SOCIAL MENTALITY AND RESEARCHER THINKERS JOURNAL Doi: http://dx.doi.org/10.31576/smryj.662
RESEARCH ARTICLE
SmartJournal 2020; 6(37):2009-2023
Arrival : 15/10/2020
Published : 27/11/2020

HOW COVID-19 HAS INFLUENCED RESTAURANT PREFERENCES OF CUSTOMERS?

Restoran Tercihlerinde Covid 19 Etkisi Üzerine Bir Çalışma

Reference: Ozbek, O. & Yıldırım, G. (2020). **"How Covid-19 Has Influenced Restaurant Preferences Of Customers?"**, International Social Mentality and Researcher Thinkers Journal, (Issn:2630-631X) 6(37): 2009-2023

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ABSTRACT

This study aims to determine whether there is any change in restaurant preferences of consumers before and after Covid-19. If there is a change, does this differ depending on the gender, age, marital status, children, education and income level of consumers? This research is a mixed-method study in which quantitative and qualitative methods are used together. The study was conducted between March and May 2020 when there was curfew in all countries due to Covid-19. Participants of the study were selected from individuals over the age of 18 using the convenience sampling method. 313 samples were included in the study. The data was obtained from the participants through online tools using a questionnaire and feedback form. The quantitative data was compared by determining frequency, percentage and average values. The qualitative data was combined with content analysis within the framework of specific concepts and themes. The results indicate that Covid 19 has influenced restaurant preferences of customers and there is a change in preferences depending on the gender, age, marital status, children, education and income level of consumers. When the quantitative and qualitative findings are compared, the statements of the participants included in the qualitative findings indicate that they have expectations mostly related to the matter of hygiene. It is seen that they want close attention to be paid to hygiene conditions from food supply to production and presentation. In addition, there is reluctance to consume raw foods on menus now.

Key words: customer behavior, Covid 19, pandemic, restaurant preferences

1. INTRODUCTION

With the industrial revolution, increasing leisure time and decreasing working hours have forced people to eat outside. Factors such as the increase in the number of women in business life and the young population, the rapid presentation of affordable and various foods in restaurants, the increase in competition in food and beverage businesses, and the increase in the quality of products have positively affected the rate of eating out (Koçbek, 2005).

People's attitudes, behaviors and preferences to eat out are changing. Consumer behavior has a complex structure influenced by many factors. These factors are grouped in different ways (Belk, 1975; Kotler & Levy, 1969; Tauber, 1972). Various factors affect consumer behavior at every stage of the decision-making process. Some of these factors are the characteristics of the people, socio-cultural factors, features of the product and service (Kotler et al., 2009). In the decision-making process, external factors and internal factors interact constantly (Kotler and Armstrong, 2012: 135). Based on this, this study aims to determine whether there is any change in restaurant preferences of consumers before and after Covid-19. If there is a change, does this differ depending on the gender, age, nationality, marital status, children, education and income level of consumers. Knowing how Covid 19 epidemic affects consumers' restaurant preferences, which affects the whole world and changes people's lives, will contribute to understanding consumer behavior. In addition, knowing how epidemic diseases as an external factor affect consumer behavior will contribute to the literature.

2. LITERATURE REVIEW

2.1. Consumer Behaviors and Eating Out

As consumers have gained prominence thanks to the developments in the field of marketing, businesses have been forced to understand the perceptions, ideas and behaviors of consumers. Consumer behaviors have a complex structure influenced by many factors (Kotler & Levy, 1969; Tauber, 1972). Therefore, consumers' attitudes and behaviors towards products and services in the process leading to purchasing behavior and after purchasing should be examined.

According to Belk (1975), behaviors vary depending on time and place, and socio-cultural, demographic, economic and psychological states of consumers also influence behaviors. Therefore, it is important for businesses to continuously measure consumer behaviors and obtain new data.

Decision-making processes of consumers are influenced by internal factors (value judgments) as well as external factors (advertising, friend advice) (Walters & Bergiel, 1989). The decision-making process is classified as recognizing the need, identifying alternatives and gathering information, evaluating alternatives, decision-making and post-purchase evaluation.

Consumer behavior is influenced by various factors at every stage in the decision-making process. These factors include characteristics from an individual's life or various characteristics related to the product or service, i.e. external characteristics. External factors include diversity, quality, price and environmental characteristics, while internal factors include the demographic, psychological, cultural and social characteristics of the individual (Kotler et al., 2009; Kotler and Armstrong, 2012: 135).

External factors interact with internal factors. External factors, which affect consumer behaviors in the decision-making process as much as internal factors, are classified as personal factors (age, gender, education, income, profession), psychological factors (learning, motivation, attitude, personality, perception), cultural and social factors (culture, reference groups, lifestyle, social status).

The decrease in working hours and the increase in leisure time thanks to the Industrial Revolution encouraged people to travel outside their settlements and eat out. The tendency to eat out is also related to the increase in disposable income and changes in lifestyle. Especially the increase in the number of working women, and women's participation in the business life have led to the preference of eating out. Intriguing menus containing affordable and diverse foods are among the factors which affect eating out. Factors affecting the choice of eating out include the increase in the young population, the increase in social activities, cleanliness (good hygiene), a good atmosphere, and quick delivery of products on the menu to the customer (Koçbek, 2005).

Increasing competition among food and beverage businesses, prominence gained by service quality, increasing importance attached to services, technological developments, increased sensitivity of customers about foodborne diseases are developments that directly affect the activities of food and beverage businesses.

Businesses offering catering services should consider the safety and value of food when creating the perception of quality. (Johns and Pine, 2002). The Servqual method was used for many years for product quality (Parasuraman, Zeithaml and Berry, 1988). Later on, different methods were developed for quality measurement. Another important element in consumer decision making process is the price of the product. The maximum price level that can be paid for a product for each consumer group varies depending on the characteristics of the group (Anderson, 1996). Physical environment or environmental elements are used to turn intangible services into tangible services and to influence people (Kotler, 1973). Apart from food and staff, factors such as architecture, interior design, aesthetics, and cleanliness affect quality perceptions and consumer behaviors of individuals (Kama, 2015).

2.2. The Food and Beverage Sector in Turkey

Different indicators are used to classify restaurant businesses (Lundberg, 1989; Walker, 2007). The American National Restaurant Association classifies restaurants as traditional and specialty restaurants (Goldman, 1993). In Turkey, legal regulations related to restaurants and cafeterias are made in accordance with the "Regulation on the Qualifications of Tourism Investments and Businesses". Restaurants are divided into three main groups as first, second, and third-class restaurants in the part explaining "Refreshment and Entertainment Facilities" in Article 16 of this regulation.

> *Article 26 - Restaurants are facilities that meet eating and drinking needs with table d'hôte, à la carte or special meals and services suitable for these meals. Restaurants are classified as third-class, second-class and first-class restaurants. The decoration of the business, the service standard, the exquisiteness, quality, and presentation characteristics of the meals are taken into consideration in addition to the qualifications set out in the regulation while classifying restaurants. Third-class restaurants and second-class restaurants that are not part of chain*

facilities cannot be certified independently. First-class restaurants can be certified independently as restaurants.

According to the report prepared by the Turkish European Foundation for Education and Scientific Research (TAVAK) on the dimensions of the food and beverage sector in Turkey (2018), there is a significant investment in the food and beverage and entertainment sector in Turkey due to the success achieved in tourism. The number of restaurants (restaurant, hotel restaurant, fast-food restaurant, home service restaurant), which was 150 thousand 10 years ago, has now exceeded 600 thousand as consumers' eating out habits have gradually increased. According to 2011 data, the size of the entire catering sector is approximately 17.5 billion Dollars. The sector had a turnover of 5 billion Dollars in 2006 and has grown 3.5 times in 5 years. The size of the sector in 2015 was 24.7 billion Dollars. Restaurants, table d'hôte, hotels, and fast food restaurants had 35%, 30%, 20%, and 15% market share respectively in the 17.5 billion Dollars turnover in 2016. In parallel with economic growth and socio-cultural changes, the market share of the fast food sector is rapidly increasing. The number of people who benefit from ready-to-eat retailing in Turkey (eating out) is approximately 8 million. This figure is around 65-70 million in EU countries with populations close to Turkey (such as Germany, France, UK). All indicators show that the catering sector in Turkey will grow by at least 20-25% each year. Gross National Product (GNP) of Turkey was 859 billion Dollars in 2015. The national income per capita is 10,500 Dollars (28,350 TL). The household restaurant spending was 24.7 billion Dollars (66.7 billion Turkish Liras) in 2015. The share of the household restaurant consumption expenditures in the GNP was around 2.87%.

According to a study by TGI Turkey, about 4 out of every 10 people in the country's urban population eat out. 3 out of 10 people go to fast food restaurants or buy ready meals. One in four people go to coffee places. In Turkey, where there are approximately 150,000 restaurants and cafes, the catering sector is a market with a revenue of 20 billion Dollars and 43% of this revenue comes from Istanbul. 30% is obtained from cities such as Bodrum, Antalya, Izmir, Bursa and Ankara, the remaining percentage is obtained from all other parts of Turkey (HRI Food Service Sector Turkey Report).

A study on the gastronomy economics in Turkey (TAVAK, 2018) revealed a correlation between the improvement of the household purchasing power and the growth of the sector. The higher the purchasing power in Turkey, the more the people of Turkey spend on restaurants. Another important issue affecting the development of the gastronomic economy, which is the largest segment of the cultural economy, is inflation. The cost of living has reached the highest level of the last fifteen years in Turkey. This cannot be explained merely with inflation. Very high taxes are imposed on imported and domestic goods in our country. These developments reduce the purchasing power. The events that took place in Turkey directly affected the sector. The Turkish economy is affected highly adversely by domestic and foreign political factors and terrorism. The current problems need to be improved so that Turkey can progress in gastronomy as in all areas of the economy. While the gastronomy sector grew 4.7% in 2015, 2016 was a declining year for Turkey's hotel, restaurant and corporate catering sector. The outdoor food and beverage sector contracted by 20 percent in 2016. The eating out culture in Turkey, which has a very young population and an increasing female employment rate, has the potential to develop. However, economic difficulties and high prices can decrease this ratio from time to time. It is estimated that the gastronomy sector, which has the potential to develop, will grow at a much higher rate when actions are taken against inflation and the security problem is solved (TAVAK, 2018).

2.3. The Covid-19 Pandemic and the Situation in Turkey

"2019-nCoV", commonly known as "coronavirus", which was first seen in December 2019 at a marketplace in Wuhan, China where seafood and livestock are sold was described as Covid-19 by the World Health Organization on 11 February 2020. On 11 March 2020, the World Health Organization declared the coronavirus-induced Covid-19 disease threatening the entire world as a "pandemic" (Ghebreyesus, 2020), which means global epidemic. The anxiety, fear and depression caused by the pandemic have made individuals and sectors, and therefore businesses uncomfortable as well as making the psychological, sociological and economic effects more palpable each passing day.

The first coronavirus case was observed on 10 March 2020 and the first Coronavirus-induced death took place on 17 March 2020 in Turkey (T.R. Ministry of Health, 2020). Radical decisions have been taken against the virus in Turkey not only in terms of health but also in terms of educational, religious, legal, military, social, economic and political measures. The number of Coronavirus cases was 23,531 and the number of Coronavirus-induced deaths was 214 in Turkey on 31 March 2020 and those numbers were

120,204 and 3,174 respectively on 30 April 2020 (T.R. Ministry of Health, 2020). Activities of resort hotels, cafes, museums, and historical sites etc. were stopped, domestic and international tours were cancelled due to travel limitations, social distance etc., and only home delivery services were allowed for restaurants within the scope of the precautions taken throughout the country.

The Covid-19 pandemic, which has affected the whole world, has also affected consumers' restaurant preferences. A study conducted by Tekin et al. (2020) with data obtained from 789 participants revealed that consumers had some expectations from catering businesses during the pandemic period. Some requirements were pointed out about restaurant staff, kitchen areas, production, and buffet usage. This study clearly indicates that consumers have developed a sensitivity about hygiene in particular.

Some of consumers' hygiene expectations from restaurants after Covid-19 are as follows (Tekin et al., 2020):

- ✓ Kitchen staff should be tested for Covid-19 on a regular basis,
- ✓ It should be documented that the kitchen staff have undergone the necessary medical examinations,
- ✓ Kitchen staff should wear gloves, masks, and visors,
- ✓ Kitchen staff should be educated about Covid-19,
- ✓ Kitchen staff should maintain social distance all the time,
- ✓ Personal hygiene of kitchen staff should be paid attention and supervised,
- ✓ Bread should be bagged,
- ✓ Some products should be delivered in bags,
- ✓ Non-cooked meals should be excluded from menus this year,
- ✓ Kitchen production should be in line with the current food delivery practices (HACCP etc.),
- ✓ Menu diversity should be decreased, and quality should be increased,
- ✓ Hygiene and certification about the hygiene level should be provided,
- ✓ Kitchen equipment should be sterilized more efficiently and frequently,
- ✓ Public inspections for implementation of these rules should be made on a frequent basis
- ✓ Restaurant staff should be tested for Covid-19 on a regular basis.

2.4. Covid-19 and the Factors Influencing Restaurant Preferences of Customers

Food quality is generally recognized as the main element for the success of a restaurant (Lewis, 1981; Emmett, 1988; Sulek & Hensley, 2004). Food quality includes unique tastes and ingredients, menu variety, appearance and presentation, healthy food options, and familiar food (Sriwongrat, 2008). According to the study by Clark and Wood (1998), the most important factor for consumers in restaurant preferences is the quality of the served food and the variety of products. There are some other important elements besides the quality and variety of food. These include the taste of food, cleanliness, fast service, pleasant atmosphere, and staff hospitality (Auty, 1992; Kivela, 1997; Koo et al., 1999). Heung (2000) suggests that there are 5 dimensions of restaurant preferences of customers: "food quality", "servers' attitude", "value for money", "atmosphere", and "word-of-mouth". Service quality is also an important factor in customers' restaurant preferences, and there are two dimensions of service quality: physical environment and service staff behavior (Sriwongrat, 2008). Although marketing communication is used to inform and convince customers about the restaurant, this factor is very important in guiding customers' restaurant preferences (Mill, 2007).

The Covid-19 pandemic, which has affected the whole world, has greatly affected people's consumption habits and preferences. Accordingly, this study tries to determine whether there are any changes in the factors affecting restaurant preferences as mentioned in the literature before and after the Covid-19 within the context of customers in Turkey. It is obvious that in the face of such an epidemic, which has affected the whole world for the first time, restaurant managers should attach great importance to hygiene in particular. It should be determined whether there is a difference in restaurant preferences of people before and after Covid-19 except for the hygiene factor. Revealing the changes taking place after the Covid-19 pandemic in the "refreshments", "service quality", "restaurant characteristics", "facilities", and "other factors" dimensions in addition to the hygiene factor that are considered important in the literature will make restaurant managers act accordingly, and this will play a major role in increasing customer satisfaction. It is thought that revealing the impact of the Covid-19 pandemic, which has affected the whole world, on people's restaurant preferences will also make a significant contribution to the literature.

3. METHOD

This study aims to determine whether there is any change in restaurant preferences of consumers before and after Covid-19. If there is a change, does this differ depending on the gender, age, marital status, children, education and income level of consumers? A questionnaire consisting of items related to foods and drinks, service quality, restaurant characteristics, restaurant facilities and other factors was used to obtain quantitative data in this study in order to find answers to these questions (Cevizkaya, 2015). Consisting of different dimensions that can affect consumer preferences, this questionnaire aims to determine expectations of consumers from restaurants after Covid in an explanatory manner without basing them on any theory.

This research is a mixed-method study in which quantitative and qualitative methods are used together. In mixed method research, the aim is to determine the relationship between results obtained from different methods or to produce rich and detailed results by measuring facts from different angles. Quantitative and qualitative data collection methods were used simultaneously to support, compare and relate the data obtained in the research. Therefore, the study can be regarded as a convergent parallel design (Creswell, 2013: 15-16). The study was conducted between March and May 2020 when there was curfew in all countries due to Covid-19. Participants of the study were selected from individuals over the age of 18 using the convenience sampling method. Type 1 and Type 2 error values were taken as α=0,20 and β=0,80 respectively in the calculations. At least 296 participants with a power of 0.99 were considered eligible for the study. 313 samples were included in the study. The data was obtained from the participants through online tools using a questionnaire and feedback form. The quantitative data was compared by determining frequency, percentage and average values. The qualitative data was combined with content analysis within the framework of specific concepts and themes. Quantitative data was analyzed by SPSS data analysis program and presented in tables.

4. FINDINGS

4.1. Quantitative Findings

According to the demographic data of the participants, there were 163 female participants and 150 male participants. The ratio of female to male distribution was close to each other. 194 participants were single and 119 were married. 216 participants did not have children while 97 participants had children. This will be evaluated in the discussion section in terms of restaurant preferences.

Table 1. Demographic data of the participants

		N	%
Gender	Female	163	52.1
	Male	150	47.9
Marital Status	Single	194	62.0
	Married	119	38.0
Age	18-19	12	3.8
	20-39	247	78.9
	40-54	47	15.0
	55-69	7	2.2
Child	0	216	69.0
	1	45	14.4
	2	38	12.1
	3	14	4.5
Education Level	Primary School	2	.6
	Secondary School	3	1.0
	High School	18	5.8
	University	189	60.4
	MA - PhD	101	32.3
Income ($)	<500	171	54.6
	500 -1000	77	24.6
	1000 -1500	34	10.9
	1500 -2000	12	3.8
	2000 - 2500	11	3.5
	2500 - 3000	2	.6
	>3000	6	1.9

In this study, the age distribution in demographic data was analyzed as 18-19, 20-39, 40-54 and 55-69 because it was aimed to determine whether there was a difference between the X, Y, Z and Baby Boomers generations in terms of restaurant preferences. 247 participants were from Generation Y. There were 47, 12, and 7 participants from generation X, generation Z, and the Baby Boomers generation respectively. 189 participants were university graduates while 101 participants had master's degree. This indicates that the sample involved in the study was at a higher educational level. The monthly incomes of 171 participants were under 500 Dollars. The monthly incomes of 77 participants were between 500 and 1000 dollars. The reason for the low monthly income of the sample that mostly consisted of Turkish participants is the exchange rate difference. That is because 1 Dollar was worth around 6 Turkish Liras when the research data was collected.

Table 2. Cronbach's α coefficient of the questionnaire

	α Value	
	Subdimensions	Full Scale
Foods and drinks	.904	
Quality of Service	.938	
Restaurant Qualities	.928	.974
Facilities	.910	
Other	.922	

The reliability coefficients of the questionnaire and its sub-dimensions were calculated. It was concluded that the α coefficient of the questionnaire reliability was over .70 and therefore the questionnaire was reliable (Büyüköztürk, 2006; Tabachnick & Fidell, 2013).

Table 3. Participants' expectation levels before and after the pandemic

	Before Pandemic		After Pandemic	
	X	Sd	X	Sd
Foods and drinks	4.17	.75	4.14	.95
Quality of Service	4.20	.79	4.14	.97
Restaurant Qualities	3.66	.77	3.68	.99
Facilities	3.45	.93	3.53	1.03
Other	3.89	.83	3.93	.94

The participants' expectations about the services offered by restaurants before and after the pandemic are quite high (Table 3). The averages of the food and drinks and service quality factors were above 4 points while the lowest average expectation score belongs to the facilities factor. As for the changes, expectations related to the foods and drinks ($X_b = 4.17$, $X_a = 4.14$) and service quality ($X_b = 4.20$, $X_a = 4.14$) factors decreased while there was an increase in the restaurant qualities ($X_b = 3.66$, $X_a = 3.68$), facilities ($X_b = 3.45$, $X_a = 3.53$), and other ($X_b = 3.89$, $X_a = 3.93$) factors.

As for the average scores of the answers to the questionnaire items given by the participants (Table 4), the highest expectations before and after the pandemic were in the items related to cleanliness of the restaurant (X= 4.57 – 4.52), taste of foods (X= 4.56- 4.34), cleanliness of toilets (X= 4.53 – 4.50), and freshness of foods and drinks (X= 4.53 – 4.46).

Table 4. Participants' expectation levels before and after the pandemic

		Before		After		Diff
		X	Sd	X	Sd	
FOODS and DRINKS	Presentation of food	3.95	0.97	3.98	1.12	0.03
	Menu variety	3.96	0.88	3.90	1.12	-0.06
	Menu clarity	3.99	0.89	3.96	1.08	-0.03
	Taste of the foods	4.56	0.86	4.34	1.04	-0.22
	Nutritional content of foods	4.03	1.02	4.19	1.06	0.16
	Freshness	4.53	0.87	4.46	1.03	-0.06
SERVICE QUALITY	Helpfulness of staff	4.17	0.95	4.08	1.10	-0.09
	Staff behaviors	4.33	0.89	4.24	1.07	-0.09
	Staff competence	3.96	0.97	4.04	1.13	0.07
	Staff being kind to each other	4.15	0.96	4.05	1.10	-0.10
	Execution of the order exactly as requested	4.44	0.85	4.32	1.03	-0.12
	Service speed	4.13	0.94	4.08	1.06	-0.05
	Service standard	4.18	0.88	4.15	1.05	-0.03

RESTAURANT QUALITIES	The harmony of the restaurant decor with the restaurant	3.54	1.04	3.42	1.23	-0.12
	Recognition of the restaurant	3.38	1.06	3.62	1.26	0.24
	Ergonomic seating environment	3.70	0.94	3.76	1.16	0.06
	Restaurant view	3.51	1.01	3.46	1.26	-0.05
	Area/location of the restaurant	3.62	1.04	3.60	1.19	-0.01
	Atmosphere / appearance of the restaurant	3.73	0.99	3.68	1.22	-0.05
	Quietness	3.77	0.94	3.91	1.14	0.14
	Restaurant temperature	3.95	0.90	3.99	1.11	0.04
	Cleanliness of the Restaurant	4.57	0.89	4.52	1.01	-0.05
	Staff wearing clothing suitable for the restaurant	3.25	1.20	3.31	1.29	0.06
	Having ethnic music suitable for the restaurant	3.20	1.12	3.19	1.23	-0.01
FACILITIES	Reservation facility	3.34	1.11	3.55	1.24	0.21
	Parking facility	3.72	1.21	3.79	1.26	0.07
	Ease of payment (cash / card / ticket)	4.04	1.06	4.06	1.14	0.03
	Promotion/coupons	3.08	1.22	3.12	1.33	0.04
	Vegetarian menu	2.91	1.29	3.16	1.40	0.24
	Children's menu	3.27	1.32	3.38	1.36	0.12
	Child care services	3.32	1.28	3.42	1.38	0.10
	Disability Service/Accessibility	3.77	1.19	3.83	1.26	0.06
	Internet access	3.57	1.26	3.48	1.34	-0.09
OTHER	Cleanliness of toilets	4.53	0.92	4.50	1.07	-0.03
	Presentation quality of food	4.27	0.99	4.19	1.11	-0.07
	Delivering a consistent quality of service	4.25	0.96	4.24	1.08	-0.01
	Reflecting the national cuisine	3.67	1.08	3.69	1.17	0.01
	Getting to know different cultures/tastes	3.78	1.04	3.66	1.19	-0.12
	Restaurant image	3.82	1.04	3.81	1.22	-0.01
	Ethnic live music	3.09	1.12	3.11	1.24	0.03
	Getting the money's worth	4.32	1.01	4.27	1.06	-0.05

Table 5. Participants' levels of expectation by gender

	Before Pandemic				After Pandemic			
	Female		Male		Female		Male	
	X	Sd	X	Sd	X	Sd	X	Sd
Foods and drinks	4.21	.78	4.13	.73	4.11	1.03	4.17	.85
Quality of Service	4.23	.82	4.16	.75	4.11	1.07	4.17	.84
Restaurant Qualities	3.64	.73	3.67	.82	3.61	1.01	3.76	.96
Facilities	3.43	.93	3.46	.94	3.48	1.04	3.59	1.03
Other	3.92	.84	3.85	.83	3.92	1.00	3.95	.88

When the expectations of the participants from restaurants are analyzed according to the gender, the mean scores decreased in female participants in the foods and drinks (X= 4.21 – 4.11), service quality (X=4.23 – 4.11), restaurant properties (X=3.64 – 3.61) factors, remained same in the other (X= 3.92 – 3.92) factor, and increased in the facilities (X = 3.43 – 3.48) factor. There was an increase in all factors in the male participants.

The female participants had the highest mean scores for expectations related to cleanliness of the restaurant, cleanliness of the toilets, taste of the foods, freshness of the foods, and execution of the order exactly as requested. Male participants also had high expectations regarding the same items.

Table 6. Participants' levels of expectation by gender

		Before Pandemic				After Pandemic				diff	
		female		male		female		male		female	male
		X	Sd	X	Sd	X	Sd	X	Sd		
FOODS and DRINKS	Presentation of food	3.98	1.01	3.91	.92	3.90	1.20	4.06	1.02	-0.08	0.15
	Menu variety	3.97	.91	3.95	.85	3.85	1.15	3.95	1.09	-0.12	-0.01
	Menu clarity	4.07	.93	3.91	.85	3.98	1.11	3.95	1.05	-0.10	0.04
	Taste of the foods	4.58	.87	4.54	.86	4.31	1.13	4.37	.94	-0.27	-0.17
	Nutritional content of foods	4.09	.99	3.96	1.04	4.18	1.13	4.19	.99	0.10	0.23
	Freshness	4.55	.86	4.51	.89	4.42	1.14	4.51	.88	-0.13	0.01
SERVICE QUALITY	Helpfulness of staff	4.17	.99	4.17	.91	4.06	1.17	4.10	1.01	-0.12	-0.07
	Staff behaviors	4.33	.95	4.33	.83	4.20	1.16	4.28	.96	-0.13	-0.05
	Staff competence	3.93	1.00	4.00	.94	4.02	1.19	4.05	1.07	0.09	0.05
	Staff being kind to each other	4.24	.95	4.06	.96	4.04	1.19	4.06	.99	-0.20	0.00
	Execution of the order exactly as requested	4.48	.88	4.39	.80	4.31	1.14	4.33	.90	-0.17	-0.07
	Service speed	4.20	.92	4.05	.95	4.03	1.16	4.14	.95	-0.17	0.09
	Service standard	4.21	.93	4.14	.82	4.10	1.16	4.20	.93	-0.11	0.06

RESTAURANT QUALITIES	The harmony of the restaurant decor with the restaurant	3.53	.94	3.55	1.13	3.31	1.21	3.54	1.24	-0.22	-0.01
	Recognition of the restaurant	3.31	.98	3.46	1.13	3.48	1.28	3.77	1.22	0.17	0.31
	Ergonomic seating environment	3.72	.88	3.67	1.01	3.70	1.17	3.82	1.15	-0.02	0.15
	Restaurant view	3.47	.97	3.55	1.05	3.44	1.24	3.48	1.28	-0.04	-0.07
	Area/location of the restaurant	3.59	1.03	3.65	1.06	3.56	1.24	3.65	1.14	-0.02	0.00
	Atmosphere / appearance of the restaurant	3.80	.93	3.66	1.04	3.66	1.20	3.71	1.24	-0.15	0.05
	Quietness	3.76	.93	3.79	.95	3.85	1.24	3.99	1.03	0.09	0.20
	Restaurant temperature	3.96	.92	3.94	.88	3.92	1.15	4.07	1.05	-0.04	0.13
	Cleanliness of the Restaurant	4.60	.94	4.55	.84	4.47	1.12	4.57	.86	-0.12	0.02
	Staff wearing clothing suitable for the ethnic restaurant	3.15	1.13	3.36	1.25	3.16	1.28	3.48	1.29	0.01	0.12
	Having music suitable for the restaurant	3.18	1.09	3.23	1.17	3.15	1.20	3.24	1.26	-0.03	0.01
FACILITIES	Reservation facility	3.30	1.07	3.37	1.16	3.45	1.24	3.65	1.23	0.15	0.28
	Parking facility	3.72	1.23	3.73	1.19	3.72	1.29	3.87	1.23	0.00	0.14
	Ease of payment (cash / card / ticket)	4.08	1.08	3.99	1.05	4.08	1.15	4.05	1.12	0.00	0.06
	Promotion/coupons	3.06	1.22	3.10	1.22	3.01	1.32	3.23	1.34	-0.05	0.13
	Vegetarian menu	2.87	1.27	2.96	1.31	3.10	1.35	3.21	1.46	0.23	0.25
	Children's menu	3.20	1.34	3.33	1.30	3.26	1.36	3.52	1.34	0.06	0.19
	Child care services	3.28	1.31	3.37	1.25	3.36	1.39	3.49	1.37	0.08	0.12
	Disability Service/Accessibility	3.83	1.24	3.70	1.14	3.83	1.30	3.82	1.23	0.01	0.12
	Internet access	3.58	1.28	3.55	1.25	3.50	1.35	3.46	1.34	-0.08	-0.09
OTHER	Cleanliness of toilets	4.59	.92	4.47	.92	4.47	1.17	4.53	.95	-0.12	0.07
	Presentation quality of food	4.29	1.05	4.24	.92	4.15	1.17	4.23	1.05	-0.13	-0.01
	Delivering a consistent quality of service	4.33	.94	4.17	.97	4.24	1.20	4.24	.94	-0.09	0.07
	Reflecting the national cuisine	3.68	1.10	3.67	1.05	3.61	1.21	3.77	1.13	-0.07	0.10
	Getting to know different cultures/tastes	3.79	1.04	3.77	1.04	3.61	1.18	3.71	1.21	-0.18	-0.05
	Restaurant image	3.90	1.02	3.74	1.06	3.83	1.21	3.79	1.23	-0.07	0.05
	Ethnic live music	3.10	1.10	3.07	1.15	3.12	1.18	3.11	1.32	0.02	0.03
	Getting the money's worth	4.37	1.02	4.26	.99	4.31	1.15	4.23	.96	-0.07	-0.03

Table 7. Participants' expectation levels by marital status

	Before Pandemic				After Pandemic			
	Single		Married		Single		Married	
	X	Sd	X	Sd	X	Sd	X	Sd
Foods and drinks	4.16	.71	4.18	.83	4.13	.96	4.14	.94
Quality of Service	4.21	.75	4.18	.85	4.12	.99	4.16	.94
Restaurant Qualities	3.65	.79	3.67	.76	3.66	1.03	3.70	.92
Facilities	3.45	.96	3.43	.88	3.54	1.08	3.52	.96
Other	3.92	.85	3.83	.82	3.95	.97	3.90	.91

As for the expectations of the participants according to their marital status, the highest expectations of the single participants before the pandemic was in the service quality dimension (X= 4.21) while the highest expectations after the pandemic were in the foods and drinks dimension (X = 4.13). However, expectation level decreased in both dimensions. There was an increase in the other dimensions after the pandemic. The highest expectation levels of the married participants before Covid-19 were in the foods and drinks, and service quality dimensions and although some proportional decrease took place in the expectations, the highest levels of expectation after Covid were observed in the same dimensions.

Table 8. Participants' expectation levels by marital status

		marital_status				marital_status				diff	
		single		married		single		married		single	married
		X	Sd	X	Sd	X	Sd	X	Sd		
FOODS and DRINKS	Presentation of food	3.89	.96	4.05	.97	3.95	1.15	4.03	1.08	0.06	-0.03
	Menu variety	3.98	.83	3.93	.96	3.93	1.14	3.85	1.09	-0.05	-0.08
	Menu clarity	4.06	.87	3.88	.91	3.99	1.07	3.91	1.10	-0.07	0.03
	Taste of the foods	4.57	.81	4.55	.95	4.35	1.03	4.32	1.07	-0.22	-0.24
	Nutritional content of foods	3.99	.99	4.08	1.06	4.16	1.10	4.22	1.01	0.18	0.13
	Freshness	4.51	.82	4.56	.96	4.42	1.04	4.53	1.01	-0.08	-0.03
SERVICE QUALITY	Helpfulness of staff	4.22	.90	4.08	1.01	4.09	1.11	4.05	1.09	-0.13	-0.03
	Staff behaviors	4.37	.84	4.27	.97	4.24	1.07	4.24	1.06	-0.13	-0.03
	Staff competence	3.94	.94	4.01	1.02	4.02	1.13	4.06	1.14	0.08	0.05
	Staff being kind to each other	4.19	.91	4.10	1.04	4.09	1.09	3.98	1.10	-0.09	-0.12
	Execution of the order exactly as requested	4.47	.82	4.39	.89	4.30	1.04	4.34	1.02	-0.16	-0.05
	Service speed	4.11	.94	4.17	.95	4.01	1.10	4.21	.99	-0.10	0.04
	Service standard	4.15	.85	4.23	.92	4.11	1.09	4.22	.99	-0.04	-0.01
RESTAURANT QUALITIES	The harmony of the restaurant decor with ethnic restaurant	3.59	1.04	3.46	1.03	3.44	1.25	3.39	1.20	-0.14	-0.08
	Recognition of the restaurant	3.36	1.10	3.41	1.00	3.61	1.31	3.64	1.17	0.25	0.23
	Ergonomic seating environment	3.64	.97	3.80	.89	3.73	1.18	3.81	1.13	0.09	0.01
	Restaurant view	3.45	1.03	3.61	.96	3.45	1.28	3.47	1.21	-0.01	-0.13
	Area/location of the restaurant	3.62	1.02	3.61	1.07	3.55	1.23	3.69	1.12	-0.07	0.08
	Atmosphere / appearance of the restaurant	3.70	1.00	3.80	.96	3.69	1.26	3.67	1.15	-0.01	-0.13

	Quietness	3.75	.96	3.81	.90	3.89	1.17	3.96	1.11	0.13	0.15
	Restaurant temperature	3.90	.89	4.03	.91	3.97	1.16	4.03	1.03	0.07	0.00
	Cleanliness of the Restaurant	4.55	.88	4.61	.92	4.46	1.03	4.61	.97	-0.09	0.00
	Staff wearing clothing suitable for the ethnic restaurant	3.33	1.24	3.12	1.12	3.34	1.33	3.27	1.23	0.01	0.15
	Having ethnic music suitable for the restaurant	3.27	1.16	3.09	1.07	3.18	1.27	3.22	1.17	-0.09	0.13
FACILITIES	Reservation facility	3.33	1.17	3.34	1.01	3.48	1.30	3.65	1.14	0.15	0.30
	Parking facility	3.58	1.26	3.96	1.09	3.61	1.32	4.08	1.11	0.04	0.12
	Ease of payment (cash / card / ticket)	4.13	1.01	3.87	1.12	4.11	1.12	3.98	1.16	-0.02	0.11
	Promotion/coupons	3.25	1.24	2.81	1.14	3.26	1.32	2.88	1.33	0.02	0.08
	Vegetarian menu	3.07	1.31	2.66	1.22	3.29	1.40	2.93	1.38	0.22	0.28
	Children's menu	3.14	1.35	3.47	1.27	3.34	1.39	3.45	1.30	0.20	-0.02
	Child care services	3.11	1.27	3.66	1.24	3.30	1.39	3.62	1.34	0.19	-0.04
	Disability Service/Accessibility	3.74	1.25	3.81	1.09	3.83	1.32	3.82	1.17	0.09	0.02
	Internet access	3.72	1.24	3.31	1.27	3.61	1.33	3.26	1.35	-0.11	-0.05
OTHER	Cleanliness of toilets	4.52	.92	4.55	.93	4.49	1.06	4.50	1.08	-0.02	-0.05
	Presentation quality of food	4.26	1.00	4.28	.97	4.15	1.15	4.26	1.05	-0.11	-0.02
	Delivering a consistent quality of service	4.28	.92	4.21	1.02	4.23	1.10	4.26	1.05	-0.05	0.05
	Reflecting the national cuisine	3.74	1.10	3.57	1.04	3.74	1.19	3.61	1.14	0.00	0.03
	Getting to know different cultures/tastes	3.82	1.09	3.71	.94	3.76	1.19	3.50	1.19	-0.07	-0.20
	Restaurant image	3.88	1.03	3.72	1.05	3.82	1.26	3.79	1.15	-0.06	0.07
	Ethnic live music	3.12	1.12	3.03	1.14	3.15	1.27	3.04	1.20	0.04	0.01
	Getting the money's worth	4.32	1.02	4.32	.99	4.27	1.09	4.27	1.02	-0.05	-0.05

Table 9. Expectations levels of participants by age groups

			Age 18-19	20-39	40-54	55-69
Foods and drinks	Before	X	4.10	4.17	4.19	4.05
		Sd	0.95	0.73	0.84	0.92
	After	X	4.15	4.13	4.17	4.02
		Sd	0.92	0.97	0.87	0.73
Quality of Service	Before	X	4.02	4.22	4.16	3.96
		Sd	1.05	0.76	0.87	0.82
	After	X	4.04	4.15	4.12	4.02
		Sd	1.09	1	0.83	0.57
Restaurant Qualities	Before	X	3.11	3.67	3.71	3.86
		Sd	0.7	0.75	0.88	0.56
	After	X	3.39	3.71	3.53	4.16
		Sd	1.22	0.98	0.97	0.62
Facilities	Before	X	2.89	3.48	3.42	3.3
		Sd	1.02	0.91	0.94	1.26
	After	X	3.22	3.58	3.34	3.75
		Sd	1.09	1.04	1	1.04
Other	Before	X	3.62	3.91	3.87	3.51
		Sd	0.91	0.83	0.79	1.24
	After	X	3.78	3.96	3.82	4.05
		Sd	1.13	0.96	0.84	0.88

When the expectation levels of the participants after the pandemic were analyzed according to the age groups, it was observed that there was a decrease in the foods and drinks dimension in all groups other than the 18-19 age group, there was an increase in the service quality subdimension in the 18-19 and 55-69 age groups while there was a decrease in other age groups, and there was a decrease in the restaurant qualities, facilities, and other dimensions in the 40-54 age group while there was an increase in the other age groups.

Table 10. Participants' expectation levels by the number of children

			Child 0	1	2	3
Foods and drinks	Before	X	4.16	4.14	4.23	4.21
		Sd	0.72	0.87	0.85	0.73
	After	X	4.13	4.00	4.25	4.31
		Sd	0.94	1.01	1.04	0.69
Quality of Service	Before	X	4.21	4.12	4.22	4.17
		Sd	0.75	0.9	0.87	0.81
	After	X	4.13	3.99	4.26	4.32
		Sd	0.97	0.99	1.06	0.6
Restaurant Qualities	Before	X	3.65	3.65	3.73	3.63
		Sd	0.77	0.76	0.86	0.69

	After	X	3.67	3.66	3.71	3.86
		Sd	1.00	0.91	1.10	0.72
Facilities	Before	X	3.44	3.39	3.56	3.32
		Sd	0.94	0.87	0.91	1.11
	After	X	3.54	3.50	3.62	3.32
		Sd	1.06	0.94	1.04	1.05
Other	Before	X	3.90	3.81	3.97	3.62
		Sd	0.84	0.81	0.85	0.85
	After	X	3.94	3.85	3.96	4.01
		Sd	0.96	0.89	0.99	0.79

When the expectations of the participants according to the number of children were examined, it was observed that the expectations of the participants with 1 child and no children decreased in the dimensions of food and drinks and service quality while the expectations of the participants with 2 and 3 children increased. A decrease was observed in the scores of the participants with 2 children in the restaurant properties subdimension while there was an increase in other groups. While there was no change in the scores of participants with 3 children in the facilities dimension, there was an increase in other groups. A decrease was observed in the scores of the participants with two children in the other dimension while there was an increase in other groups.

Table 11. Participants' levels of expectation by level of education

			Education Level				
			Primary school	Secondary school	High school	University	Postgraduate
Foods and drinks	Before	X	1.33	4.61	4.30	4.16	4.21
		Sd	0.47	0.19	0.60	0.72	0.75
	After	X	1.50	4.67	4.51	4.08	4.21
		Sd	0.71	0.33	0.53	0.97	0.89
Quality of Service	Before	X	1.43	4.52	4.33	4.21	4.18
		Sd	0.2	0.59	0.66	0.77	0.76
	After	X	1.57	4.43	4.43	4.09	4.21
		Sd	0.20	0.57	0.65	1.02	0.86
Restaurant Qualities	Before	X	1.64	3.85	3.88	3.63	3.70
		Sd	0.26	0.34	0.71	0.77	0.75
	After	X	1.68	3.79	4.17	3.62	3.74
		Sd	0.19	0.50	0.72	1.03	0.90
Facilities	Before	X	1.78	4.11	3.57	3.43	3.46
		Sd	0.04	0.67	0.72	0.97	0.88
	After	X	1.89	3.85	3.96	3.5	3.55
		Sd	0.03	0.39	0.85	1.07	0.98
Other	Before	X	1.71	4.24	4.03	3.88	3.91
		Sd	0.20	0.58	0.67	0.85	0.80
	After	X	1.50	4.08	4.40	3.87	4.01
		Sd	0.18	0.38	0.57	0.97	0.88

As for the expectations of the participants according to their educational status, it was observed that the lowest expectations were in the primary school graduates. The expectation levels of the primary school graduates are below 2 out of 5. It was observed that the group with the highest level of expectation was secondary school graduates.

Table 12. Participants' levels of expectation by income level

			Income						
			<500	500 - 1000	1000 - 1500	1500 - 2000	2000 - 2500	2500 - 3000	>3000
Foods and drinks	Before	X	4.13	4.29	4.31	4.18	3.68	2.83	4.39
		Sd	0.79	0.63	0.45	0.93	0.91	2.59	0.31
	After	X	4.13	4.24	4.12	4.19	3.65	2.92	4.42
		Sd	1.01	0.8	0.95	0.87	0.9	2.71	0.31
Quality of Service	Before	X	4.16	4.32	4.33	4.14	3.86	2.79	4.12
		Sd	0.85	0.63	0.43	0.99	1.07	2.32	0.32
	After	X	4.1	4.31	4.15	4.15	3.57	2.71	4.21
		Sd	1.02	0.8	0.95	0.83	1.13	2.42	0.27
Restaurant Qualities	Before	X	3.65	3.74	3.68	3.58	3.35	2.82	3.71
		Sd	0.83	0.68	0.6	0.74	0.82	2.31	0.71

	After	X	3.69	3.79	3.68	3.59	3.13	2.14	3.68
		Sd	1.05	0.86	0.99	0.66	0.93	1.48	0.7
Facilities	Before	X	3.53	3.39	3.47	3.06	3.13	2.28	3.39
		Sd	0.99	0.91	0.73	0.69	0.7	1.65	0.79
	After	X	3.61	3.54	3.47	3.19	3.09	2.44	3.46
		Sd	1.09	0.99	0.96	0.8	0.86	2.04	0.77
Other	Before	X	3.89	3.96	3.96	3.74	3.45	2.43	4.00
		Sd	0.9	0.76	0.52	0.89	0.97	1.21	0.36
	After	X	3.93	4.05	3.94	3.7	3.53	2.56	4.21
		Sd	1	0.87	0.88	0.68	0.94	2.03	0.25

When the expectations of the participants were analyzed according to their income level, it was observed that the group with the lowest expectation level had an income between 2500 Dollars and 3000 Dollars while the participants with an income more 3000 Dollars had the highest levels of expectation. The expectations of the participants with an income more than 3000 Dollars increased in all dimensions after the pandemic while there were some fluctuations in the other groups.

4.2. Qualitative Findings

The following open-ended question was added to the end of the research questionnaire: “How will your eating-out habits change after Covid-19? What will you expect from restaurants?” The answers to this question, which was asked in order to obtain the participants’ personal views on this subject with their own statements, were first subjected to thematic analysis. The answers of the participants were presented one by one with descriptive analyses under the themes determined in accordance with the findings.

In line with the findings, 235 responses regarding the expectations of the participants from restaurants after Covid-19 were examined and 6 sub-themes were determined: “Hygiene”, “Health”, “Taste”, “View”, “Never Going to Restaurants after Covid” and “No Change in Preferences after Covid”. Mostly repeated phrases were grouped under themes.

Hygiene

“I think it will change substantially. My expectation from restaurants is a hygienic environment.”

“The compliance of the table setting and hygiene conditions with Covid-19 measures will be the most important factor in my restaurant selection.”

“Cleanliness, quietness, i.e. social distance, freshness, strict compliance with the rules of hygiene by waiters and other staff.”

“Need to pay attention to hygiene, packaging service, etc. I think sitting distances of people should be maintained and venues should be aired all the time.”

“I would like them to have staff who are really conscious about hygiene and wear gloves and masks properly especially during the production phase. Table settings maintaining the social distance will be a reason for preference as well.”

“I expect the quality of hygiene to improve. There was no disinfectant in restaurants before, and now every restaurant needs disinfectants. Utmost attention should be paid while purchasing fruits, vegetables, and bread. They should not be too hard on their employees, and they should ask them to take leave immediately when they notice that they are pale or sick.”

“As a family who often eats outside, I think that our frequency of eating out will decrease and that our observations and expectations about whether hygiene rules to which we have already paid attention before are followed will increase substantially.”

“More attention should be paid to hygiene and cleanliness. Not only the hygiene of the staff but also the hygiene of customers should be paid attention.”

Health

“Anything that could harm human health needs to be eliminated”

“Compliance with social isolation, preparation of meals in a healthy way.”

“I will not prefer raw foods like salad any more due to health reasons.”

"The cooking degree of food is very important to me now and I will pay attention to it for my health"

"I would like kitchens that are frequently inspected and have certificates of healthy production. I expect the restaurant to be reliable."

"I can pay a little more attention to eating wild food after the outbreak."

"I don't think I will eat raw vegetables in restaurants."

Taste

"Delicious food, quality service."

"Fine cooking and presentation."

"Meals should reflect the place of origin exactly and have the same quality."

View

"Since we have been at home for a long time now, neither the location nor the view is important as long as we go back to normal life, and I want to do everything I haven't been able to do so far."

Never Going to Restaurants after Covid

"I don't think I'll be able to eat out for a long time. So I can't really predict what happens after Covid-19. I think I will bring food from home when I start going to work. If I go to a restaurant, my priority will certainly be cleanliness, but the process the meal goes through from leaving the kitchen until being served to us will be enough to bother me. That's why I don't plan on eating out."

"We are not planning to eat out soon after Covid-19. We expect serious cleaning from restaurants, and we can start eating when we believe they have achieved it."

"I am not planning to eat out in the short term."

"I don't intend to eat out in any way."

"I would prefer to buy food from local stores and cook and eat it at home."

No Change in Preferences after Covid

"My eating habits will not change. I will prefer clean and hygienic places to eat."

"Covid-19 will not affect my choice in this matter."

"Not much has changed. I used to prefer quiet and clean places, and I pay even more attention to it now."

"I think it will continue as frequently as before following a break."

"My preferences have not changed; they will continue just like in the past. Now we need to be just a little more careful."

5. DISCUSSION

When the findings were examined, it was observed that there was a slight increase in the expectations of the participants regarding presentation of food in restaurants after Covid-19 while they had more expectations about the nutritional content of the food. The participants appear to be more conscious about healthy living now. In addition, consumer expectations of menu variety, menu clarity, food taste and freshness have decreased. Participants expect staff to be knowledgeable and equipped in their field. The findings show that after Covid-19, they would prefer to eat in more well-known restaurants, prefer a restaurant that is quieter, has more suitable temperature, whose staff wear more appropriate outfit, and they also expect the restaurant environment to be ergonomic. The expectations about matters such as staff being nice, staff being kind to each other, execution of orders exactly as requested, service speed, and service standard etc. have decreased. Compared to before Covid-19, they are more likely to prefer restaurants with reservation facilities and parking facilities. The findings also indicate that they expect restaurants that offer ease of payment and promotions. Restaurants that have alternative menus such as vegetarian and children's menus, offer childcare services and are disabled-friendly will be preferred more after Covid-19. In addition, guests now expect restaurants to reflect their own national cuisine and want to see the possibility of ethnic live music.

Differences in restaurant preferences or expectations of male and female consumers after Covid-19 can be seen in the findings. This can also be interpreted as a reflection of different approaches in the eating and drinking preferences of men and women. The expectations of the female participants after Covid-19 regarding food and drink presentation, menu variety, menu clarity, food taste and freshness have decreased. The findings reveal that they have high expectations only in terms of nutritional contents of foods. The male participants have higher expectations from restaurants after Covid-19 in terms of food and drink presentation, menu variety, menu clarity, food taste and freshness and nutritional content compared to the period before Covid. Female participants have low expectations about staff behaviors and helpfulness, staff behaving kindly to each other, execution of the orders exactly as requested, service speed and standard. Female participants only expect staff to be more informed after Covid-19. Male participants, on the other hand, have higher expectations after Covid-19 regarding all these matters. Female participants have lower expectations after Covid about the harmony of the restaurant decor while male participants have higher expectations, albeit to a small extent. Both male and female participants will choose to eat in well-known restaurants after Covid. The female participants have low expectations about ergonomic seating environment while men expect restaurants to be more ergonomic after Covid. The females have low expectations while the male participants have higher expectations about view. The female participants have low expectations regarding the location of the restaurant, the atmosphere of the restaurant, the temperature, and presence of appropriate music while the male participants have high expectations. Similar to the general distribution, consumers tend to prefer restaurants that offer extra facilities after Covid. For example, both the male and female participants have high expectations about restaurants that offer reservation, parking space, ease of payment, vegetarian menu, children's menu, child care, and disabled-friendly restaurant facilities. The female participants have lower expectations while the male participants have higher expectations when it comes to toilet cleanliness. It is surprising that females expect only ethnic live music in the restaurant after Covid while their expectations are low about quality of food presentation, consistent quality of service, reflection of the national cuisine by the restaurant, recognition of different cultures/tastes, and getting the money's worth. The male participants have high expectations about clean toilets, more consistent quality of service, reflection of the national cuisine by the restaurant etc. while they have lower expectations about the quality of food presentation, recognition of different cultures/tastes, and getting the money's worth.

Whether social characteristics such as being married or single and having children affect restaurant preferences and whether this may differ before and after Covid is another matter examined in this research. The single participants have high expectations after Covid about food presentation, nutritional content, informed staff, recognition of the restaurant, ergonomic seating environment, quiet restaurant environment, suitable temperature, suitable staff outfit, reservation opportunities, parking space, promotions, vegetarian and children’s menu, child care services, disability services, and ethnic live music. The married participants have high expectations about matters such as menu clarity, informed staff, service speed, recognition of the restaurant, ergonomic seating environment, the location of the restaurant, quietness, appropriately dressed staff, appropriate music performance, reservation possibility, parking space, ease of payment, promotions, vegetarian menu, disabled-friendly operation, presentation of services at a consistent quality, restaurant image, and ethnic live music etc. Differences were determined in expectations based on the variety of having children as well. For example, the post-Covid expectations of the participants with no children or 1 child about the food and drinks and service quality dimensions decreased while the expectations of the participants with 2 and 3 children increased.

Age variables were created because the study aims to perform analysis based on generations. Generation gaps affect food and drink consumption preference as well as lifestyle and purchasing habits. Generation X, born between 1965 and 1980, is known as a generation with common sense and high power of empathy. Generation Y, born between 1981 and 1999, also called Millennium, Next Gen or Echo Boomers, is described as a generation that loves individual life and is very incompatible with rules and authority. Generation Z, which covers the period after 2000, is known as a generation that is compatible with technology but has a wide range of psychological problems. As for the differences between the dietary habits of these generations, it is argued that Generation Z is most likely to eat healthily. This is because it is a generation that follows trends of healthy eating. Contrary to this finding, Generation Y and Generation Z are the generations in which fast food consumption is most common (sportsinternational.com, 2020). When we look at the research findings in the context of the characteristic features of generations, the factor about which Generation Z has the highest expectations in restaurant preferences before and after Covid is the foods and drinks factor and it is followed by service quality, restaurant characteristics and *other* factors. Facilities offered by the restaurant rank last. No change was observed in Generation Z. In Generation Y, the highest expectation before and after Covid is in service quality and it is followed by the food and drinks, other, restaurant features and facilities factors. The factor with the highest pre-and post-Covid expectations in Generation X is the foods and drinks factor. This is followed by the service quality, other, restaurant features, and facilities factors. According to the participants in the 55-69 age range, who are also called Baby Boomers, there is a change in preferences before and after Covid. The highest expectations before Covid were in the foods and drinks factor, which was followed by service quality, restaurant features, other, and facilities factors. On the other hand, the restaurant qualities factor became the most important factor after Covid. It is followed by the *other* factor while the food and drinks factor and the service quality factor are seen as the third most important factors. The facilities factor ranks last.

When the expectations of the participants in terms of education levels were compared, it was found that the expectations of the university graduates regarding the items of the food and drinks factor decreased after Covid-19. The expectations of the participants at the graduate level remained the same for this dimension. The expectations of primary, middle and high school graduates about the foods and drinks dimension increased after Covid-19. The expectations regarding service quality vary. The post-Covid-19 expectations of the primary school, high school, and postgraduates increased while the expectations of the secondary school and university graduates decreased. The expectations regarding the restaurant qualities dimension increased in the primary school graduates but decreased in the secondary school and high school graduates. The expectations of high school graduates and postgraduates increased while the expectations of the university graduates decreased. The expectations of all participants about facilities offered by restaurants increased. Only the expectations of secondary school graduates appear to have fallen. The expectations for other items increased in all participants other than the primary and secondary school graduates.

When the quantitative and qualitative findings are compared, the statements of the participants included in the qualitative findings indicate that they have expectations mostly related to the matter of hygiene. It is seen that they want close attention to be paid to hygiene conditions from food supply to production and presentation. In addition, there is reluctance to consume raw foods on menus now. Participants want to choose cooked foods because they think raw foods will be unhealthy. Another expectation is that the restaurant should not be crowded and air conditioning should be good. They expect everyone in a restaurant, i.e. customers and staff to pay attention to wearing masks and use disinfectant. 48 participants stated that they would no longer eat in restaurants in any way. 29 participants stated that their eating habits would not change after Covid-19. The statement “I would like kitchens that are frequently inspected and have certificates of healthy production. I expect the restaurant to be reliable.” uttered by the participants coincides with the findings of a research on hygiene expectations from restaurants after Covid (Tekin et al., 2020).

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