



What Is Your Favorite Local Food Menu? Application of Conjoint Analysis on the Eastern Mediterranean Cuisine of Turkey

*Ozan GÜLER^a, Sercan BENLİ^a, Gürkan AKDAĞ^b, A. Celil ÇAKICI^a

^aMersin University, Faculty of Tourism, Department of Tourism Management, Çiftlikköy Campus, Mersin/ Turkey.

^bMersin University, Faculty of Tourism, Department of Gastronomy and Culinary Arts, Çiftlikköy Campus, Mersin/ Turkey.

Article History

Received:04.05.2016

Accepted:01.08.2016

Keywords

Local cuisine

Gastronomy

Menu preference

Conjoint analysis

Eastern Mediterranean
cuisine

Abstract

Aim of this study is twofold; (1) investigating consumers' preference for favorite local food menu composed of regionally known soups, appetizers, main courses and desserts, and (2) understanding the criteria on which the consumers show their trade-off attitudes. Data was collected during the 01-31 May 2015 through a survey composed of 18 menu cards and 154 usable questionnaires were gathered as a consequence. Full profile conjoint analyses were applied as statistical technique in order to analyzing data. Major findings from the empirical study point to the fact that participants confer the highest importance to the main dishes while the least importance is placed on the price. The most favored menu cards reveal that those with 'Adana kebab' are of priority to the consumers. The most favorite menu card is composed of a mixture of Adana and Gaziantep cuisines. This trade-off behavior by the consumers illustrates that the more variety presented in the local menu, the higher the prices that could be charged.

Jel Code: L66, L83

* Corresponding Author.

E-mail: ozanguler17@hotmail.com (O. GÜLER)