particularly large proportion of the participants with 62 %. A proportionate number of male (36.7 %) took place in this research.

(see appendix 2) However, the difference between the percentages of female and male participants could cause gender bias, as Saunders et al. (2012) argue that selection bias which can reduce the credibility of the study is one of the disadvantages of convenience sampling method.

4.1.2. Education

In terms of the level of education observed in this study, findings demonstrated that the majority of participants consisted of high school graduates and undergraduates. Respondents who had high school or Undergraduate degrees were almost equally represented with 28.7 % and 28 % respectively. On the other hand, those who have Master and PhD degree have 22.7 % and 13.3 % respectively. Meanwhile 7.3% percent of participants selected the other option for their education level.

(see appendix 2) The distribution of the participants illustrated that although generally all education levels were represented over 20 % except for PhD and other. This difference in the degree of PhD and other option could cause the decrease in the validity of the research (Saunders et al. 2012).

4.1.3. Age

With regards to the age results, respondent ages ranged from 18 to 50 and over. All the age groups were represented at close to 20 %, except for 42-49-year olds which represented with 12.7 % (see appendix 2). In general, the equal distribution of the age groups could provide more valid results, since Newby (2014) emphasises the significant effects of sample size in the representativeness of the sampling method.

4.1.4. Income

Regarding the income of the participants, the majority of attendees' incomes were over £18,000 per year. Respondents who have £36,000 and over annual income had the highest percentage and comprised 37.3 % of the population. 20 % of attendees earned £18,000-23,999 annually. Followed by attendees who earn £24,000-29,000 annually with 16.7 % (see appendix 2). The sample distribution skewed toward the higher income earners. Therefore, the

validity of the study might be effected the unequal sampling (Saunder et al. 2012) because of the difference between higher and lower income groups.

4.2. Descriptive Statistics on Turkish food

In this research 5-point Likert scale was used. it is ranging from 1 (strongly disagree) to 5 (strongly agree) for following items. Likert scale enables researcher to analyse the mean rating of participant attitudes towards Turkish food. In terms of the looking at the Likert scales results showed that there are significant differences between some of following things.

Regarding ingredients, participants are some-what familiar with the ingredients of Turkish food (Mean = 3.4). Turkish food is not more authentic if they do not know the ingredients. Respondents show a little understanding of the importance of ingredients (Mean =2.98). The ingredients did not really affect their perception of authenticity. If they do not know what the ingredients are, then that food does not seem more authentic to participants (Mean = 3.91).

Stories about food origin, is important in increase participants interest towards food (Mean =3.95). in addition to the this, food stories have little impact on participants perception of authenticity of Turkish food (Mean =3.71). In terms of the food name, participants expressed that the food name is nor considerable to be interested in food (Mean = 3.55). familiar names have a little effect in increasing participants perception of authenticity toward Turkish food. (Mean = 3.56). In regard to the relationship between food names, stories, ingredients and purchase intention, when participants perceive food is authentic they tend to show buying intention (Mean = 3.80). Food stories have little effect on the participants buying intention (Mean = 3.40). Respondents are not interested in unfamiliar ingredients, when they buy a food (Mean = 2.86). Food name does not have an any effect on respondents buying intention (Mean = 3.03).

Moreover, getting authentic Turkish food is not really a significant driver in increase the respondents satisfaction level (Mean = 3.79) and they said that getting authentic Turkish food affects their intention to repurchase but it is sort of important to stimulate participants repurchase intention (Mean = 3.76). Furthermore, participants like to experience ethnic food (Mean = 4.26), however, although they sort of often try ethnic food (Mean =4.09), they do not tend to constantly try new and different ethnic food (Mean = 3.85). Also, respondents like to experience Turkish food (Mean =4.05) however, they do not often try Turkish food (Mean = 3.68). And they do not tend to try constantly new and different Turkish food (Mean =3.24). (See Appendix 3)

4.3. Crosstabulation and chi-squared

In this research, researcher did crosstabulation which involves comparing various factors against each other in a tabular form and then, used chi-square to investigate differences. Chi-squared test tells us whether the difference between two groups is significant or not (happened by chance) significant. In order to analyse the data more clearly, researcher combined strongly agree and generally agree and called it positive. Similarly, researcher combined strongly disagree and generally disagree and named it negative. So, in total researcher, now, has three classes positive, neutral and negative.

Remark: - When significance level is closer to 5% then risk of making type 1 error (rejecting null hypothesis when it is true) is more, and when significance level is closer to 1% then risk of making type 2 error (accepting null hypothesis when it is not true) is more (Byrman 2012).

4.3.1. Gender Analysis

This section presents the analysis of the crosstabulation for the gender in accordance with the percentage of the participants' responses in terms of negative, neutral and positive by means of chi-square test. The hypotheses and null hypotheses are shown in the following paragraph.

H₀: Gender have no effect on perception of authenticity and intention to buy

H₁: Gender influence perception of authenticity and intention to buy

With regards to the results of the chi-square test chosen in terms of gender; on the whole, there is no enough evidence against null hypothesis except question one and fifteen. Results show that females;

- tend to have a better understanding of the ingredients (question one chi-squared two-sided significance is ($\chi^2 + 19.841$, 8df, $p = 0.011$); hence, there is a strong evidence against the null hypothesis) (see Appendix 4).
- were more likely to try ethnic food than men (question fifteen chi-squared two-sided significance is ($\chi^2 + 18.195$, 8df, $p = 0.020$); hence, there are some evidence against the null hypothesis). (see Appendix 4)

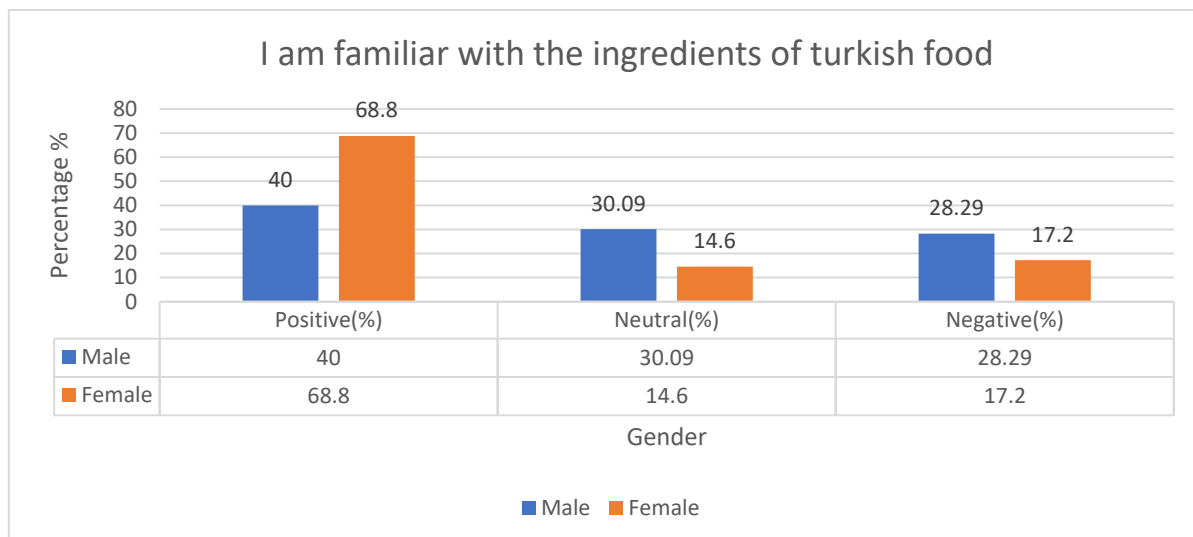


Figure 4.1: Gender response to question one

Figure 4.1 shows the participants` answers about their familiarization with the Turkish Foods` ingredients. As can be seen from that figure, there are male and females, and around 69% of the women had a positive response towards the familiarity of the Turkish food. Most males` response to the question regarding familiarity of the ingredients was either neutral or negative.

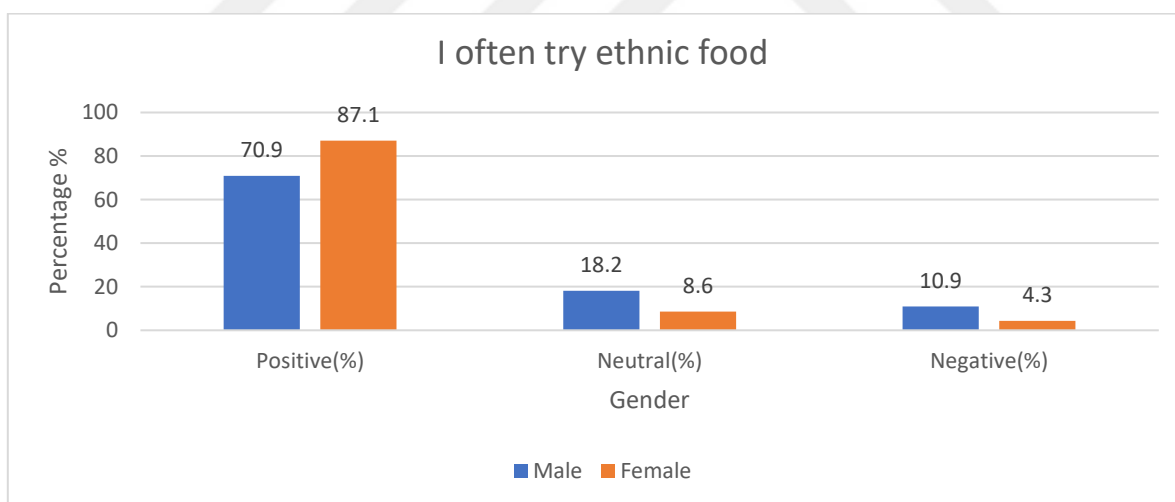


Figure 4.2: Gender response to question sixteen

This figure 4.2 also presents the participants` responds on their frequency to try ethnic food. The main participants consist of male and female same as figure 4.1. Briefly, it shows that 87.1% of the women often try ethnic food whereas, most males` response was either neutral or negative when asked the question if they try ethnic food often.

4.3.2. Age Analysis

This section shows the findings of the age groups' crosstabulation according to negative neutral and positive responses of the participants' through chi-square test. The hypotheses and null hypotheses are presented in the following paragraph.

H₀: Age has no effect on perception of authenticity and intention to buy

H₁: Age has an effect on perception of authenticity and intention to buy

Based on this data sample it is possible to say that for most of the questions, there is not enough evidence against the null hypothesis except questions one, four, five, eleven and fifteen.,

- There is a strong association between age and familiarity of ingredients of Turkish food (question four chi-squared two-sided significance is ($\chi^2 + 37.726$, 16df, $p = 0.008$); hence, there is an evidence against the null hypothesis).
- Stories about food tends to be important for the participants (question four chi-squared two-sided significance is ($\chi^2 + 29.532$, 16df, $p = 0.021$); hence, there is an evidence against the null hypothesis).
- Respondents tend to show the similar tendency that hearing or seeing/known stories about Turkish food have an influence in perception of food as more authentic (question five chi-squared two-sided significance is ($\chi^2 + 27.643$, 16df, $p = 0.035$); hence, there is an evidence against the null hypothesis).
- There is a significant association between aged groups and unfamiliar ingredients in stimulating intention to buy (question eleven chi-squared two-sided significance is ($\chi^2 + 28.224$, 16df, $p = 0.030$); hence, there is an evidence against the null hypothesis).
- Respondents are more likely to enjoy ethnic food. (question fifteen chi-squared two-sided significance is ($\chi^2 + 33.850$, 16df, $p = 0.006$); hence, there is an evidence against the null hypothesis (see appendix 5).

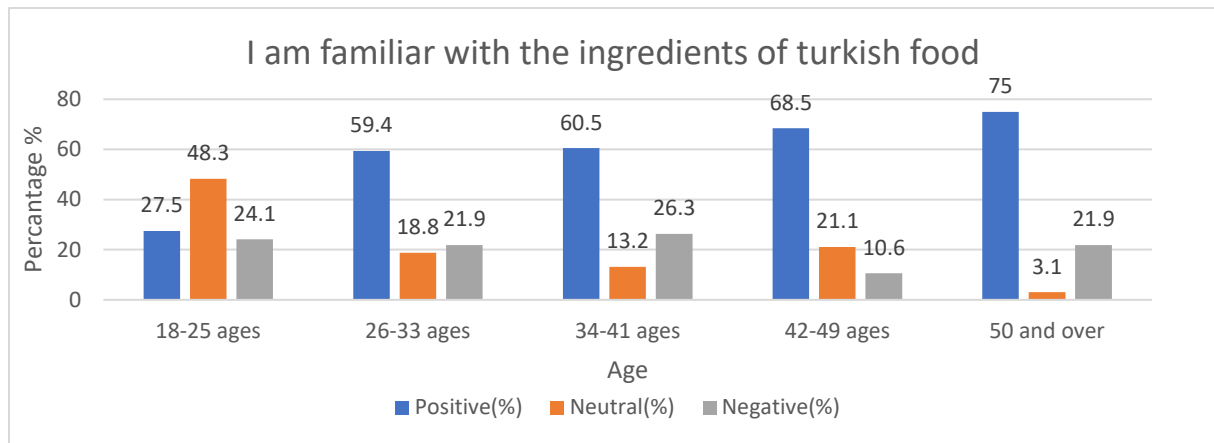


Figure 4.3: Age response to question one

The bar chart gives information about the percentage of participant's respond in five different age groups on question "I am familiar with the ingredients of Turkish food". It can be seen from the table, participants in all age groups have positive answers to familiarity of Turkish food except 18-25 age group. The percentage of negative responds is under 27 % in all age groups.

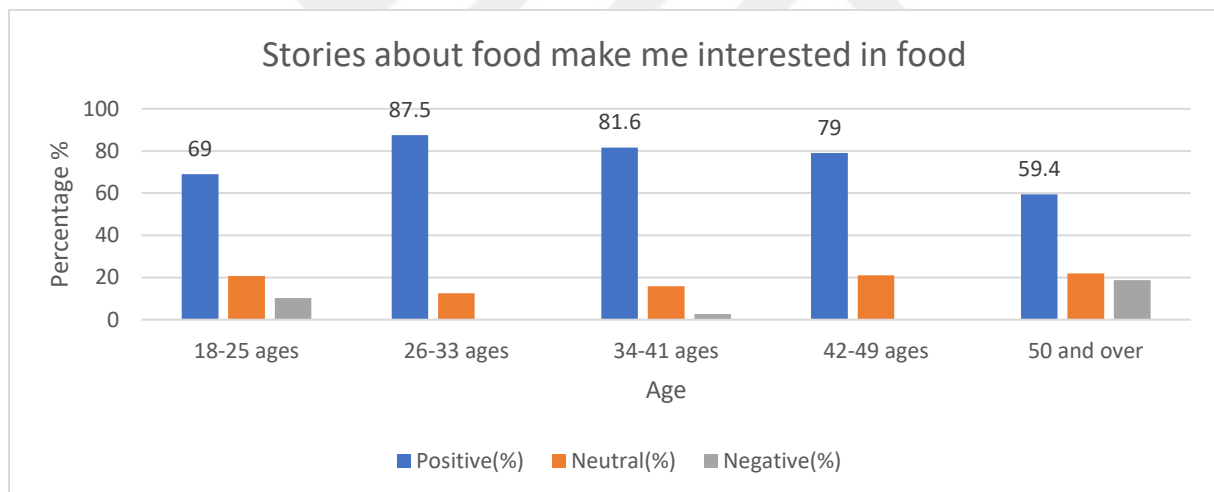


Figure 4.4: Age response to question four

This figure 4.4 indicates the participants' responds on stories about food make me interested in food. The main participants consist of five different age groups. To sum up, figure 4.4 demonstrates that all the age groups have positive attitudes toward stories about food. especially 26-33 age groups have the highest positive respond. It is followed by 34-41 and 42-49 age groups.

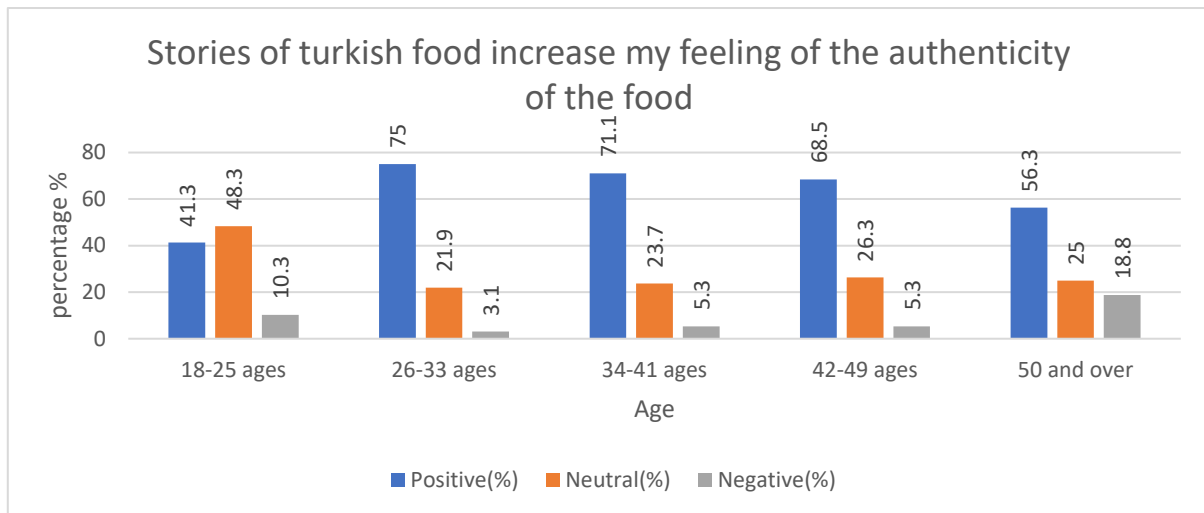


Figure 4.5: Age response to question five

The bar chart shows information about participant responds towards question “*stories of Turkish food increase my feeling of the authenticity of the food*”. Figure 4.5 demonstrates that the percentage of positive responds is over forty percent in all the age groups. 26-33 age group have the highest positive response towards question 5 “*stories of Turkish food increase my feeling of the authenticity of the food*”. Majority of 18-25 age groups participants’ response to the question regarding stories of the Turkish food is either neutral or positive.

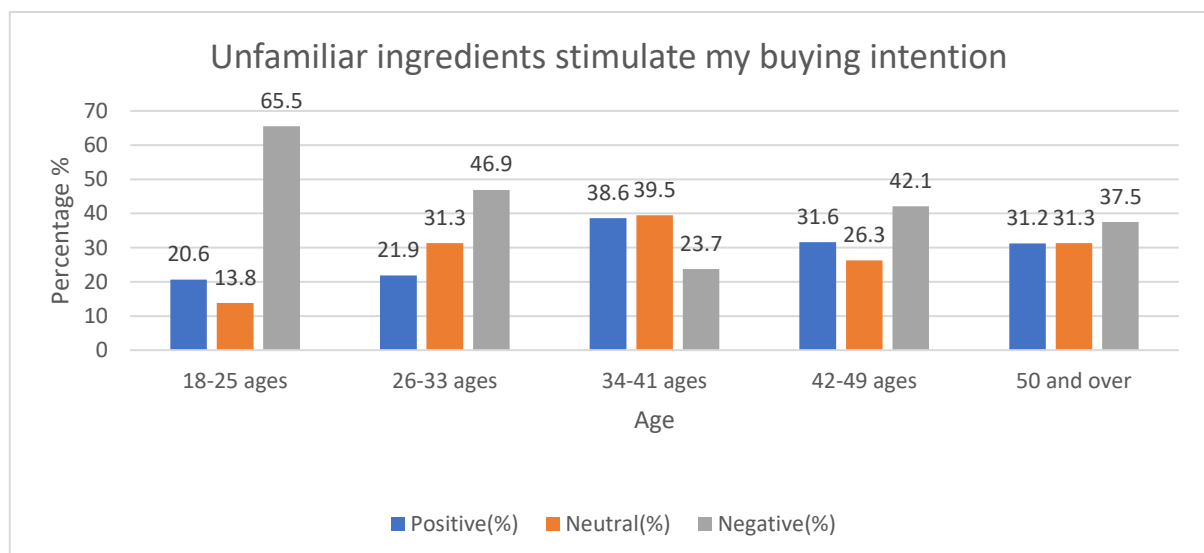


Figure 4.6: Age response to question eleven

This figure 4.6 illustrates the participants’ responds on question “*unfamiliar ingredients stimulate my buying intention*. There are five different age groups in the figure. Briefly, according to figure 4.6, unfamiliar ingredients are not likely to affect participants intention to

buy. Negative responds toward unfamiliar ingredients is predominant in all age groups except for 34-41 age groups. 34-41 age group participants show the highest positive and neutral respond toward the unfamiliar ingredients.

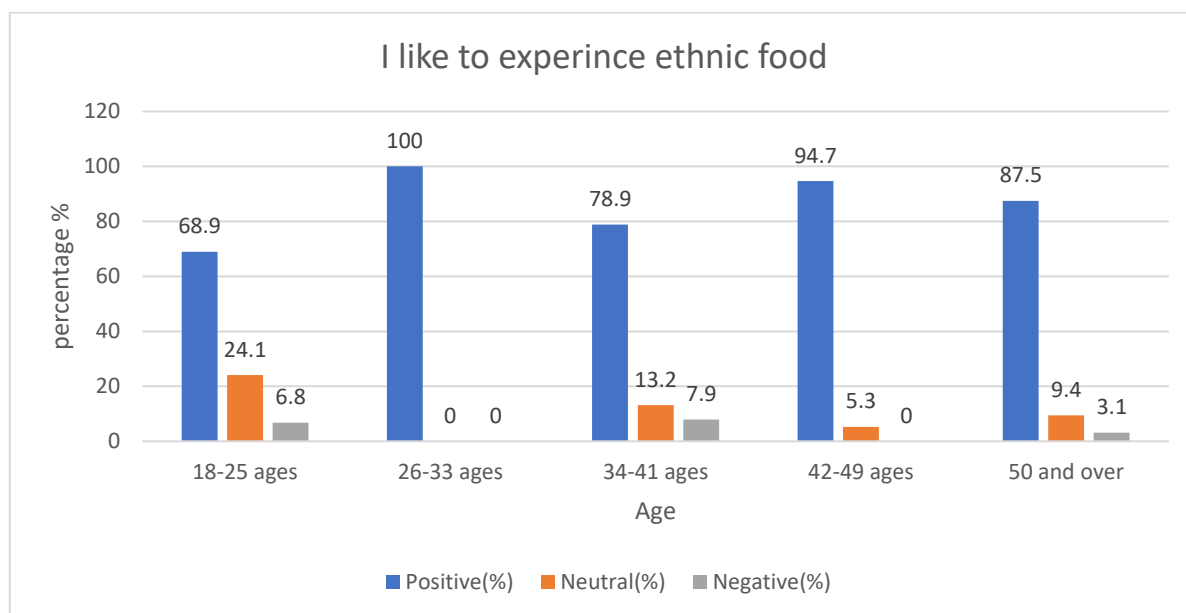


Figure 4.7: Age response to question fifteen

The table gives information about the respond of the five different age groups towards question “I like to experience ethnic food”. Based on the data, it can be said that all the age groups illustrate a positive attitude to ethnic food especially 26-33, 42-49 and 50 and over year old are in fact likely to enjoy ethnic food. In terms of neutral and negative respond 18-25 and 34-41 age groups have given negative and neutral respond compare to 42-49 and 50 and over age group.

4.3.3. Education Analysis

In this section, the findings of the education groups’ crosstabulation according to negative neutral and positive responses of the participants’ through chi-square test and the hypothesis are presented.

H₀: Education has no effect on perception of authenticity and intention to buy

H₁: Education has an effect on perception of authenticity and intention to buy

Regarding the results of the chi-square test chosen in terms of education overall, there is not enough evidence against null hypothesis except question thirteen and sixteen. Results show that;

- There is an association between education level and satisfaction level of participants (question thirteen chi-squared two-sided significance is ($\chi^2 + 29.807, 16df, p = 0.019$), (0.028); hence, there is an evidence against the null hypothesis).
- Another significant association is between education level and the question fifteen, which is, *I often try ethnic food* (question fifteen chi-squared two-sided significance is ($\chi^2 + 42.009, 16df, p = 0.000$); hence, there is an evidence against the null hypothesis, also it may be said for this case data is linearly separable (see appendix 6).

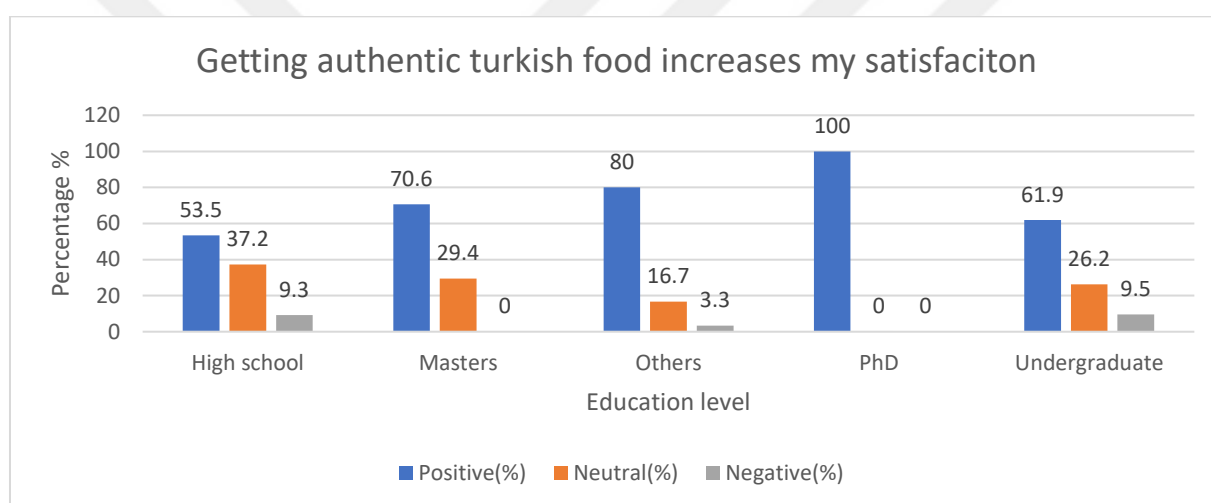


Figure 4.8: Education response to question thirteen

The figure 4.8 shows the percentage of participants respond toward question “getting authentic Turkish food increases my satisfaction”. Five different education level are represented in the table. As can be seen from the table, more educated people are more likely to be satisfied when they get authentic Turkish food. Also, getting authentic Turkish food is likely to be important for majority of respondents in all education in increase their satisfaction.

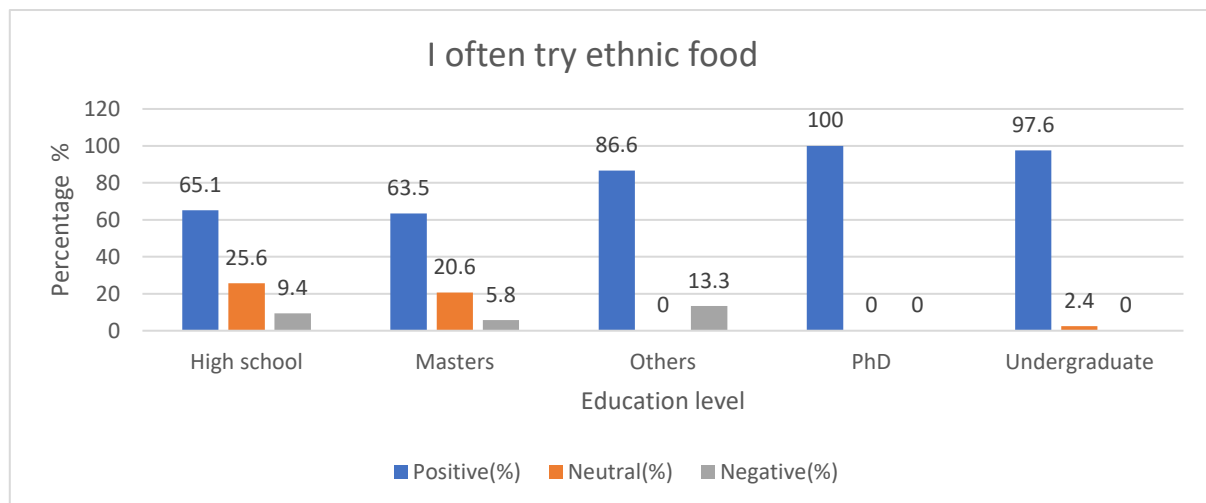


Figure 4.9: Education response to question sixteen

The bar chart demonstrates that the percentage of participants responds toward the question “I often try ethnic food”. It can be seen from Figure 4.9, over 60 % of participants at all educational levels have positive attitude towards ethnic food. Especially, PhD and Undergraduate level participants are more likely to enjoy ethnic food.

4.3.4. Income Analysis

This section shows crosstabulation analysis for the income factor. Firstly, the hypothesis needs to be highlighted at the below, the findings of the income groups’ crosstabulation according to negative neutral and positive responses of the participants’ through chi-square test.

H₀: Income has no effect on perception of authenticity and purchase intention

H₁: Income has an effect on perception of authenticity and purchase intention

Regarding the results of the chi-square test chosen in terms of education, on the whole, there is no enough evidence against alternative hypothesis. Results show that there is no significant association between income and perception of authenticity and their effect on the intention to buy.

4.4. Summary

This chapter looked at the results of the primary data. The sample of the study is skewed in the following way:

The sample skewed female responses; therefore, there is a slight gender bias. This reason decreases credibility of the research. Also, in terms of education, it is a better educated

population. Meanwhile, there is a slight decrease the number of people in the 42-49 age groups and, in terms of salary, people tend to be wealthier. There is a slight disproportionate distribution in research sampling. Thus, it could be said that credibility of results of the research is low due to biases.

Moreover, the dataset that they have a little understanding about the ingredients of Turkish food. Based on the data, it can be said, ingredients are important for participants. However, if they do not know what the ingredients are, then that does not make food more authentic for them. Furthermore, it can be said that participants enjoy ethnic food and they like to experience Turkish food. Therefore, in terms of the Chi-square test, there is an association between education, age, gender and perception of authenticity and purchase intention. The data shows that income does not effect on perception of authenticity and intention to buy. Having outlined the results, the following chapter will discuss the findings of the results.

Chapter 5

Discussion

5.0. Introduction

Chapter 5 looks at the key results obtained from the primary research. It reviews the secondary data and the meaning of the results and the implications are discussed. On the whole, this research enriches our understanding of British people's perceptions of authenticity. Research findings are shown and summarised in to themes identified via descriptive statistics and crosstabulation analysis. The chapter begins by looking at the effect of ingredients on authenticity and intention to buy, and then effect of food names on authenticity and intention to buy. Finally, effect of stories about food origins on authenticity and purchase intention.

5.1. The effect of ingredients on authenticity and intention to buy

Familiarity and authenticity as being substantial for the achievement of ethnic restaurants have been discussed in ethnic restaurant research (Tasci et al. 2004). In previous research on authenticity of food emphasized that unfamiliar ingredients can be considered as a key in enhancing consumer perception of authenticity (Youn et al. 2016; Tsai et al. 2012; Schulp et al. 2008). However, this research results suggest that there is no strong relationship between unfamiliar ingredients and perception of authenticity. (Mean = 3.91). However, unfamiliar ingredients have no influence on participant's intention to buy (Mean = 2.86). Hence, based on study results, it can be said, ingredients are important but it does not really effect participant's purchase intention. Unfamiliar ingredients could not be effective factor to increase respondent's perception of authenticity and stimulate their purchase intention except for young generation. There is an association between age and unfamiliar ingredients ($\chi^2 + 28.224, 16df, p = 0.030$) especially 65 % of younger generation (18-25 age) have positive attitudes toward the question "Unfamiliar ingredients stimulate my buying intention".

The effect of the unique and unfamiliar elements on consumers perception of authenticity has been empirically investigated by limited studies in the literature. The research could not provide enough evidence to support the assumption in literature (Jang et al. 2012; Littrell et al. 1993; Youn et al. 2016) that uniqueness and familiarity are significant markers for products perception of authenticity.

Wang and Mattila (2015) explored that unique and uncommon dishes have a positive impact on American consumers satisfaction. In other words, when they have unique and uncommon dish or ingredients they are more satisfied. Unlike this notion, this research's findings show that the use of unfamiliar ingredients does not make Turkish food more authentic (Mean =2.98). Also, getting authentic Turkish food have little effect in increase participants satisfaction (Mean =3.79). Additionally, there is an association between education level and satisfaction level of participants ($\chi^2 + 29.807$, 16df, $p = 0.019$). The percentage of participants who has master and PhD degree is over 70 %. The results reveal that the more educated people the more satisfied they are when they have authentic Turkish food.

5.2. The effect of food name on authenticity and intention to buy

Previous studies have argued that food names have a substantial impact on consumers buying intention (Wansink et al. 2001; Youn et al. 2016). In contrast to this notion, based on the findings, it can be said that unfamiliar or unusual names of dishes do not play an important role in enhancing respondent's perception of authenticity (Mean = 3.23) and their purchase intention. Participants are not interested in uniquely named dishes.

Also, researchers claimed that descriptive and/or attractive dish names meet consumers expectations for the authentic experiences led to create a "halo effect" that affects consumer buying decisions and judgments of the purchased product (Ebster et al. 2005; Okumus et al. 2007; Sukalakamala et al. 2007; Zhang 2015). As a consequence, unique or unfamiliar food names lead to increased consumers perception of authenticity and encourage them to try food by piquing their interest. In contrast to this notion, the research results could suggest that food names do not really have a significant effect on attendant's perception of authenticity and their purchase intention (Mean = 3.33). There is no association between food name and gender, age, and income.

Furthermore, several researchers said that less familiar authentic stimuli may stimulate costumers to ascribe negative subjective meanings in their experience such as fear and risk (Ritchey et al. 2003; Tasci et al. 2004). There was not a specific question about fear and risk in questionnaire used for this research. Based on research results, the research study sample gives a high rate of positive response towards ethnic foods with a mean rating of participant openness of 4.26 on a 5-point Likert scale, and research participants like trying ethnic food ($\chi^2 + 33.850$, 16df, $p = 0.006$). It can be said that research's respondents are not resistant to unfamiliar food name and ingredients. Over 68 % of participants in all ages groups like trying

ethnic food. Also, another significance is between gender and often trying ethnic food ($\chi^2 + 18.195, 8df, p = 0.020$). Over 70 % of man and women participants often try ethnic food.

5.3. The effect of stories about food on authenticity and intention to buy

The role and importance of stories about destinations in providing an authentic and meaningful experiences to tourists has been discussed in previous tourism studies (Chronis 2008; McCabe et al. 2006; Engeset et al. 2015). However, there is limited study identified the positive impact of story-telling on consumers dining experiences in the hospitality literature. Stories about food origin makes a connection between food and fictional or historical events, have an important influence to enhance interest of the customers toward dish and perception of authenticity of food (Hughes1995; Youn et al. 2016; Zhang 2015).

The research findings support the assumption in the literature. It can be said that the interaction between stories related to dish or its origin positively influences a respondent's perception of authenticity (Mean = 3.71) and increases their interest toward food (Mean = 3.95). Participants over 26-year-old showed particularly positive response to the Question “*food stories increase their perception of authenticity*”. Stories about food tends to be important for the age groups ($\chi^2 + 29.532, 16df, p = 0.021$). Over 69 % of participant in all age groups have positive attitude toward the question “Stories about food make me interested in food”. In addition, Respondents tend to show the similar tendency that hearing or seeing/knowing stories about Turkish food increase participants feeling of food as more authentic for the all age groups ($\chi^2 + 27.643, 16df, p = 0.035$). 41 % of participant in all age groups have positive attitude stories about food.

5.4. Summary

In this chapter, the research results provided primary research, were discussed by reviewing the secondary data. Indeed, based on the data collected from participants, the research showed that the sample of the research were open to ethnic food and they enjoy trying ethnic food. Also, it is observed that unfamiliar ingredients are not considerable element for the respondents correspondingly, ingredients do not play a significant role in increasing participant's perception of authenticity. If they do not know what the ingredients are that does not make food more authentic to them. Similarly, with the result for food names, it is not substantial factor. It does not have a significant influence on increase participant's perception of authenticity and buying intention. It is found that food stories are significant. In other

words, participants are interested in food stories. When they see a story about origin of dish, it contributes to increasing their perception of authenticity.

The following chapter presents conclusion and recommendations of the research.



Chapter 6

Conclusion and Recommendations

6.0. Introduction

This chapter gives an overview of the conclusion of the study and provides some recommendations for the future research. It commences by looking at research aims and objectives then moves on to the research process and how the research was conducted. Finally, it presents recommendations for future studies.

6.1. Research aims and objectives

The aim of this study was to critically explore the influence of food stories, names and ingredients on British consumers' perceptions of authenticity and their intention to purchase. Research sample was to be based British consumers, men and women, aged between 18 and 50 and over in London (UK). The number of objectives were identified following.

Objective 1: To critically review the nature and history of Turkish food.

Objective 2: To critically review the varying academic concepts applicable to the authenticity of food.

Objective 3: To specifically explore the relationship between ingredients, food stories and names with perceptions of authenticity and intention to buy.

Objective 4: To construct and distribute a questionnaire that examined key points in relation to the literature review.

Objective 5: to critically analyse the data and compare the findings to the existing literature with a view to providing recommendations for industry.

6.2. Research process and key findings

Quantitative research method was used in this research and data was gathered using survey techniques and analysed using descriptive and chi-square analysis. Convenience sampling method was performed and 150 participants took place in this research. As a result of this process, data was collected from the participants within the light of ethical guidelines.

The research critically evaluates that the role of the three elements (food story, food ingredients, and food name) on perception of authenticity. Based on the results, food stories can be considered as an important element in enhancing participants' perception of

authenticity. At the same time, it helps to increase participants' interest towards food and encourages customer to try the food. In addition to that, the research results showed that the influence of food stories affects different demographics. However, there is no association between participants' gender, education and income level and food stories except for age. Young age groups (Young age groups (between 26-33, 33-41 and 42-49) have more positive attitude towards food story. It has also positive impact on their perception of authenticity and their buying intention.

Ingredients are not considerable factor for the participants. It does not have an important influence in increase customers perception of authenticity and purchase intention. Women have better understanding of Turkish food ingredients. And unfamiliar ingredients encourage 18-33 age groups intention to buy. Similarly, although food names do not have a significant role in enhancing the authenticity of food and increasing respondents' interest to food, the majority of respondents have a positive attitude towards name of the food.

In regard to food ingredients, women are more familiar with the ingredients to Turkish food and, unfamiliar ingredients are more likely to have a positive influence on young age groups' buying intention. In addition to this, it can be said that income does not have any effect on perception of authenticity and intention to buy.

Furthermore, respondents are open to ethnic food and they like to experience ethnic food. This is particularly so for well-educated and women aged 20-33. In addition, the results suggest that more educated participants are more likely to be satisfied when they get authentic Turkish food. More educated participants are more likely to have positive attitude towards ethnic food.

The following section presents some recommendations for the future study

6.3. Potential areas for further research

For the future study, it can be recommended that this research focused on Turkish food which is simple different ethnic food from the other cuisines' food such as Chinese food. The further recommendation could be analysing diverse cuisines in the future studies. Additionally, this study has a relatively small sample size; thus, future studies should be carried out with a larger sample size to ensure validity of the research. Thereby, considering the sampling process, the research results cannot be generalized due to having small sample size and focusing on one cuisine, as Cohen et al. (2007) highlight that the difficulty in the generalizability of the study with limited sample.

Furthermore, due to the limited time, survey research method was undertaken to be able to collect data in a short period. However, face to face interview techniques should be employed to provide a deeper understanding in this phenomenon

Moreover, this research was conducted in London which has a predominantly cosmopolitan culture; therefore, people who live in London are more likely to be familiar with ethnic cuisines. Future research should be carried out in different parts of England to provide a diverse sample and ensure the external validity of research

Lastly, this study only focuses on British people. However, Britain is multiculturally diverse with people from a range of background including Chinese British, African British, Turkish British. Future study should be conducted with sample that participants come from different ethnicity, to increase reliability and generalisation. In addition, the research's sample is predominantly highly educated and skewed by female respondents. Researcher should provide an equal distribution among the participants in terms of education and gender.

6.4. Recommendations

Based on the results of the research, some practical implications and suggestions can be provided in relation to the management of the Turkish restaurants in foreign countries. Food stories can be used as an effective element to enhance Turkish food diner's perception of authenticity. Customers interest can be increased by emphasizing the food story to link unique cultural cuisine and customer. It can be suggested that ethnic food managers should design a menu that features summarised stories of food to increase perceived authenticity. As results indicated an interaction between food name and perception of authenticity and purchase intention. Consumers have a respond positively towards food names. Therefore, restaurant owners/managers should use attractive or eye-catching food names to drive perceived authenticity of food and ultimately intention to buy. Also, the research showed that for the young generation (18-33years old), food with unfamiliar ingredients is an important factor in perception of authenticity. Hence, ethnic restaurant managers should pay attention more to develop a diverse menu if they look to target customers from (18-33years old) age group.

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Appendices

Appendix 1. Questionnaire



Perception of authenticity and their effect on the intention to purchase

My name is Lokman Dinc and I am conducting this survey as part of my Masters programme at Bournemouth University.

The aim of the survey is to look at what people think makes authentic Turkish food. I am asking you to complete this survey anonymously. All the survey results will be stored securely, and the combined results will be used for producing my dissertation and any associated academic publications. It will not be possible for you to be identified in any way in any publications.

Thank you for your corporation.

Lokman Dinc (s4830659@bournemouth.ac.uk)

Dr Sean Beer (Supervisor- sbeer@bournemouth.ac.uk)

Professor Lee Miles (In case you have any complaints about the research researchgovernance@bournemouth.ac.uk)

INSTRUCTIONS: Consider each item separately and rate each item independently of all others. Please mark an X beside the appropriate answer that indicates the extent to which you agree with each statement.

		Strongly Disagree	Generally Disagree	Neutral	Generally Agree	Strongly Agree
1.	I am familiar with the ingredients of Turkish food					
2.	Turkish food seems more authentic (to you) if the ingredients are unfamiliar					
3.	Ingredients are important in perceptions of authenticity of Turkish food					
4.	Stories about food make me interested in the food					
5.	Stories of Turkish food increase my feelings of the authenticity of the food (Hearing (or knowing/seeing) stories about Turkish food makes it seem more authentic)					
6.	The name of the dishes makes me interested in the food					

		Strongly Disagree	Generally Disagree	Neutral	Generally Agree	Strongly Agree
7.	Familiar names of dishes increase my perceptions of authenticity towards Turkish food					
8.	Unfamiliar or unusual names of dishes increases my perceptions of authenticity towards Turkish food					
9.	I would be more likely to order food when I perceive it is authentic					
10.	Food stories stimulate my buying intention					
11.	Unfamiliar ingredients stimulate my buying intention					
12.	Food name stimulate my buying intention					
13.	Getting authentic Turkish food increased my satisfaction					
14.	Getting authentic Turkish food stimulates my repurchase intention					
15.	I like to experience ethnic food					
16.	I often try ethnic food					
17.	I constantly try new and different ethnic food					
18.	I like to experience Turkish food ethnic food					
19.	I often try Turkish food					
20.	I constantly try new and different Turkish food					

I would be grateful if you could provide me with a little information about you

With what Gender do you identify?	Female ()	Male ()	Other ()	Prefer not to say	
Education	High school ()	Undergraduate ()	Masters ()	PhD ()	Others.....
Age	(18-25)	(26-33)	(34-41)	(42-49)	(50 and over)
Annual income	£12.000- 18.000	£18.000- 24000	£24.000- 30.000	£30.000- 36.000	£36.000 and over

Appendix 2

Frequency Table

This tables show the percentage of participants demographic features in terms of gender, age, education and income. All these results imported from SPSS 24.0 software.

With what gender do you identify?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	93	62.0	62.0	62.0
	Male	55	36.7	36.7	98.7
	Other	2	1.3	1.3	100.0
	Total	150	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	43	28.7	28.7	28.7
	Masters	34	22.7	22.7	51.3
	Other	20	13.3	13.3	64.7
	PhD	11	7.3	7.3	72.0
	Undergraduate	42	28.0	28.0	100.0
	Total	150	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	29	19.3	19.3	19.3
	26-33	32	21.3	21.3	40.7
	34-41	38	25.3	25.3	66.0
	42-49	19	12.7	12.7	78.7
	50 and over	32	21.3	21.3	100.0
	Total	150	100.0	100.0	

Annual income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	£12,000-£17,999	22	14.7	14.7	14.7
	£18,000-£23,999	30	20.0	20.0	34.7
	£24,000-£29,999	25	16.7	16.7	51.3
	£30,000-£35,999	17	11.3	11.3	62.7
	£36,000 and over	56	37.3	37.3	100.0
	Total	150	100.0	100.0	

Appendix 3

Mean Rating

This table shows the results of the mean rating. In this research 5-point Likert scale was used. it is ranging from 1 (strongly disagree) to 5 (strongly agree) for following items.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I am familiar with the ingredients of Turkish Food	150	1	5	3.41	1.227
Turkish Food seems more authentic (to you) if the ingredients are unfamiliar	150	1.00	5.00	2.9867	1.08675
Ingredients are important in perceptions of authenticity of Turkish food	150	1.00	5.00	3.9133	.87421
Stories about food make me interested in food	150	1.00	5.00	3.9533	.95774
Stories of Turkish food increase my feelings of the authenticity of the food	150	1.00	5.00	3.7133	.98537
The name of the dishes makes me interested in the food	150	1.00	5.00	3.5533	1.09014
Familiar names of dishes increase my perception of authenticity towards turkish food	150	1.00	7.00	3.5667	.96528
Unfamiliar or unusual names of the dishes increases my perceptions of authenticity towards turkish food	150	1.00	5.00	3.2333	.96528
I would be more likely to order food when I perceive it is authentic	150	1.00	5.00	3.8067	1.03429
Food stories stimulate my buying intention	150	1.00	5.00	3.4000	1.17010
Unfamiliar ingredients stimulate my buying intention	150	1.00	5.00	2.8600	1.14710
Food name stimulate my buying intention	150	1.00	5.00	3.0333	1.02595
Getting authentic turkish food increases my satisfaction	150	1.00	5.00	3.7933	.95746
Getting authentic turkish food stimulates my repurchase intention	150	1.00	5.00	3.7667	1.08940
I like to experience ethnic food	150	1.00	5.00	4.2600	.85475
I often try ethnic food	150	1.00	5.00	4.0933	.92936
I constantly try new and different ethnic food	150	1.00	5.00	3.8533	.96507
I like to experience ethnic turkish food	150	1.00	5.00	4.0533	.89583
I often try turkish food	150	1.00	5.00	3.6867	1.01754
I constantly try new and different turkish food	150	1.00	5.00	3.2400	1.18537
Age	150	1.00	5.00	2.9533	1.40630
Annual income	150	1.00	5.00	3.3667	1.50800
Valid N (listwise)	150				

Appendix 4

Crosstabulation and chi-square test analysis for gender

The following tables presents the results of crosstabulation and chi-square test analysis for gender.

I am familiar with the ingredients of Turkish Food

Crosstab

Count

		I am familiar with the ingredients of Turkish Food			
		Strongly Disagree	Generally Disagree	Neutral	Generally Agree
With what gender do you identify?	Female	8	8	13	44
	Male	10	6	17	18
	Other	0	1	0	0
Total		18	15	30	62

Crosstab

Count

		I am familiar with the ingredients of Turkish Food	Total
		Strongly Agree	
With what gender do you identify?	Female	20	93
	Male	4	55
	Other	1	2
Total		25	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.841 ^a	8	.011
Likelihood Ratio	19.567	8	.012
N of Valid Cases	150		

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .20.

I often try ethnic food

Crosstab

Count

		I often try ethnic food			
		Strongly Disagree	Generally Disagree	Neutral	Generally Agree
With what gender do you identify?	Female	1	3	8	36
	Male	2	4	10	29
	Other	0	0	1	0
Total		3	7	19	65

Crosstab

Count

		I often try ethnic food	Total
		Strongly Agree	
With what gender do you identify?	Female	45	93
	Male	10	55
	Other	1	2
Total		56	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.195 ^a	8	.020
Likelihood Ratio	19.060	8	.015
N of Valid Cases	150		

a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .04.

Appendix 5

The crosstabulation and chi-square test for age

The following tables indicate the result of the crosstabulation and chi-square test for age.

I am familiar with the ingredients of Turkish Food

Crosstab

Count

		I am familiar with the ingredients of Turkish Food				
		Strongly Disagree	Generally Disagree	Neutral	Generally Agree	Strongly Agree
Age	18-25	4	3	14	7	1
	26-33	6	1	6	14	5
	34-41	3	7	5	17	6
	42-49	1	1	4	9	4
	50 and over	4	3	1	15	9
Total		18	15	30	62	25

Crosstab

Count

		Total
Age	18-25	29
	26-33	32
	34-41	38
	42-49	19
	50 and over	32
Total		150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.726 ^a	16	.008
Likelihood Ratio	33.625	16	.006
Linear-by-Linear Association	6.539	1	.011
N of Valid Cases	150		

- a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is 1.90.

Stories about food make me interested in food

Crosstab

Count

		Stories about food make me interested in food				
		Strongly Disagree	Generally Disagree	Neutral	Generally Agree	Strongly Agree
Age	18-25	1	2	6	14	6
	26-33	0	0	4	13	15
	34-41	0	1	6	18	13
	42-49	0	0	4	14	1
	50 and over	4	2	7	9	10
Total		5	5	27	68	45

Crosstab

Count

		Total
Age	18-25	29
	26-33	32
	34-41	38
	42-49	19
	50 and over	32
Total		150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.532 ^a	16	.021
Likelihood Ratio	31.935	16	.010
Linear-by-Linear Association	2.564	1	.109
N of Valid Cases	150		

a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is .63.

Stories of Turkish food increase my feelings of the authenticity of the food

Crosstab

Count

		Stories of Turkish food increase my feelings of the authenticity of the food				
		Strongly Disagree	Generally Disagree	Neutral	Generally Agree	Strongly Agree
Age	18-25	3	0	14	9	3
	26-33	0	1	7	13	11
	34-41	0	2	9	18	9
	42-49	0	1	5	12	1
	50 and over	3	3	8	10	8
Total		6	7	43	62	32

Crosstab

Count

		Total
Age	18-25	29
	26-33	32
	34-41	38
	42-49	19
	50 and over	32
Total		150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.643 ^a	16	.035
Likelihood Ratio	30.897	16	.014
Linear-by-Linear Association	.000	1	1.000
N of Valid Cases	150		

a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is .76.

Unfamiliar ingredients stimulate my buying intention

Crosstab

Count

		Unfamiliar ingredients stimulate my buying intention				
		Strongly Disagree	Generally Disagree	Neutral	Generally Agree	Strongly Agree
Age	18-25	8	11	4	3	3
	26-33	3	12	10	2	5
	34-41	0	9	15	11	3
	42-49	2	6	5	3	3
	50 and over	3	9	10	9	1
Total		16	47	44	28	15

Crosstab

Count

		Total
Age	18-25	29
	26-33	32
	34-41	38
	42-49	19
	50 and over	32
Total		150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.224 ^a	16	.030
Likelihood Ratio	31.316	16	.012
Linear-by-Linear Association	2.644	1	.104
N of Valid Cases	150		

a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is 1.90.

I like to experience ethnic food

Crosstab

Count

		I like to experience ethnic food				
		Strongly Disagree	Generally Disagree	Neutral	Generally Agree	Strongly Agree
Age	18-25	1	1	7	13	7
	26-33	0	0	0	13	19
	34-41	0	3	5	13	17
	42-49	0	0	1	13	5
	50 and over	1	0	3	7	21
Total		2	4	16	59	69

Crosstab

Count

		Total
Age	18-25	29
	26-33	32
	34-41	38
	42-49	19
	50 and over	32
Total		150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.850 ^a	16	.006
Likelihood Ratio	37.829	16	.002
Linear-by-Linear Association	3.341	1	.068
N of Valid Cases	150		

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .25.

Appendix 6

Crosstabulation and chi-square test for education

The following tables gives information about the results of crosstabulation and chi-square test for education.

Getting authentic Turkish food increases my satisfaction

Crosstab

Count

		Getting authentic turkish food increases my satisfaction			
		Strongly Disagree	Generally Disagree	Neutral	Generally Agree
Education	High School	4	0	16	14
	Masters	0	0	10	10
	Other	0	1	2	13
	PhD	0	0	3	5
	Undergraduate	1	4	11	20
Total		5	5	42	62

Crosstab

Count

		Getting authentic turkish food increases my satisfaction	Total
		Strongly Agree	
Education	High School	9	43
	Masters	14	34
	Other	4	20
	PhD	3	11
	Undergraduate	6	42
Total		36	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.807 ^a	16	.019
Likelihood Ratio	31.714	16	.011
N of Valid Cases	150		

- a. 14 cells (56.0%) have expected count less than 5. The minimum expected count is .37.

I often try ethnic food

Crosstab

Count

		I often try ethnic food			
		Strongly Disagree	Generally Disagree	Neutral	Generally Agree
Education	High School	2	2	11	15
	Masters	1	1	7	6
	Other	0	2	0	10
	PhD	0	2	0	7
	Undergraduate	0	0	1	27
Total		3	7	19	65

Crosstab

Count

		I often try ethnic food	Total
		Strongly Agree	
Education	High School	13	43
	Masters	19	34
	Other	8	20
	PhD	2	11
	Undergraduate	14	42
Total		56	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	42.009 ^a	16	.000
Likelihood Ratio	47.768	16	.000
N of Valid Cases	150		

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .22.