

PRIORITIES OF CONSUMERS FOR RESTAURANT PREFERENCES: A CONJOINT ANALYSIS STUDY ON GENERATION Z

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ABSTRACT

Eating out is more essential than ever before in social life. Consumers are considering food as well as the other factors when preferring restaurants. In this particular study, Conjoint Analysis was used to determine the restaurant preferences of Generation Z who are supposed to be the largest consumer group of the future. A pre-test was addressed to 21 participants about 10 restaurant evaluation factors of the Taband scale and the first three factors that were ranked the most importance were selected for the research. Finally, the first three factors that emerged as price/quality/location, food and atmosphere including 12 variables were presented to 172 Generation Z participants with 25 experimental design cards. The data obtained were evaluated with the Conjoint Analysis method and the benefit coefficients related to the factors were defined comparatively between the groups. According to the results of the study, although there are differences in the second and third preferences and rates of the groups, the atmosphere factor has always emerged as the first preference of the Generation Z.

1. INTRODUCTION

Eating is one of the daily activities, that has been evolved in the progress. Eating out activities, which have become one of the main actors of socialization (Gregory & Kim, 2005), have become an important part of business and social life (Koo et al., 1999). When the subject is eating out, food and beverage (F&B) companies are naturally the main actors. Food and beverage companies, which varied to different society stratifies and are seen as the reflection of economic/cultural capital (Akarçay, 2015), have been evolved with the expectations and needs of the consumers. Restaurants have to analyse customer profiles properly in order to gain reasonable profit margin in the age of intensive competition and increased costs (Türkyay & Atasoy, 2020). Therefore, restaurant managers who are willing to be permanent in the F&B sector, should pay attention to customer preferences (Albayrak, 2014).

Consumers search for good atmosphere, decor, service and food presentation when dining out. These features called as "restaurant regime", are significant on customers' preferences and experiences (Warde & Martens, 2000). When deciding is discussed, consumers generally tend to choose the most preferred restaurant (Mowen, 1995). People prefer restaurants among alternatives, and this behaviour is basically known as 'decision making' (Edwards, 1954; Gregory & Kim, 2005). On

the other hand, restaurant preferences of consumers believed to be the reflections of consumers at the same time. Therefore, factors such as diversity, price, atmosphere and personalities of consumers could be claimed as more effective features (Türkyay & Atasoy, 2020).

In this study, a Conjoint Analysis was conducted to examine the restaurant preferences factors. There have been previous studies with conjoint analysis on customers' restaurant preferences. These studies include consumers choices of restaurant depended on restaurant features (Koo et al., 1999), comparing the marketing strategies for restaurants (Becker-Suttle et al., 1994), restaurant preferences and willingness to pay for local food (Reynolds-Allie & Fields, 2011), and investigating the relationship between the casual restaurant preferences of students from different universities and intercultural differences (Dziadkowiec & Rood, 2015). These studies show that Conjoint Analysis is an experimental approach used for measuring consumers preferences with sets of product profiles (Lucio, 2014). However, contrary to the foreign literature, not enough a choice-based conjoint studies have been done to measuring consumer

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preferences. Yet, there are a few studies, which on coffee preferences of university students (Ali et al., 2022) or individuals' ice cream preference (Gamze & Ceylan, 2016). Despite these limited studies, it can be claimed that different results can be obtained on consumers' preferences with the present studies and future studies on conjoint analysis.

Taband (Sezgin, 2022) restaurant rating scale including 10 evaluation factors- was used to design choice sets of this present study. The factors are recommended to be limited when performing Conjoint Analysis in case of increasing number of variables may complicate the analysis (Green & Srinivasan, 1978). Thus, reducing the number of factors used in analyses at most of six is the recommended solution. Green & Srinivasan (1978), have also claimed that addressing more factors may bring concern on the participants. Consequently, seven factors of Taband scale were ignored in the present study and three most preferred of the pre-test participants were included for the analyses.

The current study was carried out on Generation Z which is considered as one of the important popular consumer groups (Özdemir, 2019) that have a high potential of decision making. Previous researches show that children's influence increases as they are getting older (Labrecque & Ricard, 2001). Therefore, young people who are potential consumers, are definitely effective on eating and restaurant preferences. Moreover, Generation Z who are spending and consuming independently, could have a direct effect on marketing trends.

The aim of the study is to determine the consumer priorities of the Generation Z on restaurant preferences. For this purpose, an indirect research method, Conjoint Analysis was conducted. The data obtained were evaluated with Conjoint Analysis and presented in the context of the findings. The results of the Generation Z preferences obtained from the study is assumed to help developing marketing strategies suitable for the relevant consumer profiles of the F&B companies. Therefore, evaluating the consumer priorities of the Generation Z, conducting a different method compare with the other related studies on restaurant preferences and comparing the approaches of different groups of Generation Z with regards to attitudes are the outputs of this present study. As compared to the other methods, Conjoint Analysis provides individual measurements and identifies the restaurant features with utilities. Finally, this study yielded highly comparable results. Briefly, the findings of the study indicate that although the 'price/quality/location' and 'food' features could be changed according to the different Generation Z groups, the 'atmosphere' feature remain constant in the first-place.

2. CONCEPTUAL FRAMEWORK

Restaurants, where describe as "privilege of occupying space" by Spang (2007), are significant for individuals eating out preferences. The need for eating out may be driven by various factors such as celebrating special occasions, having quick meals, spending time with friends or family, entertaining, status, and financial (Bugge & Lavik, 2010; Warde & Martens, 2000). Atmosphere, decor, service, and food presentation factors have effect on eating out preferences. These factors, also called "restaurant regime", are important with regards to customers'

preferences and experiences (Warde & Martens, 2000).

F&B is one of the fastest growing industry in the tourism and hospitality sector (Abu Bakar et al., 2017). On the other hand, eating-out motivations can be restated in the light of increasing production and consumption, opening of shopping malls in the 1980 century and the spread of fast-food consumption in **Türkiye** (Akarçay, 2015). According to the guidelines the quantity of F&B exported in 2020, **Türkiye** has increased approximately 7.6 billion dollars (Republic Of **Türkiye** Ministry of Industry and Technology, 2021). Furthermore, based on household budget surveys, food expenditures ranked second among the consumption expenditures in 2019 (**Türkiye** Statistical Institute, 2020). These numbers show that the importance of F&B sector and food entertainments. Thus, competitive among restaurants it makes sense in **Türkiye**. The competition highlights the importance of consumer preferences.

Numerous studies have attempted to explain restaurant preferences factors. One well-known study that is often cited in research on restaurant preferences is that of Becker & Murrmann (1999), who tackled with expectations from dining. They compared Chinese and American consumers' dining experiences and found while Chinese participants care about conversation over meal, American people consider if waiting for service is too long it is due to poor service (Becker & Murrmann, 1999). As argued by Abu Bakar et al. (2017), hygiene, menu and location are the most important factors in fast food restaurants. Similarly, customers concern about hygiene and food safety (Harrington et al., 2011).

Zalatan (1998) mentions the women are dominant on decision making (MCDM) to evaluate restaurant. Another comprehensive review conclude that location and good atmosphere are notable for mature customers (Kim et al., 2010). This view is supported by Knutson et al. (2006) who find that menu variety, location, price, and service quality have an effect on mature customers' restaurant experience. In view of all that has been mentioned so far, one may suppose that restaurant preferences studies might be conduct with different factors. In this study, factors which was determined according to the Taband (Sezgin, 2022), as "price/quality/location factor in restaurants and Generation Z consumers", "food factor in restaurants and Generation Z consumers" and "atmosphere factor in restaurants and Generation Z consumers".

2.1. Price/Quality/Location Factor and Generation Z Consumers in Restaurants

F&B companies consult some strategies to keep their current position in market and increase their market share. Pricing strategies are one of them. Price is important source of information

for the consumer who has not yet knowledge about business or product (Biçici, 2008). Price is defined as "the amount of money that consumers are willing to sacrifice in order to obtain an offering" (Monroe, 1990; Naipaul, 2002), have an important effect on consumers perception and it considered as an indicator of quality and value (Ravald & Grönroos, 1996). Therefore, consumers make choice depend on price as well.

On the contrary to prices' effect in impulse purchase decisions, price can be less for repeat

purchasing and steady customer (Woodruff, 1997). Lewis (1981) demonstrated that the price is the most critical factor in restaurant preferences. Price can be determined as significant factor for the Generation Z, who are regarded as a sample in this study. According to literature price, quality, and location factor in restaurants and fast-food restaurants comes to the fore since they represent a low price to students who has low-income comparatively (Korkmaz, 2005). Biçici (2008) found that tourists under the age of 25 perceive charm pricing as high quality compared to the in the middle age and third age tourists. Thus, price has strong influence on purchasing decisions for young consumers in contrast with other ages (The Food Standards Agency, 2019).

Gregory and Kim (2005) draw attention to food quality and restaurant location. A search of the literature revealed numerous studies which is highlighted price, service, food quality and restaurant location (Gregory & Kim, 2005; Auty, 1992) and occupancy rate as an indicator of low price and low quality (Tse, Sin & Yim, 2002). Furthermore, income, also considered demographic variables in restaurant choices, is universal factor (Olsen et al., 2000). However, although service quality is not sufficient is considered as an important factor on restaurant experience (Gregory & Kim, 2005).

2.2. Food Factor in Restaurants and Generation Z Consumers

Although there are many reasons why people go to restaurants; In the simplest terms, eating has an important place among them (Bugge & Lavik, 2010). Therefore, although many products such as visual images, ambiance, sounds, smells, personal experiences and tastes (Lee & Hwang, 2011) are offered in restaurants in order to motivate people for pleasure, the food itself is also considered as an important factor of preference. The food factor, on the other hand, has different variables within itself. Elements such as the freshness of the food, its taste, the ideal temperature and the fact that the food is cooked sufficiently (Sezgin, 2022) affect the perceptions of the consumers regarding the quality and taste of the food.

The food factor has been frequently emphasized in studies within the scope of restaurant preferences. As a result of the research conducted by Jung et al. (2015), it was seen that food is the most important feature in restaurant selection. When evaluated specifically for the Generation Z, individuals in this age group may exhibit neophobic behavior (Wolff & Larsen, 2019); Food and taste factors are an important element of perception for this generation, who is also eager to try new tastes (Okumus et al., 2021). It is seen that the taste of the food is important for the Generation Z consumers, who are seen as gourmet consumers (Kiliç et al., 2021) due to the unique characteristics of the generation. In a study on the restaurant preferences of university students, it was seen that the participants gave importance to the quality of the food, the variety of the menu, the service of the food at the appropriate temperature, and the taste and portion size of the food (Oğuzalp, 2020). The aesthetic point of view is also important when it comes to the food factor. Presentation, visuality and aesthetics play a role in the formation of a quality perception for a F&B. Visual element such as product design and packaging features can affect the purchasing and preference behaviors of the

Generation Z in line with their aesthetic perception (Handoko, 2021).

2.3. Atmosphere Factor in Restaurants and Generation Z Consumers

Atmosphere is defined as “an effort to design purchasing environments to produce certain emotional effects that increase the buyer’s probability of purchasing” (Kotler, 1973). Atmospheric variables in a space are categorized under five headings: external factors such as building size, shape, parking lot and surroundings, internal factors such as lighting, music, colors, pictures and cleanliness, layout and design factors such as distribution of spaces, waiting areas.

Bitner (1992), the elements of the service environment, which he called Servicescape; classified as items heard (sound, music, noise, etc.), items perceived by smell (smell of the environment and other odors), environmental items seen (lighting, colors, signs and symbols), items felt (ambient temperature, air quality, etc.). According to Ponnampalath and Balaji (2014), restaurant style and atmosphere come into play as a determining factor after the consumer is satisfied in terms of food type and quality. However, recent studies have highlighted the importance of atmospheric factors in the restaurant industry, drawing attention to their impact on perceived quality (Ha & Jang, 2010; Jung et al., 2015). In the studies of Jang and Nmakung (2009), it has been seen that the atmosphere element has a positive effect on the emotional states of the customers. In Kim’s (2010) study, it was revealed that married participants care more about the atmosphere of casual/family restaurants compared to other individuals.

3. METHODOLOGY

Consumer preferences are measured through direct and indirect methods in marketing (Klein, 1990). The main criticism on the direct measurement is related to the fact that participants usually give high scores to the items. Indirect measurement techniques, on the other hand, have some other sorts of characteristics such as the results obtained from the detailed characteristics of the factors and the direct answers of the participants may be different. Conjoint Analysis, one of the indirect measurement techniques, can be used to measure the joint effects of a series of independent variables on dependent variables (Green & Rao, 1971), has been used in marketing research since seventies (Bagozzi, 1994). The Analysis offers the opportunity to compare attributes quantitatively and transforms uncountable features into data that can be expressed countable (Turanlı et al., 2013). The main restaurant preference factors (also called as dependent variables) determined at the end of the pre-test on the Generation Z, which is the subject of the study, are price/quality/location, food and atmosphere. If the participants were asked directly to ‘rank your restaurant preferences according to priority’, it is likely that different findings could be obtained from the results of the study and different priorities could emerge from different participant groups. However, in this study, the observed variables were mixed according to the principles of ‘Conjoint Analysis’ and indirect results were obtained from the participants through the ‘cards’

used for the analysis.

3.1. Sample

The total population of the study is Generation Z. As demonstrated in Table 1, Generation Z has an important share in the population distribution both in Türkiye and in the world. Generation Z with almost 40% of all consumers, is becoming more stronger in the global consumption market (Turan Yıldız, 2022). Generation Z who are also called as digital natives, iGeneration, Zoomer and Gen Tech, play decisive role in the consumption habits of their families. They tend to evaluate anything multidimensional before purchasing. Therefore, brands or companies need to exhibit a versatile marketing approach by considering the Generation Z preferences (Yıldız, 2022).

Table 1. Populations and types of generations

Age Group	% of Population (2020)	
	World	Türkiye
<20 years (Generation Z, including Alpha)	33,2	30,26
20-39 years (Generation Y)	29,9	30,89
40-59 years (Generation X and some BB)	23,1	25,06
60-79 years (Baby Boomers and some SG)	11,8	11,95

Generation Z who were born into the age of technology don't know the age of no internet (Önder, 2022). They are aware of technological developments and can follow the market by using social media (Szymkowiak et al., 2021). The Generation Z who are also described as 'fresh foodies', have the potential to shape technology, as well as the food and beverage sector (Kılıç et al., 2021), and all these reasons were effective in determining the participants of this particular study. The participants under the circumstances are 172 Generation Z representatives, whose average age are 20.06, and who agreed to evaluate the 25 cards prepared for the analysis. On the other hand, the demographic information of participants is demonstrated in Table 2.

Table 2. Demographic profiles of Generation Z participants

N=172	n	(%)
Age		
18	12	7
19	53	30,8
20	44	25,6
21	41	23,8
22	22	12,8
Average of age:	20,06	
Gender		
Male	81	47,1
Female	91	52,9
Department-Faculty		
Tourism Management (Faculty of Tourism)	36	20,9
Gastronomy and Culinary Arts (Faculty of Tourism)	36	20,9
Tourism Guidance (Faculty of Tourism)	36	20,9
Varied (Faculty of Engineering)	34	19,8
Varied (Faculty of Sciences)	30	17,5

As demonstrated in the table, the social sciences students of Generation Z participants (n:108) in the study are from tourism management (TM), gastronomy and culinary arts (GCA) and tourism guidance (TG) departments of tourism faculty of Anadolu University.

The science students (n:64) on the other hand, are from various departments of both Faculty of Engineering (FE) and Faculty of Science (FS) of Eskisehir Technical University. As mentioned before, the average age of the participants is 20.06, with a minimum age of 18 and a maximum of 22 because those born after 2010 are also referred to as the Alpha (Alpha) generation in recent years, and therefore younger participants were not considered in the study.

3.2. Data collection

It is very important to identify variables properly for Conjoint Analysis (Green & Srinivasan, 1978). In particular, the sub-variables of the main factors are supposed to be detailed sufficiently in order to reach the effective results. Researchers apply varied methods when determining sub-variables of the main factors. A verified, detailed, and the latest scale for restaurant preferences was decided to be used in this particular study. Sezgin (2022) stated that the popular academic studies on scale development related to restaurant preferences are Servqual (1991), Servperv (1992), Dineserv (1995) and Mystery Shopper method used by various researchers. The most detailed and the recent example of the mentioned scales is Taband restaurant rating scale developed by Sezgin (2022). There are 10 main factors (unobserved variables) in the scale namely; atmosphere, ambiance and flavor, food, brand/image, staff communication, unique/ hygienic, noise/voice, ability, menu and price/quality/location. Because of the overloaded information possibility due to the number of observed variables, participants sometimes ignore some variables in less important factors during Conjoint Analysis. Accordingly, it is recommended to limit these studies to a maximum of five or six factors (Green & Srinivasan, 1978). Taking into a consideration, it was planned to reduce the 10 factors of Taband scale by pre-test and 21 Generation Z participants were asked to rank the factors in order of importance. As a result of the pre-test, the three most important features (factors) such as atmosphere, food and price/quality/location and their 12 observed variables were selected for the research. As can be seen in Table 3, the observed variables of price/quality/location are 'the prices are appropriate for the quality', 'the beverages are adequate' and 'the location is appropriate'. The food factor has four variables: 'tasty food', 'fresh food', 'the food cooked as wanted', and 'the warmth of food is O.K.'.

Table 3. Factors and variables of the study

Restaurant factor	Level	Variable
<i>Price/quality/location</i>	1	The prices are appropriate for the quality
	2	The beverage is adequate for the restaurant
	3	The location is appropriate for the restaurant
<i>Food</i>	1	Tasty food
	2	Fresh food
	3	The food cooked as wanted
	4	The warmth of food is O.K.
<i>Atmosphere</i>	1	Simple decor
	2	Relaxing ambiance
	3	Warm atmosphere
	4	Positive first impression
	5	Natural ambiance

Finally, the five variables of the atmosphere attribute are 'simple décor', 'relaxing ambiance', 'warm atmosphere', 'positive first impression', and 'natural ambiance'. The number of cards used in the research was reduced to 25 by using the principles of the

orthogonal array design (Hair et al., 2006) instead of including all variables in the form of 3x4x5=60 cards.

Three demographic questions were directed to Generation Z, which is the subject of the study, were the age, gender and department of the participants. Apart from the demographic questions, observed variables were paired using SPSS 24.0 and 25 cards were created with an orthogonal design. The 25 cards were addressed to Generation Z who agreed to participate in the study, and they were asked to rank the cards from most important to least important (from 10 to 1).

The responses of the participants then uploaded to SPSS 24.0. The reliability value (Cronbach alpha =.92) for the data of 25 cards is in the desired range. In addition, normality tests for the data (Shapiro Wilk, Levene's normality test and skewness-kurtosis test) were also applied. According to Tabaschnik & Fidell (2011), the skewness and kurtosis values between -1.5 and +1.5 are considered acceptable in order to prove normal univariate distribution. As demonstrated in Appendix 1, the skewness-kurtosis values are even between -1 and +1 and the data are normally distributed. On the other hand, Figure 1 demonstrates the examples of cards addressed to the Generation Z.

The basic Conjoint Analysis model used in the study is written below. According to the model, 'r' indicates the participants' restaurant evaluation, 'd₁' price/quality/location, 'd₂' food and 'd₃' indicates atmosphere. In addition, the constant value 'β₀' in the model defines the weight values 'β_i' and 'ε' defines the error.

$$r = \beta_0 + \beta_1d_1 + \beta_2d_2 + \beta_3d_3 + \epsilon$$

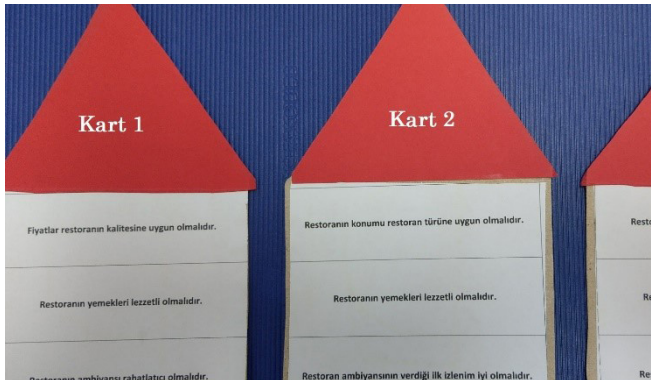


Figure 1. Samples of Conjoint cards used in the study

4. FINDINGS

Regarding the analysis, restaurant preferences of all Generation Z participants were examined first in the study. Then, the preferences of social and physical sciences' student participants, were compared. Finally, the preferences of GCA students, who are assumed to be most interested in restaurants, and EF students, were compared with the 'proportional importance' values.

Table 4 demonstrates the results of the evaluations of Generation Z (N:172) participants. When evaluated on the basis of proportional importance, it is possible to argue that the Generation Z thinks the atmosphere feature (factor) (48.563%) is more important than the others. According to results, price/quality/location relationship (34.359%) is second, and food (17.078%) is the last. Regarding the results, it is interesting enough that the atmosphere seems to be preferred almost three times as much importance as the food.

Table 4. Conjoint Analysis results of Generation Z in general

Restaurant feature (factor)	Sub-feature (variable)	Utility (N:172)	Average importance (%)
<i>Price/quality/location</i>	The prices are appropriate for the quality	.210	34,359
	The beverage is adequate for the restaurant	.073	
	The location is appropriate for the restaurant	-.284	
<i>Food</i>	Tasty food	-.033	17,078
	Fresh food	-.121	
	The food cooked as wanted	.124	
	The warmth of food is O.K.	.030	
<i>Atmosphere</i>	Simple decor	-.359	48,563
	Relaxing ambiance	-.080	
	Warm atmosphere	.339	
	Positive first impression	.154	
	Natural ambiance	-.054	

Table 5. Conjoint Analysis results of social and physical sciences Generation Z students

Restaurant feature (factor)	Sub-feature (variable)	Utility Social (n:108)	Utility Physical (n:64)	Ave. imp. Social (%)	Ave. imp. Physical (%)
<i>Price/quality/location</i>	The prices are appropriate for the quality	.165	.286	31,661	36,907
	The beverage is adequate for the restaurant	.067	.084		
	The location is appropriate for the restaurant				
	The prices are appropriate for the quality	-.232	-.370		
<i>Food</i>	Tasty food	.029	-.138	12,989	23,550
	Fresh food	-.112	-.138		
	The food cooked as wanted	.031	.281		
	The warmth of food is O.K.	.051	-.006		
<i>Atmosphere</i>	Simple decor	-.364	-.351	55,351	39,543
	Relaxing ambiance	-.104	-.038		
	Warm atmosphere	.331	.353		
	Positive first impression	.194	.087		
	Natural ambiance	-.056	-.051		

In Table 5, the evaluations of 108 Generation Z social sciences students and 64 physical science students were compared. Although the ranking of restaurant features appears to be the same for both groups, there is a significant difference in importance levels. The atmosphere feature is the first in both groups, however proportional importance is 55.351% for the social sciences students, and 39.543% for the physical science students. On the other hand, it can be considered as an important finding that the social sciences students evaluated the food feature at only 12,989% level.

Finally, in Table 6, the evaluations of GCA students and EF students regarding restaurant features were examined in order to reach some more specific and field-related results. According to the findings, the atmosphere (GCA: 36.417, EF: 42.746) is the most important feature in both groups, as in the previous comparison results. In contrast to the previous results, food (GCA: 32.452, EF: 30.889) in both groups rose from the third to the second place, and price/quality/location (GCA:31.131, EF:26.365) drop off to the last place. A holistic comment about all the findings would be a suggestion that the three restaurant features of the research, were selected as the most important out of 10 features (factors) of the Taband scale.

Table 6. Conjoint Analysis results of GCA and FE Generation Z students

Restaurant feature (factor)	Sub-feature (variable)	Utility	Utility	Ave.	Ave.
		GCA (n:36)	FE (n:34)	imp. GCA (%)	imp. FE (%)
<i>Price/quality/location</i>	The prices are appropriate for the quality	,277	,222		
	The beverage is adequate for the restaurant	,035	,054	31,131	26,365
	The location is appropriate for the restaurant	-,312	-,275		
<i>Food</i>	Tasty food	,195	-,171		
	Fresh food	-,419	-,300	32,452	30,889
	The food cooked as wanted	,153	,282		
	The warmth of food is O.K.	,070	,188		
<i>Atmosphere</i>	Simple decor	-,363	-,454		
	Relaxing ambiance	-,208	,016		
	Warm atmosphere	,326	,352	36,417	42,746
	Positive first impression	,192	,216		
	Natural ambiance	,053	-,131		

5. CONCLUSIONS

There are several studies in the literature examining the restaurant preferences of consumers, the effects of gender and maturity factors on restaurant preferences, and some specific features separately such as price, quality, location and design (Zalatan, 1998; Becker & Murrmann, 1999; Korkmaz, 2005; Gregory & Kim, 2005; Knutson et al., 2006; Biçici, 2008; Kim et al., 2010; Ponnampalani & Balaji, 2014; Jung et al., 2015; Abu Bakar et al., 2017; Oğuzalp, 2020). In this particular study, many of the above-mentioned features (factors) were combined together by using Sezgin's (2022) Taband scale. The three most important factors (atmosphere, food, price/quality/location,) of the scale were analyzed through indirect method Conjoint Analysis, taking Generation Z as the subject of the study.

5.1. Implications for theory

The main theoretical impact of the study is related to the method used. Conjoint Analysis, one of the indirect measurement methods of consumer preferences, is frequently used in marketing research. On the other hand, Conjoint Analysis studies in the tourism industry are not common when evaluated in terms of both academics and practitioners. The subject of this study on the food and beverage sector of tourism is the restaurant preferences of the Generation Z consumers. Therefore, the study has important effects on the literature both using an analysis that indirectly measures the restaurant preferences of consumers and revealing the preferences of the Generation Z, which is an important consumer group.

Another effect of the study, is also related to the method. It is important for academics to use less traditional methods as well as to use traditional research methods in their studies. Conjoint Analysis, which is used as an indirect measurement method for primary data, is a reasonable alternative especially for academics studying tourism marketing.

5.2. Implications for practitioners

The analysis of study is mainly used by both academics and practitioners of several industries in marketing research. In the tourism industry in specific of restaurants, the companies' research expenditure is limited in terms of business structure. It would be too optimistic to claim that restaurants, which are more small and medium-sized enterprises (SMEs), would

have marketing departments. On the other hand, today's entrepreneurs are more open and ambitious to improve themselves by getting the benefit of social media etc. Therefore, it would be appropriate for practitioners to consider these studies, which reveal important and interesting results, and update their business according to the expectations of Generation Z, who have a significant percentage today and are the most important consumer group in the near future.

An important contribution of the study for the practitioners, could be the results obtained are taken into account by restaurants. According to the results of the study, the Generation Z finds atmosphere as the most important priority among the three significant factors. When the preferences of varied Generation Z consumers are evaluated, the rank of the 'atmosphere', which is in the first place, has remained constant, although there are some changes in the second and third places. Therefore, restaurant sector practitioners, whose target audience is rather adolescents, need to improve the business atmosphere by taking into account the preferences of the Generation Z.

5.3. Limitations and suggestions for future research

The consumption habits and nutritional cultures of the Generation Z should be limited to the society they live in (Szymkowiak et al., 2021). Therefore, if the findings obtained in the research should be limited to Türkiye, then studies conducted by considering different cultures will contribute better to the literature in the future.

Another limitation of the study is also related to sample group of the study. Essentially, consumers who are assumed to be Generation Z are those born between approximately 2000 and 2010. Since the Generation Z who have purchasing power are more 18 and over, consumers 18 and over were taken into account in the study. On the other hand, an important group of 12-18 ages are not included in the study, could also be evaluated as a limitation. Therefore, including all ages group of Generation Z in future studies may help reaching different findings.

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APPENDIX 1: Skewness Kurtosis values of the data

		Statistic	Std. Error
Kart1	Mean	7,92	,140
	Skewness	-,485	,185
	Kurtosis	-,826	,368
Kart2	Mean	7,05	,140
	Skewness	-,145	,185
	Kurtosis	-,608	,368
Kart3	Mean	6,26	,175
	Skewness	-,413	,185
	Kurtosis	-,506	,368
Kart4	Mean	7,06	,151
	Skewness	-,338	,185
	Kurtosis	-,371	,368
Kart5	Mean	6,83	,133
	Skewness	-,074	,185
	Kurtosis	-,358	,368
Kart6	Mean	7,31	,136
	Skewness	-,174	,185
	Kurtosis	-,775	,368
Kart7	Mean	7,27	,139
	Skewness	-,133	,185
	Kurtosis	-,743	,368
Kart8	Mean	7,52	,140
	Skewness	-,478	,185
	Kurtosis	,005	,368
Kart9	Mean	7,40	,140
	Skewness	-,459	,185
	Kurtosis	-,236	,368
Kart10	Mean	6,85	,159
	Skewness	-,442	,185
	Kurtosis	-,224	,368
Kart11	Mean	6,82	,146
	Skewness	-,427	,185
	Kurtosis	,111	,368
Kart12	Mean	7,18	,134
	Skewness	-,398	,185
	Kurtosis	,237	,368
Kart13	Mean	7,33	,129
	Skewness	-,504	,185
	Kurtosis	,181	,368
Kart14	Mean	7,21	,132
	Skewness	-,314	,185
	Kurtosis	-,043	,368
Kart15	Mean	6,85	,136
	Skewness	-,386	,185
	Kurtosis	-,230	,368
Kart16	Mean	7,32	,137
	Skewness	-,404	,185
	Kurtosis	-,364	,368
Kart17	Mean	7,59	,136
	Skewness	-,556	,185
	Kurtosis	,276	,368
Kart18	Mean	7,73	,133
	Skewness	-,772	,185
	Kurtosis	,663	,368
Kart19	Mean	7,69	,127
	Skewness	-,434	,185
	Kurtosis	-,175	,368
Kart20	Mean	7,77	,129
	Skewness	-,658	,185
	Kurtosis	,547	,368
Kart21	Mean	7,32	,134
	Skewness	-,374	,185
	Kurtosis	-,239	,368
Kart22	Mean	7,65	,127
	Skewness	-,638	,185
	Kurtosis	,178	,368
Kart23	Mean	7,85	,126
	Skewness	-,300	,185
	Kurtosis	-,927	,368
Kart24	Mean	7,47	,130
	Skewness	-,560	,185
	Kurtosis	-,011	,368
Kart25	Mean	7,68	,131
	Skewness	-,450	,185
	Kurtosis	-,579	,368



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