



INVESTIGATION OF RESTAURANT PREFERENCE IN TERMS OF GENDER ROLE, TURKEY SAMPLE

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KEYWORDS

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ABSTRACT

Gender roles emerged from roles assigned to different genders in history. Although many researchers investigate the relationship between gender and preference for restaurant type, a study examining gender roles regarding restaurant and beverage business type preference has not been found. The research aims to investigate restaurant and beverage business type preferences within the scope of gender roles. Quantitative methods were used in the study. Data were collected from 160 people living in Eskişehir province by survey method. The data was analyzed by exploratory factor analysis, ANOVA, and t-test. As a result of the research, it was found that the preference for the type of beverage business differs according to gender roles. Contributions to the literature and food and beverage sector were presented. It is aimed to contribute to the literature and food and beverage sector.

1. INTRODUCTION

Gender is an innate biological characteristic that directly affects an individual's societal behavior (Risman, & Davis, 2013). On the other hand, gender roles are the roles that an individual develops in life by being influenced by the socio-cultural and economic elements of the environment (Carter, 2011). In this context, gender roles develop independently of gender. However, the emergence of gender roles is related to the tasks ascribed to different genders in history (Parelius, 1975). Individuals performed the functions attributed to their gender in the first ages, and gender behaviors were distinguished. In psychology, male and male-specific behaviors have been defined as masculine, and female and female-specific behaviors have been described as feminine (Edwards, 2004). The fact that gender roles show different behavioral characteristics has caused them to be investigated regarding consumer behavior in marketing (Schroeder, 2004; Neale et al., 2016). The behavior of eating is one of the phenomena that should be investigated in terms of gender roles because it is the primary behavior in life. Although there are studies in the literature that investigate food preference and consumption within the scope of gender roles (Garcia et al., 2023; Cairns & Johnston, 2015; Swenson, 2009; O'Doherty Jensen & Holm, 1999; Murnen & Smolak, 1997; Mori, Chaiken, & Pliner, 1987), there has not been a study investigating restaurant and beverage business type preferences.

The research aims to investigate restaurant and beverage business type preferences within the scope of gender roles. Quantitative methods were used in the study. Data were collected from 160 people living

in Eskişehir through a survey technique. As a result of the research, it has been found that participants' beverage business preferences differ in gender roles. The research aims to contribute a limited number of interdisciplinary scientific studies covering the fields of psychology, sociology, and gastronomy. Also, marketing benefits to the food and beverages sector are expected.

2. LITERATURE REVIEW

2.1. Gender Roles

The fact that individuals are born as belonging to one gender defines a biological gender, while adopting behavioral patterns related to one gender defines the gender role (Marshall et al. 1999). Accepting specific behavior patterns related to gender in society constitutes the reason for the emergence of the gender role. Socio-cultural values and production practices shape general acceptance related to one gender in society (Oakley, 1986). In this context, it is possible to state that the history of social roles dates back to the early ages (Sobal, 2005). The effort to obtain the basic needs of humans to survive in history and the tasks they fulfilled in this process constituted the first gender roles (Adams, 1991). In these times, the fulfillment of tasks that were outside and required power by men included the traditional acceptance of the gender that is outside and dominant today should

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be men (Counihan, 2018). On the other hand, the concepts of feminine and masculine, which are gender roles, were defined first in psychology in the 1930s. The feminine was termed as behaviors belonging to women while masculine belonging to men (Auster & Ohm, 2000). Many studies state masculine and feminine individuals have different personality traits. Twenge (1997) stated that feminine individuals are more committed to their traditions and values than males. Jones, Chernovetz, and Hansson (1978) found that the loyalty rates of feminine individuals to their families are higher than those of masculine individuals. Spence and Helmreich (1978) determined that feminine individuals are more critical to equality than males. Capraro (2000) stated that masculine individuals like power, adventure, and risk. In the literature, it was also found that masculine and feminine personality traits are inverse to each other (Constantinople, 1973; Bem & Lenney, 1976; Bem et al., 1976). In the research, it was found that feminine individuals are emotional, friendly, fragile, imaginative, and sensitive to violence, while masculine individuals are realistic, distant, competitive, and tend to violence (Jones et al., 1978; Fröchlich, 2010; Ruby & Heine, 2011). Along with all these research and findings, it must be stated that gender roles differ according to society (Marshall, 2008). In Eastern and Western cultures, which have quite different socio-cultural elements, the roles of men and women in society differ. Realist, individual, competitive, influential, and dominant masculine individuals are at the forefront of Western Culture, while emotional, sensitive, understanding, kind, and hardworking feminine individuals are at the forefront in Eastern culture (Chia et al.1994). Although gender is unchangeable, gender roles can change depending on culture, economy, and time. The possibility of gender roles changing has affected the investigation of the concept in terms of different fields and topics (Van de Vijver, 2007). Marketing studies on the compatibility of masculine and feminine individuals' product and service preferences and personality traits are frequently encountered in the literature (Mastin et al., 2004; Palan, 2001; Worth et al., 1992). In the studies, it has been found that feminine individuals prefer traditional, home-oriented, environmentalist, non-violent products and services, while masculine individuals prefer modern, technological, violence-containing, sensory, and financially prosperous products or services (Jaffe & Berger, 1988; Hartmann & Klimmt, 2006; Seo & Scammon, 2017; Felix et al.2021). The eating preferences of masculine and feminine individuals are explained in the subheading.

2.2. Gender Roles and Eating Behavior

Food is one of the most basic needs of humans. It is influenced by all social, cultural, and economic elements, constituting the basis of gender roles and food relationships. The most critical factors for the association of food and gender roles are explained in the food obtaining, preparation, and consumption in history (Rothgerber, 2013). Considering the processes of getting and preparing food in the first ages, the food was obtained by hunting and cooked with fire. During this period, the role of securing food and cooking was performed by men who had the physical strength to cope with the animals outside and hunt them (Counihan, 2018). This gender role belonging to the hunting period

in history also has affected the task of meat cutting, preparing, and cooking related to men today. In this context, cutting meat into pieces and cooking it on a barbecue is associated with masculinity (Willard, 2002). Some studies revealed that men perform the task of meat preparation, cutting, and cooking in patriarchal societies (Unlu, 2018). Also, it was determined that men consume meat in a grilled form more than women (Sobal, 2005). Studies describing meat as masculine due to the violence associated with its production and raw appearance in its preparation are also found in the literature (Rozin et al., 2012; Greenebaum & Dexter, 2018). Meat and its consumption are stated as a masculine hegemony, while vegetarian or vegan eating is associated with a feminine movement against this hegemony (Lockwood, 2021; Wright, 2020).

Fast food with meat is also ascribed to masculinity (Nibert, 2013). Fast food is defined as masculine due to its energy emergence quickly and its riskiness in terms of calories and pathogens (Navarrete & Fessler, 2003). With a different approach, fast food is described as masculine because it is a product of the modern era. Fast food is prepared in industrial kitchens outside the home dominated by men and compatible with the rational and rapid behavior patterns attributed to men in society (Tickner, 1992; Leer, 2016). In contrast to these food and eating behaviors, small-portion, laboriously prepared, fruit and vegetable-based meals are associated with femininity (Cavazza, Guidetti & Butera, 2015; O'Doherty Jensen & Holm, 1999). Food prepared slowly and laboriously at home or through traditional methods can be described as feminine (Schlosser, 2012; Arsenijevich, 2014). The demand for healthier food by women and feminine individuals causes them to prefer traditional and slow food that are healthy, low in calories, and have low risk in terms of pathogens (Stice & Bearman, 2001). Studies also show that women prefer feminine food while men prefer masculine food (Gasiorowska et al., 2023).

Considering all previous studies, H1, H2, H3, and H4 hypotheses were developed for this study.

H1: There is a statistically significant difference between the types of restaurants men and women prefer.

H2: There is a statistically significant difference between the types of beverage businesses men and women prefer.

H3: There is a statistically significant difference between the types of restaurants masculine and feminine individuals prefer.

H4: There is a statistically significant difference between the types of beverage businesses preferred by masculine and feminine individuals.

3. METHOD

3.1. Measure

Quantitative methods were used in the research. The data was collected through the survey technique. The survey consisted of three parts, which were to measure the gender roles of the participants, to determine their restaurant preferences, and to determine their demographic characteristics. The first part of the survey consisted of nine items measuring the gender roles of the participants. The items are taken from the study of Özkan and

Lajunen (2005), who adapted the BEM Gender Role Inventory (Bem, 1974) to Turkey. In the study in which the items related to masculine and feminine gender roles were determined for both women and men, the items having a factor load of 0.50 and above for women and men were used in the survey. The second part of the survey consisted of four questions to determine the participants' restaurant and beverage business preferences. The related section includes the frequency of eating in the restaurant and consuming drinks outside, as well as the type of restaurant and type of beverage business options. The participants were asked to mark the first three types of restaurant and beverage establishments with preference priorities. The last part of the survey consisted of demographic questions to determine the gender, age, and educational status of the participants.

3.2. Sampling

The universe of the study consists of adult Turkish men and women. In the research, data were collected in Eskişehir by considering the city's cosmopolitan structure related to universities, migration, and its geographical location. Data were collected from 160 participants using the convenience sample method. For factor and item analysis, it is recommended that the sample should be ten times the number of items in the questionnaire (Kline, 1994). The data were collected after the Anadolu University Ethics Committee Decision 610732 protocol numbered 1-8 October 2023.

3.3. Data Analysis

The data were analyzed by using the SPSS 24 statistical program. The scale was tested for reliability and validity before the data were analyzed. Frequency analysis, factor analysis, t-test, and ANOVA tests were used to analyze the data.

4. FINDINGS

4.1. Participants Demographic Characteristics and the Frequency of Eating/Drinking Out

In the study, frequency analysis was used to determine the gender, age, and educational status of the participants, as well as the frequency of eating and drinking out. Demographic characteristics and the frequency related to eating/drinking out of participants are presented in Table 1.

Table 1. Participants demographic characteristics and the frequency of eating/drinking out

Gender	N	%	Age	N	%
Female	86	53,75	18-25	27	16,9
Male	74	46,25	26-35	65	40,6
Education	N	%	36-45	42	26,25
Elementary school	1	0,6	46-55	20	15,5
High school	23	14,4	56 ve üzeri	6	3,75
Undergraduate	88	55	Drinking out	N	%
Master/Phd	48	30	Once a week or more	94	58,75
Eating out	N	%	Twice a month	40	25
Once a week or more	101	63,1	Once a month or less	26	16,25
Twice a month	34	21,3			
Once a month or less	25	15,6			

As shown in Table 1, 86 participants are women, and 74 participants are men. %57.5 of the participants are between the ages of 18-35. %85 of the participants stated they had a bachelor's degree or higher education. More than %55 of the participants noted the frequency of their eating and

drinking out as once a week or more.

4.2. Participants Restaurant and Beverage Businesses Preferences

Frequency analysis was used to determine the frequencies of the participants' preferences between the types of restaurants and beverage businesses. The findings regarding the preferences of the participants from the restaurant and beverage business types in the first three places are shown in Table 2.

Table 2. Participants' restaurant and beverage business preferences

Restaurants	N	%	Beverage Businesses	N	%
Steakhouse/ Grill house/ Kebap house	141	88,1	Coffee house	143	89,4
Fast food restaurant	99	61,9	Pub/Beer house	103	64,4
Home cooking restaurant	88	53,1	Bistro	90	56,3
Local restaurant	70	43,8	Tavern	60	37,5
Vegan and vegetarian restaurant	4	2,5	Wine house	29	18,1
Lux restaurant	39	24,4			
Authentic restaurant	28	17,5			
Themed restaurant	13	8,1			

As seen in Table 2, steakhouse/grill house/ kebab restaurants, fast food restaurants, and home cooking restaurants are the most preferred among the top three restaurant preferences of the participants. The participants' least preferred restaurant types are vegan or vegetarian restaurants and themed restaurants. The participants' most preferred beverage establishments are coffee houses and pub/beer houses.

4.3. Reliability and Validity

In the study, Cronbach alpha value was used to measure the reliability of the scale. The Cronbach alpha values related to the two dimensions of the scale, namely femininity and masculinity, are presented in Table 3.

Table 3. The dimensions and Cronbach alpha values

Dimension	Cronbach Alpha
Femininity	0,869
Masculinity	0,806

As seen in Table 3, the scale dimensions have a high-reliability coefficient of over 0.80. To measure the validity of the scale, exploratory factor analysis was used. Before the exploratory factor analysis, the data set was controlled for factor analysis with Kaiser-Meyer-Olkin (KMO) and Bartlett test. KMO value was determined to be 0.803, Bartlett's test result was 658.659, and the p-value was 0.000. Factor analysis results are presented in Table 4.

Table 4. EFA Results

Items	Dimensions	
	Maskülenite	Feminite
Dominant	0,824	
Assertive	0,848	
Has leadership abilities	0,843	
Willing to take risks	0,705	
Independent		0,857
Compassionate		0,848
Affectionate		0,822
Gentle		0,851
Understanding		

As a result of the exploratory factor analysis, it was found that the scale has sufficient structural validity. All scale items were collected under the dimension they belonged to, and their factor loads were higher than 0.80.

4.4. Participants' Gender Roles and Restaurant Preferences

In the study, the averages of masculinity and femininity dimensions were compared for each participant to determine the gender roles of the participants. It was determined that 117 participants had a feminine gender role, and 43 had a masculine gender role. Considering the normality test result of data, a t-test was used to determine whether there is a statistically significant difference between the gender roles of the participants and the preferences of the restaurant and beverage business types. As a result of the t-test, no statistically significant difference was found between the gender roles of the participants and the restaurant type preference (H3 is rejected). It was found that there was a statistically significant difference between the gender roles of the participants and beverage business preferences (H4 is accepted). T-test results related to gender roles and the participants' pub/beer house preferences are shown in Table 5.

Table 5. Gender Roles and Pub/Beer House Preference

Pub/Beer house preference	Levene's test	F	Sig	t	df	Sig 2
	Equal variances assumed	2.171	0.000	-1.993	158	0.48
Equal variances not assumed			-2.128	85.575	0.36	
Gender role	N	Mean	Std.	Mean difference	Std.error difference	
Masculine	43	1.2326	-0.42746	-0.16915	0.8488	
Feminine	117	1.4017	-0.49235	-0.16915	0.07951	

As can be seen in Table 5, there is a significant difference between the pub/beer house preferences of the feminine and masculine participants (Sig 2: 0.36). Feminine individuals prefer pub/beer houses more than masculine ones (Mean:1.4017).

4.5. Participants' Gender and Restaurant/Beverage Business Preferences

In the study, a t-test was used to determine whether there was a statistically significant difference between the gender of the participants and the preferences of the restaurant and beverage business type. T-test results related to the gender of the participants and their preference for restaurant and beverage businesses are shown in Table 6.

Table 6. Gender and ve Restaurant/Beverage Business Preferences

Home cooking restaurant	Levene's test	F	Sig	t	df	Sig 2
	Equal variances assumed	4.237	0.41	3.154	158	0.002
Equal variances not assumed			3.163	156.104	0.002	
Gender	N	Mean	Std.	Std.Error Mean		
Male	86	1.5814	0.49622	0.05351		
Female	74	1.3378	0.47620	0.05536		
Lux restaurant	Levene's test	F	Sig	t	df	Sig 2
	Equal variances assumed	22.218	0.000	-2.251	158	0.026
Equal variances not assumed			-2.290	157.060	0.3023	
Gender	N	Mean	Std.	Std. Error Mean		
Male	86	1.6860	0.46682	0.05034		
Female	74	1.8378	0.37112	0.04314		
Authentic restaurant	Levene's test	F	Sig	t	df	Sig 2
	Equal variances assumed	19.289	0.000	-2.081	158	0.039
Equal variances not assumed			-2.128	154.423	0.035	
Gender	N	Mean	Std.	Std.Error Mean		
Male	86	1.7674	0.42494	0.04582		
Female	74	1.8919	0.31264	0.03634		
Pub/Beer house	Levene's test	F	Sig	t	df	Sig 2
	Equal variances assumed	53.483	0.000	4.299	158	0.000
Equal variances not assumed			4.377	156.706	0.000	
Gender	N	Mean	Std.	Std.Error Mean		
Male	86	1.5000	0.50293	0.05423		
Female	74	1.1892	0.39433	0.04584		
Wine house	Levene's test	F	Sig	t	df	Sig 2
	Equal variances assumed	22.872	0.000	-2.249	158	0.026
Equal variances not assumed			-2.303	153.659	0.023	
Gender	N	Mean	Std.	Std.Error Mean		
Male	86	1.7558	0.543212	0.04660		
Female	74	1.8919	0.31264	0.03634		

As shown in Table 6, it was found that there was a statistically significant difference between the preferences of male and female participants for home cooking restaurants (Sig 2: 0.002), luxury restaurants (Sig 2: 0.3023), authentic restaurants (Sig 2: 0.03), pub/beer houses (Sig: 0.000) and wine houses (Sig 2: 0.023) (H1 and H2 is accepted). It was found that female participants preferred home-cooking restaurants (Mean: 1.5814) and pub/beer houses (Mean: 1.5000) than male participants. In contrast, male participants preferred more luxury restaurants (Mean: 1.83778), authentic restaurants (Mean: 1.8919), and wine houses (Mean: 1.8919) than female participants.

4.6. Participants' Gender and Restaurant/Beverage Business Preferences

In the study, a t-test was used to determine whether there was a statistically significant difference between the age of the participants and the restaurant/beverage business type preferences. T-test results related to the age of the participants and restaurant/beverage business preferences are shown in Table 7.

Table 7. Participants Gender and Restaurant/Beverage Business Preferences

Home cooking restaurant	Levene's test	F	Sig	t	df	Sig 2
	Equal variances assumed	4.713	0.031	-2.223	158	0.028
Equal variances not assumed			-2.234	146.886	0.027	
Age	N	Mean	Std.	Std.Error Mean		
18-35	92	1.5435	0.50084	0.05222		
36+	68	1.3676	0.48575	0.05891		

As can be seen in Table 7, it was found that there was a statistically significant difference between the home-cooking restaurant preferences of the participants aged 35 or younger and 36 and older (Sig 2: 0.027). It was found that the participants aged 35 and younger preferred home-cooking restaurants

(Mean: 1.5435) than participants aged 36 or older (Mean: 1.3676).

4.7. Participants' Education and Restaurant/Beverage Business Preferences

In the study, a t-test was used to determine whether a statistically significant difference existed between the participants' educational status and their restaurant/beverage business type preferences. The t-test results related to the participants' academic status and restaurant/beverage business preference are presented in Table 8.

Table 8. Participants' Education and Restaurant/ Beverage Business Preferences

	Levene's test		F	Sig	t	df	Sig 2
		Equal variances assumed	21.119	0.000	-1.873	158	0.063
	Equal variances not assumed			-2.905	60.110	0.005	
Authentic restaurant	Education		N	Mean	Std.	Std.Error Mean	
	Elementary and high school		24	1.9583	0.20412	0.04167	
	Undergraduate and Master/Phd		136	1.8015	0.40037	0.03433	

As can be seen in Table 8, it was found that there was a statistically significant difference between the authentic restaurant preferences of the elementary and high school-educated participants and the undergraduate and higher-educated participants (Sig 2: 0.005). It was found that participants who graduated from elementary and high school preferred authentic restaurants (Mean: 1.9583) than participants with a bachelor's degree or higher education (Mean:1.8015)

4.8. Participants' Eating/Drinking Out Frequencies and Restaurant/Beverage Business Preferences

In the study, the ANOVA test was used to determine whether there was a statistically significant difference between the frequency of eating/drinking out and the type of restaurant/beverage business preferences of the participants. As a result of the ANOVA test, there was a statistically significant difference between the participants' frequency of drinking out and pub/beer house preference (Sig: 0.016). In contrast, no statistically significant difference was found between the participants' frequency of eating/drinking out and restaurant type preferences. The findings related to the frequency of drinking out and pub/beer house preference of the participants are presented in Table 9.

Table 9. Participants Drinking Out Frequencies and Beverage Business Preferences

	Dunnett T3	F	F	Mean
		Once a week or more	Twice a month*	-0.23404
		Once a month or less		-0.19558
	Twice a month	Once a week or more*	0.23404	
		Once a month or less		0.3846
	Once a month or less	Once a week or more	0.19558	
		Twice a month		-0.3846
Pub/Beer house	F	N	Mean	Std.
	Once a week or more	94	1.2660	0.44421
	Twice a month	46	1.5000	0.50637
	Once a month or less	26	1.4615	0.50839
	Total	160	1.3563	0.3798

As can be seen in Table 9, the Dunnnett T3 test was used to determine the differences in drinking out frequency and pub/beer house preference of the

participants (Levene: 0.000). It was found that the participants who drank out twice a month times (Mean: 1.5000) more preferred the pub/beer house than the participants who drinking out once a week or more times (Mean: 1.2660)

5. CONCLUSION

As a result of the research, findings related to the participants' demographic information, restaurant and beverage business type preferences, and gender roles were obtained. Eighty-six participants are women, and 74 are men. %57.5 of the participants are between the ages of 18 and 35. More than %55 of the participants stated that they eat and drink out once a week or more. The participants' most preferred restaurants were steakhouses/grill houses/kebab houses, fast food restaurants, and home-cooking restaurants. At the same time, the most preferred beverage businesses were coffee houses and pub/beer houses. One hundred seventeen participants were found feminine, and 43 had masculine gender roles. No statistically significant difference was found between gender roles and steakhouse/grill house/ kebab house and fast food restaurant, which were most preferred in the study. The finding can be explained by the value of meat in the Turkish culinary culture since history (Demirgöl, 2018) and the fact that fast food restaurants are one of the most important phenomena of today preferred by everyone (Garber & Lustig, 2011). It was found that female participants preferred the pub/beer house more than male and male participants. The findings coincided with conceptual studies stating that women prefer pub/beer houses because of their friendly, unpretentious atmosphere and traditional structure (Leyshon, 2008; Waitt et al., 2011). It was found that female participants preferred home-cooking restaurants to male participants. The finding aligns with studies indicating that women prefer dishes prepared by slow and traditional methods (Wertheim-Heck & Raneri, 2020; Kimura et al., 2009; Flora et al., 2009). It was found that male participants preferred luxury, authentic restaurants, and wine houses to female participants. This finding is consistent with studies indicating that men prefer more luxurious and flashy products and services (Avery, 2012; Felix et al., 2021; Ulrich & Tissier-Desbordes, 2018). Age and educational status also made a statistically significant difference in restaurant preference. It was found that the participants under the age of 35 preferred the home-cooking restaurant over those over the age of 35. The finding can be explained by the fact that young people with low income can consume healthy home meals quickly and cheaply at home-cooking restaurants. Also, it was found that participants in elementary and high school graduates preferred authentic restaurants to participants in undergraduate and Master/Ph.D. education.

5.1. Theoric Implications

Although there are many studies in the literature that examine food and beverage business preference in terms of business-specific variables such as branding, service quality, and atmosphere (Sulek & Hensley, 2004; Kausar, Malik & Akram, 2014), studies examining consumer-specific variables are limited. With the study, an empirical study examining the restaurant preferences of consumers

within the scope of gender roles was presented in the literature. The need to explore the gender role in variables such as satisfaction and revisit intention reveals new research problems. In addition, the fact that different variables affect the behavioral characteristics of consumers other than gender roles creates new research areas.

5.2. Practical Implications

The increasing competition in the food and beverage business sector encourages food and beverage businesses to stand out by providing personalized service and service (Ahn, 2023). The finding that gender and gender roles affect business preference as a result of the study will enable different types of food and beverage businesses to plan their menus, services, and atmospheres by taking into account the behavioral characteristics and expectations of their potential customers.

5.3. Limitations and Suggestions for Future Research

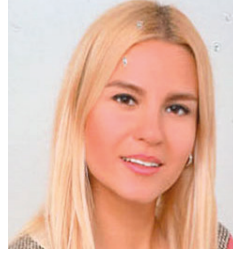
In the study, data were collected from 160 participants living in Eskişehir by convenience sampling, and restaurant preference was investigated in the scope of the t-test and ANOVA tests. Gender roles and restaurant preferences should be investigated in more extensive and different samples, and the research results should be compared. Impact analyses should be made, and models should be developed by adding other variables to the relationship between gender roles and restaurant preference.

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