

## The Criteria that Affect the Consumers' Preferences of Food and Beverage Establishments for Eating Out

Dr. Müjdat Ertürk, Kyrenia Teacher House, Kyrenia TRNC, e-mail: mujdate26mail.com

### Abstract

Due to the transformation in life styles and life conditions, eating has gained a meaning that goes beyond its basic semantic area and has got a big share in national economies. Taking into consideration that the path which is going to success in service sector is directly related to fulfill the expectations of the consumers preeminently, to determine the expectations of the consumer is the first step of that success. So, in this study, it is targeted to determine the criteria of the consumers in choosing a food and beverage establishment and to determine the relationship between the order of those criteria and the demographic peculiarities of the consumers. This research bases on data collection by means of a survey which was applied to 705 subjects. The data obtained has been analyzed through frequency, percentage distribution and sequence. At the end of this research it has been determined that the subjects have 10 important criteria while choosing the food and beverage establishment and the sequence of those criteria change according to demographic peculiarities of the consumers. Those ten criteria are: taste of the food, hygiene of the toilets, behaviors and the attention of the personnel, the quality of the food, freshness of the food, value for money, hygiene of the kitchen, reasonable prices, personal grooming and the appearance of the personnel, hygiene of the service equipment.

**Keywords:** Food and Beverage Establishments, Criteria for Preference, Expectations of Consumer



Journal of Turkish Tourism Research  
Vol.2, Issue.1, 2018  
pp. 85-107.

DOI: 10.26677/tutad.2018.26

### Suggested Citation:

Ertürk, M. (2018). The Criteria that Affect the Consumers' Preferences of Food and Beverage Establishments for Eating Out, *Journal of Turkish Tourism Research*, Vol.2, Issue.1, pp. 85-107.