

## UNDERSTANDING THE MOTIVATIONAL FACTORS OF DINING OUT: A STUDY AT FATI H KADINLAR BAZAAR IN ISTANBUL

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*The purpose of this study is to determine the dining out motivations in the scope of Maslow's Hierarchy of Needs Theory and Herzberg's Two Factor Theory. In addition, it has been aimed to identify whether there is a link between the motivation factors to dining out and demographic factors, the distance to the residential location. A survey has been conducted with people dining out at restaurants at Fatih Kadınlar Bazaar in Istanbul. In total, 304 valid responds have been collected. As a result, in the scope of Maslow's Hierarchy of Needs Theory and Herzberg's Two Factor Theory, the motivation factors for the people who dine out at local restaurants in Fatih Kadınlar Bazaar for both theories are socializing, status and self-actualization. It has been found that basic motivations explaining dining out phenomenon for both theories are more likely to satisfy psychological needs rather than physical needs.*

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**Keywords:** *Maslow's Hierarchy of Needs Theory, Herzberg's Two Factor Theory, Dining out and Fatih Kadınlar Bazaar*

### INTRODUCTION

After the industrial revolution, food and beverage service enterprises emerged as a consequence of urbanization and migration from villages to cities, people started to cater their needs for nutrition through dining out in return for a set price. Today, globalization had brought rapid changes in lifestyle and this also had an impact on the behaviors of individuals towards their diet. People prefer to dine out for various reasons such as time limit or unwillingness to cook at home, spending time for leisure activities, socializing with other people while dining out, the need to get together with friends and family, tasting different flavors, self-realization, status, fashion, celebration and so on.

In a city like Istanbul, which keeps receiving migration from rural areas on an ongoing basis, certain locations have emerged where typical food businesses reflecting Anatolian regional cuisine can be found. This food businesses often reflect culinary richness of the region's they belong, instead of standard type of fast-food serving facilities. Because of this feature, these local speciality restaurants keep attracting the attention of foreign and domestic tourists seeking new experiences. Such places emerge in various districts of Istanbul, where visitors can taste local products and buy for home consumption if they want. Fatih Kadınlar Bazaar located in Fatih district of Istanbul is one of them. Adjacent to the historic Valens Aqueduct, Fatih Kadınlar Bazaar consists of restaurants specialized on Eastern and Southeastern Anatolian cuisines and customers have the opportunity to taste local dishes such as “Büryan”and “Kitel”. Hence products from the city of Siirt are usually sold in Fatih Kadınlar Bazaar, it is also called as “Little Siirt”, too (Akbaba, 2005). İtfaiye Street, where the Fatih Kadınlar Bazaar is located, has been featured among Europe's most popular 12 streets in an article published in the New York Times recently and the market’s offering delicious different flavors such as Mumbar and Büryan Kebab have been emphasized (Fowler, 2015).

As it has seen recently in other big cities, dining out and related leisure activities are attracting interest of both domestic and foreign tourists incrementally. In addition, motivations for dining out began to attract more attention in literature. Dining out motivations of both local communities and foreign tourists can be affected by various factors. Conducting research about basic dining out motivations, demographic factors and the physical distance of places where people eat out have a significant importance in terms of investors and restaurant managers. The results can lead to better managerial decisions on choosing the right location, staffing, menu layout, buying and decorating.

According to the accepted theory in psychology, needs are main motivational elements affecting human behavior (Özdaşlı and Akman, 2012, pp. 74-75). When some recognized motivation theories in this field are taken into account, it has been stated that motivation concept entitles in two terms: intrinsic and extrinsic motivation. Whereas intrinsic motivation is defined as individual's desire to take action in line with personal factors such as internal goals, intentions, biological and psychological needs, self-reliance, risk-taking, coping with anxiety and curiosity, external motivation denotes individual's desire to take action in line with external factors such as a reinforcement or re-compensation from external environment (Ryan and Deci, 2000).

In Maslow's Hierarchy of Needs Theory, human needs are discussed as "Physiological, security, social needs, esteem and self-actualization" in the form of pyramid levels (Maslow, 1970). According to this theory, physical and security needs found at the pyramid's bottom are usually described as external factors caused by individual's external environment, while socialization, esteem and self-actualization needs found at the mid and top levels of the pyramid are categorized as intrinsic factors. Based on this theory, individual pursues the next higher need in the hierarchy until her or his currently recognized need was substantially or completely satisfied (Solomon, 2004, p.122). Herzberg's Two Factor Theory is another motivation theory, which discusses factors categories employees to work under two headings referred to as motivators (intrinsic) and hygiene (external) factors; While self-development, acceptance, responsibility and success are described as motivators; Salary, company regulations, relationships with other employees and work environment concepts are identified as hygiene factors (Robbins, 2005, p.173). While the absence of hygiene factors leads to dissatisfaction, their presence alone is not enough for satisfaction (McKenra, 1987). Even though Herzberg's Two Factor Theory examines employees' satisfaction in work environment, it is also used in some studies in the field of tourism (Crompton, 2003; Jansen, 2004; Chang and Hsieh, 2006). In touristic enterprises, guest satisfaction shows characteristics parallel to employees' work motivation and while the absence of hygiene factors causes dissatisfaction, motivators lead to satisfaction (Chan and Baum, 2008). It has been also asserted that in comparison to Maslow's Hierarchy of Needs Theory, Herzberg's Two Factor Theory is more effective in terms of understanding guest motivations (Balmer and Baum, 1993).

The aim of this study is to determine the dining out motivations in the scope of Maslow's Hierarchy of Needs Theory and Herzberg's Two Factor

Theory at FatihWomen Baazar located in Fatih district of Istanbul. In this study motivation factors are associated with Maslow's Hierarchy of Needs Theory and Herzberg's Two Factor Theory. Further to motivation theories mentioned above, this study analyses dining out motivations, in which motivation factors are discussed in three dimensions named as physiological and security (external), socialization, status and self-actualization (intrinsic) referring to Maslow's Hierarchy of Needs Theory, while motivators (intrinsic-pleasure, happiness, joy etc.) and hygiene (external-distance, variety, cheapness etc.) factors are reviewed in two dimensions referring to Herzberg's Two Factor Theory. Additionally, it has been aimed to identify the relationship between the motivation factors to dining out and demographic factors, the distance to the residential location and motivations.

## **LITERATURE REVIEW**

Dining out habit became one of the most important elements indicating the sophistication of societies. Especially in today's societies, it began to have a meaning beyond eating for one's physical needs. Dining out behavior is an important part of the culture and therefore it has significant impact on the development of food and beverage enterprises. In general terms, dining out is described as individual's food consumption occurring outside of his/her residence. Relatively, an apple eaten on the street can also be included into this concept, however in modern terms dining out should occur at a business such as restaurant or cafe while creating an economic value (Warde and Martens, 2000, p.4). The concept of dining out has been also subject to various disciplines including sociology, marketing, anthropology, economics, nutrition, food and beverage management, home economics and agricultural economics (Özdemir, 2010). From the anthropology perspective, present literature states that in Western history, only travelers and expeditionary people used to eat out previously and first restaurants emerged in France including as a result of the industrial revolution in 19th century (Fox, n.d). Until the late 1800s western style restaurants were featured mainly in luxury international hotels and after 1990s dining out became increasingly popular (Camillo and Pietro, 2014).

From the economic point of view, a positive relationship exists between the rising demand for dining out and increased income levels in urban areas (Cullen, 1994; Ma et al., 2006). The number of food and beverage businesses have escalated due to employees dining out on workdays, increased number of woman in workforce and a relative rise in

household's income and shifted demand to food and beverage businesses in order to save time in fast paced daily life (Scanlon, 1993).

Finkelstein (1989) states that people's needs which are aimed to be satisfied by dining out is related to people's criteria for choosing the restaurant. Present literature contains studies discussing dining out motivations, though from the customer behavior and satisfaction perspectives mainly. Park (2004) claims that people dine out not just for satisfying their physical needs but also for other benefits of dining out such as relaxation, fun, taste or interacting with others. Therefore, dining out became a behavior pattern differing from person to person. In other words, each person benefits from dining out in a different way depending on the motivation. In his study, Özdemir (2010) developed a holistic and conceptual model for dining out phenomenon and discussed about three main consumer decisions referring to dining out listed as deciding to eat out, deciding what to eat and where to eat. Thus, he suggested that consumers' reasons for dining out highly influences their decisions for the food and the restaurant. Reynolds and Hwang (2006) found that particularly the age group of (31-40) consumers, dining out often with their families and caring about the value for their money spent. Therefore, consumers with children prefer restaurants with a wide choice of children's menus. Kwun et al., (2014) discussing effects of hedonistic and utilitarian consumer values on dining out concept and regular restaurant patrons reveals the existence of numerous dining out motivations and these have various impacts on customers patronage levels, especially for people seeking out for large or limited variety in their food.

Yuksel and Yuksel (2002) found out that factors influencing service are service quality, product quality, menu diversity, hygiene, convenience and location, noise, service speed, price and value, facilities and atmosphere. And also, they included that service quality had the most significant effect on dining satisfaction. In their study on Chinese' attributes affecting the evaluation of travel dining experience by Chang et al. (2011) concluded that tourists' own food culture, the contextual factor of the dining experience, variety and diversity of food, perception of the destination, service encounter and tour guide's performance have a effect on dinning experience. Ozdemir (2010) implied that a restaurant environment, and restaurant's internal design, product, social meeting, accompany, service, atmosphere, payment, and management control system can be considered as the major components of eating out. Sun (2008) on her study related with Influences of dining-in or dining-out on choice among an elderly population found that convenience, seeking variety, unwillingness to cook, get together

with friends, get together with family and celebration are the most important factors motivating dining out.

Considering the relation between dining out concept and leisure motivations, some motivation theories stand out. For instance, Satter (2007) developed the Hierarchy of Food Needs Theory inspired by Maslow's Hierarchy of Needs Theory and sorted food needs in the same context, in a pyramid form. From the apex down to bottom, these food needs are indicated as instrumental food, novel food, good-tasting food, reliable, ongoing access to food, acceptable food and enough food. Just like Maslow's theory, needs at each level must be satisfied before the need at next level can be addressed and experienced. Correspondingly, Ismail (2010) assessed customers' satisfaction levels dining out in Malay restaurants in Malaysia and associated satisfaction obtained from dining out behavior to Maslow's Hierarchy of Needs Theory. Accordingly, the lowest level of satisfaction emerges when dining out only satisfies basic needs of customers and do not target higher level needs, whereas the highest level of satisfaction occurs when merits derived from dining out extends beyond customers' initial expectations.

Existing literature shows that motivations for dining out can also be explained by Herzberg's Two Factor Theory. Chand and Hsieh (2006) regarding dining out behavior in Taiwan's traditional night markets and related leisure motivations points out that dining out has a meaning more than just overcoming hunger. Moreover, in regards to Maslow and Herzberg' motivation theories the study reveals that the main leisure motivation for dining out in Taiwanese night markets is self-identity, whereas the absence of hygiene factors such as cheap prices and variety in food results in dissatisfaction. Similarly, Hua and Sun, (2008) research shows that restaurant patrons above 65 and living alone in Taiwan who have higher levels of education, life quality, income and better health are mainly motivated to eat out in a certain restaurant because of its easiness and food variety. These factors might be considered as external (hygiene) factors in regards to Herzberg's Two Factor Theory.

It can be said also that new experiences, dining healthy, having pleasure and social factors stand out among dining out motivations. Ali and Natsh (2013) regarding Indian restaurant sector and customers' motivations for dining out justify that the majority have social motivations for dining out such as celebrating s special occasion and spending time with friends and family members. Similarly, Jaksa (1997) claims that motivations including hunger, fun, easiness, social situations, meeting with friends, job requirements, spending time with family, new experiences and celebrating

special occasions influence dining out behavior. Beverly and Stefanie (2003) also mention the impact of motivations like practicality, social causes, experiencing new things and health on dining out behavior. Some researchers discuss the relationship between health concerns and dining out. For example, Susheela (1998) states that there is a growing interest for authentic cuisines that are attributed as natural and healthy. In addition, Ariker's (2012) study on customers' criteria for choosing the restaurant and its relation to demographics reveals that in comparison to men, woman prefer restaurants offering healthy foods more.

## **METHODOLOGY**

### **Purpose of the Study**

The purpose of this study is to determine the dining out motivations within the scope of Maslow's Hierarchy of Needs Theory and Herzberg's Two Factor Theory. Additionally, identifying whether demographic factors and the distance to the residential location affect dining out motivations is another objective of the study. By the end of 2014, food and beverage sector including fast food restaurants in Turkey have reached to a volume of 40 billion dollars and Istanbul obtained the biggest share (TURYID, 2014). The research conducted on 92 thousand 743 houses consumption point by ETUDER has concluded: that % 65 of the people go to places which are related with food and beverage with their friends in Turkey. It is also stated that nearly half of home consumption has been consumed at restaurants and fast foods chains. So it is important for restaurant managers to know why people dine out and what motivates them to satisfy their needs in order to survive in this competitive sector. Especially in developing countries, it is also important for restaurant managers to better understand the needs of restaurant customers as the food and beverage sector is not as large as of developed countries (ETUDER, 2014).

### **Total field under survey and sampling**

Total population of the study consists of individuals dining out at Fatih Kadınlar Bazaar located in Fatih district of Istanbul. Hence total number of visitors dining out at Fatih Kadınlar Bazaar is indefinite, convenience sampling method is used. Within the scope of the study, 400 questionnaires were distributed to respondents while they are dining out at restaurants at Fatih Kadınlar Bazaar between 15.01.2015 / 15.02.2015 and yielded 304

valid questionnaires from 308 respondents. Prior to the distribution of the questionnaire, a pilot study has been conducted with 40 individuals in order to determine possible errors in the questionnaire and the questionnaire has been put in final form after some correction suggested in the pilot study.

## Questionnaire

The questionnaire was developed through discussion with scholars and an assessment of previous studies by Chang and Hsieh (2006) and Batra (2008) so as to meet the criteria of face validity and exclusivity. The questionnaire includes 44 questions. In the first part, there are demographic and socio-economic questions; second part includes 5 questions about participants' distance between Fatih Kadınlar Bazaar and participants' place of residence. The second part was also composed of 20 statements and third and fourth section contains 33 statements that were linked to a 5-point Likert scale (1=strongly agree to 5=strongly disagree) to identify what kind of leisure motives dining out at Fatih Kadınlar Bazaar reflects. Factor analysis results are interpreted as socialization, status and self-actualization, physical and security needs in three dimensions within the context of Maslow's Hierarchy of Needs Theory, while motivator (joy, happiness, pleasure etc.) and hygiene (distance, variety, cheapness etc.) factors are viewed from the perspective of Herzberg's Two Factor Theory. In order to determine a meaningful relation between participants' demographic characteristic and their motivations for dining out at Fatih Kadınlar Bazaar, Kolmogorov-Smirnov test is applied on demographic data firstly. Test resulted in  $P < 0,05$  and since the data is not representing a normal distribution, Kruskal Wallis-H and Mann Whitney U tests are used in this study.

## FINDINGS

**Figure 1** shows that respondents are mainly male (56,6 %) though gender distribution ratios are quite close. The characteristics of respondents are as follows: Age of respondents range mostly between 26-34 (25 %) and 35-49 (29,9 %); marital status predominately married (55,9 %); education level mainly high school and monthly income level is average (56,5%) in general.

**Figure1:** *Demographic Characteristics of Respondents*

Demographic Characteristics	Groups	F	%
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<b>Gender</b>	Woman	132	43,4
	Men	172	56,6
<b>Age</b>	18-25	13,8	13,8
	26-34	25,0	25,0
	35-49	29,9	29,9
	50-65	21,1	21,1
	65 and over	10,2	10,2
<b>Marital Status</b>	Married	170	55,9
	Single	134	44,1
<b>Education Level</b>	Elementary	74	24,4
	Highschool	109	35,8
	Undergraduate	81	26,6
	Graduate	40	13,2
<b>Monthly Income</b>	Low	68	22,4
	Average	172	56,5
	High	64	21,1

\* N=304

In order to test the availability of study data for factor analysis, Kaiser-Meyer-Olkin (KMO) coefficient and Barlett-Sphericity Test are executed and KMO coefficient is determined as 0,829, which is considered as an excellent ratio (Durmuş, Yurtkoru, and Çinko, 2013, p.80). Barlett-Sphericity Test value is defined as ( $P_{sig} = ,000$ ;  $P < 0,05$ ). Cronbach Alpha coefficient is identified as 0.880. Likewise, reliability tests applied on factor dimensions yielded suitable values for execution of factor analysis (Nunnally, 1967, p.248). Factor dimensions regarding study data are shown in **Figure 2**.

**Figure 2: Factor Dimensions**

Intrinsic Factor Dimensions Regarding Maslow's Hierarchy of Needs Theory	Factor Load	Mean	Standard Deviation	Reliability ( $\alpha$ )
<b>Socialization</b>		<b>3,6204</b>	<b>,76970</b>	<b>,757</b>
Getting social and spending leisure time	,711			
I feel happy here	,670			
My friends come here, too.	,708			
One-to-one communication and meeting with new people	,614			
Spending time with family and friends	,739			
For looking after my culture	,728			

<b>Status and Self-actualization</b>		<b>3,3716</b>	<b>,77772</b>	<b>,792</b>
Being in a different cultural atmosphere	,534			
I is a popular place	,757			
Elite people come here, too.	,761			
Novelty search	,548			
Prestige	,603			
Cultural identity and discovering new cultures	,681			
Self-actualization	,427			
<b>External Factor Dimensions Regarding Maslow's Hierarchy of Needs Theory</b>	<b>Factor Load</b>	<b>Average</b>	<b>Standard Deviation</b>	<b>Reliability (<math>\alpha</math>)</b>
<b>Physiological and safety needs</b>		<b>2,7826</b>	<b>1,0046</b>	<b>,681</b>
On account of business	,871			
Need to eat, hunger	,744			
Business lunch	,704			
<b>Hygiene Factor Dimensions regarding Herzberg's Two Factor Theory</b>		<b>3,3852</b>	<b>,57033</b>	<b>,605</b>
Relatively, it is closer than other dining out locations	,507			
Variety of foods	,799			
Cheap prices	,653			
Delicious foods	,476			
Healthy foods	,463			
Hygienic foods	,461			
Health	,781			
<b>Motivator Factor Dimensions regarding Herzberg's Two Factor Theory</b>		<b>3,5291</b>	<b>,71019</b>	<b>,736</b>
Joy	,656			
Happiness	,739			
Improved emotional state (I feel better)	,717			
Pleasure	,661			
Opportunity for tasting local foods	,722			
<b>Total Variance Explained= 65,078</b>				
<b>Approx. Chisquare = 4665,784</b>				
<b>Sig (p) = ,000</b>				

As it is presented in Figure 2, it is observed that in regards to Maslow's Hierarchy of Needs Theory, motivation factors are accumulated under socialization (Mean: 3,3716), status and self-actualization (3,3716) headings as intrinsic factors; physiological and safety needs (2,7826) as extrinsic factors. Also, variables are grouped hygiene factors (3,3852) and motivator factors (3,5291) referring to Herzberg's Two Factor Theory.

**Figure3: Kruskal Wallis-H Test for the Age Variable**

Factor Dimensions	Age	N	Mean Rank	Chi-square	Level of significance
<b>Socialization</b>	18-25	42	136,02	9,948	,041
	26-34	76	135,52		
	35-49	91	157,52		
	50-65	64	177,57		
	65 and over	21	149,00		
<b>Status and Self-actualization</b>	18-25	42	191,79	16,782	,002
	26-34	76	156,66		
	35-49	91	147,26		
	50-65	64	150,59		
	65 and over	21	108,37		
<b>Physiological and Safety Needs</b>	18-25	42	128,04	16,426	,002
	26-34	76	154,99		
	35-49	91	172,19		
	50-65	64	159,24		
	65 and over	21	107,84		
<b>Hygiene Factor Dimensions</b>	18-25	42	143,36	8,974	,062
	26-34	76	152,57		
	35-49	91	160,75		
	50-65	64	165,73		
	65 and over	21	113,16		
<b>Motivator Factor Dimensions</b>	18-25	42	149,20	15,578	,003
	26-34	76	157,72		
	35-49	91	161,37		
	50-65	64	163,72		

	65 and over	21	94,95
* N=304			

**Figure 3** represents relations between age and motivation factors. Kruskal Wallis H test for age variable concluded relations between all factor dimensions except hygiene factors. Age groups main dining out motivations are given as follows: 50-65 age group mostly for socialization, 18-25 age group mainly for status and self-actualization; 35-49 age group for physiological and safety needs by a majority.

**Figure 4:** *Kruska Wallis-H Test for the Income Variable*

Factor Dimensions	Income Level	N	Mean Rank	Chi-square	Level of Significance
<b>Socialization</b>	Low	68	186,49	15,141	,001
	Average	172	138,53		
	High	64	144,72		
<b>Status and Self-actualization</b>	Low	68	81,93	63,565	,000
	Average	172	159,81		
	High	64	199,56		
<b>Physiological and Safety Needs</b>	Low	68	157,36	10,049	,007
	Average	172	138,15		
	High	64	177,80		
<b>Hygiene Factor Dimensions</b>	Low	68	146,39	1,747	,417
	Average	172	147,48		
	High	64	163,53		
<b>Motivator Factor Dimensions</b>	Low	68	149,48	11,101	,004
	Average	172	139,57		
	High	64	182,43		

\* N=304

Kruskal Wallis H test for monthly income level variable revealed relations between all factor dimensions except hygiene factors (**Figure 4**). Socialization is found out to be low income level groups' main motivation for dining out, while high income level group mainly eat out for motivator factors and status and self-actualization needs.

**Figure 5: Kruskal Wallis-H Test for Education Level Variable**

Factor Dimensions	Education Level	N	Mean Rank	Chi-Square	Level of Significance
<b>Socialization</b>	Elementary	74	182,10	19,064	,000
	High school	109	158,81		
	Undergraduate	81	122,65		
	Graduate	40	141,00		
<b>Status and Self-actualization</b>	Elementary	74	100,57	44,301	,000
	High school	109	150,37		
	Undergraduate	81	182,17		
	Graduate	40	194,29		
<b>Physiological and Safety Needs</b>	Elementary	74	145,20	5,015	,171
	High school	109	154,16		
	Undergraduate	81	143,86		
	Graduate	40	178,99		
<b>Hygiene Factor Dimensions</b>	Elementary	74	162,17	2,282	,516
	High school	109	153,83		
	Undergraduate	81	141,20		
	Graduate	40	153,88		
<b>Motivator Factor Dimensions</b>	Elementary	74	136,63	5,833	,120
	High school	109	150,41		
	Undergraduate	81	157,93		
	Graduate	40	176,58		

\* N=304

As shown in **Table 5**, Kruskal Wallis H test for education level variable identified relations between socialization, status and self-actualization factor dimensions. Main motivation of high school and undergraduate groups is status and self-actualization, whereas elementary group dine out to satisfy socialization needs.

**Figure 6: Mann Whitney U Test for Gender Variable**

Factor Dimensions	Gender	N	Mean Rank	MWU	Level of Significance
<b>Socialization</b>	Female	132	122,05	7333,000	,000
	Men	172	175,87		
<b>Status and Self-actualization</b>	Female	132	164,29	9796,000	,040
	Men	172	143,45		

<b>Physiological and Safety Needs</b>	Female	132	119,46	6991,000	,000
	Men	172	177,85		
<b>Hygiene Factor Dimensions</b>	Female	132	134,41	8964,500	,002
	Men	172	166,38		
<b>Motivator Factor Dimensions</b>	Female	132	136,02	9572,000	,019
	Men	172	162,85		

\* N=304

Mann White U Test for gender variable determined meaningful differences among all dining out motivations (**Figure 6**). Accordingly, men mostly have dining out motivations such as socialization, physiological and safety needs, hygiene and motivator factors, however woman usually eat out for satisfying status and self-actualization needs.

**Figure 7: Mann Whitney U Test for Marital Status Variable**

Factor Dimensions	Marital Status	N	Mean Rank	MWU	Level of Significance
<b>Socialization</b>	Married	170	152,36	9203,000	,125
	Single	134	137,06		
<b>Status and Self-actualization</b>	Married	170	134,73	8369,000	,007
	Single	134	161,83		
<b>Physiological and Safety Needs</b>	Married	170	142,19	9637,500	,358
	Single	134	151,35		
<b>Hygiene Factor Dimensions</b>	Married	170	149,75	9647,500	,366
	Single	134	140,73		
<b>Motivator Factor Dimensions</b>	Married	170	141,31	9487,500	,258
	Single	134	152,59		

\* N=304

Mann White U Test results proved a relation between marital status variable and status and self-actualization motivation. Correspondingly, singles mainly eat out for status and self-actualization needs as against married respondents.

### **Correlation and Regression**

The relationship of respondents' dining out frequency and the distance between their place of residence and Fatih Kadınlar Bazaar is revealed by correlation analysis. As it is shown in correlation table (Figure 8), the significance is in the medium level and the relationship is negative between frequency of visiting to "Fatih Kadınlar Bazaar" and physical proximity to the destination from permanent residences of participants.

**Figure 8: Correlation between Frequency of Visiting to "Fatih Kadınlar Bazaar" and Physical Proximity to the Destination**

Factors	Correlation	How frequent do you visit FatihKadınlar Bazaar?	Is your place of residence close to FatihKadınlar Bazaar?
How frequent do you visit FatihKadınlar Bazaar	Kor. Katsayısı	<b>1,000</b>	
	Sig. (2-tailed)	.	
	N	<b>304</b>	
Is your place of residence close to FatihKadınlar Bazaar?	Kor. Katsayısı	<b>-,650**</b>	<b>1,000</b>
	Sig. (2-tailed)	,000	.
	N	<b>304</b>	<b>304</b>
** Correlation is significant at 0.01 level (2-tailed).			

Regression analysis done for the linkage between the frequency of dining out at Fatih Kadınlar Bazaar and the distance of respondents' place of residence to it concludes a F value of 250,862, sig., corrected as R<sup>2</sup>: 0,452 (Figure 9). Results show that the distance of respondents' place of residence to Fatih Kadınlar Bazaar explains dining out phenomenon by 45 %.

**Figure 9: Regression between Frequency of Visiting to "Fatih Kadınlar Bazaar" and Physical Proximity to the Destination**

Independent Variable		Standardized Beta Coefficient	t Value	Level of Significance
(Constant)			36,225	,000
Is your place of residence close to Woman's Market ?		-,674	-15,839	,000

	Corrected R <sup>2</sup> : 0,452 , F: 250,862Sig. (At 0.05 significance level): 0.00, Dependent Variable: How frequent do you visit Fatih Kadınlar Bazaar?
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## DISCUSSION AND IMPLICATIONS

The aim of this study is to determine the dining out motivations in the scope of Maslow's Hierarchy of Needs Theory and Herzberg's Two Factor Theory. Local restaurants located in Istanbul Fatih Kadınlar Bazaar were explored as a case. According to Maslow's theory, people have a strong desire to reach self-actualization which is at the top of the Maslow Hierarchy (Stephens, 2000). Nutrition is a physical need, consequently, food is at the bottom level of Maslow Hierarchy theory. First, food or nutrition needs to be satisfied before belonging, status and self-actualization (Stephens, 2000). According to the results of this study within the scope of Maslow's Hierarchy of Needs Theory and Herzberg's Two Factor Theory, the motivational factors the people who dine out at local restaurants in Fatih Kadınlar Bazaar for both theories are socializing, status and self-actualization. These results show that people dine not only to satisfy physiologic needs but also higher order needs. This corroborates with similar studies in the literature (Chang and Hsieh, 2006; Yuksel and Yuksel, 2002; Ozdemir, 2010). Moreover, the basic motivations of the patrons who are between 35-49 in active business life are physiologic and safety. This might be explained by the fact that these people chose to dine in Fatih Kadınlar Bazaar since their work places are close there. The patrons age between 50-65, choose to dine out for socializing and cultural needs. This finding is also supported by studies done by Park (2004), Sun (2008), Jakska (1997), Ali and Nath (2013). In similar studies, social interaction was found as the main motivation to dine out for individuals above 60, (Cho and Han, 2005). Hence, dining out is not only for nutrition purpose but also socializing opportunities for above middle aged consumers. This situation has a positive psychological affect on the individuals (Hua and Sun, 2008, p.233).

Based on the results of this study, no significant relationship was found between demographic variables and external motivational variables according to the Herzberg's Two Factor Theory. However, intrinsic motivational factors have positive affects in choosing Fatih Kadınlar Bazaar for dining out. According to findings, there is a negative correlation between residence place and the distance to the Fatih Kadınlar Bazaar



which might be considered a negative external factor. Although deficiency in hygienic factors decrease satisfaction (Crompton, 2003), individuals prefer to dine out in Fatih Kadınlar Bazaar because of intrinsic motivational factors. This means that motivational factors, which can be referred as psychological factors, are more important than hygiene factors.

As a result of this study, women prefer to dine out because of status and self-actualization. Traditionally, women cook at home. Therefore, dining out means for women to be in the social life and gain status (Warde and Martens, 2000, p.11). Food is considered as a cultural value by people (Barthes, 1973). Learning and accepting other cultures, which is at the top level of Maslow Needs Hierarchy, might be considered as an expected result of this study.

Briefly, individuals prefer to dine out in Fatih Kadınlar Bazaar because of motivational/psychological reasons more than Hygiene/physiological needs. One of the limitations of this study is that this research only includes the restaurants which are located in Fatih Kadınlar Bazaar. Future studies focusing on different locations and a wider range of restaurants would be helpful in validating the findings of this study.

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