

EXPLORING KAZAKHSTAN CITIZENS' PERCEPTIONS OF TURKISH CULINARY CULTURE

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Abstract

The main purpose of this research is to determine the perceptions of Turkish cuisine among Kazakh citizens who temporarily reside in Turkey. This study is original in that it is the first to explore how Kazakh citizens perceive Turkish culinary culture. Data were collected from 208 Kazakh individuals residing in Turkey via an electronic survey administered through convenience sampling, as the exact population size is unknown and not fully accessible. According to the findings, the majority of participants were in Turkey for educational purposes. Most stated that they enjoyed Turkish cuisine and primarily consumed Turkish dishes in restaurants and cafés. Participants described Turkish food as easy to digest, rich in oil and garlic, compatible with their religious beliefs and taste preferences, and offering a wide variety of dishes. It was also found that as age increases, the preference for tasting various foods rises, as does the perception that Turkish food is relatively expensive. Kazakh citizens who had lived in Turkey for longer tended to perceive Turkish cuisine as more expensive. The three main dishes most frequently associated with Turkish cuisine were döner dürüm (wrap), kebab, and köfte (meatballs); the top three desserts were baklava, künefe, and sütlaç (rice pudding); and the leading beverages were ayran, tea, and Turkish coffee. Based on these findings, several suggestions were developed to guide future practices and research.

Keywords: Food culture; Gastronomy; Food and beverages; Tourism culture.

EXPLORANDO AS PERCEPÇÕES DOS CIDADÃOS DO CAZAQUISTÃO SOBRE A CULTURA CULINÁRIA TURCA

Resumo

O principal objetivo desta pesquisa é determinar as percepções sobre a culinária turca entre cidadãos cazaques que residem temporariamente na Turquia. Este estudo é original por ser o primeiro a investigar como cidadãos do Cazaquistão percebem a culinária turca. Os dados foram coletados de 208 cazaques que vivem na Turquia, por meio de um questionário eletrônico aplicado por conveniência, uma vez que o tamanho exato da população não é conhecido nem totalmente acessível. Os resultados mostram que a maioria dos participantes estava na Turquia com fins educacionais. Constatou-se que apreciam a culinária turca e a consomem principalmente em restaurantes e cafés. Os participantes descreveram a comida turca como fácil de digerir, rica em óleo e alho, compatível com suas crenças religiosas e preferências de sabor, além de apresentar uma grande variedade de pratos. Verificou-se também que, à medida que a idade aumenta, cresce a preferência por experimentar diversos alimentos, bem como a percepção de que a culinária turca é relativamente cara. Cazaques que vivem na Turquia por períodos mais longos tendem a considerar a culinária turca mais dispendiosa. Os três primeiros pratos associados à culinária turca foram döner dürüm, kebab e köfte; as três sobremesas foram baklava, künefe e sütlaç; e as principais bebidas foram ayran, chá e café turco. Com base nos achados, foram elaboradas algumas sugestões para orientar práticas e pesquisas futuras.

Palavras-chave: Cultura alimentar; Gastronomia; Alimentos e bebidas; Cultura turística.

EXPLORANDO LAS PERCEPCIONES DE LOS CIUDADANOS DE KAZAJISTÁN SOBRE LA CULTURA CULINARIA TURCA

Resumen

El objetivo principal de esta investigación es determinar las percepciones de los ciudadanos kazajos que residen temporalmente en Turquía sobre la cocina turca. Este estudio es original porque es el primero en examinar cómo los ciudadanos de Kazajistán perciben la cultura culinaria turca. Los datos se recopilaron de 208 kazajos que viven en Turquía mediante una encuesta electrónica, con un método de muestreo por conveniencia, ya que el tamaño exacto de la población no es conocido ni está completamente accesible. Según los resultados, la mayoría de los participantes se encontraba en Turquía por motivos educativos. Se observó que disfrutaban de la comida turca y la consumen principalmente en restaurantes y cafeterías. Los participantes describieron la comida turca como fácil de digerir, rica en aceite y ajo, compatible con sus creencias religiosas y preferencias de sabor, y caracterizada por una gran variedad de platos. También se determinó que, a medida que aumenta la edad, aumenta la preferencia por probar diversos alimentos, así como la percepción de que la comida turca es relativamente costosa. Los kazajos que han vivido más tiempo en Turquía tienden a considerar la comida turca más cara. Los tres platos principales asociados a la cocina turca fueron döner dürüm, kebab y köfte; los tres postres fueron baklava, künefe y sütlaç; y las principales bebidas fueron ayran, té y café turco. A partir de estos resultados, se formularon algunas recomendaciones para orientar futuras prácticas y estudios.

Palabras clave: Cultura alimentaria; Gastronomía; Alimentos y bebidas; Cultura turística.

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1 INTRODUCTION

Culture is one of the most essential components that enables a nation to preserve its identity and distinguish itself from others. Among the elements that shape culture, culinary traditions hold a central place. Although eating and drinking are fundamental physiological needs for human survival, culinary practices differ significantly across individuals, regions, and nations. This system of practices, preferences, preparation methods, and eating habits is commonly referred to as culinary culture (Bekar & Zağralı, 2015). Culinary culture encompasses the foods and beverages produced in accordance with geographical and climatic conditions, the dishes prepared from these products, and how they are served (Pekersen, 2020). In this sense, culinary culture is a phenomenon unique to each nation. Scholars argue that gastronomy functions as a cultural identity marker and a form of symbolic heritage, shaping how societies position themselves culturally (Valduga & Minasse, 2021).

Accordingly, the taste, quality, and variety of food and beverages in Turkey differ greatly from those of many other countries. Furthermore, the culinary culture of Turks exhibits historical and regional variations across villages, cities, and local communities (Batu & Batu, 2018).

Turkey is a country visited by millions of people each year who seek to experience its historical, cultural, and natural resources. In recent years, food tourism has increasingly been recognized as a central component of cultural and destination experiences worldwide (Minasse, 2020). Gastronomy is not only a cultural carrier but also a key determinant of tourist satisfaction and destination image.

This situation provides a significant advantage for Turkey in terms of developing its tourism sector and entering new markets. According to data from the Turkish Statistical Institute, while approximately 39 million tourists visited Turkey in 2018 for purposes such as travel, education, business, and health, this number rose to about 45 million in 2019. However, due to the COVID-19 pandemic, the number of tourists declined sharply to around 13 million in 2020. In 2020, Russia ranked first among the countries sending tourists to Turkey (2,128,758), followed by Bulgaria (1,242,961), Germany (1,118,932), Ukraine (997,652), and the United Kingdom (820,709). Among the Turkic republics, Azerbaijan ranked first (236,797), Kazakhstan second (137,213), Uzbekistan third (102,598), Kyrgyzstan fourth (102,598), and Turkmenistan fifth (43,236) (TUIK, 2021). These figures indicate that many tourists visiting Turkey have the opportunity to experience Turkish culinary culture (Çakıcı et al., 2016). In this context, a considerable number of Kazakh tourists are also exposed to Turkish cuisine.

Despite the decline in 2020 due to the pandemic, the number of tourists from Kazakhstan visiting Turkey reached 456,000 in 2019 (ktb.gov.tr, 2020). In addition to tourism-related visits, the strong economic, political, and cultural relations between Turkey and Kazakhstan lead many Kazakh citizens to reside in Turkey for purposes such as business or education. Since these individuals stay in Turkey for longer periods than tourists, they gain more extensive experience with Turkish cuisine. Therefore, they constitute valuable participants for understanding Kazakh citizens' perceptions of Turkish culinary culture.

This study aims to determine the perceptions of Kazakh citizens residing in Turkey regarding Turkish cuisine. The study is considered important because the suggestions developed from the findings may contribute to both Turkish culinary culture and tourism, and because the topic has attracted increasing interest among researchers.

2 THEORETICAL REVIEW

2.1 Turkish Culinary Culture

Turkish culinary culture has evolved over centuries by integrating various subcultures and the gastronomic richness of diverse geographies. Historically, the development of Turkish cuisine can be examined in four primary periods: the Central Asian Turkish States, the Seljuk Empire, the Ottoman Empire, and the modern Republic of Turkey (Şengül & Türkay, 2017; Çakmak & Sarıışık, 2019). Each of these periods played an essential role in shaping and enriching Turkish culinary traditions. The Turks who migrated from Central Asia to Anatolia brought with them a profound cultural heritage that significantly influenced the development of contemporary Turkish cuisine (Heper & Karaca, 2019).

Building on this deep-rooted historical background, Turkish cuisine is widely regarded as one of the three major global cuisines, along with Chinese and French cuisines (Batu & Batu, 2018). This recognition is closely tied to the long-standing migratory movements from Central Asia to Anatolia and the extensive territories dominated by Turks for more than a millennium, especially in Europe. Throughout this historical continuum, Turkish cuisine absorbed culinary elements from China, Europe, and the Middle East–North Africa (MENA) region, resulting in a richly layered gastronomic tradition (Kızıldemir et al., 2014). The presence of thousands of traditional dishes and beverages symbolizes this cultural depth.

Reflecting this richness, Turkish cuisine encompasses a wide variety of food categories. In terms of ingredients and preparation methods, dishes can be classified into soups, kebabs, stews, meatballs, stuffed dishes, pastries, pilafs, meat and vegetable dishes, olive oil–based dishes, legumes, poultry, fish, egg dishes, salads, pickles, breads, and desserts (Heper & Karaca, 2019). This wide classification demonstrates the diversity and complexity inherent in Turkish culinary practices.

A major reason for this diversity is the historical importance of animal husbandry among Turks. Consequently, meat products occupy a central place in Turkish cuisine. Sheep, lamb, veal, beef, poultry, and, to a lesser extent, fish are widely consumed. Traditional meat dishes such as şiş kebab and döner kebab, especially those prepared with mutton and lamb, have achieved international recognition and are widely associated with Turkish cuisine (Halıcı, 2009; Ertaş & Gezmen-Karadağ, 2013).

Cereals—and particularly wheat—also constitute a foundational component of Turkish cuisine. A broad range of foods is produced from wheat, which has played a central role in the dietary habits of Turks for centuries. Bread is one of the most frequently consumed staples in Turkish households. Various well-known dishes, such as börek, mantı, katmer, gözleme, and çörek, are made with wheat

flour. Soups, another essential food category, are commonly made using cereals, dough, flour, legumes, meat, offal, poultry, dairy products, and vegetables. Among the most widely consumed soups are mercimek, yayla, tarhana, düğün, and assorted vegetable soups (Baysal, 1996; Arlı & Gümüş, 2007).

Vegetables and fruits also have a significant presence in Turkish cuisine. A wide assortment of dishes is prepared using these ingredients, which may be cooked with meat, clarified butter, regular butter, or olive oil, and may even appear in certain desserts. Salads, mezes, and pickles complement main dishes and contribute to the culinary diversity. Fruits are incorporated into both savoury and sweet dishes, including basti, stews, and dolma, and are also used to produce sherbets, compotes, and syrups (Halıcı, 2009).

Furthermore, drying and canning methods have long been used to preserve fruits and vegetables in the Turkish culinary tradition (Birer, 1990). Enhancing the flavours of these dishes are essential seasonings such as onions, mint, tomato paste, parsley, thyme, basil, black pepper, red pepper, lemon juice, and olive oil, all of which constitute indispensable components of Turkish cuisine (Heper & Karaca, 2019).

Turkish desserts represent another rich aspect of the cuisine and are primarily made with pastry dough, butter, hazelnuts, pistachios, walnuts, cream, and sugar. Among the most prominent desserts are baklava, şöbiyet, sarıburna, bülbülüvası, künefe, and helva. Additionally, aşure is traditionally prepared during Muharram (Baysal, 1996).

Dairy products constitute yet another important category. Milk and milk-derived foods such as butter, cheese, yogurt, and ayran contribute significantly to the richness of Turkish cuisine. Ayran, in particular, is one of the most frequently consumed beverages in daily life (Birer, 1990). Tea is regarded as a national beverage and is traditionally served in small, tulip-shaped glasses. Coffee, by contrast, is consumed less frequently, largely due to the time required for its preparation. Nevertheless, Turkish coffee remains a unique beverage in both its preparation and presentation, traditionally served alongside Turkish delight and a glass of cold water. Among alcoholic beverages, rakı is one of the most widely consumed (Heper & Karaca, 2019).

Regional diversity further enhances the complexity of Turkish cuisine. Each region of Turkey has developed its own culinary identity, shaped by region-specific raw materials, cooking techniques, and cultural influences. As a result, significant differences are observed among regional cuisines (Sarışık & Tagmanov, 2020). Regional patterns in food and beverage consumption may be summarized as follows (Heper & Karaca, 2019):

- Fruit consumption is highest in the Aegean region.
- Yogurt consumption exceeds milk consumption in Southeastern Anatolia.
- Fish consumption is highest in the Marmara and Black Sea regions and lowest in Southeastern Anatolia.
- Poultry is preferred over sheep and lamb meat in the Aegean region.
- In Central and Eastern Anatolia, poultry and fish consumption levels are nearly equal.

- Tea consumption is more prevalent than cold beverages in Eastern and Southeastern Anatolia.

National consumption patterns also highlight key trends. Cereals and cereal products constitute the largest share of food consumption in Turkey, followed by vegetables. Wheat-based products—especially bread, pasta, and bulgur—remain dietary staples. Corn consumption is most common in the Black Sea region. Meat products account for only 3% of total food consumption, while legumes such as lentils, chickpeas, and dried beans represent the most frequently consumed protein sources. Dairy products, particularly yogurt and cheese, are also widely preferred. The use of olive oil is especially common in the coastal regions of Marmara, the Aegean, and the Mediterranean (Ertaş & Gezmen-Karadağ, 2013).

2.2 Related Studies

Turkey is considered a highly developed country globally in tourism and regionally in education. For instance, while international tourist arrivals reached 415 million worldwide (UNWTO, 2021), Turkey accounted for 7.2% of this figure, hosting more than 30 million international visitors (ktb.gov.tr, 2021). In addition, thousands of international students travel to Turkey each year for educational purposes. Regardless of the reason for their visit, these individuals inevitably encounter a variety of Turkish foods and beverages during their stay. Consequently, many researchers have conducted studies evaluating the perceptions of individuals visiting Turkey regarding Turkish cuisine. Recent research further demonstrates that local cuisine plays a strategic role in shaping destination image, tourist satisfaction, and revisit intentions (Eren, 2019; Şengül, Türkay & Yılmaz, 2022).

Several studies in the literature focus specifically on international students. For example, a study conducted among students from Turkic republics found that most participants were familiar with Turkish cuisine and expressed positive views of Turkish dishes (Girgin et al., 2017). According to the findings, the most favoured dishes among these students were soups, dolma, sarma, mantı (a type of ravioli), and kebab. In contrast, the least favoured were pasta, legumes, hoşaf (compote), and turşu (pickles).

Participants also identified certain negative aspects of Turkish cuisine, such as high prices, the oily, heavy nature of some dishes and desserts, and the frequent use of tomato paste and other high-calorie ingredients. Similarly, Özer et al. (2014), who investigated international students' perceptions of Turkish culture and daily life through the Erasmus program, found that participants regarded the Turkish tea-drinking habit as the most distinctive element of Turkish culinary culture. The researchers also noted that tea was one of the first cultural elements that came to students' minds when thinking about Turkey. Furthermore, some studies emphasize that cultural similarities, shared religious backgrounds, and geographical proximity between Turkey and students' home countries facilitate their adaptation process (Özdemir & Demir, 2018).

In addition to studies focused on students, research has also explored the views of tourists visiting Turkey for leisure. Şanlıer (2005), for example, investigated foreign

tourists' perceptions of Turkish cuisine and found that tourists described it as delicious, interesting, oily, and spicy. Many tourists—especially those from European countries—also reported experiencing stomach discomfort upon arrival. Albayrak (2013) similarly found that tourists perceived Turkish food as tasty, aromatic, flavorful, filling, visually appealing, healthy, safe, high-quality, and diverse.

At the same time, tourists noted certain negative aspects, including excessive use of tomato paste, spices, and oil, as well as high calorie content in some dishes. The study further revealed that 53.3% of tourists preferred Turkish cuisine during their stay, while 36.1% preferred a mix of Turkish dishes and foods from their home countries. Among Turkish dishes, chicken-based dishes were consumed at the highest rate, followed by beverages, salads, meat dishes, soups, pide, and pastries. Legumes, on the other hand, were consumed at the lowest rate.

Demographic characteristics have also been found to influence gastronomic satisfaction levels. Birdir and Akgöl (2015) reported that married tourists and those travelling with children expressed higher satisfaction with their culinary experiences in Turkey than other groups. Additionally, when participants were categorized into two age groups—35 and below, and above 35—it was found that tourists aged 35 and under had a more favourable perception of Turkish food and cuisine than those aged over 35.

3 METHODOLOGY

The primary aim of this research is to examine the perceptions of Turkish cuisine among Kazakh citizens who temporarily reside in Turkey for education, business, or similar purposes. Since the exact number of Kazakh citizens living in Turkey is unknown and the entire population is not accessible, a convenience sampling technique was used.

The abstract statement was revised to reflect this method accurately. Convenience sampling is commonly applied in studies where the target population is difficult to reach, geographically dispersed, or lacks an official sampling frame; however, it inherently limits the representativeness of the sample and the generalizability of the findings.

A survey was conducted with Kazakh citizens living in different provinces of Turkey. The questionnaire was administered electronically between 29 December 2020 and 20 January 2021. A total of 213 questionnaires were collected, of which five were excluded due to incomplete or inaccurate responses. Consequently, 208 valid questionnaires were included in the analysis. While this number is acceptable for exploratory quantitative research, it does not allow for strong statistical generalization, as the exact population size is unknown and participation was voluntary.

The questionnaire was prepared in Kazakh and Russian and consisted of three parts.

The first part included demographic variables such as gender, age, marital status, education level, income level, purpose of being in Turkey, and duration of residence.

The second part included variables related to participants' intention to return to Kazakhstan, prior experience with Turkish cuisine, liking Turkish dishes before arriving in Turkey, preferred places for consumption, and the

three dishes, desserts, and beverages that first come to mind when Turkish cuisine is mentioned. The open-ended item regarding dishes, desserts, and beverages was adapted from Şengül (2017) without modification.

The third part consisted of a 21-item scale adapted from Girgin et al. (2017). Items were translated into Kazakh and Russian, and minor linguistic adjustments were made to ensure clarity and cultural equivalence. A five-point Likert scale (1 = strongly disagree, 5 = strongly agree) was used to measure levels of agreement. Similar to previous studies examining culinary perceptions using structured scales (e.g., Şengül et al., 2022), the present study employed a scale adapted from Girgin et al. (2017).

A reliability analysis was conducted to assess the scale's internal consistency. Cronbach's alpha coefficient was 0.77, indicating an acceptable level of reliability.

Limitations and Generalizability: As with any study, this research has limitations that should be considered when interpreting the findings:

Convenience Sampling and Representativeness: The use of convenience sampling and the lack of an official sampling frame limit the external validity of the results. The findings should therefore be interpreted as exploratory and indicative rather than statistically generalizable.

Unknown Population Size: Because the exact number and distribution of Kazakh citizens in Turkey are not officially documented, the sampling frame cannot be defined, further limiting statistical generalization.

Data Collection Period (2020–2021): The data were collected during the COVID-19 pandemic, a period when mobility, consumption habits, access to food establishments, and psychological perceptions may have been atypical. This contextual condition may have influenced the participants' culinary experiences and evaluations.

Geographical Dispersion and Accessibility: Kazakh citizens are dispersed across various provinces, and logistical challenges, time limitations, and pandemic conditions restricted the ability to reach a more diverse and larger sample.

Despite these limitations, the study provides valuable insights into the culinary perceptions of a rarely examined demographic group. Future research could benefit from employing probability-based sampling techniques, mixed-method approaches, or longitudinal designs to enhance the robustness and generalizability of findings.

4 RESULTS ANALYSIS

The data obtained from the questionnaire were analyzed using SPSS. In the first stage, frequency analyses were conducted to summarize the participants' demographic characteristics, and relevant crosstabulations were generated to clarify the distribution of these variables.

In the second stage, statistical tests were performed to examine whether participants' perceptions of Turkish cuisine differed across demographic groups. Before the analyses, the distribution of the scale scores was assessed through skewness–kurtosis values and the Shapiro–Wilk test, which indicated that the data met the assumptions of normality. Internal homogeneity of variances was evaluated using Levene's test.

Because the assumptions for parametric analysis were satisfied, independent-samples t-tests were employed to compare mean scores across two groups on demographic variables (e.g., gender). At the same time, one-way ANOVA was used for demographic variables with more than two categories (e.g., age, education level, income level). When ANOVA indicated statistically significant differences, post hoc comparisons (Tukey HSD) were conducted to identify the specific groups contributing to the differences.

4.1 Findings on Demographic Characteristics

Descriptive information on the participants' demographic characteristics is presented in Table 1. A total of 208 participants were included in the study. Of these participants, 76.9% were female, and 23.1% were male. The majority of respondents (79.3%) were single.

In terms of educational background, individuals with a postgraduate degree constituted the largest group, representing 45.7% of the sample. This finding is consistent with the fact that education is the primary reason for the temporary residence of many Kazakh citizens in Turkey, and a substantial portion of them are enrolled in graduate-level programs.

Additionally, participants within the 19–24 age group accounted for the highest proportion at 42.3%, which further aligns with the predominance of students among the Kazakh population residing in Turkey.

Table 1. Frequency Analysis of Participants' Demographic Characteristics.

Gender	N	%
Female	160	76,9
Male	48	23,1
Marital status	N	%
Married	43	20,7
Single	165	79,3
Education	N	%
High school and below	21	10,1
Bachelor	92	44,2
Graduate	95	45,7
Age	N	%
18 and below	12	5,8
19-24	88	42,3
25-30	55	26,4
31-36	29	13,9
37 and above	24	11,5
Income	N	%
150 \$ and below	53	25,5
151-250 \$	60	28,8
251-350 \$	29	13,9
351-450 \$	18	8,7
451 \$ and above	48	23,1
Aim of being in Turkey	N	%
Education	151	72,6
Purposes other than education	57	27,4
Duration of residence in Turkey	N	%
1-2 year	104	50,0
3-4 year	55	26,4
5 years and more	49	23,6
Intention to return to Kazakhstan	N	%
I will definitely return to Kazakhstan.	66	31,7

I will most likely return to Kazakhstan.	35	16,8
I have not decided yet.	72	34,6
I will probably stay in Turkey.	22	10,6
I will definitely stay in Turkey.	13	6,3
Total	208	100,0

Source: own elaboration from the research data.

Regarding income levels, 28.8% of the participants reported earning between “151–250 USD.” When examining the purpose of residence in Turkey, 72.6% of respondents were in the country for educational reasons. Additionally, half of the participants (50%) stated that they had been living in Turkey for “1–2 years.” Moreover, 34.6% of respondents indicated they had not yet decided whether to return to Kazakhstan, highlighting uncertainty about their plans.

The participants' prior experience with Turkish food and beverages is presented in Table 2. According to the findings, 75% reported having already experienced Turkish cuisine before arriving in Turkey, and 81.7% stated that they liked these foods and beverages. Furthermore, 44.7% of participants primarily consume Turkish foods and beverages in restaurants and cafés, suggesting that eating-out venues play a significant role in their culinary experiences.

Table 2. Frequency Analysis of Participants' Experience of Turkish Food.

Experiencing Turkish food before	N	%
Yes	156	75,0
No	52	25,0
Liking Turkish food before	N	%
Yes	170	81,7
No	38	18,3
Place of consumption	N	%
Home	45	21,6
Dormitory/university, etc.	59	28,4
Restaurants/cafes	93	44,7
Workplace	10	4,8
Missing value	1	0,5
Total	208	100

Source: own elaboration from the research data.

4.2 Differences in Demographic Characteristics

As a result of the independent samples t-test conducted for the gender variable, significant differences were identified for the items “easy to digest,” “filling,” “excess tomato paste,” and “expensiveness in comparison with Kazakhstan” (see Table 3).

According to Table 3, male participants reported higher levels of agreement with these statements than female participants. This finding suggests that women are more sensitive to food digestibility, whereas men place less emphasis on this characteristic. Furthermore, women rated Turkish foods and beverages as more filling than men, which may be related to differences in portion-size preferences or overall food consumption patterns between genders.

Table 3: Gender Differences.

Variable	Gender	Mean	t	Sig.
Easy to digest	Female	3,2500	-2,804	,006**
	Male	3,7708		
Filling	Female	4,2813	2,253	,025**

	Male	3,9583		
Excessive tomato paste	Female	3,9313	3,810	,000**
	Male	3,3125		
Expensive compared to Kazakhstan	Female	2,6813	-3,092	,002**
	Male	3,3125		

** Significant at $p < 0,01$ level; * Significant at $p < 0,05$ level.

Source: own elaboration from the research data.

Female participants perceived the use of tomato paste in Turkish dishes as more excessive compared to male participants. Conversely, male participants indicated that Turkish foods and beverages are more expensive than those in Kazakhstan, whereas women expressed the opposite view. This suggests that men may be more attentive to price differences when evaluating food and beverage consumption.

Additionally, the independent-samples t-test for marital status revealed significant differences in the variables "excessive oil" and "excessive garlic" (see Table 4). These findings indicate that perceptions of certain characteristics of Turkish cuisine vary according to participants' marital status.

Table 4: Differences in Marital Status.

Variable	M.S.	Mean	t	Sig.
Excessive oil	Married	3,6047	-2,349	,020**
	Single	4,0242		
Excessive garlic	Married	3,3256	3,024	,003**
	Single	2,8424		

** Significant at $p < 0,01$ level; * Significant at $p < 0,05$ level.

Source: own elaboration from the research data.

According to Table 4, single participants reported that Turkish foods are oilier than married participants. This finding may indicate that single individuals place greater emphasis on healthy eating practices. Conversely, married participants perceived Turkish dishes as containing more garlic than single participants. This difference may be attributed to the distinct social and dietary environments in which married and single individuals typically interact.

Since the frequency distribution for participants' reasons for residing in Turkey was not homogeneous—particularly for categories such as businessperson, diplomat/public official, and other purposes—these groups were combined into a single category labelled "purposes other than education." Thus, the variable representing the purpose of residence in Turkey was recoded into two categories: "education" and "other purposes."

Following this recoding, an independent-samples t-test was performed to examine whether participants' perceptions differed by their purpose of residence. The results revealed significant differences for the statements "There are many types of food in Turkish cuisine," "Turkish dishes are suitable for my taste," and "Turkish dishes are filling" (see Table 5).

Table 5: Differences Regarding the Aim of Living in Turkey.

Variable	Aim	Mean	t	Sig.
Many types of food	Education	4,1325	-2,069	,041*
	Aims other than education	4,4386		

Suitable for my taste	Education	3,6821	-2,645	,009**
	Aims other than education	4,1053		
Filling	Education	4,1325	-2,179	,031*
	Aims other than education	4,4035		

** Significant at $p < 0,01$ level; * Significant at $p < 0,05$ level.

Source: own elaboration from the research data.

The arithmetic means for the three variables in Table 5 were higher among participants residing in Turkey for non-educational purposes than among those who came for educational purposes. The living conditions and socioeconomic status of the student group may explain this difference. Participants who reside in dormitories or shared apartments and generally belong to lower-income groups may have more limited access to diverse, higher-quality Turkish dishes. The limited variety of Turkish foods served in dormitories, the preparation methods that may not align with their taste preferences, smaller portion sizes, and insufficient use of protein-rich ingredients could lead students to perceive Turkish dishes as less filling.

Furthermore, the independent samples t-test conducted to examine the effect of prior experience with Turkish food revealed significant differences for the statements "Turkish food is easy to digest" and "suitable for my religious belief" (see Table 6).

Table 6: Differences in Previous Experience of Turkish Food.

Variable	P.E.	Mean	t	Sig.
Easy to digest	Yes	3,2821	-2,087	,039*
	No	3,6346		
Suitable for my religious belief	Yes	4,3269	2,300	,022**
	No	4,0000		

** Significant at $p < 0,01$ level; * Significant at $p < 0,05$ level.

Source: own elaboration from the research data.

Participants who had previously experienced Turkish food in Kazakhstan before coming to Turkey reported that they found it difficult to digest. This may be interpreted as a result of their limited familiarity with authentic Turkish dishes or differences between how Turkish foods are prepared in Kazakhstan and in Turkey. Additionally, many participants stated that Turkish dishes are compatible with their religious beliefs. This finding can be attributed to the fact that the majority of participants share the same religious background as the Turkish population.

Furthermore, the independent-samples t-test conducted to examine participants' liking of Turkish foods they had previously experienced revealed a significant difference in the variable "Turkish food is suitable for my taste" (see Table 7).

Table 7: Differences in Like for Previous Turkish Food.

Variable	L.F.P.	Mean	t	Sig.
Suitable for my taste	Yes	3,8824	2,494	,013**
	No	3,4211		

** Significant at $p < 0,01$ level; * Significant at $p < 0,05$ level.

Source: own elaboration from the research data.

According to Table 7, participants who had not previously experienced Turkish foods found these dishes suitable for their taste. This outcome suggests that the majority of participants developed a positive perception of Turkish cuisine after becoming acquainted with it before arriving in Turkey.

To examine whether participants' perceptions of Turkish cuisine differed by age group, a one-way ANOVA was conducted (see Table 8).

Table 8: Difference Analysis of Variety of Food Types by Age.

Variable	Age	N	Mean	F	P
Many types of food	18 and below	12	4,1667	3,061	,018**
	19-24	88	4,0455		
	25-30	55	4,4182		
	31-36	29	3,9655		
	37 and above	24	4,7083		

** Significant at $p < 0,01$ level; * Significant at $p < 0,05$ level.
Source: own elaboration from the research data.

By age, significant differences were found for the items "many types of food," "excessive tomato paste," "excessive onion," "excessive garlic," and "expensive compared to Kazakhstan." In this context, the post-hoc analysis revealed that the difference related to the perception of "many types of food in Turkish cuisine" emerged between the age groups of 37 and above and 19–24. Participants aged 37 and above reported higher mean scores on this item than those in the 19–24 age group. This suggests that as age increases, individuals may show a greater interest in or appreciation for the variety offered by Turkish cuisine.

Similarly, the post hoc test for the variable "excessive tomato paste" indicated that the difference was between the 37 and above age group and the 25–30, 19–24, and 18 and under age groups (see Table 9). Participants aged 37 and above perceived Turkish foods as containing more tomato paste than did participants in the younger age groups.

Table 9: Difference Analysis of Tomato Paste Amount by Age.

Variable	Age	N	Mean	F	P
Excessive tomato paste	18 and below	12	3,2500	3,400	,010**
	19-24	88	3,7614		
	25-30	55	3,7091		
	31-36	29	3,7241		
	37 and above	24	4,4167		

** Significant at $p < 0,01$ level; * Significant at $p < 0,05$ level.
Source: own elaboration from the research data.

According to the post hoc test for the variable "excessive onion," the source of the difference was identified between the age groups of 31–36 and 18 and below (see Table 10).

Table 10: Difference Analysis of Onion Amount by Age.

Variable	Age	N	Mean	F	P
Excessive onion	18 and below	12	2,5833	2,586	,038*
	19-24	88	3,0455		

	25-30	55	3,2545		
	31-36	29	3,4828		
	37 and above	24	3,3333		

** Significant at $p < 0,01$ level; * Significant at $p < 0,05$ level.
Source: own elaboration from the research data.

Participants in the 31–36 age group reported a higher perception of excessive onion use compared to those aged 18 and below. Since onions are used more extensively in Turkish cuisine than in Kazakh cuisine, this difference may reflect varying levels of familiarity with such ingredients. In this regard, it can be suggested that younger participants may adapt more easily to the culinary practices of a new country compared to older individuals.

According to the post hoc test for the variable "excessive garlic," the source of the difference was identified between the age group of 18 and below and the age groups of 31–36 and 37 and above (see Table 11).

Table 11: Difference Analysis of Variable Excessive Garlic by Age.

Variable	Age	N	Mean	F	P
Excessive garlic	18 and below	12	2,3333	4,083	,003**
	19-24	88	2,7955		
	25-30	55	2,9455		
	31-36	29	3,3103		
	37 and above	24	3,3333		

** Significant at $p < 0,01$ level; * Significant at $p < 0,05$ level.
Source: own elaboration from the research data.

Participants aged 18 and below reported a lower perception that Turkish foods contain excessive amounts of garlic compared to older age groups. As noted earlier, the use of ingredients such as garlic differs between Turkish and Kazakh cuisines. In this context, it may be interpreted that younger individuals adapt more easily to the culinary characteristics of the country they have recently moved to.

According to the post hoc test for the variable "expensive compared to Kazakhstan," the source of the difference was identified between the age group of 18 and below and the age groups of 31–36 and 37 and above (see Table 12).

Table 12: Difference Analysis of Expensiveness Compared to Kazakhstan by Age.

Variable	Age	N	Mean	F	P
Expensive compared to Kazakhstan	18 and below	12	1,9167	2,936	,022**
	19-24	88	2,8068		
	25-30	55	2,7091		
	31-36	29	3,1034		
	37 and above	24	3,2917		

** Significant at $p < 0,01$ level; * Significant at $p < 0,05$ level.
Source: own elaboration from the research data.

As age increases, the perceived cost of food also tends to rise. Participants aged 18 and below may have less knowledge of food prices in Kazakhstan compared with older age groups. Thus, it can be inferred that younger individuals

are less likely to compare food prices between the two countries.

Regarding the duration of residence in Turkey, a significant difference was found for the variable "expensiveness of Turkish dishes." According to the post-hoc test results, this difference emerged between participants who had been living in Turkey for five years or more and those who had been residing in the country for 3–4 years and 1–2 years (see Table 13).

Table 13: Difference Analysis of Expensiveness by Duration of Residence.

Variable	D.O.R.	N	Mean	F	P
Expensive	1-2 year	104	2,7308	6,649	,002*
	3-4 year	55	2,5273		
	5 years and more	49	3,3673		

** Significant at $p < 0,01$ level; * Significant at $p < 0,05$ level.

Source: own elaboration from the research data.

Participants who had been residing in Turkey for five years or more perceived Turkish food as more expensive than those who had stayed for shorter periods. This suggests that the length of residence does not eliminate price comparison between the two countries. Individuals who have lived in Turkey for many years may still monitor food prices in Kazakhstan, as they ultimately need to decide whether to remain in Turkey or return to their home country.

With respect to the place of consumption, significant differences were found for the variables "excessive tomato paste," "excessive onion," "excessive garlic," and "not harmful to health." According to the post hoc test conducted for the variable "excessive tomato paste," the source of this difference was identified as the difference between participants who consumed Turkish food at home and those who consumed it in dormitories or university cafeterias (see Table 14).

Table 14: Difference Analysis of Variable Excessive Tomato Paste by place of consumption.

Variable	P.O.C.	N	Mean	F	P
E.T.P.	Home	45	4,1778	2,955	,034*
	Dormitory etc.	59	3,6441		
	Restaurants/cafes	93	3,7097		
	Workplace	10	3,6000		

** Significant at $p < 0,01$ level; * Significant at $p < 0,05$ level.

Source: own elaboration from the research data.

The difference lay between those who consumed food at home and those who consumed it in dormitories or university cafeterias. This finding may be interpreted as an outcome of mass-production practices in institutional dining settings, where less attention is paid to the quantity and balance of ingredients. Conversely, foods prepared at home are more likely to reflect individual preferences and desired ingredient levels, resulting in different perceptions of taste and content.

According to the post hoc test conducted for the variable "excessive onion," the source of the difference was identified as between participants who consumed Turkish

food at home and those who consumed it in workplace dining facilities (see Table 15).

Table 15: Differences Analysis of Variable Excessive Onion by Place of Consumption.

Variable	P.O.C.	N	Mean	F	P
E.O.	Home	45	3,3556	2,729	,045*
	Dormitory etc.	59	3,1695		
	Restaurants/cafes	93	3,1613		
	Workplace	10	2,4000		

** Significant at $p < 0,01$ level; * Significant at $p < 0,05$ level.

Source: own elaboration from the research data.

Perceptions of excessive onion use were higher among participants who consumed Turkish food at home compared to those who consumed it at their workplace. This suggests that dishes containing onion are more frequently prepared and consumed in home settings.

A similar interpretation can be made for the perception of excessive tomato paste, as mass-production practices are also common in workplace dining facilities, where standardized preparation methods may limit ingredient variety and customization.

According to the post hoc test for the variable "excessive garlic," the source of the difference was identified among three consumption settings: home, restaurants/cafés, and workplace dining facilities (see Table 16).

Table 16: Difference Analysis of Variable Excessive Garlic by Place of Consumption.

Variable	P.O.C.	N	Mean	F	P
E.G.	Home	45	3,2000	2,729	,045*
	Dormitory etc.	59	2,8814		
	Restaurants/cafes	93	2,9355		
	Workplace	10	2,1000		

** Significant at $p < 0,01$ level; * Significant at $p < 0,05$ level.

Source: own elaboration from the research data.

Participants who consumed Turkish food at their workplace reported lower perceptions of excessive garlic use compared with those who consumed it at home or in restaurants/cafés. This may indicate that dishes containing noticeable amounts of garlic are less frequently consumed in workplace settings, likely due to concerns about interacting with colleagues and avoiding discomfort for others.

According to the post hoc test for the variable "not harmful to health," the source of the difference was identified between the home and restaurant/café consumption groups (see Table 17).

Participants who consumed Turkish food at home reported higher average scores, indicating that Turkish dishes are not harmful to health, than those who consumed them in restaurants or cafés. This finding may reflect the natural tendency for individuals to have greater confidence in the healthiness and hygiene of foods prepared in their own homes, where ingredients and preparation methods are personally controlled.

Table 17: Difference Analysis of Variable Not Harmful to Health by Place of Consumption.

Variable	P.O.C.	N	Mean	F	P
Not harmful to health	Home	45	3,6889	3,950	,009**
	Dormitory etc.	59	3,4915		
	Restaurants/cafes	93	3,0753		
	Workplace	10	3,4000		

** Significant at $p < 0,01$ level; * Significant at $p < 0,05$ level.

Source: own elaboration from the research data.

When the participants' intention to return to Kazakhstan is analyzed regarding several variables, "I will

definitely return to Kazakhstan", "most likely I will return to Kazakhstan", "I have not decided yet", "I will probably stay in Turkey", and "I will definitely stay in Turkey" were not distributed homogeneously. In this context, the variables "I will definitely return to Kazakhstan" and "most likely I will return to Kazakhstan" indicate those who intend to return to Kazakhstan; "I have not decided yet" indicates "undecided". And "I will probably stay in Turkey" and "I will definitely stay in Turkey" variables have been changed to "decided to stay in Turkey". Crosstab analysis was performed with the variables of gender, marital status, age, income, and duration of residence (see Table 18).

Table 18: A Crosstab of Intentions to Return to Kazakhstan.

Variables	Those who intend to return		Undecided		Those who intend to stay in Turkey		Total	
Gender								
Female	66	41%	59	37%	35	22%	160	100%
Male	35	73%	13	27%	0	0,0%	48	100%
Marital Status								
Married	18	42%	10	23%	15	35%		100%
Single	83	50%	62	37%	20	12%		100%
Age								
18 and below	3	25%	4	33%	5	42%	12	100%
19-24	50	57%	33	38%	5	6%	88	100%
25-30	22	40%	23	42%	10	18%	55	100%
31-36	15	52%	6	21%	8	28%	29	100%
37 and above	11	46%	6	25%	7	29%	24	100%
Income								
150 \$ and below	31	58%	15	28%	7	13%	53	100%
151-250 \$	32	53%	21	13%	7	11%	60	100%
251-350 \$	17	58%	10	34%	2	7%	29	100%
351-450 \$	5	28%	10	55%	3	16%	18	100%
451 \$ and above	16	33%	16	33%	16	33%	48	100%
Duration of residence								
1-2 year	55	53%	32	31%	17	16%	104	100%
3-4 year	25	45%	24	43%	6	11%	55	100%
5 years and more	21	43%	16	32%	12	24%	49	100%

Source: own elaboration from the research data.

According to the results presented in Table 18, approximately 48% of the participants intend to return to Kazakhstan, 35% are undecided, and 17% intend to remain in Turkey. Within the gender variable, women have the highest intention to stay in Turkey (22%). This may indicate that women are relatively more open to experiencing a new cultural environment. Language, cultural characteristics, and culinary preferences may influence this tendency. In contrast, men predominantly intend to return to Kazakhstan.

Regarding marital status, married participants exhibit the highest intention to stay in Turkey (22%). International marriages between Kazakh and Turkish individuals may contribute to this decision, as such unions require integrating two distinct culinary and cultural traditions. Single participants, however, display a stronger inclination to return to Kazakhstan.

By age, the group with the highest intention to stay in Turkey is "18 and below," at 42%. As members of the youngest cohort, they are at the beginning of forming new lives and futures, making their intention to remain in Turkey understandable. Their perceptions of Turkish cuisine may persist, given their likelihood of staying. Conversely, other age groups generally intend to return to Kazakhstan. Upon

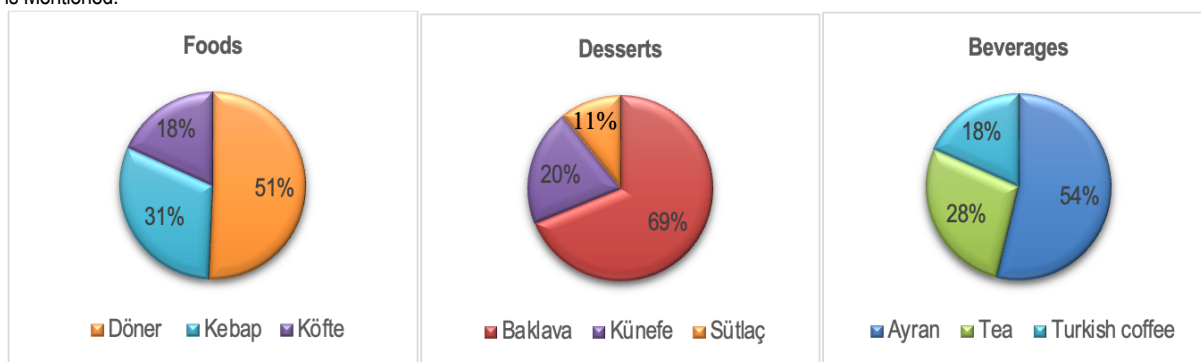
doing so, they may express a demand for Turkish foods and beverages in their home country.

For income, participants earning 451 USD or more show the highest intention to stay in Turkey (33%). Individuals in this category tend to work in relatively well-paid positions in Turkey, making continued residence more attractive. Their positive perceptions of Turkish cuisine may lead them to become long-term consumers. Therefore, this income group may exhibit higher demand for Turkish culinary products than other groups.

In terms of duration of residence, those who have lived in Turkey for five years or longer demonstrate the highest intention to stay (24%). This suggests that longer-term residents have adapted more fully to the Turkish lifestyle and cuisine. Other residence-duration groups, however, mostly intend to return to Kazakhstan. Given their familiarity with Turkish cuisine, they may continue to seek Turkish food and beverages after returning to Kazakhstan.

The three dishes, beverages, and desserts that first come to mind for participants when they think of Turkish cuisine are shown in Figure 1.

Figure 1: The Ranking of the Participants Regarding the Food, Dessert, and Beverage Preferences that Come to Mind First when Turkish Cuisine is Mentioned.



Source: own elaboration from the research data.

The foods, beverages, and desserts shown in Figure 1 were analyzed based on the number of responses from participants. The first three foods that come to mind when Turkish cuisine is mentioned are döner dürüm (51%), kebab (31%), and köfte (18%). The top three desserts are baklava (69%), künefe (20%), and sütlaç (11%). Likewise, the three beverages most frequently associated with Turkish cuisine are ayran (54%), tea (28%), and Turkish coffee (18%). These items emerged as the most salient representatives of their

respective categories.

Given their strong association with Turkish cuisine, these foods, beverages, and desserts can be strategically emphasized in the promotion and marketing efforts of Turkish food and beverage establishments operating in Kazakhstan. Highlighting these popular items may increase consumer interest and further enhance the visibility and demand for Turkish cuisine in the Kazakh market.

Table 19: Synthesis Matrix of Central Concepts, Empirical Findings, and Interpretive Inferences.

Central Concepts Mobilized	Synthesis of Empirical Findings	Interpretive Inference (Conceptual Link)
Culinary Culture & Identity Marker (Bekar & Zağralı, 2015; Valduga & Minasse, 2021)	- A clear majority (75%) of the participants had prior exposure to Turkish cuisine. - Döner (51%), baklava (69%), and ayran (54%) emerged as the primary symbolic representatives of Turkish food culture.	The high salience of specific items validates that gastronomy acts as an immediate cultural identifier. Traditional dishes effectively encapsulate national identity across borders before a traveler even arrives.
Gastronomic Satisfaction & Destination Image (Minasse, 2020; Albayrak, 2013)	82% of participants explicitly stated they liked Turkish dishes. 45% predominantly consumed food out in restaurants and cafés.	Commercial food and beverage venues are pivotal touchpoints for destination experiences. High baseline appreciation directly fosters positive cultural adaptation and local image integration.
Cultural/Religious Proximity & Adaptation (Özdemir & Demir, 2018)	Participants characterized Turkish dishes as highly compatible with their religious beliefs and taste preferences.	Shared religious backgrounds and overlapping historical roots ease food-related anxiety, transforming foreign local cuisine into a familiar, trusted daily dietary staple.
Socio-Demographic Discrepancies (Birdir & Akgöl, 2015; Girgin et al., 2017)	- Students (73% of the sample) found Turkish food less filling and varied. - Single participants noticed higher oil content. - Older cohorts (aged 37 and above) perceived higher dish diversity but also higher prices.	Perception is heavily bounded by socio-economic standing and consumption environments. Mass-production dining settings (dormitories/workplaces) limit food customization and hinder the broader cultural appreciation experienced in home settings.
Economic Perception & Duration Bounds (Girgin et al., 2017)	Men, older individuals, and long-term residents (5 and more years) significantly perceived Turkish food as expensive compared to Kazakhstan.	Long-term residence does not dilute baseline homeland financial anchoring. Continuous price comparison indicates ongoing decision-making evaluation regarding return intentions.

Source: own elaboration.

The core objective of this research was to determine how Kazakh citizens temporarily residing in Turkey perceive Turkish culinary culture. By systematically evaluating these perceptions across diverse demographic groups and consumption contexts, the study explicitly demonstrates that gastronomy serves as a vital bridge for international cultural adaptation and destination integration.

The empirical findings solidify the manuscript's overall argument: while Turkish cuisine is overwhelmingly celebrated by Kazakh residents for its wide variety,

exceptional taste, and absolute religious compatibility, this positive evaluation is not completely uniform. Instead, it is structurally mediated by individual socio-economic and demographic realities.

- **The Educational and Institutional Segment:** A critical insight achieved by this study is the sharp divergence in perception between individuals staying in Turkey for educational purposes versus alternative aims. Because students often rely on institutional dining frameworks (such as university

cafeterias or dormitories), their exposure to the authentic breadth of Turkish gastronomy is restricted, leading to lower perceived variety and portion satisfaction.

- **The Symbolic Core:** Concurrently, the unprompted cognitive dominance of specific items—namely döner, baklava, and ayran—proves that these specific assets function as the primary commercial and cultural pillars of Turkey's global gastronomic image.
- **Homeland Financial Anchoring:** Finally, the persistence of price comparisons among long-term residents and older cohorts highlights that economic perceptions remain anchored to the home country, operating as a continuous metrics system even after years of local lifestyle adaptation.

Ultimately, the central research objective has been comprehensively achieved. The study reveals that while cultural and religious alignment facilitates a strong baseline acceptance, the localized environment of consumption (home vs. institution) and demographic characteristics play a defining role in shaping the final gastronomic narrative of an international community. These insights provide a concrete roadmap for targeted culinary marketing, menu customization in institutional sectors, and future comparative cross-cultural research.

5 CONCLUSION AND RECOMMENDATIONS

The main purpose of this research is to determine the perceptions of Turkish cuisine among Kazakh citizens who temporarily reside in Turkey. The findings indicate that the participants were predominantly female; most were between the ages of 19 and 24; the majority were in Turkey for educational purposes; and a considerable proportion had been living in Turkey for “1–2 years.” Additionally, many participants had not yet decided whether they would return to Kazakhstan. It was also determined that most participants had experienced Turkish food before arriving in Turkey, had generally enjoyed it, and tended to consume it in restaurants and cafés.

The results show that women prefer foods that are easy to digest and perceive Turkish dishes as filling. Men, on the other hand, reported that Turkish dishes contain excessive amounts of tomato paste and evaluated Turkish food as more expensive than in Kazakhstan.

Furthermore, single respondents perceived Turkish food as oilier, whereas married respondents found it more garlicky. These findings are consistent with Girgin et al. (2017), who noted that Kazakh students described Turkish food as oily and high in calories. Overall, characteristics such as high prices, high oil content, excessive tomato paste, and high caloric value are commonly identified features of Turkish cuisine. The findings also align with the international literature emphasizing that culinary experiences deeply influence tourists' cultural adaptation and destination perceptions (Minasse, 2020; Valduga & Minasse, 2021).

When evaluated by purpose of residence, participants who came to Turkey for educational reasons showed lower mean scores on the variables “rich food variety,” “suitability

to taste,” and “filling quality.” Given that certain elements of Turkish cuisine resemble Central Asian culinary traditions, the finding that participants consider Turkish food “suitable for taste” aligns naturally with previous research (Girgin et al., 2017:107).

Participants who had experienced Turkish cuisine before arriving in Turkey did not find it easy to digest, but considered it appropriate to their religious beliefs and taste preferences. As suggested by Özdemir and Demir (2018), similarities in cultural background, religious affinity, and geographical proximity may facilitate the adaptation process.

Participants aged 37 and above perceived Turkish cuisine as offering a wide variety of dishes and reported a higher use of tomato paste. The findings also suggest that as age increases, the preference for trying different foods rises and tomato paste-rich dishes are consumed more frequently. Additionally, the perception of food expensiveness increases with age. Birdir and Akgöl (2015) obtained similar results, noting that individuals over 35 tend to be more selective in their food choices due to health concerns, particularly regarding fat and sugar.

Considering the place of consumption, participants indicated that meals prepared at home contain more tomato paste and onion, and such foods were not perceived as unhealthy. It was also found that garlic-heavy dishes are consumed less frequently in workplace settings. Regarding duration of residence, individuals who had stayed in Turkey for five years or longer continued to make price comparisons between Turkish and Kazakh food.

The first three foods that participants associated with Turkish cuisine were döner dürüm, kebab, and köfte; the leading desserts were baklava, künefe, and sütlac; and the most commonly mentioned beverages were ayran, tea, and Turkish coffee. Similarly, Şengül (2017) found that domestic tourists identified kebab, mantı, ayran, tea, baklava, and künefe as the first tastes that come to mind. In Eren's study (2019), the foods most commonly recalled by visitors included kebab, rakı, döner, aubergine dishes, and baklava. Based on these findings, emphasizing these well-recognized items may strengthen promotional and marketing efforts in Turkish food and beverage establishments operating in Kazakhstan.

Suggestions are made based on the results obtained from the research:

- Turkish dishes should be included more prominently on the menus of establishments serving individuals who will eventually return to Kazakhstan.
- Turkish dishes in student dormitories should be prepared according to students' taste preferences.
- Food and beverage businesses should clearly highlight ingredients, prices, and portion sizes for Turkish dishes.

This research is limited to Kazakh citizens temporarily residing in Turkey for educational, professional, or similar purposes, and the findings were evaluated within this scope. To broaden the applicability of the results, similar studies may be conducted among citizens of other countries who are temporarily residing in Turkey.

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Term	Definition	Author 1	A2	A3
Conceptualization	Ideas; formulation or evolution of overarching research goals and aims	x	x	x
Methodology	Development or design of methodology; creation of models	x	x	x
Software	Programming, software development; designing computer programs; implementation of the computer code and supporting algorithms; testing of existing code components	x	x	
Validation	Verification, whether as a part of the activity or separate, of the overall replication/ reproducibility of results/experiments and other research outputs	x	x	x
Formal analysis	Application of statistical, mathematical, computational, or other formal techniques to analyze or synthesize study data	x	x	x
Investigation	Conducting a research and investigation process, specifically performing the experiments, or data/evidence collection	x		
Resources	Provision of study materials, reagents, materials, patients, laboratory samples, animals, instrumentation, computing resources, or other analysis tools	x	x	x
Data Curation	Management activities to annotate (produce metadata), scrub data and maintain research data (including software code, where it is necessary for interpreting the data itself) for initial use and later reuse	x	x	x

Term	Definition	Author 1	A2	A3
Writing - Original Draft	Preparation, creation and/or presentation of the published work, specifically writing the initial draft (including substantive translation)	x	x	x
Writing - Review & Editing	Preparation, creation and/or presentation of the published work by those from the original research group, specifically critical review, commentary or revision – including pre-or post-publication stages	x	x	x
Visualization	Preparation, creation and/or presentation of the published work, specifically visualization/ data presentation	x	x	x
Supervision	Oversight and leadership responsibility for the research activity planning and execution, including mentorship external to the core team	x	x	
Project administration	Management and coordination responsibility for the research activity planning and execution	x	x	
Funding acquisition	Acquisition of the financial support for the project leading to this publication	x		

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