

# Multinational Fast Food Chains' "Global Think, Local Act Strategy" and Consumer Preferences in Turkey

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## Abstract

In global competitive environment, to move one step forward fast-food companies turn to different methods of international marketing. Foremost among these international marketing methods is "Think global, act local". There are lots of differences among the nations' cultures and it may affect the cooking or preparing the food and beverage. In this context, to adapt their selves to local communities, global fast-food chains have to take into consideration about the economic, cultural and religious properties of the consumers who live all over the world. The purpose of this study is to investigate consumers' perceptions and behaviors regarding the multinational fast-food chains' glocal activities in Turkey. The paper also addresses a research question that Turkish consumers pay attention to multinational fast-food chains' strategy or not. The results of individual surveys show that marital status and age of the consumers have positive impacts on preferring and perceiving glocal menus of the multinational fast-food chains. Also, it is found that the advertisements regarding the multinational fast-food chains have positive effect on perception and they increase the perception level of the fast food chains' glocal menus. Mc Donald's restaurants' and Domino's Pizza restaurants' customers have the highest perception possibility regarding the glocalized menus. This result indicates that marketing managers of fast-food chains should take a glocalized approach via advertisements to success in the local markets. In regards, by theoretical and empirical analysis at our study it is aimed to contribute literature on the subject.

**Keywords:** consumer behaviors, international marketing, perceptions, fast-food chains

## 1. Introduction

There are lots of nations living in the world differs from each others and each nation has a nutrition style (Mehmet, 1992, pp. 149-150). Although each nation has own nutrition style, few country has a cuisine. Generally, shish kebab, sweet pastry and ayran are Turkish people's; pizza and macaroni are Italians'; cheese cake and black tea are English people's; sushi is Japans'; and croissant is French peoples' leading food and beverages. Although not having a cuisine such as France, China and Turkey; U.S.A. has operations with its multinational fast-food chains in all over the world. The first McDonald's restaurant outside of the USA opened in Canada and Puerto Rico in 1967. Another international fast food chain is KFC, which sells Chicken-related products and is the number one fast food company in the People's Republic of China (Wikipedia, 2014, p. 1). First Mc Donald's restaurant was opened in 1986, Pizza Hut restaurant come into service in 1989 and Burger King Restaurant was opened in 1995 in Turkey (Taylan, 2008, pp. 91-92). It indicates that the Fast Food chains are at the core of the globalization of international business.

International marketing activities of fast-food companies having operations in global scale such as McDonald's, Burger King, KFC, Pizza Hut, Domino's Pizza, Sbarro and Little Ceasers Pizza are discussed in this study. We aim to investigate consumers' perceptions and behaviors regarding the multinational fast-food chains' glocal activities in Turkey. The question is whether the glocalized marketing strategies of multinational fast-food chains are being understood or not by the Turkish consumers. Moreover, the study can inform multinational fast-food chains on how to promote and manage advertising activities for their businesses.

## 2. Conceptual Framework and Hypotheses

Based on the above discussion, the conceptual framework will be used to examine the importance of glocalization of fast-food menus in generating awareness. This framework draws on consumer behavior theory. This theory explains how the consumer's purchasing behavior leads to positive and negative attitudes toward glocal menus of multinational fast-food chains. And also this study explores consumer perceptions of multinational fast-food chains' glocal menus in Turkey.

### 2.1 Globalization, Localization and Glocalization

The concept of globalization is built based on the assumption that people desire the same products and lifestyles no matter where they live, so that multinational companies may use a common management strategy for all of the countries in which they operate (Zhou & Belk, 2004, pp. 63-76). Because of the globalization, the world has become one common marketplace (Levitt, 1983, pp. 92-101).

Globalization is often described as a process by which events, decisions, and activities in one part of the world can come to have significant consequences for individuals and communities in quite distant parts of the globe (Salazar, 2005, p. 629). In other words, globalization is 'a process of greater integration within the world economy through movements of goods and services, capital, technology and labour' (Jenkins, 2004, p. 1). Globalization brings about an intensified worldwide interdependence and integration as well as an increased global consciousness. Although globalization is not a new phenomenon, the speed and scope of change are accelerating, mostly facilitated by the unprecedented advances in transport, information and communication technology. Globalization has influenced many aspects of human activity, including food production and consumption (Mak et al., 2012, p. 173).

We emphasize that despite the rapid globalization of the food market in many destinations, homogenization of production or consumption is not a certainty. Major local and regional eating patterns will remain, and in some circumstances, may even grow. This is manifested in the increasing awareness of cultural preferences and differences by many multinational food corporations. For instance, McDonald's has introduced 'localized' products such as 'McKroket' in the Netherlands, 'McKebab' in India, 'Teriyaki Burger' in Japan, and 'McRice Burger' in Hong Kong (Mak et al., 2012, p. 181). In Turkey, McDonald's has introduced 'localized' product such as "Beefy Alaturka Sandwich" (with yoghurt sauce), Dominos Pizza has introduced 'localized' product such as "Konyalim Pizza" (with meat roasted in an oven in the ground) and Little Caesars Pizza has a "Turkish Mix Pizza" (with pastırma, sucuk and olive).

Any attempt to globally standardize service delivery may encounter difficulties. Every market is unique and a globalized approach cannot adequately take account of the cultural differences in various markets. It is clear that many people prefer local consumption imagery, because they can more easily identify with local lifestyles, values and attitudes. Some studies suggest that neither consumption nor marketing can be made globally uniform. These studies emphasize the powerful influence of local cultures, and demonstrate how customers are hybridizing or "glocalizing" a mixture of global and local cultural influences (Liu et al., 2014, p. 149). Localization is a set of processes through which the forces of globalization are accommodated, resisted and absorbed, and given expression in any particular context (Hansen, 2002, p. 15). Localization is "a process which reverses the trend of globalization by discriminating in favour of the local" (Hines, 2000, p. 4). People in different markets have different goals, needs, uses for products and ways of living so they want to maintain their local culture (Liu et al, 2014, p. 149). Therefore, glocalization becomes more important at this point.

The notion of glocalization helps one to grasp the many interconnections between the global and the local. The concept is modeled on the Japanese notion *dochakuka* (becoming autochthonous), derived from *dochaku* (aboriginal, living on one's own land). This originally referred to the agricultural principle of adapting farming techniques to local circumstances. In the 80s, the term was adopted by Japanese business people to express global localization or "a global outlook adapted to local conditions". The concept soon spread worldwide. The American multinational Coca Cola, for example, promoted its own version of glocalization with the slogan "we are not multinational, we are multilocal" (Salazar, 2005, p. 630). Glocalization is the interpenetration of the global and the local, resulting in unique outcomes in different geographic areas. For example, McDonald's uses hybrid, glocalized approaches to incorporate local food preferences and lifestyles by serving "Kimchi Burgers" in Korea, beer in The Netherlands, and wine in France (Alden, 2006, pp. 227-239). Also McDonald's serves *Turco Sandwich*, Turkish breakfast, black tea and *ayran* in Turkey.

Business enterprises, carrying out their marketing activities successfully, manufacture or distribute their products and services in the global market scale and adapt them in a manner to be compatible with local conditions and culture (Taylan, 2008, p. 80). Those companies meet with success by thinking global and acting local. This emphasizes the importance of glocalization in international marketing.

International marketers who want to be successful in global markets have to understand other cultures different from their own culture. This is only possible with understanding of elements that constitute the culture such as material culture, language, religion, education, aesthetic values, behavior and values (Cateora, 1993, p. 101). Multinational corporations typically modify their menus to cater to local tastes, and most overseas outlets are owned by native franchisees. McDonald's in India, for example, uses chicken and paneer rather than beef and pork in their burgers because Hinduism traditionally forbids eating beef. In Israel some McDonald's restaurants are kosher and respect the Jewish Shabbat; there is also a kosher McDonald's in Argentina. In Egypt, Morocco, Saudi Arabia, Malaysia, and Singapore, all menu items are halal (Wikipedia, 2014, p. 1). Multinational fast-food chains have to research the cultural properties of the countries and have to strategize them carefully. In this context, advertisements (commercials) become more important to show their strategies.

H1: Fast food customers' awareness in terms of some of the multinational fast-food chains' glocal menus, is positively related to the multinational fast-food chains promotion /advertisement strategies.

H2: Perception level of a multinational fast-food chain's customer is different from the other multinational fast-food chain's customer.

Food enterprises that have global marketing activities generally make changes on their marketing mix. They can easily adapt the product, price, distribution and promotions according to different cuisine cultures. Here, in which countries what product types are consumed more, advertisement costs, and demand on increase or decrease in price and how the distribution processes will be carried out in terms of cuisine culture play an important role. One of the best examples that may be given about making change in a product is the "McTurco Menu" produced by McDonald's for Turkey. Again, Burger King serves a menu named "Bereketli Sultan Menü" in Turkey and includes soups and milk puddings peculiar to the Turkish cuisine in their menus. While KFC serves "Maraş ice cream" in their menus, Pizza Hut is involved in a similar application in cooperation with Algida Ice Cream Co (Unilever). However, it is observed that all the food enterprises, trying to promote their own cuisine culture in Turkey, reach to consumers by means of social networks like facebook and twitter. Besides to social media, environment and taste of glocal products enable the menus of multinational fast-food enterprises to become popular.

H3: Social media and internet have a positive impact on perceiving glocal menus of the multinational fast-food chains.

H4: Fast food customers' awareness in terms of some of the multinational fast-food chains' glocal menus, is positively related to the taste of the food.

H5: Social environment has a positive impact on perceiving glocal menus of the multinational fast-food chains.

## 2.2 Turkish Cuisine

The search for food has always played an important role in the cultural evolution of mankind. Food consumption has been at the center of this evolution: eating culture, rituals, and food preferences based on environmental and social conditions emerged. Societies have adopted specific food preferences according to their tastes, their environments, and their economies. They have also chosen their foods and drinks that became symbol of individual culture and developed agricultural systems to produce them and methods to prepare them, and evolved eating habits reflecting their own taste. These events have created food cultures, rituals, and symbols (Camillo et al., 2010, p. 549). Food culture can be defined as a culinary order whose traits are prevalent among a certain group of people. Food cultures may be distinguished from the micro-level (family) to the macro level (countries, regions, social classes, etc.) (Askegaard & Madsen, 1998, p. 550).

Cultural values of a society may have an effect on the life style and eating & drinking habits of that society. It is a reality that different societies have different cultures. Turkish society also differs from other societies with regard to food varieties, tastes and characteristics. According to many gastronomy experts, the Turkish cuisine is one of the important cuisines of the world (Güler, 2008, p. 3). In the opinion of Tezcan, the Turkish cuisine, having very rich food varieties in every branch of the gastronomy, is one of the special three cuisines of the world, together with French and Chinese cuisines, with its cooking techniques, table arrangements and peculiar servicing styles (Tezcan 1982, pp. 113-132). When we talk about the Turkish cuisine, foods and beverages used by people living in Turkey, their preparation and cooking styles; necessary kitchen tools-equipments and

techniques, eating and drinking habits and all the applications and beliefs related to the kitchen come into our mind (Kesici, 2012, p. 34).

The Turks have placed a great importance on nutrition through their history (Talas, 2005, p. 273). After the Turks settled in the Middle Asia in the B.C Neolithic Period, they selected the steps between the Ural Mountains and Altay Mountains as their homeland. Their first foods were wheat flour, milk and milk products, horse and sheep meat and their drink was koumiss prepared by goat milk (Koşay, 1982, pp. 47-58). In formation of the multi-cultural Turkish cuisine, foods cooked in kitchens of many states, especially the Seljuk and Ottoman Emperors had been effective. The nutrition system of the Turks before they migrated from the Middle Asia to Anatolia was consisted of meat, milk and milk products in conformity to their living style. The Turks were a society dealing with livestock raising, especially for economical purposes and because of their nomadic life style, in the Middle Asia period (Şenkay, 2000, p. 12). The nutrition tradition of the Turks consisted of meat and fermented milk products in the Middle Asia period was carried to the Anatolia and then, the cereal depending on the agriculture developed in Mesopotamia and vegetable and fruit varieties with effect of Aegean and Mediterranean diversified the Anatolian cuisine. Interaction of the Byzantium, Middle East, Europe and South Mediterranean cuisines were shaped within the framework of a continuous trading in the extensive lands of the Emperors (Çevik, 1997, p. 1).

In the period of the Ottoman Empire, the Turkish cuisine culture was consisted of the court cuisine and public cuisine. The court cuisine was the ornate tables set for the Sultan, Sultana and court people. The public cuisine was also very rich in terms of taste and variety though it was not as ornate as the Court cuisine (Güler, 2008, pp. 4-5). The Ottoman cuisine culture was effected from factors such as Islam religion, geographical position, plant diversity and cuisine culture of the Anatolian Seljuki Beyliks and Byzantium Emperors, besides to nutrition habits coming from the Middle Asia.

The Turkish cuisine culture in the Republic Period continued to be shaped as continuity of the Westernization movements in the Ottoman. Immigrants coming from various countries caused changing in eating and drinking habits of the Turks. With migration movements from rural areas to urban areas since 1950's, a change was observed in eating and drinking habits (Gümüş, 2011, pp. 53-54). With the effect of liberalization and globalization since 1980's, the western cuisine culture entered in our country. Today, many fast food enterprises from McDonald's to Burger King, Dominos Pizza and Sbarro have operations in Turkey.

Turkey occupies the Anatolian peninsula in southwestern Asia and the Balkan region of southeastern Europe. Therefore, it acts as a bridge between the two continents. As a result, Turkey has a very diverse culture that displays basic characteristics of the Oguz Turks, Ottoman, Western as well as Islamic cultures and traditions. This cultural structure has a strong influence on Turkish cuisine which is a combination of Turk, Ottoman, Arabic, Greek and Persian cuisines. Turkish cuisine also influenced these and other neighbouring cuisines, as well as western European cuisines (Kilic, 2009, p. 1581). Today, foods that were well known internationally, such as mezes (hors d'oeuvres) and dolma (stuffed wine leaves) were widely shown, while other foods, including special breads and pastries, kebabs, fish, fresh vegetables, fruits, sweets and desserts were also highlighted and pictured. Ayran, sorbet, local wine and beer were also referred to occasionally (Okumus et al, 2007, p. 258). Lots of things influence the Turkish cuisine. Much research has demonstrated the importance of price in purchase decisions (Danziger, 2014, p. 761). And multinational fast-food chains have glocal menus in Turkey. H6, H7, H8 and H9 hypotheses test what extent do they use the demographic and socio-economic properties of these customers properly? By testing these hypotheses, it has been aimed to provide answers to questions about multinational fast-food chains' glocal menus awareness, according to varying demographic characteristics such as income level, marital status and education level. The following four hypotheses were accordingly formulated:

H6: Income level of the customers has a positive impact on perceiving glocal menus of the multinational fast-food chains.

H7: Marital status has a positive impact on perceiving glocal menus of the multinational fast-food chains.

H8: Fast food customers' awareness in terms of some of the multinational fast-food chains' glocal menus is positively related to his/her age.

H9: Fast food customers' awareness in terms of some of the multinational fast-food chains' glocal menus is positively related to his/her education level.

### 3. Research Model

Based on the discussion of the nine hypotheses, we developed a model which is designed to verify the relationships among the education level, age, marital status, income level, social media, social environment, taste, promotion and marketing strategies. In order to verify our research model, a research survey conducted. The target population for this study consisted of consumers in Turkey. In order to achieve a sample, the researchers sent e-mail the online survey link to consumers.

### 4. Research Method

Concerning the specific case of glocal fast-food consumption, this study examines the perceptions that customers, who lives in different areas of Turkey, have regarding the multinational fast-food chains' local activities. In other words, this study aims to provide marketing managers of multinational fast-food companies with empirical results that can help them understand whether their "global think, local act" strategies should pursue a globalized or a localized approach, as they seek to attract more consumers in the local market. The method of our study includes internet survey. We carried out a survey of individual consumers.

The questionnaire applied consists of three parts. In the first part, questions for purpose of getting information about the demographic and social-economic situations of the participants and learning about which fast-food restaurants they preferred the most were asked. In the second part, questions for purpose of determining the awareness about the menus presented to the fast-food chain customers in meaning of "think global and act local" were asked. In this context, it was aimed to match the menus presented by the chain enterprises to their customers under the scope of their local applications, in a correct manner as accepted by the said enterprises. With the help of grill type questions, it was asked from the fast-food consumers to match 10 different local menus with the presented enterprises. It was tried to determine from the matching of the fast food customers whether they perceived the local menus correctly. In the third part of the questionnaire, existence of the effect of 10 variables, grouped under 5 different dimensions, on the fast food customers was questioned and with the help of a 5' Likert type scale- "1. I definitely do not agree 2. I do not agree 3. Neither I agree nor disagree 4. I agree 5. I definitely agree", questions about the variables considered having an effect on perception of local menus were asked.

The questionnaire study was applied by sending the questionnaire participation links to e-mail addresses. Between months of 2013 December and 2014 March, about 1000 questionnaire invitation links were sent to different regions and cities and total 255 questionnaire data were obtained. However, 12 questionnaire data were eliminated as some questionnaire data were resent, replied wrong intentionally and some of them left uncompleted. 243 questionnaire data were subjected to evaluation. The rate of return of the questionnaire is  $243/1000 = 24.3\%$ .

For purpose of testing the research hypothesis, logistic regression analysis was used. By means of the established regression model, existence of the effect of demographic, economic, restaurant and factor variables on perception of the chain fast food restaurant consumers about local menus presented to them was researched.

As a result of the test, efficiency of KMO sample was determined as 0.725 and Cronbach Alpha value for 5 variables as 0.827. As the efficiency of sample is between the ranges of 0.5-1.0, it is considered as efficient and as the Cronbach Alpha values are ( $0.80 < \alpha < 1.00$ ), it can be said that the scale is very reliable (Özdamar, 1999).

### 5. Research Findings

Table 1 shows a comparison of the socio-demographic status of the respondents. The respondents consisted of 56.4% males and 43.6% females. More than 93.3% of the respondents were under 34 years old, and 6,7% were over the age of 35 years, indicating that the majority of respondents is made up of younger peoples. 90.1% of the respondents were bachelor and rests of them were married.

More than 62.1% of the respondents had monthly income below 1.000 Turkish Liras (TL), nearly %30 had a monthly income between 1001-3000 TL and only 5.8% had a monthly income above 3.001 TL. It means that when the consumers' income increases, their fast-food habit decreases. Most preferred restaurant was the Burger King (54.7%), second was Domino's Pizza (16.5%), and the third one was Mc Donald's restaurant (14.0%). The educational background of the respondents differed in distribution. Over 95.1% of the respondents had University degrees (Vocational High School Degree, Bachelor's Degree and MBA-PhD Degree), whereas only 4.9% of the respondents held primary, secondary and high school degree.

Table 1. Comparison of the socio-demographic status of the respondents

	Number	(%)		Number	(%)
<b>Gender</b>			<b>Marital Status</b>		
Female	106	43.6	Single	219	90.1
Male	137	56.4	Married	24	9.9
Total	243	100.0	Total	243	100.0
<b>Age</b>			<b>Education</b>		
Under 24	155	63.7	Primary-Sec. School	4	1.6
25-34	72	29.6	High School	8	3.3
35-44	6	2.5	Vocational High School	36	14.8
45-54	4	1.7	University Degree	179	73.7
Total	237	97.5	MBA-PhD Degree	16	6.6
<b>Income (TL)</b>			Total	243	100.0
1000 TL ve az	151	62.1	<b>The Most Preferred Restaurant</b>		
1001-3000	78	32.1	Domino's	40	16.5
3001 TL ve üzeri	14	5.8	Mc Donald's	34	14.0
Total	243	100.0	Little Caesars	8	3.3
			Burger King	133	54.7
			Others (KFC, Pizza Hut and Sbarro)	28	11.5
			Total	243	100.0

With regard to presented menus (Table 2); it is seen that the “Sucuk (Soudjouk or Sausage) Pizza” was the first perceived menu with perception rate of 91.4%. The second menu was the “Konyalim Pizza” with perception rate of 79% and the third menu was the “Kayseri Ateşi Pizza” with perception rate of 77.4%. The menu having the lowest score in terms of perception was the “Turkish Mix Pizza” in rate of 16.5%. We can say that the important place of sucuk in the Turkish cuisine culture and using of plenty of sucuk on pizzas produced by the international fast-food chains are rather effective in perception and preferability of these menus. We can say that the concern arisen as a result of meeting of the Turkish tastes with pizza, besides to commercials made by Domino’s Pizza in the media such as TV, radio, internet and billboard, had an effect in perception of “Konyalim” and “Kayseri Ateşi” menus.

Table 2. Glocal menu perceptions of the respondents

Menus	Perceived		Misperceived		Total	
	Quantity	(%)	Quantity	(%)	Quantity	(%)
<b>Sucuk Pizza</b>	222	91.4	21	8.6	243	100.0
Turco Sandwich	406	43.6	137	56.4	243	100.0
Turkish Mix Pizza	40	16.5	203	83.5	243	100.0
Ezo Gelin Çorba	66	27.2	177	72.8	243	100.0
Beefy Alaturka Sandwich	94	38.7	149	61.3	243	100.0
<b>Kayseri Ateşi Pizza</b>	188	77.4	55	22.6	243	100.0
Turkish Breakfast	132	54.3	111	45.7	243	100.0
<b>Konyalim Pizza</b>	192	79.0	51	21.0	243	100.0
Anadolu Ateşi Pizza	46	18.9	147	60.5	243	100.0
Adanalim Pizza	166	68.3	77	31.7	243	100.0

In Table 3, with regard to variables having an effect on perception of local products by the fast-food restaurant customers, the highest effect is seen in the advertisement (3.77) variable. Then, the “taste” (3.58) and “environment” (3.51) effects come respectively.

Table 3. The factors effecting perceiving glocal menus

Variables	Number	Average	Std. Deviation
Advertisement	242	3.77	1.193
Loyalty	242	3.03	1.273
Social Media-Internet	238	2.43	1.283
Taste	240	3.58	1.265
Environment	236	3.51	1.120

In establishment of classification as “persons who do not perceive” and “persons who perceive” in the logistic regression model related to perception of global activities of the multi-national fast-food chains, the following procedures were applied. The replies given by the consumers to the question related to which restaurant the 10 different local menus belong to were assessed and correct matching of the participants on the subject of local product-restaurant was scored 1 as a correct perception score and wrong perception was scored 0. Points of the participants they obtained from the all local menu-restaurant matches were added and persons having a perception score higher than 5 was classified as persons who “perceive” the local menus and persons having a perception score lower than 5 was classified as persons who “do not perceive” the local menus; this was considered as dependent variable (Y) and coded as follows.

0- People who do not perceive the global activities,

1- People who perceive the global activities,

Ones taken categorically from independent variables that were considered to have an effect on perception of global activities of the multi-national fast-food chains;

Gender: 1= Female, 2= Male

Marital Status: 1= Bachelor, 2= Married.

Restaurant: 1=Domino’s Pizza, 2=Mc Donald’s, 3=Little Caesars Pizza, 4=Burger King, 5=Others (KFC, Pizza Hut, Sbarro)

Ones taken as numeric variable;

Age: It is taken as a numeric variable

Advertisement: Effect of commercials and informing the public opinion

Loyalty: Effect of being a loyal customer

Social Media: Effect of following the said restaurants on web and social media

Taste: Effect of not to interested in delicious products

Environment: Effect of reference groups (friend, social environment).

According to step by step (Enter) method; in the logistic regression, it starts while there exists no variable and then, a variable is added or removed in each step. Unless a variable is added to or removed from the regression equation in the given step, the process will stop (Ürük, 2007). The results of logistic regression model obtained with this method are given in the following table.

Table 4. Logistic regression analysis results regarding perception of the consumers

Variables	B	S.E.	Wald	df	Sig.	Exp(B)	H <sub>0</sub> Hypothesis
Gender(1)	0.067	0.313	0.046	1	0.830	1.069	Accepted
Age	<b>-0.071</b>	<b>0.039</b>	<b>3.395</b>	1	<b>0.065**</b>	<b>0.931</b>	<b>Rejected</b>
Marital Status(1)	<b>-1.924</b>	<b>0.632</b>	<b>9.275</b>	1	<b>0.002*</b>	<b>0.146</b>	<b>Rejected</b>
Restaurant			5.759	4	0.218		
<b>Dominos</b>	<b>1.549</b>	<b>0.683</b>	<b>5.143</b>	1	<b>0.023*</b>	<b>4.708</b>	<b>Rejected</b>
<b>Mc Donald’s</b>	<b>1.473</b>	<b>0.699</b>	<b>4.436</b>	1	<b>0.035*</b>	<b>4.360</b>	<b>Rejected</b>
Little Ceasars	23.329	16092.696	0.000	1	0.999	13540617127.402	Accepted
<b>Burger King</b>	<b>1.202</b>	<b>0.604</b>	<b>3.958</b>	1	<b>0.047*</b>	<b>3.325</b>	<b>Rejected</b>
<b>Advertisement</b>	<b>0.344</b>	<b>0.166</b>	<b>4.279</b>	1	<b>0.039*</b>	<b>1.410</b>	<b>Rejected</b>
Loyalty	0.160	0.155	1.070	1	0.301	1.173	Accepted
Social Media	-0.210	0.135	2.410	1	0.121	0.810	Accepted
Taste	-0.172	0.152	1.276	1	0.259	0.842	Accepted
Environment	0.200	0.166	1.446	1	0.229	1.221	Accepted
Constant	0.421	1.637	0.066	1	0.797	1.523	

\* Meaningful at %5 fault share,\*\* meaningful at %10 fault share.

According to Table 4; it was determined that the probability to perceive the local products by the Domino’s Pizza customers is 4.708 times, by Mc Donald’s customers 4.360 times and by Burger King customers 3.325 times more than the customers of other restaurants (KFC, Pizza Hut ve Sbarro). Here, it may be expressed that the highest perception probability belongs to Mc Donald’s and Domino’s Pizza customers. So, our results

support Hypothesis 2 that perception level of a multinational fast-food chain's customer is different from the other multinational fast-food chain's customer.

The effect of advertisements (commercials) on perception of global menus of the fast-food chains by customers is found meaningful. It is understood that commercials of the multi-national chain restaurants to introduce their local menus are more effective in recognition of such menus and the participants know these menus because of commercials. Probability to perceive the local products by the participants who know these local products with the effect of commercials is 1.410 times more than the others. Persons who are influenced from commercials perceive the glocal menus more. So, our results support Hypothesis 1. Besides, it may be said that probability to perceive the local menus by the participants will decrease 0.931 times more per unit age depending on increasing age of participants with 10% fault share.

Our results support Hypothesis 7 and 8 that marital status and age have a positive impact on preferring and perceiving glocal menus of the multinational fast-food chains. Hypothesis 9 is not supported by the results. There is not any relationship between education level and preferring glocal menus. According to the survey results, there are not any relationships among "the perception of glocal menus" and "taste", "social environment", "income level" and "education level". So, Hypothesis 3, 4, 5, 6 and 9 are thus not supported by the results.

According to Odds (Exp(B)); the Exp (B) coefficient determined according to the "marital status" variable from categorical variables, as determined meaningful in the model before, was found as 0.107. Accordingly, the probability to perceive glocal products by single persons is 0.146 times more than married persons. It may be expressed that single persons are lesser sensitive than married persons with regard to glocal products at the fast-food restaurants. In other words, probability to perceive glocal menus is higher in married persons than single persons.

Table 5. Table of categorical variables codings

		Frequency	Parameter coding			
			(1)	(2)	(3)	(4)
The Most Preferred Restaurant	Domino's	36	1.000	0.000	0.000	0.000
	Mc Donald's	29	0.000	1.000	0.000	0.000
	Little Caesars	6	0.000	0.000	1.000	0.000
	Burger King	128	0.000	0.000	0.000	1.000
	Others (KFC,Pizza Hut, Sbarro)	25	0.000	0.000	0.000	0.000
Marital Status	Single	200	1.000			
	Married	24	0.000			
Gender	Female	102	1.000			
	Male	122	0.000			

With the "Omnibus test" that tests meaningfulness of the model, differentiation of parameters from zero is tested. The result of the Omnibus test is given in Table 6. As the meaningfulness values are lower than 1%, the logistic regression coefficients are not equal to zero simultaneously. So, it may be said that the model is meaningful statistically in level of 1%.

Table 6. Omnibus test

		Chi-Square	df.	Sig.
Step 1	Step	43.545	13	0.000
	Block	43.545	13	0.000
	Model	43.545	13	0.000

After the logistic regression model is predicted by means of any prediction technique, the goodness-of-fit of the established model must be tested. It must be known in what extent the independent variable is effective. For this, the goodness-of-it of the model must be taken into consideration. In evaluation of the goodness-of-fit of the logistic model, Hosmer-Lemeshow (H-L) test that fits to chi-square distribution may also be used. The goodness-of-fit of the model that demonstrates in what extent the independent variable is effective set forth that the independent variable has been defined effectively according to obtained result (Murat & Işığışık, 2007). In



the Hosmer-Lemeshow (H-L) test used to test the goodness-of-fit of the said model,  $\chi^2 = 8.077$ , 8(d.f.),  $p=0.426$  value was found (Table 7). As the P value is  $(0.333) > 0.05$  the logistic regression model is meaningful in general.

Table 7. Hosmer and Lemeshow test

Step	Chi-square	df	Sig.
1	8.077	8	0.426

It will be useful to examine the classification table in terms of the “Goodness-of-fit” (Murat & Işığışok, 2007). According to Table 8, the rate to predict correctly by means of the established logistic model that the consumers are in the perception class in their fast-food consumptions is 84.6%; the rate to predict correctly that they are not in the perception class is 40.4%; the rate to predict the model correctly in general is 66.1%.

Table 8. Classification table<sup>a</sup>

Observed		Predicted		Percentage Correct (%)
		No Perception	Perception Class	
Perception Class	There is not any Perception For glocal fast-food menus	110	20	84.6
	There is a Perception For glocal fast-food menus	56	38	40.4
Overall Percentage (%)				66.1

<sup>a</sup>. The cut value is ,500.

## 6. Discussion

In this study, the effect of some variables and demographic situations on trends of the consumers whether to perceive the fast-food products of the multi-national chains, adapted according to tastes of local taste, was researched by means of the first hand data.

According to the obtained model, it was determined that “age” and “marital status” has an effect on perception and preference trend of local activities of the multi-national fast-food chains in Turkey by the consumers; it was determined that the “gender” has not any effect. Additionally, as of variables that may be effective on perception of global fast-food menus; it was determined that the effect of “commercials” (advertisement) is important. With respect to other variables, it was determined that “taste”, “social media-internet”, “environment” and “loyalty” have not any effect on perception of these menus.

## 7. Conclusion

Multinational fast-food companies’ local activities increase day by day in Turkey. And kitchen cultures of the different countries are adopted by Turkish consumers. Multinational fast-food companies mix the west cuisine and local tastes and these glocal foods are positively perceived by the Turkish consumers. This article has aimed to investigate consumers’ perceptions and behaviors regarding the multinational fast-food chains’ glocal activities in Turkey. This study contributes to the literature by providing a picture of consumer perception and behavior for glocal fast-food menus.

The findings indicate that Turkish consumers care about glocal activities of multinational fast-food chains. Especially, among the multinational fast-food chains, “Domino’s Pizza” is the most preferred restaurant in Turkey and among the glocal menus; “Sucuk Pizza”, “Konyalım Pizza” and “Kayseri Ateşi” are the most perceived menus. And marital status and age of the consumers have a positive impact on preferring and perceiving glocal menus of the multinational fast-food chains. When the consumers’ income increases, their fast-food consuming habit decreases. In addition, it is found that the advertisements regarding the multinational fast-food chains have positive effect on perception and they increase the perception level of the fast food chains’ glocal menus.

The results report that consumers’ perceptions differ depending on the different multinational fast-food chains’ glocal menus being evaluated. Mc Donald’s restaurants’ and Domino’s Pizza restaurants’ consumers have the highest perception possibility regarding the glocalized menus although Burger King is the most preferred restaurant. The results suggest that consumer perception is a relatively good predictor of consumer behaviors for

the glocal menus of the multinational fast-food chains. The impact of consumer perception on preferences for the marital status and age was stronger than for Income, gender and curiousness of the customers, circle of friends and loyal customer. Findings also provide practical implications for marketers. The glocalized marketing strategies of multinational fast-food chains are understood by the Turkish consumers. Fast food customers' awareness in terms of some of the multinational fast-food chains' glocal menus, is positively related to the multinational fast-food chains Advertising/promotion strategies. Therefore, relying on high consumer perception is the best strategy. Companies might also consider emphasizing local tastes of their global menus in their advertisements on TV or on other mass media, web sites and social media. Additionally, Turkish consumers pay attention to multinational fast-food chains' strategy.

This study acknowledges limitations. It is based on the consumers who accept to fill in the survey in Turkey. And future studies should consider the shift in consumer perception, preferences and values. Also, a longitudinal study would aid in exploring changing factors that might explain consumer choices better.

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