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CHEFS' TENDENCIES TO USE LOCAL FOOD IN HOTEL RESTAURANTS: A RESEARCH CARRIED OUT IN THE CONTEXT OF THE EXTENDED THEORY OF PLANNED BEHAVIOUR

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Abstract

This study aims to explore chefs' intention to use local food and to understand the factors that affect their intentions within the framework of Extended Theory of Planned Behavior (ETPB). In this study, in addition to attitudes, subjective norms and perceived behavioural control which are the antecedents of behavioural intention, the connectedness variable was incorporated. Data were collected from the chefs working in accommodation industry (N=376). In terms of multiple-regression analysis positive attitudes towards local food, negative attitudes towards local food, subjective norms and perception of connectedness factors were identified as the key factors that influence use of local food intention, while the correlation between perceived behavioural control and behavioural intentions was not found to be significant. By extending the TPB, this study provides insights to develop appropriate strategies for the industry and offer practical suggestions to other stakeholders for using local food as a marketing tool.

Keywords: Local Food, Theory of Planned Behaviour, Chefs

INTRODUCTION

Food has been regarded as an academic discipline for many years (Hall & Sharples, 2003; Hegarty, 2009). In recent years, food has played an important role in the tourism industry (Kivela & Crotts, 2006; McKercher et al., 2008; Kim & Eves, 2012). Telfer and Wall (1996) also point out that the efficient use of food in tourism industry can also increase the income of hotels. For instance, Du Rand et al. (2003) state that food expenditure constitutes 8% of the total expenditure of tourists visiting South Africa and 24% of the total expenditure of domestic tourists. Similarly, it is stated that approximately one third of tourist expenditures are spent eating out (Telfer & Wall, 2000).

While some of the tourists may want to maintain their eating habits when they visit destinations with different cultures (Cohen & Avieli, 2004); the other part sees

gastronomic experience as the main purpose of their travels (Sparks et al., 2003). Therefore, local food with qualifications such as quality, uniqueness and authenticity (Hall & Sharples, 2003; Chaney & Ryan, 2012) have an important potential for the marketing of a tourism destination. Destinations that consider local food and culinary culture as important attach importance to present local food as a tourist product (Henderson, 2004; Du Rand & Heath, 2006; Horng & Tsai, 2012). Similarly, Kivela and Crotts (2009) and Dedeoğlu et al. (2022) state that local food is a travel motivation for tourists and an important factor in destination selection, tourist satisfaction, and revisit intention. Therefore, when local foods are used as a marketing tool, they can be of great benefit to destinations.

When the related literature is reviewed, it is seen that researchers (Kivela & Crotts, 2005; Kivela & Crotts, 2006; Kim et al., 2010) emphasize the necessity of using local foods in marketing planning of destinations. In recent years, food and beverage operations have been trying to encourage consumers to use local food in the food production and to support local producers (farmers). In addition to the direct purchase by consumers, the use of local food in restaurants is considered important for the increase in the use of local foods (Smith & Hall, 2003). In this respect, Strohbehn and Gregoire (2003b) indicate that food and beverage operations are new market for local food producers. Therefore; local governments provide the supply-demand relationship between local producers and restaurants so that farmers can continue producing in rural areas. In addition, the use of local food enables sustainability, support for the producers and growth of the local economy (Schneider & Francis, 2005).

The interest of academic circles in local food has been increasing in recent years (Şahin & Yılmaz, 2022). Local food has been mainly studied with (a) non-tourism consumers (Kumar & Smith, 2018; Memon, et al., 2020; Jung, et al., 2020), (b) tourists (Kim et al., 2009; Chang, et al., 2010; Ryu & Han, 2010; Mak et al., 2012; Frisvoll et al., 2016; Choe & Kim, 2018; Ghanem, 2019; Lewitt et al., 2019), and (c) chefs or restaurant managers (Reynolds-Allie, 2012; Curtis & Cowee, 2009; Inwood et al., 2009; Sharma et al., 2014; Özdemir, et al., 2015). Although chefs are the only people to decide whether to use locally produced products or not, studies conducted with chefs are scarce when compared with the ones that are conducted with other stakeholders. It is also stated that although chefs perceive local foods positively in terms of their freshness, nutritiveness, quality, affordability, uniqueness, etc., there are some purchasing obstacles (Hall & Sharples, 2003;

Inwood et al., 2009; Murphy & Smith, 2009). Research findings have also confirmed that chefs' perceptions of local food qualities and local food purchasing barriers affect their intention to purchase local food (Özdemir et al., 2015). In the study carried out by Yarış and Cömert (2015), it was concluded that the advantages of using local food in restaurants outweigh the disadvantages.

It is noteworthy that the number of studies on local food use of chefs working in tourism operations is limited. Besides, there is a limited number of studies (Kang & Rajagopal, 2014) using TPB when chefs' intention to purchase local food is considered. TPB, which is a theory especially used in understanding behaviors is widely used in consumer behavior. Given the scarcity of studies conducted on the local food consumption of chefs, particularly as there are very few studies examining local food use of chefs within the framework of TPB, this study aims to fill the gap in the related literature. The conceptual framework regarding the intentions of chefs to use local food is presented above, but no empirical evidence on this subject has been found in the relevant literature, which formed a ground for conducting this study. Therefore, the main objective of this study is to reveal the role of behavioral factors (ATB – attitude towards behavior, SN – subjective norms, PBC – perceived behavioral control) and personal factor (CONP – connectedness perception) on chefs' intention to use local food within the scope of extended TPB. By providing insights on the chefs' opinions on local food, this study aims to provide implications to both theory and practice.

Hotels are considered as service businesses (Özdemir, 2006). The use of local food makes an important contribution to gain a competitive advantage in hotels. In this context, it can be thought that presenting local food ingredients that can reflect the culture of the society to the guests in these hotels will be beneficial for both businesses and visitors. In particular, the promotion of food, which is a reflection of the local culture, in such hotels will also benefit local producers and suppliers. For this reason, the use of local food ingredients in the meals served in hotels provides benefits in all three ways. Therefore, it is thought that it is important to determine the intention of the executive chefs working in hotels to use local food.

Every study is unique in terms of methodology, in this respect this study attempts to contribute to the body of knowledge with its unique approach to the issue. For this purpose, this study tries to understand the use of locally produced food though previous studies generally focuses on the purchasing of locally produced food. In addition, it is seen

that the sample sizes in studies on local food-related behaviors of managers who are in a decision-making position in the business are quite limited (Sharma et al., 2014; Sims, 2010; Murphy & Smith, 2009; Curtis & Cowee, 2009). In this study, it is important to reach 364 kitchen chefs and collect data according to the quotas (executive chef, executive sous chef, chef de partie) in order to ensure generalizability. Another feature that distinguishes this study from similar studies is the examination of the effect of CONP on chefs' intentions towards local food-related behaviors. In similar studies, the main variables of TPB were generally tested.

THEORETICAL BACKGROUND

Local food in tourism

In recent years, local food consumption culture has become an important for touristic destinations because tourists have been considered local products. Although there is no common definition (Jones et al., 2004; Zepeda & Li, 2006), local food is defined by Sharma et al. (2009) as products that can be produced in the region and purchased from local markets or local producers. There are also studies explaining the locality by distance. For example, Onozaka et al. (2010) stated that participants perceived the concept of "local food" as a distance. In the same study, more than 70% of the respondents answered the concept of "local food" as products produced within 50 miles of the region. Similarly, Kang and Rajagopal (2014) describe local food as products purchased within 200 miles of the region. Özdemir et al. (2015) determine the characteristics of local food; (a) produced in a region, (b) purchase from local markets and producers, (c) a certain distance boundary between the place of production and consumption, and (d) reflecting the region's food culture. In the related literature, it is seen that the local food is conceptualized as an ingredient or meal. While local food as an ingredient considered local food ingredients in the food production, local food as a meal refers to local cuisines. In this study, local food is considered as ingredient and locally produced product.

Local food is seen as unique and different products used to differentiate and compete with other destinations (Mak et al., 2012). Some unique features of local food such as its taste, appearance, freshness, and quality make it important for stakeholders (Hall & Sharples, 2003). A number of countries are successful in using local food as a marketing tool. For example, Lyon, which has 140 kinds of cheese, 61 Michelin restaurants, many

local products and vineyards, is regarded as the gastronomic capital of not only France but also the world (Harrington & Ottenbacher, 2010). Similarly, Oktoberfest attracts a huge number of tourists and 6.7 million liters of beer were consumed in 2013 alone. (Yılmaz, 2015). It is also stated that Taiwan, which has a variety of local foods, has a certain gastronomic identity (Lin et al., 2011). In this context, local foods play a role in the tourists' travel decision to destinations which has strong gastronomic identity (Chang et al., 2011).

In recent studies it is seen that the interest in local food is increasing (Onozaka et al., 2010). In the related literature, it is seen that researchers evaluate local food in terms of supply and demand. Studies evaluating local food in terms of demand seem to emphasize the tendency of (a) tourists, (b) chefs or restaurant managers, and (c) non-tourism consumers to consume local food. Studies examining local food in terms of tourist demand (Kim et al., 2009; Chang et al., 2010; Mak et al., 2012) indicate that many factors, such as cultural, social, physiological, motivational, exposure, past experience, and food related personality trait have an impact on the tendency of tourists to consume local food. On the other hand, it is seen that the studies about the chefs' or managers' local food consumption are focused on (a) the perception of local food attributes (Strohbehn & Gregoire, 2003b; Curtis & Cowee, 2009; Onozaka et al., 2010), (b) the obstacle perception of purchasing local food (Strohbehn & Gregoire, 2003b; Inwood et al., 2009; Kang & Rajagopal, 2014; Green & Dougherty, 2008; Curtis et al., 2008), (c) the benefit perception of purchasing local food (Strohbehn & Gregoire, 2003a), and (d) the experiences related local food (Sharma et al., 2014), (e) the local food purchase intention (Strohbehn & Gregoire, 2003b; Curtis & Cowee, 2009; Inwood et al., 2009; Kang & Rajagopal, 2014; Shin et al., 2020).

Hotels and restaurants purchase in bulk when they use local food. Lillywhite and Simonsen (2014) state that the chefs are eager to have dishes made from local food in their menu. The most important factor leading to the purchase of local food by hotels and restaurants is desire of the chefs to use local food. Similarly, Curtis and Cowee (2009) concluded that most of the participating chefs were independent in their purchase decisions. Therefore, it is important to investigate the factors affecting chefs' intention to use local food in food production. Strohbehn and Gregoire (2002) found that many hotels were interested in making purchases from local producers but were afraid of high prices. In a different study (Yarış & Cömert, 2015), it was concluded that restaurant owners who have local meal in their menu express a more positive opinion about the use of local foods.

The use of special food (like local, fresh, diet, vegetarian) would benefit all stakeholders if there is a strong demand to include local foods in the menus and if the producers can provide fresh food (Lillywhite & Simonsen, 2014; Karamustafa & Ülker, 2020). It can also be stated that the use of local foods, especially in local operations, will benefit the local economy, local producers, and tourists to get to know the local culture. However, considering the difficulty of tourism enterprises to buy local food directly from the producer, it may be considered necessary to work with suppliers. Therefore, the supply chain between local producers and enterprises is considered very important (Inwood et al., 2009; Casselman, 2010).

When the literature on the use of local food in restaurants is examined, it is obvious that the studies are carried out from different perspectives. There are many studies examining the perceived obstacles and benefits of restaurants in purchasing local food (Gregorire & Strohbehn, 2002; Yarış & Cömert, 2015), the benefits and obstacles of the connection between producers and businesses (Du Rand et al., 2003; Dougherty & Green, 2011), the perceptions of businesses towards local products and their use of these products (Nummedal & Hall, 2006), and the issues that affect the decision to buy local food (Sharma et al., 2014). In general, it is determined that the perceptions of restaurants regarding the benefit of using local food are positive, but there are some obstacles to the use of local food (Gregorire & Strohbehn, 2002). It is supported by the research findings that the use of local food in businesses is high and the use of local food is important in the promotion of the destination (Nummedal & Hall, 2006). There are also studies on local foods from a consumer perspective. For example, in the study conducted by Brown (2003), it was found that individuals have a significant interest in local foods and perceive local foods as low-priced and high-quality products. In the study conducted by Zepeda and Leviten-Reid (2004), it is understood that the two most important reasons underlying the purchase of local food by individuals are the freshness and quality of the product. Similarly, it is stated that consumer attitudes have an effect on consumers' intention to buy local food (Campbell, 2013a).

Extended Theory of Planned Behavior (ETPB)

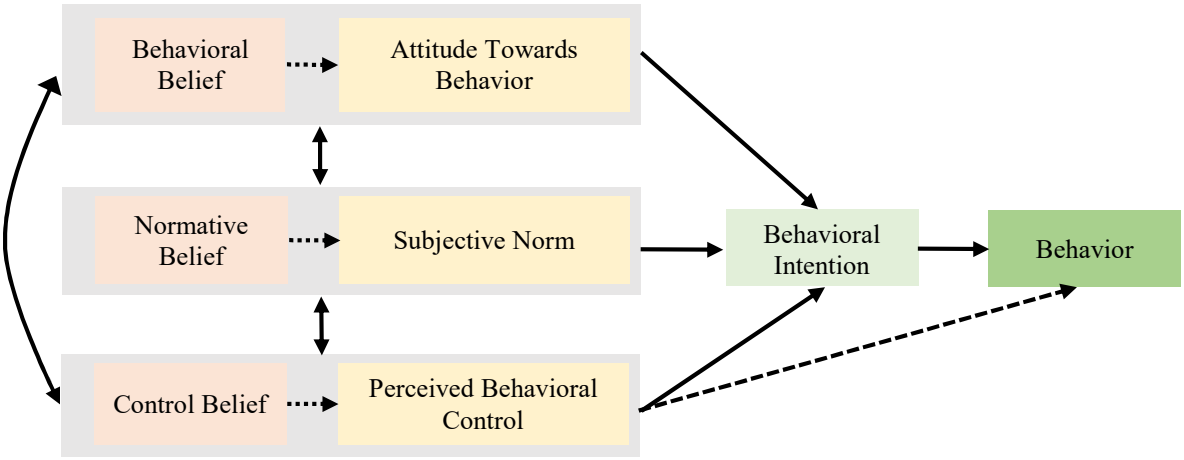
Researchers who believe that social factors have an effect on behaviours have aimed to predict and explain human behaviour by examining the relationship between attitude and

behavior (Ajzen, 1991; Cook et al., 2005). One of the most fundamental theories examining this relationship is Theory of Reasoned Action (TRA) developed by Fishbein and Ajzen (1977). However, TRA is limited to the individual's controlled behaviours and therefore new ideas have started in the field of social psychology (Goh, 2009). Therefore, one of the most important theories in which behaviours that are not under the control of individuals are also added to the model is Theory of Planned Behavior (TPB), which is the extended version of TRA (Ajzen, 1991; Verdurme & Viaene, 2003). The validity of this theory is revealed in the studies conducted on consumer behaviour in the field of tourism. In this context, it is considered appropriate to use TPB for the purpose of this study.

TPB is based on the idea that individuals' intentions are influenced by their attitude, subjective norm and perceived behavioral control variables (Ajzen, 1991; Dommermuth et al., 2011). In particular, the PBC variable, which incorporated into theory, appears to strengthen the theory. In this context it is possible to state that the theory is a frequently used tool in explaining human behaviour. Fig. 1 shows the structure and relationships between the variables of TPB. At the centre of the model is the individual's intention to behaviour. The main variables affecting the behavioural intention (BI) are; (a) ATB, which includes favourable or unfavourable evaluation of the behaviour, (b) SN that express perceived social pressure to perform or not perform the behaviour, and (c) PBC that indicate the self-efficacy of an individual towards a behavior (Ajzen, 2008; Yang et al., 2012). As distinct from TRA, it is seen that SN and ATB as well as PBC should be taken into consideration in order to predict behaviour in TPB.

TPB has some fundamental assumptions. These assumptions are expressed by Ajzen and Fishbein (2005) as follows; (a) BI is the immediate antecedent of behaviour, (b) BI is determined by ATB, SN, and PBC, (c) ATB, SN, and PBC are respectively determined by behavioural, normative, and control beliefs, (d) attitudinal, normative, and control beliefs may vary according to wide range of background factors. While attitudinal beliefs express the assessments of likelihood of the behaviour's consequences, normative beliefs are defined as the assessments about what some other influential people (such as family or close friends) might think of the behaviour (Pavlou & Fygenson, 2006; Jalilvand & Samiei, 2012). Lastly, control beliefs are known as perceptions of how particular behaviour can be controllable by the individual who will perform the behaviour (Fig. 1).

Figure 1 Model of TPB



Source: Hrubes et al. (2001)

Behavioral intention (BI)

Environmental and biological factors have a mediating effect on behaviour (Ajzen, 1991) and cognitive self-regulation has a significant effect on human behaviour. It can be said that cognitive self-regulation will be higher for a behaviour that will be performed for the first time, even if it is not for continuous behaviour. For example, when a chef who has been using local food for a long time in his restaurant compared to a chef who will make a decision to use local food in his meals, the cognitive self-regulation of the chef who will start using the local products should be higher than a chef who has been buying his foods from the local producers for a long time. In this way, thoughts can turn into behaviour.

It is accepted that the BI includes motivational factors that activate individual's behaviour (Cook et al., 2005). In this context, BI can also be defined as the level of desire for behaviour. Ajzen (1991) stated that the BI is indication of how hard people are willing to try and how much of an effort they are planning to exert in order to perform the behaviour. It is known that factors affecting the BI are ATB, SN, and PBC in the TPB. According to all this considerations, it can be stated that the stronger the individual's intention to perform behaviour, the better his/her performance would be. For example, if an individual thinks that he can cook, he believes that the people around him will have positive thoughts about his cooking and that cooking is not a difficult task. These perceptions will further stimulate his/her behaviour. However, in order for a behavioural intention to become behaviour, an individual must be able to decide whether s/he can perform the related behaviour or not.

Attitudes towards behaviour (ATB)

ATB is seen as the primary antecedent of BI (Ajzen et al., 1982) and is considered a factor used in many studies in the field of social psychology. Attitudes play a very important role in shaping the future of the hospitality industry (Karamustafa et al., 2022). However since it is thought that the attitude of an individual towards an object is not sufficient to determine the behaviour, the researchers focused on the ATB (Ajzen & Fisbein, 1977). Therefore, Goh (2009) defines ATB as positive or negative evaluations of an individual towards a specific behaviour. For example, ATB shows the evaluations of the individual towards a particular behaviour (Chen & Tung, 2014).

In most of the studies using TPB, attitude is seen as one of the most important determinants of BI (Bissonnette & Contento, 2001; Vermeir & Verbeke, 2008). ATB is affected by two situations: (a) thoughts about possible outcomes of behaviour and (b) evaluation of possible outcomes. For example, the intention of hotel managers to use local food in their operations can be influenced by the idea that profits will increase and that local producers will be supported. Accordingly, managers can perform behaviour by considering benefits and challenges after using local food.

Studies in the context of restaurants suggest that chefs and managers' attitudes about the characteristics and origin of the local product play an important role in the decision to purchase local food (Sharma et al., 2014), chefs tend to purchase local food to be more competitive in the market they serve (Curtis & Cowee, 2009) and that individuals' belief in the freshness and taste of local food influences their intention to buy local food (Inwood et al., 2009). In the study conducted by Kang and Rajagopal (2014), it was concluded that the attitude of hotel managers was influential on the local food purchase intention. Similarly, in the study conducted by Shah Alam and Mohamed Sayuti (2011) using TPB, it was concluded that individuals' intention to purchase halal food was explained by the ATB variable. There are many studies (Kang & Rajagopal, 2014; Campbell et al., 2015) that have found that ATB has an impact on the local food purchase and use intention of non-tourism consumers as well as chefs and managers. According to Chen and Tung (2014) w hile positive ATB of an individual help perform the behaviour, having negative ATB may cause the individual to avoid the behaviour. In general, it is accepted that ATB is one of the main factors explaining the intention of chefs to purchase local food in the relevant

literature. Considering that attitudes towards behavior can be either positive or negative, the first two hypotheses of the study are formed as follows:

H_1: Positive attitudes towards local food use affect chefs' intention to use local food.

H_2: Negative attitudes towards local food use affect chefs' intention to use local food.

Subjective norm (SN)

SN is known as perceived social pressure applied by other reference groups who are important to any person to perform or not perform a particular behaviour (Ajzen, 1991; Goh, 2009; Baker & White, 2010). Chen and Tung (2014) define SN as perceptions of what other people who are of importance to the individual think about the individual while performing a behavior. In other words, positive or negative thoughts of the people around us regarding a targeted behaviour may have an impact on the behaviour. In the light of all these evaluations, SN can be defined as perception of environmental pressure effects on the behaviour of individuals.

One of the reasons why SN variable is included in the model is that ATB may fail to explain behaviours. For example, an individual may consider that eating out is costly, unhealthy, and unnecessary; however, s/he may eat out with the encouragement of the people around him/her. Therefore, the individual who initially has a negative attitude towards eating out can decide to perform the act this with the pressure of the reference groups. The important point here is how much the individual cares about other people's opinions.

Similar social pressures can have an impact on chefs' use of local food, and chefs may decide to use local food thinking that other people they care about would be satisfied. Özdemir et al. (2016) also stated that the SN variable may have an effect on the local food purchase intention of chefs, as well as many factors. On the other hand, Campbell (2013a) concluded that SN does not have an impact on non-tourism consumers' local food purchase intentions and Ryu and Han (2010) concluded that SN does not have an impact on the intention of tourists to experience local cuisine. However, in the study of Kang and Rajagopal (2014), it was determined that SN was influential on the local food purchase intention of hotel managers, and in the study by Bianchi (2017), it was emphasized that the SN variable should continue to be examined in future studies. Although researchers have found conflicting findings about subjective norms related to local food purchasing

behavior, in the relevant literature, SN is shown as an important determinant of behavioral intentions related to local food. Based on this, the third hypothesis of the study was formed as follows:

H_3: Subjective norms have an impact on chefs' intention to use local food.

Perceived behavioural control (PBC)

Another variable that affects BI is PBC. According to Mathieson (1991), PBC is the control perception of the individual to perform the behaviour. In other words, PBC is defined as the perceived benefits and challenges of the individual while performing certain behaviour (Trafimov et al., 2002). Moreover, PBC is affected by the difficulties and obstacles encountered in past experiences. PBC also refers to the perceived control rather than the control of the individual's behaviour (Notani, 1998). For example, think about whether the individual's control to perform behaviour in itself can cause an obstacle for behaviour (Conner & Armitage, 1998). It is stated that PBC in TPB can affect behaviour directly as well as through BI (Langdridge et al., 2007; Pavlou & Fygenson, 2006; Jalilvand & Samiei, 2012).

The direct effect of the PBC on BI can be explained as follows: where the intention for a particular behaviour is constant, the effort to realize the behaviour is only possible with an increase in PBC. For example, considering two different tourists who have the same intention to participate in adventure tourism activity, more confident tourists can be expected to be more successful than others. Therefore, it can be stated that trust and belief represent control belief.

It is stated that PBC, like many variables, has an effect on individuals' local food purchase and consumption intention (Özdemir et al., 2016). Within the scope of the TPB, it was supported by the research findings (Levitt et al., 2019; Ahmad et al., 2020; Memon et al., 2020) that the PBC has a positive effect on the intentions of tourists to buy and consume local food and ethnic food. In some studies (Gakobo et al., 2016; Shin & Hancer, 2016), it has been concluded that PBC has a positive effect on non-tourism consumers' intention to consume and purchase local food. Although in the study of Kumar and Smith (2018), PBC was found not to have an impact on non-tourism consumers' intention to purchase local food, as seen above, according to many research findings, as the level of PBC increases, individuals' intention to purchase and consume local food also increases. Therefore, the fourth hypothesis of the research is as follows:

H_4: PBC has an impact on chefs' intention to use local food.

Connectedness perception (CONP)

Connectedness can be defined as an agri-food networks that include relationships with local food vendors, local food producers and other local food consumers (Campbell, 2013a). It is known that agri-tourism experiences increase consumers' intentions to purchase local food (Brune et al., 2021). Therefore, the connectedness between chefs, guests, producers and suppliers must be ensured well in order to use local food in hotel or restaurant kitchens (Inwood et al., 2009). In addition, Murphy and Smith (2009) state that restaurant chefs have local food on their menus and thus establish good connections with local producers.

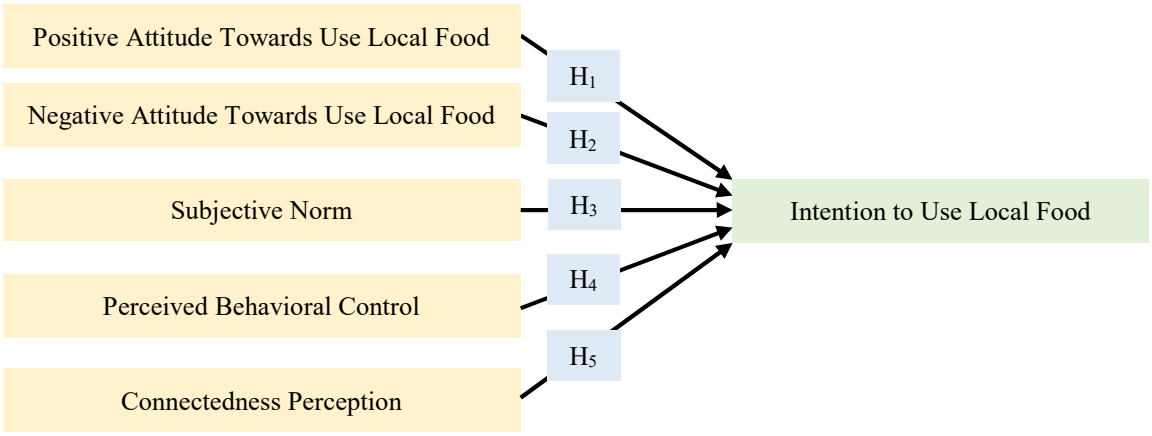
Although CONP is thought to have an impact on purchasing and consuming local food, the effects of connectedness perception on behavioural outcomes remain mixed and underexplored (Campbell et al., 2015). In one of the limited number of studies on connectedness perception (Green & Dougherty, 2008), the main connectedness obstacles between customers and local producers were identified as delivery and service quality, inconsistency in prices and lack of connectivity. On the contrary, Cambell (2013a) states that CONP is not an important determinant of purchase intentions. However, Campbell et al. (2015) found that connectedness related to local products is related to purchase intention. In summary, it is believed that the more local food consumers see themselves connected to farmers' markets and local producers, the more likely they are to purchase local food (Hinrichs, 2000). Based on this, the fifth hypothesis of the study was formed as follows:

H_5: CONP has an impact on chefs' intention to use local food.

Based on the in-depth literature review, studies using TBP in the field of food and beverage regard it as a theory that responds to research problems and can explain consumer intentions and behaviors. However, it is accepted that the least examined subject in studies using TPB in the field of tourism and hospitality is employee behavior and intentions (Huh et al., 2009). In this context, it can be said that it is necessary to conduct a study on the employees working in the tourism sector (especially the managers who have decision-making authority). Therefore, the aim of this study is to examine the relationship between the behavioral (ATB, SN and PBC) and individual factors (CONP) of the chefs working in the hotel kitchens (executive chef, executive sous chef, chef de partie) towards the use of

local products in food production and the intention of chefs to use local food. The proposed research model (Fig. 2) is expected to offer a more comprehensive understanding of chefs' intention to use local food in the food production integrating extended TPB.

Figure 2 Hypothesized model



DATA AND METHODS

Measures

The survey used in the study consists of three sections. In the first section, demographics of the chefs were asked. In the second part, their perceptions of connectedness were measured by the 3 items taken from Campbell, Marinelli et al. (2015). Lastly, to measure ATB, SN, and PBC which are the dimensions of TBP, 30 items were specified. While 27 of these 30 items were taken from the study conducted by Kang and Rajagopal (2014), 3 items were added through expert opinion. The process of item inclusion is as follows: firstly, the original English scales were translated into Turkish, and then checked by bilingual experts to ensure that the meanings of the items were the same across the scales.

At this stage, the researchers examined whether the translations were consistent with each other or not and ended the translation process by consulting the opinions of both instructors on issues where there were differences. In this section, some minor inconsistencies were corrected by the authors. In addition to this rigour, to ensure translation equivalence a pilot test was conducted in 5-19 December 2016 with the participation of 15 chefs. As a result of the pilot test, items that were misunderstood by the chefs and created confusion were arranged, and three items that were not included in the questionnaire form but recommended by the chefs were added. The added items are related

to that local food requires more effort, requires more mastery, and enhances the flavor of the dish. The authors were attentive to maintain the content integrity of items as they were in Ajzen (1991) and Kang and Rajagopal (2014) studies. A second pilot test was conducted with the participation of 91 chefs in 18-21 January 2017 to test the content and comprehensibility of the scale and therefore to avoid common method bias (Mackenzie & Podsakoff, 2012). The results indicated that the scale items are comprehensible by the study sample. ATB, SN, PBC, BI, and CONP of the participants were measured with a 5-point Likert-type scale (1= strongly disagree with, 5= strongly agree with).

Data collection

It would be appropriate to apply the convenience sampling method in cases where it is not possible to apply probability sampling techniques (Han et al., 2017; Song et al., 2012). In this study, both convenience, purposive and quota sampling methods were used together. The data were collected from executive chefs, executive sous chefs and chef de parties working in the accommodation establishments in Antalya. The reason why Antalya was determined to be the research area is that it is one of the cities in Turkey that attracts a large number of tourists. According to data from the Ministry of Culture and Tourism of 29.25% of foreign visitors arriving in Turkey in 2017, 31.49% in 2018, and 32.51% in 2019 visited Antalya. There were 635 4- and 5-star accommodation establishments in Antalya in 2016 (Antalya Provincial Directorate of Culture and Tourism).

Although the number of accommodation establishments in Antalya is known, the number of chefs working in executive chef, executive sous chef, and chef de partie positions could not be reached. For this reason, the accommodation establishments in Antalya were listed according to the districts they are located in (15 districts in total) and at least 5 operations from each district were called and the number of people they employed in these positions was learned. Then, the number of chefs working in these positions in accommodation establishments in all districts was determined hypothetically. Accordingly, it has been assumed that 635 executive chefs, 1064 executive sous chefs, and 3882 chef de parties making a total of 5581 chefs work in 635 4- and 5-star accommodation establishments in Antalya. It is stated that a sample of 362 people can be considered sufficient to represent a population of this size at the 0.5 level (Barlett et al., 2001; DeVellis, 2014).

The data were collected through managers with whom the researchers made contacts. The data collection process took place in 15 March - 28 April 2017. 19 surveys were invalid as they were not filled completely. Therefore, 376 surveys were kept for further analysis. Considering the sample sizes reached by studies on similar groups ranged from 128 to 237 (Gregoire & Strohbehn, 2002; Nummedal & Hall, 2006; Curtis & Cowee, 2009; Sharma et al., 2014), the number of surveys collected in this study can be considered sufficient.

Analysis

Data were analysed in three steps. First, descriptive statistics were analysed. Then, explaratory factor analysis was applied to determine the dimensions of the expanded TPB. Although factor analysis was applied to TBP regarding the behaviors of chefs towards local foods, in this study, it was necessary to make an exploratory factor analysis (EFA) due to the inclusion of different scale items and the formation of different dimensions. While applying EFA, principal component analysis was selected, Varimax vertical rotation technique was used, and data below 0.40 were not taken into account. In addition, when an item is loaded on two or three factors, it was decided that the load difference is at least 1.0. Finally, items that could not be loaded on any factor were removed from the scale. Finally, multiple regression analysis was conducted to examine the relationships between the dimensions.

RESULTS

Sociodemographic characteristics of the sample

Findings regarding the demographics and professional qualifications of the participants are shown in Table 1. As table 1 shows a significant portion of the participants are male, generally between the ages of 23-42 and, high school graduates. Considering the professional qualifications of the participants, more than half of the participants have been working in the tourism sector for 11-20 years, they mostly work in independent hotels and most of them work in the position of chef de partie.

Table 1 Demographic profile of respondents

Variable		N	%	Variable		N	%
Gender (*N=364*)	Male	314	86,3	**Total years worked in tourism sector** (*N=363*)	1-10	91	25,1
	Female	50	13,7		11-20	197	54,3
Age (*N=363*)	23-32	137	37,7		21-30	58	15,9
	33-42	155	42,7		31-40	13	3,6
	43 years and above	71	19,6		41 years and above	4	1,1
Education level (*N=362*)	Primary school	46	12,7	**Job Position** (*N=364*)	Executive chef	43	11,8
	Secondary school	99	27,3		Executive sous chef	88	24,2
	High school	169	46,7		Chef de partie	233	64
	Associate degree	31	8,6	**Ownership status of the operation** (*N=345*)	National chain hotel	105	28,8
	Undergraduate degree	14	3,9		International chain hotel	100	27,5
	Postgraduate degree	3	0,8		Independent hotel	140	38,5
Total years worked in current operation (*N=361*)	1-5	272	75,3	**Total number of employees working in the kitchen** (*N=355*)	1-40	94	26,5
	6-10	57	15,8		41-80	150	42,2
	11-15	22	6,1		81 and above	111	31,3
	16-20	5	1,4				
	21 years and above	5	1,4				

Refinement of the scales

EFA was conducted to determine the underlying factors of the intention to use local food. Maximum likelihood method is used together with Varimax rotation technique. Both Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (.819) and Bartlett test of sphericity (2459.419) results show that the data are suitable for EFA. Scale items with load factors below 0.40 and loaded to two different factors at the same time with the difference below 0.10 were excluded from the analysis (a total of 12 items). Finally, six factors were obtained with eigenvalues greater than one, which explained 63.31% of the variance in the TPB scale (Table 2). The first dimension “intention to use local food (BI)” consists of 6 items and explains 24.41% of total variance. The second dimension “connectedness perception (CONP)” consists of 3 items and explained 12.70% of the total variance. The third dimension “negative attitude towards using local food (ATLFN)” consists of 6 items and explained 9.77% of total variance. Each of the subjective norms (SN), positive attitude towards local food use (ATLFP) and perceived behavioral control (PBC) factors consist of 2 items and the explained variance rates are 6.25%, 5.13%, and 5.02% respectively. Cronbach's alpha reliability values of the six factors vary between .676 and .853 and it is

possible to say that all factors except one factor are above the recommended values (Hair et al., 1998). Cronbach's alpha coefficients of the six factors vary between .676 and .853 and it is possible to say that all factors except for one are above the recommended values (Hair et al., 1998). EFA results show similarities to the studies of Kang and Rajagopal (2014) and Campbell et al. (2015). The study results differentiate from others as ATB dimension in this study is formed as two different dimensions, namely ATLFP and ATLFN.

The notion that local foods have high nutritional value and that local foods do not harm the natural environment are influential in the formation of positive attitude of chefs towards the use of local food. Similarly, in the research conducted on consumers by Zepeda and Leviten-Reid (2014), it was concluded that the notion of not harming the natural environment is among the positive attitudes towards local food. Based on this finding, if chefs think that local foods are high in nutritional value and they damage to the nature is considerably lower, they may be more tended to form a more favourable attitude toward purchasing and using it.

The most important issues in the formation of negative attitudes of chefs towards the use of local food are that local foods may have food safety problems, they are expensive, they cannot be purchased in large quantities, and they require more effort. Similarly, Weatherell et al. (2003) and Thilmany et al. (2008) found that consumers attach importance to food safety in their food choices. In addition, Strohbehn and Gregoire (2005) concluded in their research that there are obstacles in purchasing local food as they cannot be purchased in bulk and they are expensive. Özdemir et al. (2015) concluded that the costs of local food are high according to chefs. Therefore, the results support some of the previous studies.

Table 2 Measurement properties of scales

Constructs	Factor loadings	Means	Variance explained (%)	Cronbach's alpha
Local food usage intention		3.78	24.41	.853
25. I will purchase more local foods, if it is cost effective.	.766	3.86		
26. I am willing to purchase local foods, if I can receive product of consistent quality.	.802	3.96		
27. I am willing to buy foods, if there is a flexible return policy.	.758	3.81		
28. I will purchase local foods, if there is a single point/ source for purchasing.	.702	3.72		
29. I intend to purchase local foods, if producers of local foods contact me.	.658	3.57		
30. I will make an effort to purchase local foods.	.662	3.78		
Connectedness perception (CONP)		3.38	12.70	.835
31. When I shop for locally produced foods I feel like I connect with producer.	.754	3.47		
32. When I shop for locally produced foods I feel like I connect with store(s).	.860	3.36		
33. When I shop for locally produced foods I feel like I connect with other local food consumers.	.831	3.32		
Attitude towards local food (negative) (ATLFN)		3.71	9.77	.720
1. When compared to foods from conventional sources, local foods are more expensive.	.528	2.84		
7. When compared to foods from conventional sources, local foods have more preparation hours.	.661	2.78		
8. Meals prepared with local food require more effort.	.718	2.67		
9. Meals prepared with local food require more mastership.	.652	2.77		
10. Local foods cannot be purchased in whole quantities.	.650	2.81		
14. When compared to foods from conventional sources, local foods have more safety issues.	.587	3.25		
Subjective norm (SN)		3.28	6.25	.710
17. I feel pressure from my competitors to include more local foods in my foodservice operations.	.750	3.24		
18. My staff expects I will buy more local foods for this food service operation.	.690	3.32		
Attitude towards local food (positive) (ATLFP)		3.01	5.13	.676
5. When compared to foods from conventional sources, local foods are more nutritious.	.750	3.80		
6. The production, transportation, preparation and consumption of local foods are harmless to the natural environment (ecology).	.809	3.63		
Perceived behavioral control (PBC)		3.06	5.02	.798
21. The decision to purchase local foods for this operation is beyond my control.	.831	3.22		
22. I do not have the time or resources to visit local food vendors.	.685	3.33		

Total variance explained: 63.31%; KMO: .819; Bartlett's Test of Sphericity: 2459.419 (.000)

Regression analysis

At the next stage of the analysis, a multiple-regression analysis was performed for testing the relationship between the chefs' intention to use local food (BI) and ATLFP, ATLFN, SN, PBC, CONP, BI were used as dependent variable and ATLFP, ATLFN, SN, PBC, and CONP variables were used as the dependent variables. Since the VIF values of all independent variables are below two, it can be said that there is no multicollinearity problem (Hair et al., 1998). In addition, none of the relationships between independent variables are above 0.50. It was concluded that the power of ATLFP, ATLFN, SN, and CONP dimensions to explain the intention to use local food is 33.1%. The results revealed that ATLFP (β = .355) and CONP (β = .273) are the most important factors in determining to use local food (Table 3). Although it is mentioned in the related literature that there is a negative relationship between ATLFP and purchasing behaviors of consumers (Zepeda & Leviten-Reid, 2004), in the study conducted by Kang and Rajagopal (2014), there is a positive relationship between the attitudes of chefs and managers towards local food purchase and purchase intention which is in line with our finding. Similarly, there are studies (Campbell, 2013b; Kumar & Smith, 2018) in which a positive relationship was determined between consumer attitudes and intention to buy local food. The relationship between CONP and BI has been examined in many different studies. In the study conducted by Bianchi (2017), a positive relationship was determined between the connectedness with environment of Chilean consumers and the local food purchase intention. There are also findings (Autio et al., 2013) that using local food provides connectedness with the local environment. On the other hand, SN (β = .164) and ATLFN (β = -.134) had the lowest effect on use of local food. In a study examining local food-related behaviors within the scope of TPB (Shin & Hancer, 2016), it was concluded that SN had a significant effect on the intention to purchase local food. Similarly, in the study conducted by Kang and Rajagopal (2014), it was concluded that SN has an effect on the managers' intention to buy local food. In this case, the fact that SN is effective in studies examining local food-related behaviors through TPB supports the results of this study. Interestingly, although PBC is one of the three factors affecting BI in TPB and this factor was found to have an impact on intention in many studies, it was concluded that in this study PBC does not have a significant impact on the intention to use local food. Although PBC was found to have an impact on the intention to visit a wine destination (Sparks, 2007), the intention to participate in gastronomic tourism (Akkuş, 2013), the intention to purchase halal food (Shah Alam & Mohamed Sayuti, 2011), and the intention to purchase local food (Kang & Rajagopal, 2014), it was not found to have a

significant effect on the intention to use local food in this study. This may be due to the sample used in this study. Because in hospitality operations, chef de parties may have enough authority to make the decision to use local food as much as executive chefs and executive sous chefs. Therefore, this variable may not have an impact on local food use intention. As a result, the H1, H2, H3 and H5 hypotheses were accepted, while the H4 hypothesis was rejected. The fact that the variables of TPB and the CONP revealed in this study have an effect on the intention to use local food shows that TPB is largely confirmed.

Table 3 Influences of the dependent variables on intention to use local food

Hypotheses	Independent variables	Dependent variable	B	B(SE)	β	t-value	Decisions
	Constant		1.627	.236		6.898	
H_1	ATLFP	BI	.305	.038	.355*	7.968	Accepted
H_2	ATLFN	BI	-.084	.027	-.134*	-3.087	Accepted
H_3	SN	BI	.134	.039	.164*	3.433	Accepted
H_4	PBC	BI	.029	.051	.025	.558	Rejected
H_5	CONP	BI	.221	.039	.269*	5.677	Accepted

$R^2 = .331$
*$p < .05$

DISCUSSION AND CONCLUSION

In this study it was aimed to investigate the impact of ATLFP, ATLFN, SN, PBC, CONP on intention to use local food. For this purpose, TPB which was developed by Ajzen (1991) was used through extending. In other words, the TPB model was expanded by adding the CONP variable. The findings of the study show that all factors except for PBC affect chefs' intention to use local food. In general, findings of this study are considerably similar to the findings of Kang and Rajagopal (2014) and Campbell et al. (2015).

Theoretical implications

One of the distinguishing results obtained in this study is that the ATB variable, which created a one-dimensional structure in previous studies, created a two-dimensional structure, namely; positive and negative, in this study. One of the reasons for this situation may be the creation of an item pool before conducting the study, increasing the number of statements and revising the statements by referring to expert opinion more than once. According to Chen and Tung (2014), positive attitudes affect people's intentions positively, while negative attitudes can affect people's intention towards a behavior negatively. After the explaratory factor analysis, the first hypothesis tested in the study was whether the positive attitudes of the chefs had an

impact on their intention to use local food. The findings of the study show that 33.5% of chefs' intention to use local food can be predicted by their positive attitude towards local food use. On the other hand, ATLFN negatively affects the intention of chefs to use local food (-13.4%). In many studies using TPB before, attitude was determined as the most important determinant of intention (Bissonnette & Contento, 2001; Vermeir & Verbeke, 2008). When the relevant literature is examined, the beliefs and attitudes of non-tourism consumers towards the freshness and taste of local food (Zepeda & Leviten-Reid, 2004; Inwood et al., 2009; Carpio & Isengildina-Massa, 2009; Campbell, 2013b; Campbell et al., 2015), hotel managers' attitudes towards local food (Kang & Rajagopal, 2014) appear to have an impact on local local food purchase intention. Therefore, it can be said that the result of the first hypothesis in this study and the results of the studies in the literature are similar.

In accordance with the third hypothesis of this study, the impact of the SN variable on the BI variable was examined and it was concluded that SN explained the BI at the level of 16.4%. This finding suggests that factors like competitors' use of local food in food production and that close friends of chefs want them to use local food are important in establishing the intention of chefs to use local food. The finding in this study is also confirmed by the study on local food purchase intentions by Campbell (2013a). In this study, the researcher determined the impact of SN on non-tourism consumers' local food purchase intention. In a different study (Weatherell et al., 2003) it was suggested that rural residents mostly visit farmers' markets (local markets), but urban individuals meet this need from supermarkets. Therefore, in this case, it is possible to say that the individuals are affected by those around them while making a decision. Interestingly, in a study examining the intention of tourists to experience local cuisine, the impact of the SN variable on intention was not confirmed. In this case, individuals' reactions may change depending on which side of the service individuals are (like receiver or provider). In the study conducted by Kang and Rajagopal (2014), the impact of SN on local food purchase intentions was confirmed. In general, it can be said that this finding is mostly supported by the relevant literature. In the current study, the results clearly indicate that chefs' perceptions regarding connectedness significantly affect their intention to use local food (%26.9). This finding is consistent with the results of previous studies which show that connectedness is related to purchase intention (Hinrichs, 2000; Campbell et al., 2015). Similarly, Green and Dougherty (2008) found that the lack of familiarity of consumers with producers is an obstacle to purchasing local food. In brief, this finding highlights that establishing the sense of connectedness between local food producers, suppliers, other users and chefs may increase the use of local food eventually.

Practical implications

The findings of this study provide useful implications to hospitality businesses, local producers and suppliers. First, research findings show that the ATLFN of chefs negatively affects their intention to use local food. For example, the belief that there are food safety problems regarding local food is a negative attitude. To change this attitude, local producers may be recommended to switch to the label system and obtain some food safety certificates. Second, another factor affecting chefs' intention to use local food is SN. Especially, the use of local food by rival businesses and/or chefs may lead other businesses to use local food. For this reason, chefs should participate in events organized by chef associations and exchange information. In this way, the intention to use local food can be formed and local producers can be supported. Third, it is supported by the findings of this research that ATLFP have the strongest influence on chefs' intention to use local food. From this point of view, in order for chefs to have detailed information about the products, it may be suggested that product information cards, which include nutritional values, can be prepared by the producers and presented with the products. In addition, the use of local food minimizes the damage to the environment as it prevents food from being transported over long distances. For this situation to be adopted by chefs, it may be suggested that human resources departments, especially in hotels, give training at regular intervals and explain the benefits of using local food for both the business and the natural environment in these trainings. Finally, the effect of CONP on intention to use local food can be seen as an important practical outcome. It was concluded that the chefs feel close to the producers, other consumers, and sellers by using local food, and therefore they intend to use local food in production. For this reason, it can be suggested to local food suppliers to bring together chefs, producers, and other consumers to establish a communication network. With this network, the CONP of the chiefs will develop while their SNs will also take action.

Limitations of the study and future research recommendations

It is plausible that a number of limitations may have influenced the results obtained. First, this research was conducted in Antalya, where sea-sand-sun tourism is dominant. Future research can be carried out within the context of city hotels, hotels with much less bed capacity, or restaurants in cities and/or regions famous for their local flavours. Second, only the behavior of chefs was examined in this research. It may be suggested to carry out a similar study by changing the sample in the future. Perspectives of managers, owners and managers of purchasing departments of limited bed capacity hotels on local food can be of particular

interest of the academic circles. Last, the quantitative approach was adopted in this study. Therefore, a qualitative research involving chefs, manufacturers and suppliers can be carried out to resolve in-depth communication barriers and problems.

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