

T.C.
KADİR HAS UNIVERSITY
INSTITUTE OF SOCIAL SCIENCES
DEPARTMENT OF AMERICAN CULTURE AND LITERATURE

**HAMBURGERS AND HAND-HOLDING:
MCDONALD'S IN TURKEY**

M.A. Thesis

NUR ÜÇER

İstanbul, 2012

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Advisor: DOÇ. DR. MARY LOU O'NEIL

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To my family

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ABSTRACT

Many countries are associated with the brands that they produce in this age among these brands. There are not only the consumption goods, but also the brands of food and beverage. One of the best examples to the issue is that McDonald's is the brand that comes to mind first when said America. This thesis of which subject is based on the effect of fast food culture and especially the effects of McDonald's which has a leading role in this change on local food cultures. This work also includes a research which investigates the reality of globalization, the change in the eating habits, and also socio-cultural effects.

Key words: Fast food, McDonald's, Turkish eating habits, McDonald's in Turkey

ÖZET

İçinde bulunduğumuz çağda dünyanın birçok ülkesi, neredeyse üretim yaptığı ürünlerin markasıyla anılmaktadır. Üretilen bu markalar arasında sadece tüketim eşyaları değil, yiyecek içecek markaları da dikkat çekmektedir. Konuya en iyi verilecek örneklerden biri, Amerika denilince akla ilk gelen marka olan McDonald's olmasıdır. Hızlı yemek kültürü ve özellikle bu değişimin öncüsü olan McDonald's'ın yerel yemek kültürüne etkileri üzerine hazırlanmış olan bu tez çalışması küreselleşme, yemek alışkanlıkları ve sosyal kültürel etkileri de kapsamaktadır.

Key words: Hızlı yemek, McDonald's, Türk yemek alışkanlıkları, Türkiye'de McDonald's

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INTRODUCTION

The aim of this thesis is to examine the development of Hamburgers and Handholding: McDonald's in Turkey. The thesis I studied is an original work which is considered to be an example of a Case Study of McDonald's in Turkey. Firstly, I focused on the concept of globalization and the cultural effects of global expansion of McDonald's, then I described the definition of fast food, the characteristics and the spread of the fast food culture in America; I also studied the effects of American lifestyle on fast food culture and industry. Furthermore, this research introduces the history of McDonald's and its global development. I examined McDonald's in Turkey; I explored the development of American fast food culture in Turkey and the effects in Turkey.

The introduction provides a summary of the background to the research, the research questions, the limitations of the research, the research methodology, the outline of the thesis. This research contains four chapters: *Chapter 1: The Concept of Globalization and The Cultural Effects of Global Expansion of McDonald's*, *Chapter 2: The Spread of American Fast Food, McDonald's in America*, *Chapter 3: Turkish Culture and Turkish Cuisine, Spread of McDonald's in Turkey and The Spread of Turkish Fast Food*, *Chapter 4: Conclusion*.

The aim of this research is to examine the localization of McDonald's in Turkey and the development of Turkish fast food culture. To achieve this aim, several questions will be answered regarding the localization of McDonald's in Turkey and the development of Turkish fast food culture. Firstly, I would like to find out why

McDonald's is so popular in Turkey and examine how people in Turkey see McDonald's. Furthermore, I would like to understand the changes on consumer discipline in Turkey, and to analyze the changes after McDonald's entered in Turkey. Finally, examining Turkish general culture and the food culture I would like to know the process of spread of McDonald's fast food culture through Turkish culture, the adoption process of consumers' in Turkey and how the effects resulted in Turkey. In terms of thematic content this thesis focuses on several questions:

1. Which characteristics were attractive, why did the consumer prefer McDonald's, why McDonald's is so popular in Turkey?
2. Why did McDonald's choose Turkey?
3. What is the consumer behavior through fast food in Turkey?
4. What is the importance of the presence of McDonald's in Turkey?
5. What are the indicators of Turkish Fast Food in Turkey and how have Turks contributed to the fast food?

This thesis has a number of limitations. Firstly, I have limited my attention through the spread of fast food and effects of fast food in Turkey. This is because the analysis hinges mostly on the socio-cultural elements of fast food in Turkey and this subject is particularly actual and related to the cultural aspects. Secondly, I have limited my investigation on the spread of Fast Food in America and in Turkey, for this purpose I have chosen McDonald's, the most known American Fast Food Company because McDonald's is an area that arises a large interest worldwide and represents a symbol of the American culture and globalization.

The semi-structured interview methodology was conducted to the families, because the children are the target consumers for McDonald's and the families prefer McDonald's in order to have their children eat and entertain. The qualitative research method and Case Study are implemented in this study. I prepared questions in advance, and later analyzed through data collection, and evaluated the results. The qualitative interview will help trying to understand the process of the development of fast food in Turkey and to identify the development of Turkish fast food culture.

The spread of McDonald's restaurants in Turkey and their effects are investigated. There is also a research examining the effects of McDonald's on Turkish culture. The research is conducted in the restaurants located in Istanbul's towns and districts, Baghdad Avenue, Taksim, and Merter with 15 subjects through random method and face-to-face interview in accordance with predetermination of the questions. In this research, the perception of McDonald's is investigated and ideas of the subjects about the expansion of McDonald's are revealed. In the conclusion part, there are assessments about the research.

CHAPTER 1: THE CONCEPT OF GLOBALIZATION AND THE CULTURAL EFFECTS OF GLOBAL EXPANSION OF MCDONALD'S

1.1 The Concept of Globalization

New millennium has been seen as a savoir that would immediately bring radical changes, solve all problems and provide a better life. However, the new orders of this millennium and the future have been already determined and necessary infrastructure works have been already completed. (Orozco and Qin-Hilliard, 2004, pg. 1-2) The new concepts and words such as “information age”, “worldwide competition”, and “developing technology” are the first pioneers of this new order. Although it is not exactly known what these pioneers mean and what they will bring, the introduction of internet, enormous access network to daily life, unlimited communication facilities and advantages that internet provides verify these concepts and proves that new millennium meets the expectations to great extent.

Globalization, a magic word, provides all these developments. Thanks to globalization, we can communicate those of the same kind living in the other corner of the planet that we may never see, we are simultaneously informed about same events through global information centers, and we have opportunity to eat same foods at the restaurants.

The content of this work is consisted of all aspects of globalization especially what globalization phenomenon actually includes and provides, what its purpose, development, expansion and impact on humanity are, what kind of gains and losses it causes, and what its global dimension is. (Ritzer, 2010, pg. 34)

The subject of this thesis is the purpose behind globalization and the effects of globalization discussed; to shed light on the order of new millennium and moment in which humanity will openly face and notice its place in an inevitable gear train in the future (Ritzer, 2010, pg. 48) and to provide a wider perspective for the impact of imperialism which has not distinguished yet in daily life. Another factor playing role in the choice of thesis subject is the uneasiness felt due to the noticeable cultural effects including economic, technical and political ones of the rising value of our day, globalization. Fast food as a change in food sector was seen an unimportant alternative at the beginning. However, as the time passes, a standard cultural life dedicated itself to the standardization in every part of daily life from health to education, from consumption to ideas imprisons humanity and dictates its own values to humanity by making it dependent on itself. From this perspective, it is possible to reveal what kind of deep meanings actually hides this phenomenon which are seen very innocent and harmless as only foods and restaurants.

Canadian communication theorist and trainer Marshall McLuhan identifying the world with a global village define this phenomenon with several simple words and he is not mistaken in his definition. (McLuhan, 2001) Indeed, the world, in the last thirty years, especially in technological sector, opens its door to a new transformation through some concrete developments.

The change and development of information and communication technology with an enduring increase bring economic developments in the information societies and the digital economies gaining power from competition accelerate the political and socio-cultural changes. Due to these fascinating changes the societies try to catch the information age in technological sense and embracing competition order and limitless capitalism with new values in economic area change their fundamental preferences in

socio-cultural life. In this sense, quickness, efficiency, and the demand for high standard appear as the main requirements for life around the world.

The new world order is a process developed in the monopoly of information and technology. The evolvement of this process is certainly realized under the authority of the countries having necessary information technological capacity. These authorities using their economic and cultural powers, as other underpinnings of the order in addition to information and technology, also try to make societies having less information, technology and economic power dependent on themselves.

In this work, it is touched upon the factors that play active role in globalization and are seen insignificant and ordinary although their results are considerable. Besides the development, expansion, effects and predictable results of globalization, its cultural dimension constitutes the essential point of this work. In this sense, cultural aspects of the concept and its dimensions related to this issue are investigated.

The dominant cultures, through the order of expansion, impose their own cultures and cultural products to the other cultures and ensure that they are recognized. The embracement of these products in local cultures is not difficult and the products of global culture are easily accepted through small, mysterious, and innocent looking policies without any investigation. However, it should be clearly noted that the concept of local culture does not only refer to culture in an area determined by political borders of the countries. Local culture includes culture that major powers as the origins of globalization try to spread in different regions. There are no borders of local culture and regional distinctions. If we describe culture as whole human activities, the resemblance of humanity and fundamental properties meeting on a common ground prove this argument.

In the cultural dimension of globalization, the famous brand of McDonald's fast food restaurant chains which represent the structure of globalization and create anxiety due to its establishment purpose, This situation is seen unrealistic at first sight. (Ritzer, 2010, pg. 50) McDonalds skillfully makes its own image as the company which provides economical and standardized food in good quality and with quick service. As a matter of fact, the people expect standard products of good quality in the modern age. However, the most important thing is the system used by McDonald's and the penetration of this system to the human life by even determining the beginning and end, birth and death and pioneering a system which has not been noticed yet. (Orozco and Qin-Hilliard, 2004, pg. 10)

In this chapter, globalization will be considered as a comprehensive concept and its cultural impacts in general sense will be touched upon. In this study, the concept of local culture is not limited to geographical borders and could not be drawn by clear cut lines. Also the cultural dimension of globalization is discussed. McDonald's, the impact of globalization phenomenon that American sociology professor George Ritzer describes as a cultural system where society is imprisoned in an iron cage on local cultures and the extensions of this impact will be examined. (Ritzer, 2010, pg. 26) In this section, besides the introduction and development of this cultural system that completely includes and encloses societies, its expansion in social approach is discussed.

1.2 The Globalization in Culture and its Process in Turkey

The cultural dimension of globalization is that it has opened a worldwide cultural model by affecting the customer behavior. Globalization is a process, a phenomenon. It is debatable whether it is good or not, but it is certainly inevitable in

any case. In this sense, to predict the consequences of this phenomenon that affects the world and to behave according to it are the requirements for the modernity.

As a power for standardization, one of the main arguments of globalization which forces the different life styles day by day is that a global world culture will appear and this culture will be dominant around the world. In the global village that globalization has caused, the consumption types, institutions, and groups are similar to each other. The argument that globalization by standardizing the life types and goals will erode national cultures and these cultures will create a new “world culture” on the basis of “high values” attract the attention. The developments give clues on that different worlds become similar and construct a universal uniform culture on the basis of Western culture through the various communication mediums. The universal principles and concepts that the West has produced and were generally accepted can be shown as an example to this change.

Globalization promoted in the cultural space is that West-American culture establishes sovereignty in the world and homogenizes all societies. Homogenized societies become similar to each other. Since cultural hegemony removes the differences among the nations, globalization makes each nation behave similarly to each other. The individuals in these societies spontaneously join this kind of globalization trend and become the volunteer representatives of this current. Therefore, globalization is the inevitable process that covers all humanity such enlightenment, socialism or modernization. One of the most important claims of the globalization is that the communication opportunities which provided by technology remove the barriers among societies, all societies will be intentionally or unintentionally similar to each other and all differences among them will be removed. It is true that cultural interaction will be more frequent in the information and communication age.

Globalization proposes two dangers in a society that have different cultures. One of them is realized by fragmentation. The second danger is to be destroyed by the effect of standardizing effect of globalization. The entire world increasingly moves forward to a culture in which the same meatballs are eaten and the same shoes are worn. Against these two biggest threats, especially by guaranteeing and promoting individual freedoms and strengthening the societal interaction, to preserve cultural differences and integrity seems to be the only solution.

The owners of global culture desire a limitless world. The limitation in the areas of finance, investments, technology etc. is removed and it is not faced with a difficulty. Mass communication shapes the culture through its power. In this way, the numbers of consumers are increased through the advertisement activities; the consumption of global products is consolidated as a cultural order instead of conservative local. The best example of this is situation is the U.S. The most important function of American cultural products is to make consumption the way of life. America continues to make the food habits, clothing, and entertainment as dependent on the widespread culture in a very professional way. With the implementations of the U.S. especially fast food in the food sector becomes a very common eating habit.

In Turkey the global culture motifs are consumption and lifestyle which have been transferred and imposed by means of mass media have been accepted by the society and this process also has been affecting the culture of Turkish society and forcing it to change. Since 1980s, Turkey has been evolving a change; this is a course of globalization. In Turkey, Istanbul is considered to be an important symbol of globalization. Istanbul, one of the biggest cities in the world, constitutes a bridge between East and West geographically, historically, politically, and culturally. (Aksoy and Robins, 1996, pg. 47-49) In the 1980s, Turkey the Turkish economy has been

exposed to the globalization of capital, trade has been reorganized. As a result, Turkey has experienced the increasing importance of free market discourse, has had a developing infrastructure which has led to the introduction of foreign investments and the rapid growth in income. As the income increased, the Turkish people have begun to consume more, and the people in Turkey has had the opportunity to go out and socialize. (Koffman and Youngs, 2003, pg. 194-197)

In addition to its impacts on economic life, civil society, and intellectual life, cultural globalization has also involved popular culture and consumption patterns in Turkey, where significant changes have occurred in recent years. These changes have created two trends, the post modernization of values and the globalization of the local, which have manifested themselves in our identities, lifestyle preferences, and consumption patterns. (Watson, 2006, pg. 4-5) While fast food chains, like McDonald's, have been increasing their market share, imposing their values, lifestyles, eating habits; their influence was only on the big cities and middle and high income people. Additionally, this transformation has led to the emergence of local fast food chains.

1.3 The Symbol of Global Culture: McDonald's

McDonald's is a symbol and cultural icon of American culture. That is, McDonald's emerges as a family oriented restaurant with a huge and widespread popularity. With its franchising and operating system, which is based on selling the rights to other operators, McDonald's had the opportunity to expand internationally. (Kincheloe, 2002, pg.4-11) McDonald's is recognized all over the world and gained popularity throughout the world with the uniquely American landmark, self-service, and reflects the image of America as a cultural modernization.

McDonald's restaurants have gradually emerged as a result of many developments through the historical process going to the roots of globalization. The historical, political and economic changes have urged the way for the emergence of McDonald's. McDonald's is the product of these changes.

Historical, economic, technologic, and social changes create the need for establishing systematic, disciplined and standardized service and working unit instead of traditional organization to ensure that state conducts its own affairs. The rules that the bureaucracy establishes and the obligation to finish work in a very fast way force workers to abandon their freedoms. These features of the bureaucracy turn the workers in bureaucracy machine into robots and the work into automation. These system workers are conditioned to do the work attributed to themselves within a shortest time and with the minimum communication with people who employ them. The bureaucracy mechanism is structure of modern society in which people are imprisoned.

There are two rules of McDonald's method used in all McDonald's restaurants and accepted around the world and in all areas. The first rule is to do works very fast through division of labor and the other one is inexpediency of ideas and emotions. (Ritzer, 2010, pg. 37) Despite its efficiency and quickness, the system isolates the workers from their emotions and ideas.

The suburban houses constructed in America in 1930s have been examples of this system. These houses were standardized and workers were monotype. The emergence of shopping centers having a huge range of products has been another factor that has facilitated the expansion of McDonald's. In the shopping centers where people could find all their needs fast moving consumption have taken place. These policies

have urged people for consumption who wanted to get rid of stress of daily life and have helped McDonald's to gain today's prestige. (Ritzer, 2010)

1.4 The System of McDonald's and McDonaldization

McDonald's symbolizes the life style that the global culture based on America introduces. McDonald's, with its characteristics, reflects the identification with American popular culture, reconciliation with the things that modern life brought an integration. McDonald's restaurants do not actually produce hamburgers, but a popular life style. (Ritzer, 2010, pg. 6) McDonald's, with the system that it founded, has become one of the pioneers establishing globalization and signaling new world order. In the restaurants constructed in accordance with quantitative efficiency, efficiency means to make use of the time well. Fast food restaurants as alternatives to homemade foods are important steps in terms of timing. (Bosshart, 2006, pg. 82) In McDonald's, valuing time as the first requirement of efficiency, just as it happens in the bureaucratic process, displays itself through small units of works and division of labor.

McDonald's restaurants determine costs on the basis of less food material and less workers. The food material is very limited due to the menus. Foods eaten by hands ensure that meal is consumed as soon as possible; there is not so much waste material to take up space and workers collecting garbage save time. Since service is made by consumers, there is no need for so many workers. A consumer in McDonald's turns into a worker spending time and energy for the company without receiving any payment for this. (Ritzer, 2010, pg. 14)

In McDonald's and McDonald's like restaurants, there is no need to buy the foods by entering inside. The products are wrapped in a very fast way and given to

customers through window system established for those with cars. This is very time saving and the rubbish to be probably emerged after consuming foods is left to these costumers. The products of McDonald's are consisted of standard and simple menus consumed by hands in a very short time without any need of instruments. Menus never change and there are no extra foods. By this way, time and products are marketed in the most efficient way. (Ritzer, 2010, pg. 57)

Another component in production and marketing is calculability. In McDonald's restaurants, the number and especially product size and quality surpass the taste. The size of burgers and the package of potatoes are stressed in McDonald's menus. Since the method is quantitative, the purpose is to consume the biggest thing in the shortest time. (Ritzer, 2010, pg. 81) More sales are showed as the product quality. In reality, as a result of the created image of McDonald's, customers believe that they eat the biggest food at the lowest price with a very shortest and qualified service from a very qualified company. (Watson, 2006, pg. 25)

Another novelty that McDonald's restaurants offer to the people is the predictability. The people, thanks to the predictable products of McDonald's, know how much they have to pay for the taste and the amount of the desired food. (Ritzer, 2010, pg. 106) In all parts of the world, both the customers and the workers in McDonald's restaurants know which words they will use during their short communication and what kind of responses they will receive. Besides, the customers know where they will eat and what kind of service is waiting for them, for this reason, there is not so much surprise in McDonald's and no need for more words. (Ritzer, 2010, pg. 107) This system that McDonald's implemented is very acceptable in global life and since this system is extremely successful in implementation and supervision, it spreads to only simple restaurants or even out of food sector.

Education comes first among the institutions that McDonald's used and McDonaldized. Trainings given to students about the work are organized in accordance with the solution for efficiency problems as a result of global culture. In education, the skill, success and level of a student among the other students are measured by the quantitative criteria and calculations. Course hours, plan and selection of courses, designation of classes, predetermination of courses and schedule are the results of McDonaldization in education. (Ritzer, 2010, pg. 106) McDonaldization system creates a fantastic, organized and standardized environment. The clothing and behaviors are determined with detailed rules. The system creates isolated people. With this system, it is aimed that production and service become consistent. Things are predetermined and planned through standardization. (Ritzer, 2010, pg. 118)

As it is seen, cultural dimensions of globalization penetrate to all areas of community life such as entertainment, food, clothing, language and consumption etc. The system which has constituted the content and characteristic of this diffusion has been based on McDonaldization. McDonald's has given the first signals of globalization and by introducing a life style with its uncontrollable diffusion, increasingly become pioneer of global life especially in America and around the world.

1.5 The Cultural Effects of Global Expansion of McDonald's

McDonald's restaurant chains realized a revolution in American cuisine through its structure, products and marketing system. Today it continues to affect not only cuisine culture but whole life style. McDonald's is the pioneer of a radical cultural change both in America and all other countries where it has operated. The effects of this cultural change are greater than it has expected. McDonald's does not only aim to make

small changes in daily food habits of foreign countries, but it imposes American values and habits, briefly all American life style to these countries. (Kellner, 2003, pg. 47)

Restaurant chain by changing American life style imposes new habits and new life style to the middle class through its operation system, products and marketing strategies. Hamburger is the national food of America, self-service and the preparation of foods become a part of American automation system.

Since 1968, McDonald's restaurant chain began to expand to other countries. Initially in Canada and European countries, McDonald's does not offer its products by combining them with the local cultural aspects, instead by refusing any change in its products, service and operation system, it aims to make the local cultures accept and embrace itself. This realizes through changing food habits, taste and cultural characteristics of the people living in other countries. (Watson, 2006, pg. 9)

McDonald's by establishing the most popular restaurant chain around the world has Americanized all food industry. The political and economic success of America is underpinned by this cultural expansion. McDonalds reinforces especially admiration and trust of children and young people towards America, leading actor of globalization. Going to McDonald's is seen identical to being a part of American dream. (Kincheloe, 2002, pg. 20)

The embracement of McDonald's and its success is related to the successful implementation of globalization method by the company. In this system, McDonald's never changes its management type, standard menu, service, operation and the franchising etc. in the countries where it has expanded. The local operator can only determine the marketing services and a few different products to be added to the menu. McDonald's does not transform itself but change the local cultures and habits. The local

food habits and local tastes are dissolved in modern and powerful American image that McDonald's has created and they are abandoned since they are seen as old.

McDonald's is the representative of American power, modernity and new world order. The image of America that the global culture has created thanks to McDonald's is good, powerful, reliable, qualified and modern. Despite all these local cultural features, McDonald's continues to expand from Europe to Asia, from Africa to Australia. The most significant reasons behind this expansion is that McDonald's never gives concession of its own characteristics and system while it remains sensitive towards local cultural features. The success of McDonald's today is much related to its synthesis of American product and operation system with local marketing strategies in a very professional way. The main purpose in global culture is not to reveal the differences among people derived from local cultures, but to focus on their common characteristics. (Kleinfelder, 2005, pg. 14-19)

CHAPTER 2: AMERICAN CULTURE AND AMERICAN CUISINE, THE SPREAD OF MCDONALD'S IN AMERICA

2.1 Introduction of Fast Food

The main characteristic of Fast Food is that it is served very quickly to the customer in a packaged form as a take away ((Akbat and Yıldız and Gül, 2007, pg.904). The menus contain sandwiches, hamburgers, fried chicken, French fries, , and pizza. There are also other menus available as healthier or local options. Fast food is produced with standardized and industrial methods. Fast food emphasizes speed, low cost and uniformity; therefore the fast food outlets, known as quick service restaurants, offer standardized meals that can be found all over the world.

The fast food has been developed in big cities. It's kind of a life style and a fact of modern life. The United States is considered to be the capital of fast food throughout the world. Today, with the expansion of fast food, American culture has spread all around the world. Once America has started the fast food business, fast food provided cheaper options to eat out and to produce. It is also very attractive for working women to buy fast food and snacks. When these conditions are taken into account, the fast food industry is continually booming worldwide.

2.2 American Culture and American Cuisine

The American life style is based on speed. The fast life style has led to the conditions not appropriate to traditional meals. With the effects of fast life, fast food has become an integral part, so the slow food is changing as well. The main idea of fast

food is to deliver the food very quickly. The quality stays behind the quick service. The faster the service is, the more need is fulfilled and the more customers come.

Among the reasons of the popularity of fast food; it is a very profitable business, also the effect of lifestyles, television, advanced technology, industrialism, and urbanization played a significant role on the development of fast food. Fast food substituted homemade food. It has changed what we eat, how we eat. Henceforth, the people view food as a means, not something to be enjoyed while eating. George Ritzer in his book *McDonaldization of Society*, views fast food industry as a threat and homogenizing influence on American life. (Ritzer, 2010). Although the price is cheap, it constitutes a risk of nutritional content and obesity.

Before the second half of the 20th century, traditional family meal took place in America. The mothers did not work and stayed at home to look after the children, the father was working out. At the end of the day they all had the opportunity to eat homemade food that the mother prepared. Then the life was slower. Today both parents work and the mothers, except some housewives, do not have enough time to cook. After a tiring day and tight work schedule, the mothers buy a ready meal and put it into the oven or the microwave, or order fast food from the nearest fast food outlet. (Schlosser, 2001, pg.4)

Eating out and ordering in are the symbols that the lifestyle of fast food brings with it, however, it does not taste as good as the real food. Americans gain weight because of fatty and high sugar foods, large portions, processed foods, lack of physical activity, inactive lifestyle. The hectic, fast paced life causes high stress which affects the food choice, the mood, and the amount of time. (Schlosser, 2001, pg. 4)

American culture is highly affected by European ideals, the ethnic cultures of Native Americans, African Americans, Latin Americans, colonization, immigration. Some ideological principles, such as individualism, freedom, democracy, American exceptionalism have emerged. American culture is individualistic whereas Eastern culture is family oriented. American culture has created cultural icons in media, movies, music, and sports. Starting from America, fast food is a cultural phenomenon which appeals to every age group. For a child it is important for presents, for a teenager it is for fun, for a young adult it is for ready meal or lunch break. European colonization, other ethnic groups such as Asian cuisine have influenced American cuisine. For instance, hot dogs and hamburgers are originally German dishes, but contemporarily they are considered as American dishes. In other words, American cuisine is a blended cuisine. (Kittler and Scuheer, 2008, pg. 1)

2.3 The Spread of McDonald's in America

In 1937, Richard (Dick) McDonald and his brother Maurice (Mac) McDonald introduced to this sector with a restaurant providing food to the cars. The restaurant became popular within several years and McDonald brothers opened the bigger place in the east of Los Angeles in 1940. This restaurant was different from the others that the people living in Los Angeles got used to. The Restaurant has become a very popular place in the first half of 1940s by attracting young people.

At the McDonald Brothers' drive-in restaurants, it did not require any dishes, silverware or glasses; instead paper and plastic were used without any table, with a simple menu. The system that the brothers generated was called "Speedee Service System" on which the modern fast food outlets were based. The main idea was to serve quickly with efficiency and low price. When McDonald's restaurant expanded, Ray

Kroc, the driving force behind the growth, owned the restaurant and opened the first franchise in Illinois in 1954. (Vardar, 2011, pg. 9-11)

Since 1961, the company uses the “M” logo which is recognized all over the world. McDonald’s has become a sign of globalization by this way the American lifestyle has been spread, but also it has brought about many discussions such as obesity, health problems, franchising system, consumer behavior.

CHAPTER 3: TURKISH CULTURE AND TURKISH CUISINE, MCDONALD'S IN TURKEY AND THE SPREAD OF TURKISH FAST FOOD

3.1 Turkish Culture and Turkish Cuisine

Turkish culture has a rich history and is blended with Anatolia's rich geography, varied climate, many civilizations. It carries influences of great empires and diverse cultures from Anatolia. When Turks had emigrated from Central Asia, they established in Anatolia and lived together with other civilizations. They had founded Seljuk Empire and then came Ottoman Empire which had an impact on today's modern Republic of Turkey. Turkey, a cultural bridge between the East and the West, constructs a synthesis of Europe and Asia. (Edelstein, 2011, pg. 562)

Turkish foods generally carry these features: Nomadic and agricultural economic structure affected Turkish foods; there are some interactions in terms of food types between Turkish culture and other cultures; there are differences in foods according to the socio-economic position of the families; foods differ from each other according to the geographical regions of the country; the religion, norms and values affected the cuisine.

As Turkey has a rich culture, it has also a rich variety of cuisine affected by regional differentiation, climactic conditions, Ottoman cuisine, Eastern, Mediterranean and Balkan cuisines. Cultural, geographical, historical, and economical characteristics shaped eating habits. Turkish cuisine is not homogeneous. It consists of meat, fish, grains, cereals, vegetables, and pastry dishes. There are specific specialties based on regions. For instance, The Black Sea region is famous for corn and anchovies, whereas

the Southeast for its kebabs, mezes, and dough-based desserts such as baklava, kadayıf, and künefe. Aegean, Marmara and Mediterranean regions' cuisines are based on vegetables, herbs, and fish, and in these cuisines olive oil is used for cooking. Central Anatolia is known with its pastry specialties such as keşkek, mantı (from Kayseri), gözleme, pide, börek, and pilaf.

Bread accompanies each meal; however, the typical Turkish meal is kebab. Tea and Turkish coffee are the most famous Turkish drinks. Offering tea and coffee is a sign of hospitality in Turkey. For the Turks the setting and the eating protocol is as important as the dishes. Eating with family and friends at home and in restaurants is a part of special occasions. (Abala, 2011, pg. 305-311)

3.2. Eating Habits of Turkish People and Cultural Patterns of Behaviors

Societies differ from each other on the basis of their different cultures. Eating habit, as the main component of these cultures, is the determinant factor that constitutes these cultural differences. Geographical conditions and cultural properties determine what people may eat to a great extent. In terms of types of food and tastes, Turkish culture has its own characteristics separating itself from the other cultures. Therefore, this part aims to examine these shared cultural features as well as the patterns of behaviors as the expressions of these features, pertaining to Turkish people only.

Since the early periods of their long history, Turkish people have developed a rich culinary culture. The presence of different kinds of foods in Turkish cuisine proves this diversity. Alongside this rich cuisine, Turks have obtained some patterns of behaviors in connection with these foods and drinks. Anatolian foods could be grouped under three categories: vegetables, meats and pastry. There is an interaction between the types of food and the process of civilization. To explain it in a different way, there

are cultural characteristics that constitute the backbone of this eating activity. Throughout their civilization process, Turks have prepared and consumed different kinds of foods. These foods which have been prepared in some distinctive stage of civilization have had an impact on the formation of contemporary eating habits (Edelstein, 2011, pp. 562-563). Since bread is seen an important foodstuff eaten in Turkish cuisine, people consume huge amount of breads notwithstanding whether they are homemade or breads bought from the bakery. Turkish cuisine is based on pastry and bread, also Americans eat bread as much as possible such as Hamburgers, pies, hot dogs, etc.

Turkish society attaches greater importance to the eating activity. Traditionally, family members are attentive to come together around a table during each three meals time in a day. Despite the fact that the new way of life and changing eating habits force especially young people to eat outside, most of the Turkish people still prefer to have their meals at home. Since Turkish people who are known with their hospitality want to make their guest feel at home, they pay greater attention to have a clean and proper house, “sofra” (table where the foods are eaten), and plates as well as clean and delicious foods and drinks on the table. These plentiful foods and drinks put on the table should complement to each other and appeal to the eye not only in terms of their appearance but also their quantity. Historically, Turkish people had lived the nomadic life and used to eat by hands. Similarly, Hamburgers, sandwiches, pizzas and other types of fast food are eaten by hands. Thus, it was not hard for Turks to embrace American fast food.

In Turkish families, dinner time has a special place as the family members come together around table. The number of plates on the table increase with the participation of close relatives, favorite friends or neighbors who walk in at any time. In general,

Turkish people are social and talkative people, and the dinners constitute a means to socialize. When Turkish people go to McDonald's, it becomes a means for Turkish families. Additionally, for Turkish young people and teenagers McDonald's outlets are places to socialize, to chat with their friends, and to show off. When McDonald's first entered to Turkey at the end of 80s, the teenagers between 13-16 years, chose McDonald's to meet with the friends and to date with boyfriends/girlfriends. This is because the Turkish families' general attitudes towards their children are really very protective, and in a way conservative, so the teenagers were meeting with their classmates or boyfriends/girlfriends at McDonald's to socialize as well as to live their privacy because the teenagers did not have enough freedom to conduct their private life. Today, the point of view has changed and the teenagers go to McDonald's either for social purposes or for showing off their social status, since McDonald's symbolizes American image of individualism and freedom. Yet, they still do not have enough freedom to choose, they got stuck between modernism and traditional lifestyle. Going to McDonald's is a way of running away from the traditional lifestyle and opposition to rules of society to which they have to obey. Additionally, the families oblige their children to eat. The children do not have the opportunity to eat whenever or whatever they want, instead they have to eat when the family members come together and they have to eat what their mothers have cooked, therefore, by going to McDonald's they have the option to choose their meal and to eat whatever they want.

Receiving guests and showing hospitality in dinners or tea parties is a very traditional and common way of socialization process in Turkey. This traditional habit is embedded to Turkish society and culture. This is very widespread especially among women who gather with their old schoolfellows and neighbors in the tea parties which are generally organized in the afternoons and at regular intervals. As the one of the

most important social activities of women, these tea parties have some significant social aims. When the families with children meet, also these women come together, exchange their ideas and share information. They have some free time to chat while their children play with the toys at the playgrounds, and they may have time to talk freely to their husbands.

Turkish people are generally known as extremely conservative in terms of their traditional culinary heritage. However, despite their conservative tendencies, they started to change their eating habits by the mid-1980s. In these years, they gradually began to acknowledge that they have needed to “eat fast” as they have adapted themselves to the new patterns of social norms. Therefore, this was the first time that fast food culture was introduced to Turkish society. In the 1980s, since women who were liberated in social life began to work, cooking has ceased to become their main activity. The change in Turkish family is a specific aspect of Turkish culture and it is very important within the framework of analysis on changes in society’s tastes. The needs and demands of Turkish people and their families are subject to change as time passes and Turkey changes. In our day, women, actively participating to the working life, have reached a highest level of its share in Turkish workforce. Women have been employed and do no longer want to be bound to work only at homes. As the all other working people, women adapt a very fast way of life and in this new life, have only limited time even for having their lunch. These all changes have inevitably affected the teenagers and their way of life especially in terms of their eating habits. Therefore, children increasingly started to eat in the school canteens and fast food restaurants. Even at home, these children had to eat tinned or frozen foods. As a result of these developments, this newly emerging fast food culture has consequently urged Turkish people to embrace new habits completely different from the old ones. It is not

misleading to say that fast food has had a very deep and long lasting impact on the social landscape of Turkish culture (Kocabaş, 2009, pg.2).

Although Turkish families prefer McDonald's to eat quickly and go, they sit down while eating. This is a typical Turkish attitude. For instance in the United States, the service is drive through, and in Europe people eat by standing. They prefer to eat at restaurants when they want to enjoy the meal and for the special occasions, but in Turkey people always eat by sitting down. In our modern world where people are always hurried up with their busy schedule and limited time, it seems that traditionally long Turkish meals where each family member has a place around the table are doomed to disappeared. For the same reason, it may not be favorable for the family members anymore to share the events of the day in this dining table with each other. People increasingly begin to see these habits difficult and old-fashioned in our fast and hard working world. Above all, those who have their dinners or other meals by sitting around a table consequently tend to eat more slowly. It is scientifically proved that eating meals in a very fast way can cause some digestion problems. Not only physical needs but also social reasons play important role in preferring to have meals with the family by sitting on a table instead of eating on the way. This provides an opportunity to have long conversations with the family, laugh together, create a kind of "togetherness" and solidarity, and prevent alienation towards each other's life. In addition, this kind of eating habit also helps to develop a healthy approach to food and eating activity among family members (Edelstein, 2011, pg. 562-563).

In most of the countries, children have great power to spend money. However, this is not only the case. Working parents who cannot spend enough time with their children do not hesitate to spend money in order to ease their own conscience and to make their children feel like princes or princesses by offering to them expensive gifts

and taking them to the places wherever they want to go. In addition, aunts, uncles, grandmothers and grandfathers want to do something for these little members of the family. These all attracted the attention of big brands to the market for children. McDonald's by giving toys to kid's menus and celebrating birthday parties with clowns tries to affect the preferences of children who are in an important position in brand preference.

For Turkish people, it was not desirable to have the same product in the same form in different places. Furthermore, this kind of service, self-service, was not also demanded by them. In face of this challenge, big American companies tried to eliminate these problems. Therefore, habits of Turkish people began to change. For instance, even Turkish fast food outlets have begun to serve in the western service style as self-service. We can not see waiters or waitresses running around.

Specialist and consultants have worked on the habits and patterns of behaviors of teenagers. For teenagers, self-service in the fast food restaurants is very attractive. As it can be understood from their comments, in fast food places, teenagers seem to attach more importance to the ability to choose their seats and freedom of not waiting to be served. While there are some concrete set of rules of appropriate behavior at the dinner table, teenagers feel free and accepted themselves in the fast food restaurants. The rules are broken; the people do not judge each other and enjoy freely expressing themselves. Diversity in options is attractive for teenagers rather than the foods taken from these fast foods restaurants. Adults who visit these places without their families see the fast food restaurants as the places where the rules of traditional Turkish dining can be broken.

From the perspective of teenagers, it can be argued that fast food has already become a part of their culture. On one hand, teenagers who know each culture has its own distinctive features are aware of the fact that dining still preserves its importance in their culture. On the other hand, fast food increasingly occupies their whole life and plays a greater role for them. In other words, the next generations in Turkey have already embraced this fast food culture and both standardization and local options take place together (İTO, 2000, 36). The new generation has adapted the change easily because they are brought up according to this lifestyle whereas adults eat while sitting. Also brand loyalty starts at the very early ages, in childhood.

Currently, we see American culture, that is popular culture, in each part of the world (O'Neil and Güler, 2010, pg. 230). Turkey and the United States have been in a close interaction including cultural, social, economic, and political approaches. Turkish young people, the reflection of the diverse cultures, embrace the new cultures as well as preserving the old traditions. Some people oppose to this power as they think that American popular culture will substitute to the local culture, but, in fact it is not. American culture has penetrated into the third world countries, even to the Western countries through its products (O'Neil and Güler, 2010, pg. 231) and as a result of this penetration it has introduced the image as well, but we see these effects and these establishments especially in big cities. The most affected group of the society are the children and young people. They got stuck between their own culture and the new culture (O'Neil and Güler, 2010, pg. 232). They create a new culture which is blended with the embracement of the new culture, the renewed formation of the old traditions, and the coexistence of the global and the local (O'Neil and Güler, 2010, pg. 232).

Historically, Turkish people are nomadic people carrying various effects of diverse cultures, are used to these shifts, and are to open to new developments.

Furthermore, there is a considerable distinction between the economic statuses of the people in Turkey. This distinction influences the relationship between people, the educational background, and the social status. The most affected group is again the children and the young people. The Turkish people have always had an admiration to western life style, Europe and America. The introduction of American and European brands has fired this admiration and brand loyalty, so much that brand loyalty begins at the very early ages, in childhood, and then becomes a part of their culture. McDonald's is an example of this point of view. The children know the M logo before they learn to read and write. It has penetrated to their life and this new generation will carry the effects of it to the next generation, so it will be a standard brand, and homogeneous culture will exist. Currently, the local cultures try to renew themselves, both standardization and local cultures take place together.

However, Turkish young people and the children try to imitate what they see and how they perceive the image. As a result, they attach importance to the image as imposed on them, and they like to show off (O'Neil and Güler, 2010, pg. 235). They feel longing for the past, and are dissatisfied with what they possess. This is because in the past the people could obtain the things more difficultly, but now, since the people obtain things easily, they give them up quickly because they do not make more of an effort, so a conflict emerges in the society. McDonald's is seen as a sign of a prestigious door opening to modernity and globalization, but it is mostly preferred by children, families with children, and teenagers. As the teenagers grow up, they usually prefer to Turkish food. Now, we can find more Turkish fast food outlets which are cheaper in comparison to American and Western fast food outlets, and Today Turkish fast food outlets compete with the American and Western fast food outlets (O'Neil and Güler, 2010, pg. 242).

Another point is that Turkish families are protective and conservative towards their children, so the young people and the children try to find a way to escape and gain a modern and new identity in the traditional society. With the introduction of the American products and Westernized life style, which support the individualistic and independent ideas, they try to express themselves. For instance, when a child orders a Happy Meal by himself, he/she chooses his option and frees himself from the sanctions applied by the society. In conclusion, all of these results display the driving force of globalization in a way that both standardization local traditions survive together at the same time.

3.3 McDonald's in Turkey

3.3.1 The Spread of McDonald's in Turkey

The adventure of McDonald's in Turkey has started in 1986 with its first restaurant in Taksim Square, Istanbul. Anadolu Group manages McDonald's in Turkey. McDonald's is a starting point in the fast food industry in Turkey. In order to fulfill the need McDonald's cooperated with local companies and local suppliers who improved their production and had the chance to export to Europe. In Turkey the suppliers are Pinar Et, Coca-Cola, Tat, and Fersan. This is McDonald's strategy to adapt the products and the menus to that country.

McDonald's' target customers are families, children, working people, and teenagers. There are some customer examples which represent the customer profiles and each group has reasons to prefer. For example; a parent goes to McDonald's to feed the children, the children for a fun place to eat, a business man for the lunch break, a

working woman for the ready meal and not to cook at home, and for the teenagers it is the place to socialize and show off (Watson, 2006, pg. 49-52).

McDonald's chose Turkey because Turkey has a crowded and young population, it is one of the most promising markets, there are urbanization, developed infrastructure, demand for western-style fast foods, large and dynamic growing market, cost effective labor force, Customs Union with European Union countries. Additionally, Turkey has an important geographical position which constitutes a bridge between Europe and Asia. (Nart, 2005, pg. 126)

Turkey benefits from McDonald's presence in Turkey because McDonald's provides marketing and business experience to local suppliers also by hiring local employees offers a permanent solution to unemployment, gives a chance to take place in international markets, and with the evolving consumption culture and developments in international trade presents Turkey to other cultures, contributes to the economy. (Vardar, 2011, pg. 31-49)

Also there has been a "The Slow Food Movement", which first has been emerged a reaction against fast food and to fast life style. It tries to preserve traditional and local food. In Turkey, there has been a reaction against fast food, called "The Sefertası Movement", which opposed to fast paced and uniform life style, and represents the Slow Food Movement in Turkey (Kocabaş, 2009, pg.6).

3.3.2 The Interactions between McDonald's and Local Cultures

McDonald's attributes great importance to location. In fact, this is one of the reasons McDonald's has been very successful in the fast food sector. They had the opportunity to get the best locations in big cities such as Istanbul. This ensures a

minimum amount of turnover as there are certain crowds passing by the location each day.

In order to attract the customer attention, fast food outlet must be established in a busy and easily accessible place, but another point is that it is not established in small towns or villages, so not all the people can reach and have the opportunity to eat at McDonald's because McDonald's aims to be located in busy places, and since it is a product of urbanization and fast paced lifestyle, it is not located in small towns or villages. Also one of the target groups is working people of which the number in towns is less than the one in the cities, so McDonald's prefers to be localized in the cities. Localization means McDonald's tries to suit the taste, needs of the locals and sometimes where it is due to cultural and religious obligation. McDonald's product menus are adjusted to local taste or requirement.

McDonald's changes the local cuisine culture and related food habits in every country. While it never makes privileges of its operation system implemented in America and quality and service etc, it adopted local values in product range and advertisement campaigns. The strategy aiming to appeal to habits, beliefs and local tastes is implemented. (Ritzer, 2004, pg. 238)

McDonald's restaurants are owned and operated by franchises and operators. This system is called Franchise System which is the Backbone of McDonald's' success. The main factors that contribute to the success is speed, self-service, cleanliness, and low price. In the Franchise System, the most important thing is to preserve the standards. Only then it is possible to mention the presence of standardization and uniform operations (Schlosser, 2001, pg. 95-97). After McDonald's' entrance to Turkey, it attracted the foreign investment. Until a few decades ago, a lot of Turks had

hardly any chance to use products of foreign origin, whereas today one can find any kind of such goods available in European markets.

Before entering to a country, McDonald's tries to adjust its menu according to customer needs and preferences. It takes cultural and religious characteristics into account as well. In order to adapt according to the changes of consumer behavior, McDonald's launched the iftar meals, McTurko, Max Burger, Köfteburger, and Ayrın. Additionally, in Turkey McDonald's serves a sour cherry pie. The meat used in cooking is Halal meat. It does not contain pork meat (Vardar, 2011, pg. 51-52). These are important signs of strategies that McDonald's follows to affect different cultures and there are also components reflecting Turkish culture in the menus and in the product promotion.

McDonald's chooses its suppliers among national companies of the countries where it operates. By cooperating with local suppliers, McDonald's ensures the entrance to the country and to be accepted by the local. Through this selection, McDonald's seeks to show that it contributes the national economy of the country as an advantage. In conclusion, with the introduction of McDonald's, the local companies had the chance to export and to be known worldwide.

When Turkey is taken into consideration, Istanbul, where the food and the cost of living are expensive, can be given as an example. That is, in McDonald's Turkey, a menu costs 8 Turkish Liras which is equivalent to 6 Dollars. When Turkish food prices and standard of living in Turkey are considered, the prices are expensive. Turkish people prefer to eat at these restaurants due to the fact that it gives pleasure and kind of a novelty and a sign of modernity, some of the Turkish people prefer because the more expensive the prices are, the higher economic status they have. Americans think

McDonald's as a symbol of modernity, however, in Turkey the people visit McDonald's to show off, to socialize, and to show economic status. (Watson, 2006, pg. 53)

3.4 The Spread of Turkish Fast Food

Although many fast food companies enter the market in Turkey, Turkish people still prefer traditional Turkish cuisine which now is served as "self-service" just like in fast food outlets. After Turks' income has increased and after Turks have switched to a faster life, they have begun to consume more and Turkish people have begun to eat out and socialize. The shopping centers were established, and the families preferred to go shopping centers where they could find everything in these centers. Also Turkish people had the chance to serve traditional and local food as fast food. Since 1980's the fast food in Turkey has increased.

The fact that today, the Turkish kitchen is experiencing an evolution from traditional eating habits to a new one called fast food. Family eating habits are changing. In more and more family meals are hardly ever eaten. There is evidence that many children never actually sit down at the table for a family meal. Instead, they get something from the fridge, or load a fast food, such as hamburgers, pizzas, and even chips into the microwave oven. (Öncü and Çatı and Özbay, 2007, 320)

The power which causes this modification in cookery is a concept that has the ability to shape the whole world in all the fields of life. People call this power globalization. Through globalization, nations are industrialized and life becomes faster. While people are hurrying to catch up with it, they make their choice for fast-food. Working women do not cook for hours anymore; they run to fast food instead. Thus

globalization demonstrates its effects on society despite the struggle of people who try to keep Turkish identity alive. Especially McDonald's is thought to be the best known representative of globalization since it is spread all around the world. Thus, Turkey has been exposed to a social change by the effects of international cookery. This is a trend in progress, when the historical foundations and roots of delicious Turkish cuisine are taken into consideration.

After the establishment of the first McDonald's in Taksim Square, hamburger was consumed to a great deal. In Istanbul, McDonald's and Pizza Hut had great success and are still being appreciated and supported by the society as well. By means of this cultural transformation, a standardization of eating style emerges, which George Ritzer has called McDonaldization (Ritzer, 2010). Cultural interactions gain speed all around the world, and although people live in different places, they begin to consume the same products, just like the McDonaldization process. (Ritzer, 2010) Today global McDonald's products are not only being eaten in America, but also in Eastern Asia. McDonald's which creates addiction is not only hamburgers, fried potatoes and cola that McDonald's sells, but it also provides a perfect American atmosphere even if a person lives outside of America. In the city centers local kitchen has been exposed to a change.

The industrialization and urbanization facilitate the growing consumption of fast foods as well. By means of the developments in technology and industry fast-food products can easily be spread, so it may be said that fast food is the renovation and product of technology. By the occurrence of these events, the transfer of a food culture to another becomes inevitable or combinations of these foods emerge. (Bell and Valentine, 1997, pg. 18-19)

Some people object against this fast-food conversion whereas some adopt it easily and accept this as an indispensable way of life. The reason is probably the nationalistic feelings and the fear of losing cultural identity or having difficulty in adopting renovations. In fact they do not want to accept the reflections of fast culture, fast communication (Internet), fast eating and etc. According to them, globalization does not work. If a citizen does not have time for a meal, he should prefer eating döner, gözleme and dürüm while walking. This phenomenon is the requirement of the global world. Some people will continue to react against McDonaldization (Ritzer, 2010) and some people adopt it without hesitation.

In order to adapt fast food culture to the Turkish cousin, the Turks renewed their approach and became the masters of fast food. For instance, börek, döner, pide, gözleme, lahmacun, simit, kokoreç, kumpir, Köfte ekmek (meat balls and bread), different types of Kebabs. Kebabs are fast food of the east, and have migrated to the west where they are a popular choice. Kebabs and Turkish cousin is also popular in Germany due to the high Turkish immigrant population. The equally well known Shish Kebab is widely available at Kebab Stations. (Bell and Valentine, 1997, pg. 19) Simit Sarayı, a well-known Turkish pastry chain, is overtaking global fast-food giants in Turkey. Additionally, Turkish people has cooked Hamburger in accordance with Turkish cooking methods and created Islak Hamburger.

Turkey Fast Food Report 2010 analyzed fast food industry in Turkey and verified that Fast Food industry has been growing due to large population, rising income, and strong infrastructure. (www.ystats.com, 2010, Turkey Fast Food Market Report 2010 brochure) Turks have adopted the tastes and served the traditional food in the way that Americans do, that is “self-service”. Turks will not give up eating traditional Turkish food, but adaptation seems as a solution to keep up with the

globalization. As a result of globalization Turkish people and McDonald's will adapt their strategies and methods in accordance with the requirements of modernism.

CHAPTER 4: CONCLUSION

4.1 Research Findings

The thesis employs a social cultural approach. McDonald's is an area that arises a large interest worldwide and represents a symbol of the global culture and globalization. This research aiming to reveal the impact of McDonald's on local culture was realized on the basis of the questions prepared prior to survey and with face to face interview method. In consideration of a predetermined and important purpose, face to face interview is a reciprocal and interactive communication process based on asking questions and responding them. (Yıldırım and Şimşek, 2000, p.92)

By taking into consideration socioeconomic status differences, this survey was conducted in three different restaurants located in Istanbul. 15 experimental subjects were chosen from the McDonald's restaurants located in Baghdad Avenue, Taksim, and Merter. The selection of subjects was made in accordance with the accidental sampling (RANDOM) method. With this method, it was given a chance to everyone who have been to McDonald's restaurants and entered to the scope of this research in the selection of sampling unit. The interviews are conducted on the subjects of age, household, household income, frequency, preference (preferences of children and young adults, reasons behind preference, other people's preferences), McDonald's expansion in Turkey, products of McDonald's, food quality and service, symbols of American fast food, products of Turkish fast food.

The main customers of fast food outlets are generally young people and households with children, and working parents. so fast food companies aim to reach

middle and high income families. It is an effect of urbanization and globalization, so the globalization does not include all the people it contradicts with the standardization principle. The families with children consume more fast food than the families without children. Children constitute main target group of McDonald's since compared to the other groups, they are in the spontaneous childhood period which is the most objective reflector of common and cultural values. The findings of this research conducted on the families reveals the impact of McDonald's, the representative of American culture, on the children who are expected to transmit their culture in the future.

Families with children and without children participated to this interview. 8 out of the 15 people who participated to the meeting were female, and 7 of this total number were male. 4 out of 8 women have children, and the other 4 women have no children. 4 out of 7 men have children, and the remaining 3 men have no children. The ages of these people are between 28 and 42. In the survey conducted with families, the links between socioeconomic status of these people, the level of children being affected from McDonald's and their perception of McDonald's are investigated. It is examined why the families prefer McDonald's and what they consider about the expansion of McDonald's in Turkey.

In terms of food quality and service, preference is affected as follows: 9 out of 15 people who participated to the interview found food quality and service good, 3 of them liked food quality, however claimed that in terms of service, there were some differences derived from employees and ways for serving these foods in some branches. In this sense, McDonald's guaranteeing to provide standardization and standard product contradicts with itself. The remaining 3 families like service, however, they say that foods, especially the frozen ones are bad for the health.

According to the 12 participants, McDonald's represents American fast food indicators in Turkey through Hamburger, Cola, fries, and clowns. One participant pointed out that in addition to these symbols, the use of foreign terms had become common in daily language. The increase in the use of foreign terms and the existence of foreign brands in everywhere and the introduction of a worldwide brand or a term to Turkey are the influence of globalization and modernization.

Some of the interviewees stated that in McDonald's Turkey Halal Meat is used, that is, products of McDonald's Turkey do not contain pork meat. This implementation is only for Muslim countries, and it ensures Turkish customers that the production is safe. In terms of the McDonald's' products, 3 out of 8 families with children prefer kid's menu for their children, other 5 families with children and 4 out of 7 families with children prefer McChicken menu, and 7 of them prefer Mac menu and nuggets.

Due to the fast-paced life, the people try to spend less time on eating. The food is just consumed to fulfill the need, not to enjoy it. With the effect of lifestyles, increasing income and consumption, Turkish people have begun to eat out much more than before the 80s. Now time is precious, McDonald's offers fast food for working people and for people who does not have any time. Also the working women take advantage of fast food. When is asked to the parents why they choose McDonald's, 3 of the parents say that for their children.

When it is asked to the families with children what their children prefer to eat at McDonald's, it is revealed that they like the toys of Happy Meal. When taking into account age range, this displays the impact of mass communication instruments on children. In this survey, it is asked to the families with children to put in order the most favorite characteristics of McDonald's. It is determined most of the children enjoy

having toys given next to kid's menus. As the results display, children as the main target group of McDonald's attach importance to the toys given next to menu more than food offered by this restaurant chain.

When the reason of why the families with children prefer McDonald's asked to the participants, 8 of them said that children preferred kid's menu and toys, furthermore, one of the parents said that she also bought kid's menu so that her child had 3 toys. The child who has 3 toys, with his/her child psychology and the logic of "I have, but you do not have" accommodate his/herself to his/her friends. In addition, children like desserts, environment and playgrounds in McDonald's.

The children influence family shopping trends and family eating habits that is their parents' choice of food. The children urge their mothers to buy chocolate, pizzas, hamburgers, and chips. It is obvious that the parents ensure the nutrition of their children thanks to fast food outlets. In terms of the food preferences of children, children of the parents who participated to this interview prefer Happy Meal with toy; in addition, nuggets and Big Mac are also among the children's preferences. However, one of the fathers behaving consciously leads their children to have Ayran, this shows that healthy and fresh drinks still take place in Turkish culture rather than fizzy drinks. Children prefer Happy Meal menu since it has toy. Toy is a kind of reward system for the children. It is to say, "If you eat food, a toy will be given to you next to it." Many parents have difficulties to make their children eat foods, children also play hard to get. Since parents work and are tired, to overcome this difficulty, they find a solution in bringing their children to McDonald's and buying for them a kid's menu with toy. From another perspective, meatballs within hamburger explain why Happy Meal and toy are preferred. Meatball is the most known and widespread food in our country. We understand this from the views of one of the parents. 2 parents from the families with

children said that their children chose their menus and toys by themselves. This means that children eat their foods by freely deciding without the help of their families. Child has the right to be a free and self-confident individual when he/she gives order by him/herself. In this sense, the concepts that globalization introduces such as freedom and individualism emerge.

In the survey directed to parents, reasons behind the children go to McDonald's are investigated by asking their knowledge on McDonald's. The lower age is taken as 3 since children from this age starts to become aware of a visible world independent from themselves and brand consciousness begins to be emerged in this age. In the survey directed to families with children, most subjects state that although the children aged 03-06 are illiterate; they know the logo of McDonald's. Two participants underlined the importance of Logo M. One participant said that her 4-years old daughter wanted hamburger when she saw Logo M despite the fact that she did not know how to write and read. This means that Logo M evokes Hamburger for her daughter. This proves that McDonald's has achieved its goal directed to children. The 03-06 age groups know McDonald's by only seeing its logo. This thesis verifies these assessments about McDonald's. Children in 03-06 ages group know the logo of McDonald's when they see it. The reasons behind the eagerness of children to come to McDonald's are promotions and toys rather than the tastes of foods. When young parents are interviewed, they prefer McDonald's because they like the environment and their children wants to go there. Most of them find hamburger very practical. McDonald's, gradually becomes a distinguished cultural value and is seen as the criterion of modernism.

As mentioned before, children prefer happy meal with toys, it is quick for them, because generally they do not finish their meal, and they direct their attention to the toy. Also they are not interested in Turkish homemade food. They stick to what is familiar to them. It was asked to the parents to observe the reactions of their children towards McDonald's and these reactions were observed before, during and after the meal and these findings were reached: The parents observed that their children were impatient, excited, and unrestrainable to play with toys before the meal, hasty during the meal to play in the park, if he/she is occupied and only busy with toy, he/she loses attention but he/she is happy. They, as energetic and satisfied children, are going to the playground after meal, however, meal remains unfinished, and toy is forgotten somewhere else. This means that a child obtains toys easily, but after gives them up very quickly. This indicates that they can obtain and possess the things very quickly, and give them up in the same way. They just substitute the newer one. It is a negative effect of globalization. The next generation gives the signs of dissatisfaction.

In addition, children eat by standing, however, in Turkish eating culture, eating while sitting on a table is a tradition. One of the participants from the families without children said that despite her aim was to eat very fast; she was eating by sitting in McDonald's. While in America, McDonald's has drive-through service with 5 or 6 seats inside, Turks eat their foods by sitting although they initially aim to eat very fast. The main reason of this is the existence of habit of eating by sitting around a table in Turkish culture. However, it seems that new generation eating by standing will fit in this fast culture and adapt it to their own culture. However, in this adaptation process, I believe that we should not lose our existing culture.

The research findings show that the reasons of the families to go to McDonald's are different. The families with children say that they prefer McDonald's because there

are diverse foods and playing grounds for their children to have good time there. The activities of McDonald's for children, as the main target group of the company, become influential not only on brand preferences of children but also ensure that the parents go to McDonald's. Since brand loyalty comes into existence in very early ages of childhood, those who have it can also affect the preferences of their children in the future. The strategy of McDonald's aims that these children also will take their own children to McDonald's in the future.

All of the participant families have been to McDonald's before. 4 people from the families which are consisted of 8 people and have children said that they had been to McDonald's at least twice in a month, while 2 people said that they have been there twice in a month, and 2 people said that they have been there 4-5 times in a year. In 7 families without children, 3 of them go to McDonald's 1-2 times in a month, 4 of them go there 4-5 times in a year. This proves that the families with children go more frequently to McDonald's as compared to the families without children. As for the frequency for going to McDonald's, it is determined that most of families with children go there once or twice in a week, while the families without children go rarely. The participants families having children said that they had been to McDonald's with their spouses, their children, and other families with children while the families without children said that they had been there with their friends and their spouses.

All of these families think that McDonald's products are practical, fast, easily accessible, and visual while they do not like the high volume of music, crowded restaurants, and the unhealthy foods. 5 out of 8 families with children said that they had been to McDonald's since it provided a comfortable ambiance, a place where their children easily and comfortably could eat their meals, and children menus, while the

remaining 3 families said that, apart from their children, they had been to McDonald's since they themselves had loved McDonald's and Big Mac's taste.

When the reasons of the other families without children go to McDonald's are examined, it is seen that 2 out of 7 families without children go to McDonald's when they want to eat fast food. 4 out of these 7 families prefer McDonald's since, as a standard brand, they find the brand of McDonald's and its image as reliable and fast. 3 of these families prefer it since its products are various and visual.

The fast food is consumed mostly by households and is related with household size, children, income, and working women. The smaller the household is, the more they consume. The middle and high income families participated to this interview. Although the sample covers low, middle and high income families, those who accepted to make interviews were the middle and high income families. In terms of their professions, the participants were teachers, self-employed persons, people working for tourism sector, financial consultants, and experts.

Their monthly salaries were between 2.500 TL-10.000 TL. According to information gathered from the Ministry of Labor and Social Security, the minimum wage is 886.50 TL. 7 out of the participant families find the prices of McDonald's products are cheap while 8 of them consider them as normal. The monthly average income of 7 people who consider that menu prices are cheap is 4.000 TL and above. Those who find them normal have a monthly income less than 4.000 TL. Household income has a positive effect on consumers' fast food consumption.

One of the participants added that the high prices could be a determinant factor in the food choice. In Turkey, according to the monthly cost of living index, when a family with four people go to a fast food restaurant, the price will be higher than the

average income, therefore it may be added that eating at home is cheaper for a large household. The higher income households have, the more they consume. Even though fast food is expensive, Turkish young people think that fast food outlets are social places for meeting or eating out.

Despite McDonald's claims that it is everywhere and easily accessible, it does not have branches in cheap and small towns. Since the purpose of McDonald's is to create an image and to ensure standardization, it is located in the places where urbanization and fast lifestyle culture related to urbanization have been dominant. Its target groups are working families, their children, and young people. It is seen that there are no other targets outside of these groups.

McDonald's aims to include young adults as well. In the survey conducted with the families without children, the young adults go to McDonald's because their friends and peers prefer there. This reason comes first among the others to visit McDonalds. The tastes of foods and service quality do not seem very influential on the preferences of young people. It is understood that the families with children consider McDonald's as an entertainment place, as a common place where everyone goes. The results show that McDonald's is not only a restaurant anymore but becomes a place which creates fashion, determines social behavior, makes image and gives an identity.

One participant said that a new culture of fast eating has emerged following the introduction of McDonald's to Turkey. In addition, according to 11 people, many fast food chains began to emerge in Turkey and their number increased. New places were discovered for the aperitif foods. World food cultures began to introduce to Turkey and Turkish people found the opportunity to have different tastes. As a result, Turks has not stayed indifferent to this change. According to the 5 participants, the classical snack

bars and restaurants began to change. Local fast food chains were opened. Therefore, the prejudices of Turkish people towards the foods coming from abroad and these kinds of fast food chains decreased and McDonald's proved that it could produce foods appealing to the taste of its customers.

When McDonald's came to Turkey first, it has created a social environment as well. Young people have become more socialized. They may spend time in a restaurant after buying a menu. As an example for this, McDonald's branch of Saskinbakkal where I conducted these interviews with middle and high income customers and the branch of Nisantasi, another branch that I observed, were very crowded. Although the idea is to "eat fast and go away", these young people may spend their hours in McDonald's with their menus they bought. With the introduction of McDonalds, the meeting points for the people emerged. According to this, three participants said that McDonald's had been the meeting place with their friends at the beginning; moreover, one participant said that when McDonald's came to Turkey in 1980s, she was about 15 years old and she preferred McDonald's for dating. However, in America, McDonald's is not generally preferred for the purposes of dating.

Due to the effects of media and popular culture, teenagers in Turkey prefer western lifestyle and fast food outlets. For Turkish teenagers, especially rich teenagers, eating out means a kind of socialization and show off. This proves that the individualism of Turkish people is not high, but Americans believe in individualism. Additionally, the young people adopt new things easier and faster than the older generation. This is a sign of modernization.

When it is asked to the subjects why the other people do not prefer to go to McDonald's, but prefer the other foods, 4 people say that the other people find

McDonald's unhealthy, 4 people say that McDonald's is not popular for the other people, 7 people claim that McDonald's is not a prestigious place anymore as was the case at the beginning and there are many alternatives to it. Those who find McDonald's unhealthy are generally middle aged people. When the interviewees are asked why the other people prefer other cuisines rather than McDonald's they emphasized that the middle aged people eat healthier. Due to health problems middle aged people prefer to eat healthier food. They choose what they will eat and are more decisive on the choice of food. When the parents are asked why the other people preferred other cuisines rather than McDonald's they said that some people are supposed to be more conservative/traditionalists, and have a favorable opinion on the change made by McDonald's in food culture. For some people, McDonald's may not appeal to taste buds. When McDonald's introduced to Turkey, thanks to the revitalization of economic and social conditions in the country, going to the McDonald's for the people had been a prestige and an image had been created. However, as time passes, alongside McDonald's, other American and local fast food outlets started to expand in Turkey, the alternatives increased and today, young people prefer elite places. This indicates the discontent and dissatisfaction caused by the consumption culture.

McDonald's entered to Turkey in 1986. Then, Turkey became a newly developing country and free market economy was newly established. For Turkey, it is important that McDonalds is an international company, provides different tastes and various products other than Turkish foods, introduces practicability, contributes to the economy by working local brands and increasing trade, and represents modernism in Turkey. 11 of the participants agree with this view.

For McDonalds, Turkey is important country for several reasons: Turkey has a large population, its society is keen on eating, it is a fast developing country, the

consumption is very high in Turkey, Turkey is a bridge between Asia and Europe, and it is open to diversity and novelty with its ethnic and mosaic structure derived from history. Furthermore, McDonald receives enough demand potential in Turkey and Turkey is a suitable market for the target groups of McDonald's. This view is proved by the common view of 12 out of 15 people.

When it was asked whether the products of McDonald's appealed to Turkish taste buds, 12 participants, by approving it, said that our society likes to eat white and red meats, doner sandwiches, and meatball sandwiches, McDonald's has not used pork meal, rather it developed the products such as McTurco for Turkey in the adaptation process, and appealed the sauces and cooking methods to Turkish taste. One participant pointed out that Turkish taste had changed and next generations could have this kind of taste. On the other hand, two people said that McDonald's products did not appeal to Turkish taste buds, but it was attractive since it had diversity. There is a similarity between Turkish made meatball and American made hamburger. Both of them have meatball and bread. However, while Turkish type meatball sandwiches are homemade food, American type hamburger is a standardized and industrialized product.

Turks have adapted the change and local fast food chains have begun to be opened. 12 participants agree that Turkish fast food products are Turkish bagels, pizza with spicy meat filling, doner, and kokoreç. Other three participants underlined the fact that Turkish type hamburgers were made and Turkish fries were not frozen, but fresh ones. Besides, one participant said that these Turkish fast food products were served in a classical way or as self-service, but Turkish service was not as fast as American service.

Turkish people usually go to the restaurants where the waiters serve food to them and they have long conversation at the tables. When McDonald's started to operate in Turkey, it might be difficult for Turks to accept self-service since Turkish people have been used to receive services in the restaurants. 4 out of 15 people agree with this. In terms of problems related to the adaptation of McDonald's, 2 out of the remaining 11 people asserted that since the Turkish people met with a new type of food culture they might have found this new fast food culture strange; one person stated that it might have had problems with the bureaucracy, 4 of them considered that it might have experienced some difficulties related to the use of halal meat and cutting meats.

One of the participants considers that hospitable Turkish customer who use a large amount of materials in their meals and serve large portions might find the food portions insufficient. On the other hand, while fast food is different kind of eating habit for Turkish people who have been accustomed to use cutlery in the city life, pastry with meat or cheese filling, Turkish bagels, pizza with spicy meat filling, doner sandwiches are eaten by hand. Historically and culturally speaking, some local foods in Anatolia are eaten by hand. This constitutes a similarity.

When it is asked to young parents whether they had ever visited McDonald's and the reason of the preference, most of the subjects say that they feel comfortable themselves there, and they prefer McDonald's because they find McDonald's modern. It is understood that one of the underpinnings of McDonald's is modernism. In this sense, it emphasizes that America is a modern country. Therefore, young people prefer McDonald's not to eat tasty foods but, in a different place where their peers visit, to have an image in their identification with modern and fashioned America. Culture and fashion-making function of McDonald's, apart from its being a restaurant, has great

impact on the young people which are affected by the concepts such as fashion, image, identity, brand, standardization and exclusion of different ones.

In the survey directed to the parents, investigations were conducted to measure how the adults evaluate McDonald's and what they think about the expansion of McDonald's in Turkey. The opinions of the subjects about the expansion of McDonald's in Turkey verify the findings. All of subjects support the expansion of McDonald's in Turkey. They state that they give a favorable opinion since McDonald's has already expanded to the whole world and the majority prefers it. They support the presence of McDonald's in Turkey because McDonald's also operates in America. The subjects think that McDonald's is very modern and required for the contemporary life. As above mentioned, McDonald's is considered by the adults as the representative of modernism.

In these interviews, it is seen that the traditional foods are still preferred, long conversations at the table are loved, selectiveness and classical culture are still very important for the people, however, all of the subjects have a favorable opinion about the fact that McDonald's has changed food habits of Turkish people. They support this change in food culture, and think that this is a necessity of modern life. They consider that it is good to have the same tastes with the world and support the change made by McDonald's in local food culture. Those who do not favor this expansion are two among all subjects. They express that they oppose this expansion because the change erodes the differences and say that hamburger culture is the American culture not the Turkish one.

The results related to the change in Turkish food culture caused by McDonald's are parallel with those related to the expansion of McDonald's restaurants in Turkey. 13

out of 15 subjects consider that the presence of McDonald's restaurants in Turkey is a good development, and they believe that McDonald's operating in Turkey modernizes the country. All people who are interviewed declared that Turkey needs McDonald's and McDonald's is the symbol of modernism and modernization.

As it is understood from the findings, McDonald's has been considered as the symbol of modernism for Turkish people. The developing countries and developing third world countries could not prevent themselves from the effect of globalization.

America, as symbol of modernism, contributes to the expansion of globalization and it is a part of the globalization.

4.2 Conclusion

Culture is an important factor when food choice is considered. The consumers' behavior depends on culture, socio-economic characteristics. Fast food consumption is influenced by participation of women in working, urbanization, income, and other fast food restaurants. The results of this research show that how globalization is spread in the third world countries. Apart from economic and technologic aspects of globalization, as a consequence of global culture, local cultures are also affected in terms of cultural aspects. This effect uses local features, and aims to construct a mass culture which brings all people together in common grounds. Global cultures in the countries where they expand carry the characteristics of local cultures as well. This is necessary to ensure that an identity belonging to global culture is consumed in another culture. It is stressed on the outdated and stable characteristics of local products. The only solution to reach this life and differences is indicated as the consumption of the product. The identity and image to be obtained through the consumption of global

culture also transmit the cultural aspects of origin country to the individual. Therefore, a standardized way of life around the world brought by this power has emerged.

All civilization phases have impact on today's eating habits. In our day, the fast food industry which carries the world into a common food culture is a cultural formation. With the development of fast food industry, the eating habits have been affected. Fast food has been a life style. In modern life, this life style actually penetrates to whole life of an individual. Films and television programs to be quickly watched and easily understood, mobile phone talks instead of face to face interview and short messages (SMS) instead of letters turn the life into the fast food industry in their own areas.

Food is a part of the culture. By nature, humans have had developed their own food cultures in their own environment throughout thousands of years. The identities of the nations can be understood by examining their kitchen to some extent. Since eating habits are parts of the culture, they are differentiated from each other on the basis of cultural differences. What the people eat is very dependent not only on geographical conditions but also on their cultures. The preferences of an individual in food choice depend on the group that he/she belongs to. Type, taste and characteristics of food in Turkish society are very different from other cultures. There are some historical, regional even local changes in Turkish eating habits. However, despite all differences, there are still common aspects related to this subject in the society. In different civilization periods, Turks learned to prepare various foods.

America is the most successful country in the creation of global brands. McDonald's is an important evidence of America's success. Dreamland America gives the opportunity to the other societies to consume the same products with happy,

powerful, different and modern Americans. McDonald's made changes in American food culture with its system, products and operation system has turned into a brand cooking American national foods. Afterwards, this powerful brand succeeded to easily enter to the most advanced countries in terms of their economic and technological power. The identity of McDonald's which is integrated with the structure and product of the company mostly affects the children. For children, McDonald's means entertainment and McDonald's takes the advantage of this perception. As it happens in the other developing countries, Turkey is a virgin place for McDonald's. McDonald's has become the symbol of modernity and innovation in Istanbul thanks to the characteristics of site of establishment.

The target groups of McDonalds in developing countries and those in developed ones differ from each other. In this sense, while in Turkey where the Westernization is adopted the target groups are the children who have low level attachment to the local culture, the target group in developed countries is middle class families. In a big country such as Turkey, admiration for foreign products started with globalization provides great advantages to McDonald's. The suitable conditions of Turkey lead to the recognition of McDonald's and as in all cultures; McDonald's affects the food culture in Turkey. Turkish restaurant managers take some steps against uncontrollable rise of McDonald's. Turkish fast food outlets try to compete with McDonalds by opening fast food restaurants which are dedicated to preserve tastes of local culture, but imitating the operation system of McDonald's so that traditional Turkish restaurants serve traditional meal with western service style.

Turkey is experiencing a very fast cultural change and development process. The local cultural values developed through centuries have transformed in the recent years. The change in life style has taken place as a result of cultural transformation in

Turkey also has changed old customs. Against the globalization phenomenon, guaranteeing and promoting of individual rights and protecting cultural differences and strengthening interactions within the society are seen the only reasonable way. The most important method of this solution is not to forget the past, but learn lessons from it, to spread and strengthen the freedoms within the framework of the principles of equality and justice.

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