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Prof. Dr. Mehmet Sarıoğlan
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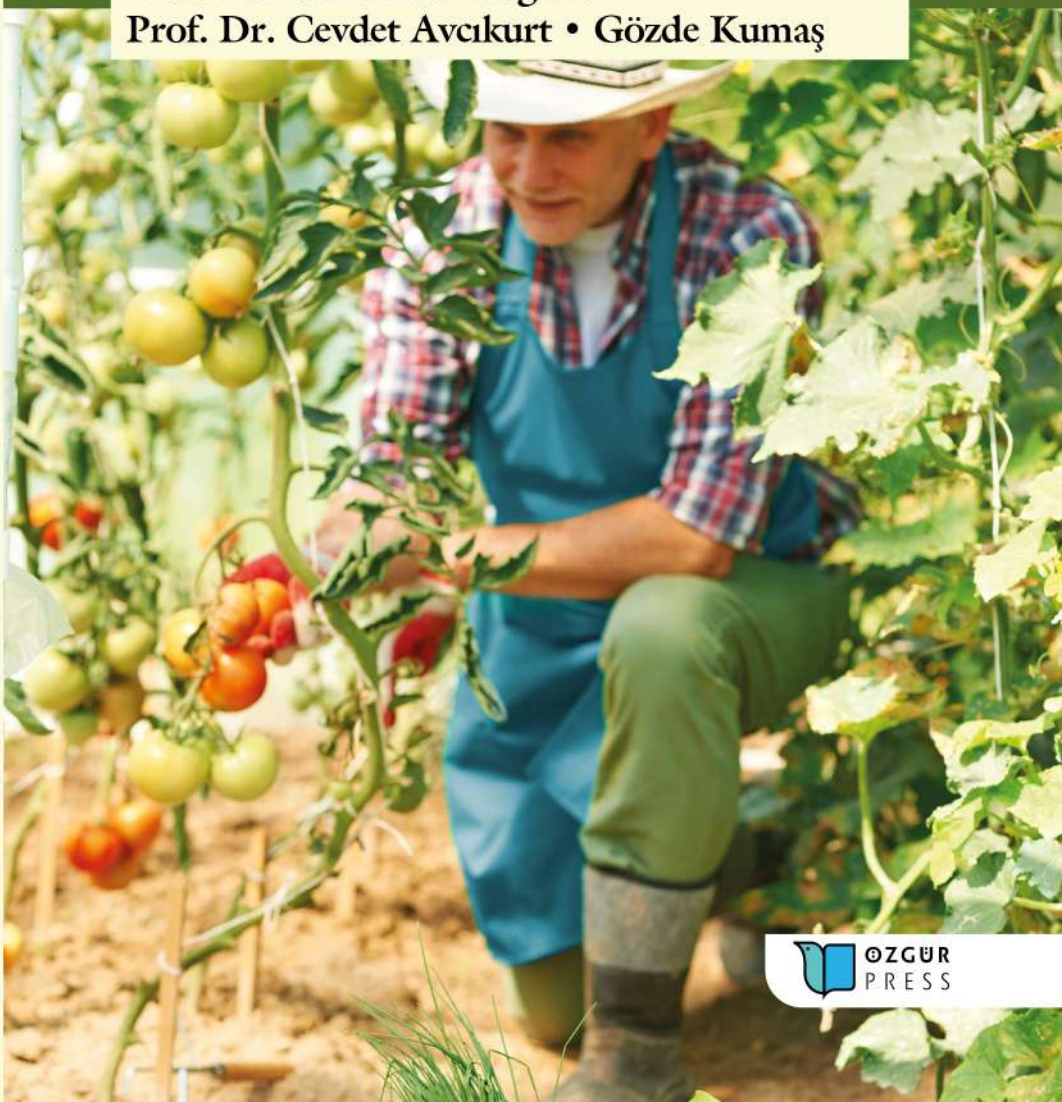

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Preface

Supply is a complex structure that refers to the processes of businesses to procure the products required for them to successfully provide their targeted services to their potential customers. The reason for the complex structure is the relationships with more than one business that form the links of a chain within the supply issue. These relationships must be effective and healthy. This process, referred to as supply chain management, is a critical element that determines customer satisfaction, which provides businesses with a competitive advantage. Hyper-local supplying is an innovative change that takes businesses' cost advantage, customer satisfaction and savings processes one step further. In this study, the perception of hyper-local supply is addressed from the perspective of restaurant customers. In addition, the dominance of restaurant consumers over the service understanding of the restaurants they consume in has been tried to be explained with Norm Activation Theory. Because hyper-local supplying is an approach that encourages restaurant businesses to engage in sustainable production behaviors in particular. The relevant theory also explains the subject through individuals' perceptions of sustainability. The increase in food waste, excessive consumption and environmental pollution in recent years indicates the importance of the subject. Therefore, it is important that this research draws attention to sustainability through the issue of hyperlocal supplying.

Contents

Introduction

Supply processes should be designed and organized considering economic, social and environmental dimensions in order to have a sustainable structure, which is a need for businesses (Pagell and Shevchenko, 2014:45). Because businesses must have a dynamic structure and an open perspective to corporate growth in order to gain competitive power (Vanderbilt University, 2023). Hyperlocal supply is a system that both supports businesses economically and provides a different perspective for consumers, allowing local products to be recognized.

The subject of hyperlocal supply, are gathered under certain headings. For example, changes in the supply chain (Connolly and Struby, 2024), future changes in the supply chain (McDougall and Davis, 2024), risk and security in the smart supply chain (Talih and Dönmez, 2024), actors involved in the supply chain (Kusnandar et al., 2024), examination of companies listed in BIST in the supply chain (Çamlıca, 2024), restaurant chefs' evaluation of supply processes and menus (Çavuş et al., 2018), suppliers' evaluation of food and beverage businesses (Şengül, 2017), management and organizational problems in global supply networks (Demiral, 2017) and supply chain improvement for customer satisfaction (Çetin et al., 2015) are discussed.

In addition, most of the studies do not have a theoretical basis. However, the issue of supply, especially for the food sector, is the basis of service quality and is the biggest cost item and competitive element, so it should be taken seriously by researchers and examined with strong justifications. Because in this research, the hyper-local supply perceptions of restaurant consumers will be discussed within the scope of Norm - Activation Theory and the research results will be discussed.

This research is about determining the hyperlocal supply perceptions of restaurant consumers. The research aims to determine the hyperlocal supply perception levels of restaurant consumers in 7 provinces, namely İstanbul, Ankara, İzmir, Bursa, Antalya, Muğla and Aydın, and to determine their differences according to demographic characteristics. The 7 provinces that constitute the sample of the research are some of the provinces that host the most tourists in Türkiye. Therefore, the hyperlocal supply to be implemented in this region will both ensure that products such as fruits and vegetables grown in Türkiye's rich climate can be sold at affordable prices and will also increase the income of local producers. Because today, the producers' ability to earn income in the agricultural and livestock sectors in our country is quite limited. On the other hand, considering that the supply process is quite costly in these crowded cities, it is thought that it will contribute to the advantage of businesses in supply costs. Consumers will be able to consume delicious products grown in the right climate at a reasonable price. Therefore, within the scope of this research, the supply issue will be examined mostly with the perceptions that constitute the purchasing part of the process.

The Concept and Importance of Supply

The supply of needs to be met means to find and provide in Turkish. According to the Turkish Language Association (TDK, 2025), the word supply means to search and find, to provide and to obtain. The word supply is expressed in English as procurement, buying, purchasing, obtain and mostly supply, and even the term supply chain management has been translated into Turkish as supply chain management (Bayar, 2008:2). Since the increase in the variety of products and services in the market and the diversification of consumer expectations have caused the supply department of businesses to gain importance, businesses have had to pay attention to the supply department in order to increase the quality of service (Glock, 2008:32). The word supply, which literally means to provide and obtain, has an important place in the process of delivering needs and requests to consumers in businesses. Because the criteria that determine service satisfaction in businesses are speed, quality and cost (Ada et al., 2005:606).

The supply function within the enterprises can find answers to questions such as which components of the products will be supplied from outside, which supplier will

be selected, the storage of the components and materials reaching the enterprise, how they will be distributed to the production sites within the enterprise, how the manufactured products will be delivered to the market through distribution channels (Elagöz, 2006:5). Because the supply processes that enterprises need to maintain in accordance with their target audiences and goals include purchasing and a series of processes (Flynn, 2009:65). The supply function includes purchasing and keeping the necessary materials with appropriate quality, quantity, time and price, as well as management functions such as planning, organization, direction, coordination and control, market research, stocking and distribution (Ünüvar, 2009). In order for the supply process to be continuous and active, the relevant materials and components must be provided to make the products ready for sale. Since most businesses allocate a significant portion of their income to purchasing materials and services, cost management stands out as an important function that draws the attention of top management (Goh et al., 1999:12). Because the procurement process also includes the provision of needed goods and services, determination of supply locations, selection among alternative locations, quality control, determination of purchase time and price, and finally quality control (Mentzer, 2001:227). The procurement department, which carries out the necessary steps in the procurement processes of businesses, not only procures materials, but also defines the expected quality from materials by establishing effective communication with the relevant departments , evaluates existing alternatives before purchasing, and thus the procurement function can fully fulfill its functions (Şen, 2007:5).

Since supply processes in businesses have a complex and multidimensional structure, the supply department undertakes important tasks as a determinant of service quality

and customer satisfaction within the business (Pooler and Pooler, 1997:1). The complexity experienced in the general operation process of the supply department emerges in the operation in the accounting, suppliers and market triangle. When material movement, receipt document, market data, payments, order forms are diverse in this operation, they cause the process to become complex. If the process is managed correctly and effectively, complexity can be eliminated (Şen, 2007:6). Because, the supply department constitutes one of the three basic pillars in business management, together with production and marketing. Businesses need raw materials to produce their products and to market these products to their target audiences in a suitable way. Being effective in the process of supplying raw materials significantly affects the costs and therefore the profitability of the business. According to Acar and Ateş (2011), the supply department has a series of duties:

(1) Market research should be conducted for the goods required for the business. Research on domestic and international sources that sell the goods requested by customers, the quantity, quality and technological features of the goods offered by these sources and other conditions related to supply such as receiving, transportation and storage are examined and evaluated by the supply department.

(2) The demand for the goods that the business needs to supply should be assessed in advance. Because the order of the goods should be given according to the demand. Otherwise, an element that creates extra costs for the business in terms of storage will be created. Therefore, business managers determine how much they need the goods they demand, how the need is distributed over time, and what the characteristics and qualities of the goods to be purchased will be

by determining the status of the possible course of demand.

(3) The supply department carries out activities to establish a relationship between supply sources and needs, and to make the most reasonable choice among supply sources based on needs .

(4) Within the scope of the agreements made regarding the products to be supplied; the process of transporting and storing the goods to the business and to the places of use within the business is carried out.

If the supply process is managed correctly and effectively, complexity will be eliminated and it will be easier for the company to achieve customer satisfaction (Şen, 2007:6). Because supplying has a structure that differs from purchasing and is a factor that directly affects the efficiency and profitability of companies and therefore customer satisfaction (Şahin, 2003:21).

In businesses such as hotels and restaurants, which are in industries that mainly produce services such as tourism, the supply process consists of a series of stages. Each process includes action plans that must be related to certain criteria. Therefore, the steps that have priority for the effective management of the process are highlighted (Şen, 2007:5). Considering these priorities, the basic duties of the supply unit are listed below (Şen, 2007:5):

- Standardizing the features of the required materials and checking them to purchase them in the most appropriate way for the purpose.
- Determine and select the most appropriate supply sources and announce the delivery process of the

work, purchasing conditions and purchasing decisions to the relevant departments.

- To follow up whether the delivery is on time, the quality of the material and the quantity are as desired.
- Supervising and managing the conclusion of contracts between suppliers and relevant units regarding the supply of each item to be purchased.
- To continuously search for new effective suppliers, new materials and products in order to reduce costs or increase the quality of the company's products by acting as a news and information gathering service in the market.

Hyperlocal Supply

Hyperlocal supply allows restaurant businesses to prioritize local production and save costs. Thanks to hyperlocal supply, businesses also protect the natural and social environment in their location. Businesses can reduce their logistics costs by producing their own raw materials. In this way, their carbon footprint can be controlled. On the other hand, they can bring natural and local foods to consumers by producing their own products. Dilmegani (2024) mentions 7 ways to improve sustainability in the supply chain. One of these is optimizing transportation. In fact, restaurant businesses that can produce their raw materials thanks to hyperlocal supply prevent environmental problems such as air pollution caused by vehicle exhaust gases during transportation. Minimizing stocks is another element that saves costs. Because in the food sector, preserving a product creates costs as much as purchasing it. The issue of mobilizing consumers is related to spreading hyperlocal supply awareness and attracting consumers' attention, which is the main subject of this research. In the light of these criteria, the hyperlocal supply approach adopted is an important innovation that also affects the competitiveness of businesses (Antwi et al., 2020). Because businesses can achieve profitability in this

way. The benefits of hyperlocal supply are not only from businesses to consumers but also between businesses. So much so that companies' sensitive approaches to social and environmental problems in their relations with their suppliers are expressed as responsible supplying (Williams, 2019). The supply process followed within the framework of responsible supplying aims to provide benefits to people and societies by bringing a sustainable supply chain (Luther, 2020). In addition, according to Ramos (2022), observing social and environmental sensitivity in supply processes is one of the important elements that support the local economy. Therefore, hyperlocal supply generally provides cost savings for businesses, while for consumers, it provides the opportunity to meet more delicious foods and the recognition of local products thanks to organic farming, which does not contain any additives, in order to extend the shelf life.

Supply Chain Management

The fact that supply sources operate in a global scope has transformed supply activities from transaction-centered to relationship-centered. In order to achieve efficiency in these activities, coordination is possible by considering the supply concept of the enterprises and the activities of this concept in a network structure, and this entire process has created the supply chain concept (Özdemir et al., 2008:120). In fact, supply expenses are among the important expense items for providing efficiency for enterprises in all sectors. Because possible inefficiencies and disruptions in the supply process are directly reflected in other areas of the companies such as stock control, shipment planning, production planning and customer relations. Therefore, supply chain applications are of great importance for the execution of an effective supply chain process and delivery process (Akyön, 2008:103).

In order to maintain their competitive advantage and to continue their existence in the market, businesses need to be able to adapt to the variables that shape their environment. For this reason, the necessity of the supply chain concept has emerged. The supply chain refers to a management structure developed on effective communication between suppliers, manufacturers, retailers and consumers, and the ability to follow and produce effective projects from a common

area, to meet consumer demands in the most effective and efficient way, to use resources correctly, to reduce costs by increasing efficiency, to establish a planned, fast and flexible supply network and to create a production and distribution structure (Ballou et al., 2000:10).

The supply chain covers the entire process from the moment the product is needed by the business to the stage of procurement and after-sales. Therefore, there are a large number of businesses within the supply chain. However, for the success of businesses, the weakest business in the network of businesses in the complex structure network plays a critical role in the overall success of the entire network. Because the power of the weakest link determines the overall power of the entire chain. If there is a break in the abstract network between businesses that are elements of this complex and wide-ranging chain, the entire system can be affected (Folkerts and Hans, 1997:11-12).

Intermediate product providers in the supply chain are also known as a system formed by components that define each other such as production processes, distribution channels and buyers (New, 1997:20). Because all the steps in the process until the products and services reach the customers constitute the components of the supply chain (Paksoy, 2005:435). The supply chains of the enterprises include raw material producers, those dealing with supply works during the manufacturing processes that express the transformation of raw materials and semi-finished products into processed products and then all the elements that create value in the process of delivering the finished products to the final consumer in the distribution channels (Wei et al., 2007:627-628). Products are transformed into intermediate products at the manufacturing level and move from raw material sources to other processes. Intermediate products are processed to create the final product in the next stage.

Products are first delivered to distribution centers, then to retailers and then to end users (Towill, 1996:20).

Businesses form a chain with a series of suppliers, distributors and consumer groups in order to deliver their goods and services to the market (Boubekri, 2001:395). In the process from the extraction of finished products from nature to their delivery to the final consumer, which is referred to as the supply chain, each business takes a position as a supplier of the other (Croom et al., 2000:69). In this chain, the integration of the activities and processes of each business by adding value to the final customer provides a significant advantage in market success (Petersen et al., 2005a:20; Petersen et al., 2005b). The supply chain is defined as a network that includes raw material supply, semi-finished and final product preparation methods, product sales determined in line with regional market needs and distribution methods of products to the consumer (Laskowska-Rutkowska, 2008:190-191). The most important point in this network is; The synergy provided between the companies in the chain should emerge as a service or product that is quickly delivered to the market with high quality and low cost and that provides customer satisfaction (Towill, 1996:15).

The 1990s represent periods when very important developments were experienced in terms of change and speed in terms of business management (Aydın, 2005:21). Because the concept of supply chain also took its place in the literature to a large extent in the 1990s (Trent and Monczka, 1998). Because in the relevant years, experienced and conscious consumers demanded higher quality and higher reliability goods or services. On the other hand, businesses need an environment where they can develop consumer service quality levels by maintaining and even increasing their competitive power in order to meet this demand and

gain competitive advantage over other businesses along with customer satisfaction. In this way, the need to implement the supply chain process that provides reductions in costs has emerged (Su et al., 2008:2-3).

In the 1950s and 1960s, many manufacturing companies determined that reducing costs per unit through mass production was their main strategy, and their flexibility in products and processes decreased (Zacharia, 2001). In these years, the new product development process was slow and the product development process was dependent only on the technology and capacities developed within the company. Since sharing technology, knowledge and expertise with customers or suppliers was considered too risky and unacceptable, a collaborative and strategic buyer-supplier relationship was not considered important (Özdemir et al., 2008:122).

In the 1970s, the material management model emerged as a new trend and brought simplification to the agenda. According to this model, by combining production planning, material requirements planning, workshop planning and purchasing in a single department, manufacturing companies aimed to improve delivery performance, regulate inventory levels and reduce production costs (Çağlayan, 2002). In the 1980s, as a result of the merging of distribution and transportation management concepts with material management, the concept of integrated logistics came to the agenda (İlhan, 2009:9-10). With integrated logistics, it became possible for large manufacturers with more than one production site and distribution centers to increase their business performance and thus began to form the framework of supply chain logic in practice (Bayar, 2008:16).

In the 1990s, businesses have increased the power they have gained over the years in terms of reducing costs in

terms of competitive advantage and customer satisfaction. The first reason for this is that businesses have started to look for suppliers from whom they can provide quality products at lower costs. A supply chain management that can increase and maintain overall performance is becoming critical for businesses. Because when a business does business with another business in the next link in the chain, both parties are affected by each other's success. The second reason is the increase in national and international competition as a result of the elimination of borders due to globalization (Grabinski, 2008:3-4). Because the competitive pressure on businesses that were previously classified as local small firms is increasing due to the geographical borders that have been eliminated with globalization and the developments in information and communication technologies. Businesses can only cope with this increasing competition by being able to make fast, accurate and real-time decisions (Özceylan and Coşkun, 2008:77). The importance of businesses being able to meet the changing demands of their consumers quickly has increased due to the competitive conditions. In this period, power has evolved from businesses to consumers due to the increase in the number of businesses that can provide the products that customers demand (Baleanu et al., 2009).

With increasing competition conditions, the number of suppliers in cooperation has decreased, while at the same time the sense of trust between suppliers has become more emphasized. While long-term relationships between businesses and suppliers have gained importance over the years, information sharing between businesses and suppliers has also become an important point. The rapid formation of communication between businesses and suppliers in the supply chain has paved the way for the elimination of many intermediate stages in the supply chain. Therefore,

globalization, which is effective all over the world, has also been able to show itself in the supply chain (Erol et al., 2006:88). With the shortening of the cycle shown in the product life cycle, it has become clear that businesses need flexible processes to demand products in the market and to make quick decisions about change. In addition, with the transition from mass production to the production of consumer-specific products, a structure has emerged in which businesses need to focus more on process flexibility. Increasing competition conditions and the need for businesses to be flexible in their processes have also led businesses to impose more responsibilities on their suppliers (Thatte, 2007).

In the 2000s, businesses spent a lot of money on supply every year. It has been stated that on average, more than half of the income that businesses earn from their sales and other sources is transferred to suppliers for the purchase of raw materials. The payments made by businesses for the purchase of materials and services have been higher than the expenses made for wages, taxes, dividends and depreciation (Bolstorff, 2002:533-534). For example, businesses in the United States have stated that approximately 60% of the cost of the goods they sell is transferred to suppliers as raw material costs. This rate has been around 75% globally (Vis and Roodbergen, 2002:4) and it is emphasized that it will increase day by day (Glock, 2008:132). For these reasons, it has been accepted that it would be a more accurate approach to consider supply and therefore the supply chain concept as one of the most important functions for businesses (Elagöz, 2006:5). In addition, the cheapening and widespread use of information technologies in the 2000s accelerated the flow of information, changed the perceptions of time, space and distance , accelerated the acculturation process and paved the way for the formation of global values, and this situation

was reflected positively in the supply chain (Agarwal and Willem, 2008:38).

The obstacles to meet the increasing complexity in order to obtain a product at the right place and at the right time with the lowest costs have increased even more due to product variety and external factors. In this context, the supply chain promises great benefits to businesses with its wide scope and powerful tools (Mirmahmutoğulları, 2007:3). When the development of the supply chain from the 1980s to the 2000s and the structures that differ according to the years in the supply chain are examined; It is possible to define the 1980s as a traditional structure, the second half of the 1990s as a lean-agile structure and the 2000s as a personalized lean-agile supply chain structure (Güleş et al., 2009:6; Towill, 1996:16; Kannabiran and Bhaumik, 2005:343; Bay, 2007:18; Esposito and Passaro, 2009).

Since the supply chain has an integrated structure that includes many sub-processes, supply chain management is a very broad field of study that includes efforts to improve all these sub-processes (Elagöz, 2006:52-53). For supply chain businesses, it increasingly includes an integrated decision strategy plan (Mckone-Sweet and Lee, 2009:3). In integrated planning; studies conducted using a wide variety of techniques under different headings such as stock control, supplier selection and criteria, distribution network design, downstream and upstream processes are addressed within the scope of the supply chain (Mentzer et al., 2001a; Mentzer et al., 2001b). All these efforts serve to use all resources used in production more effectively and to increase customer satisfaction, reduce costs, increase the added value created in the supply chain and the efficiency of the supply chain (Dönmez, 2009:26). Well-integrated supply chains create value for businesses and stakeholders in the supply chain by

providing much more than reducing costs and increasing profits and market share (Hobbs, 1996:16).

In businesses that integrate their supply chains well, less investment is made in stocks, the time in the cash flow cycle is shortened, material purchasing costs are reduced, employee productivity is increased, lower logistics costs are in question, and the ability to adapt to customer demands even in short-term demand increases is more developed (Wei et al., 2007:627). The aim of the components in the supply chain is to provide the latest information to other businesses in the chain, to provide a more perfect supply and demand balance, and to contribute to the coordinated delivery of the product from the point of production to the point of consumption to the consumers in the shortest time and at the lowest cost (Jayaraman and Anthony, 2003:630-631).

The integrated operation of the supply chain contributes to the success of business managers and other businesses within the chain. In order for the entire supply chain to be competitive, businesses work together as a single business. They know the facts about the market, have a lot of competitive information and coordinate their own activities with their commercial partners.

This integrates the processes required for production, resources, creativity and delivery according to demand. They use technology to collect information about market demands and exchange information between institutions. The key point in the supply chain is to evaluate the entire process as a single system. In order to determine the real capacity of the process, any inadequacy in areas such as suppliers, production facilities, warehouses and customers in the supply chain should be evaluated (Tutkun, 2007:1-2). In this context, it can be stated that there are generally three

separate points according to the characteristics of the supply chain (Kazançoğlu, 2008:13-14; Williamson, 2008:13).

- It focuses on all functions and activities in the flow of products and materials, from purchasing through production to delivery to the final consumer.
- Supply chain coordination focuses on transcending organizational boundaries and linking materials management and physical distribution into a single integrated system.
- The supply chain focuses on consumer demands, management of service requirements and optimally meeting these requirements.

There are two perspectives of the supply chain: business and engineering (Laskowska-Rutkowska, 2008:189). When viewed from a business perspective, what is meant is addressing the dimensions of the supply chain that concern business issues. In other words, it is examining the effects of supply chain system designs on marketing and finance functions. In addition to the business perspective, there is an engineering perspective in the supply chain. What is important at this point is the physical and quantitative aspects of the job and the feasibility of the job. While the business perspective gives more importance to consumer needs, the engineering perspective tries to find the optimum solution for system design. Both are equally important and valid perspectives of the supply chain (Yıldızöz, 2006:58). The supply chain has a dynamic structure and includes a constant flow of information, products and all other materials between stages. Each stage of the supply chain goes through different processes and interacts with the other stages of the supply chain (Lambert and Cooper, 2000:76). The consumer has the most important place in this chain. The main purpose of establishing a supply chain is to ensure

that the business makes a profit while meeting consumer needs (Puigjaner and Lainez, 2008).

The implementation of supply chain by businesses means that all actions are carried out in a planned and systematic manner, including logistics activities, from the level of raw materials and semi-finished products to the stage of converting the product into a product and presenting it to the customer. While doing this, businesses also benefit from software such as enterprise resource planning and material requirement planning. The supply chain structure consists of supply and demand planning, resource and supply management, production, storage and transportation, and customer order management subsystems. The actions carried out in the five basic components of the process are planning, supply, production, transportation, and sales, respectively (Demirdöğen and Küçük, 2007).

The supply chain is responsible for ensuring that the right materials, services and technologies are purchased from the right source, at the right time and in the right quality in a business. The supply chain is a network of tools and distribution options that perform the functions of providing materials, transforming these materials into intermediate and final products and distributing the final products to customers. The supply chain is also a chain of elements. There is a constantly updated close relationship between the elements and this is what the nature of the supply chain requires (Kazançoğlu, 2008:15). In a supply chain, the main production company interacts with different types and numbers of suppliers in the process of delivering the product from raw material suppliers to customers within the framework of its supply policy and the quality of the product, indicating a simple supply chain structure (Uzueken, 2008:35; Demiryürek, 2007:15; Albayrakoğlu, 2006:19; Karasu, 2006:43; Swaminathan et al., 1998:609).

Understanding the structural dimensions of the supply chain is a prerequisite for analyzing and modeling the links of the supply chain. In general, two types of dimensions can be mentioned: vertical and horizontal. The horizontal structure refers to the number of steps present throughout the supply chain. The supply chain can be long, consisting of many steps, or short, consisting of a few steps. The scope of the vertical structure is expressed by the number of suppliers and customers in each step (Şen, 2007:14).

The supply chain is a business system that handles the internal resources of the business as a whole for the management of those who provide supply jobs outside the business and for their effective operation (Thatte, 2007). The main purpose here is to move the business forward by increasing the manufacturing capacity of the business, developing sensitivity to the market and improving the relations between the consumer and those who undertake the supply jobs (Foster, 1999; Yaman, 2009:2).

Since the supply chain is an integrated structure consisting of many subsystems, it is necessary to simultaneously address conflicting objectives in a supply chain and make decisions accordingly. For example, while minimizing production costs, distribution costs should also be taken into account, and the minimization of distribution costs should not be done without considering delivery times. Similarly, reducing distribution costs by making shipments in large batches will cause an increase in stock costs in warehouses (Dönmez, 2009:27). The aim of the supply chain is to provide optimum quality by spending the most appropriate cost and to realize optimum output by using these resources obtained within the enterprise in the most appropriate way. The supply chain is all activities from the supplier to the end customer, such as purchasing, selling, determining consumer trends and producing in order to meet consumer

needs at the right time, in the right place and at appropriate prices (Sönmez, 2009:46).

When the supply chain structure is examined in detail, the factors that can affect the effectiveness of the structure can be harmonized with each other and the information (information) can be supported in this harmonization process. The combination of internal and external factors is transformed into raw materials, semi-finished products and final products. The final product is then delivered to distributors and then to final consumers. In this process, the harmonization of the sub-factors that make up the process can provide effective communication with each other and information factors. The supply chain fills the gap that occurs when the distances between the production point and the consumption point are extended (İlhan, 2009:12). It is also necessary to distinguish between the production sites in the supply chain, where the physical product is subject to the operation, and the distribution centers where the products are sent, classified, sent to stocks from there, withdrawn from stocks and offered to the market but no physical change is made. However , it is also known that there may be mixed facilities such as production sites with distribution capacity or distribution centers with production capacity from time to time. These facilities in the chain can be managed by the business or by the business's vendors, customers, third-tier suppliers or other businesses with which the business has established business agreements. The aim of the businesses in the chain is to add value to the products passing through the supply chain and to deliver these products to markets spread over geographically different areas in appropriate quantities, with appropriate qualities, at the right time and at a competitive price (Gülşen, 2006:14).

In supply chains, products follow a downstream flow from the supplier to the production site, from the production

site to the distribution center, and from the distribution center to the markets (Guedes and Mateus, 2008:229). The number of stages in this flow may vary depending on the characteristics of the product produced. In addition, products and sometimes intermediate products follow an upstream flow when they return to the production sites for reprocessing (Swierczek, 2009:27). The supply network consists of organizations that provide input to the main company directly or indirectly (Aydın and Çörekçioğlu, 2001:4).

The basic benefit of the supply chain is that the company can plan to include all its activities and optimize the results by adjusting this plan over time (New, 1997:17). Different interactions can be mentioned in the supply chain. These are generally understood to be the flow of information, products and money. The product flow (physical flow) occurs between the supplier-producer and the customer. However, especially with the increase in environmental pressures and the increased awareness of consumers, a fluidity can also be mentioned as reverse logistics from the consumer to the producer in the form of the disposal of faulty and waste products reaching the customer (Demirtaş, 2008:17).

The supply chain is seen as a product life cycle process that supports the physical, financial and information flow for the transportation of products or services from suppliers to the end consumer (Croom et al., 2000:75). In this context, the supply chain flow has different meanings for the producer and the customer. While the main goal for the producer and other businesses is to reduce costs and make profit, for the consumer it means increasing the value obtained from the product. Businesses have to produce the value perceived by the customer. The results that can be achieved as a result of improving the supply chain, such as low cost, speed,

flexibility, easy accessibility, easy availability and being able to produce different value from competitors, will emerge that are meaningful for the consumer (Demirtaş, 2008:19).

The supply chain is the physical flow of processes related to the movement of products from receiving customer orders to finding raw materials, supplying, manufacturing and distributing products to customers (Ateş, 2007:53). Supply chains vary according to increasing complexity. In the supply chain, the value produced is delivered to the customer. The supply chain with a complex structure can be considered as single-stage and multi-stage (Thatte, 2007). The method generally used by businesses working independently in the production phase is the single-stage supply chain. In this method, the raw materials and materials received become products after going through the manufacturing or transformation process. The product is delivered to the customer through the determined distribution system. The system also includes information and cash flow that monitors the order information received from the customer and made with the vendor companies, and controls the collection information to be made from the customers and the payment information to be made to the vendors. The effectiveness of the flows depends on having a structure that aims to minimize time and costs, is contemporary and uses technology well (Gedikli, 2006:12).

The single-stage supply chain combines the material flow functions of obtaining raw materials, production and distribution. In this type of supply chain, there are many information processing and decision-making functions and also the management of funds. Because working capital in the form of payables and receivables is as important as working capital in the form of inventory and equipment (Doğar, 2006:9-10). The single-stage supply chain combines the material flow functions of obtaining raw

materials, production and distribution. In this type of supply chain, there are many information processing and decision-making functions. Since the amount of money paid or received is as important as the monetary value of inventory and equipment, there is also the function of managing capital. The single-stage supply chain is a single-company supply chain and is the focal point of the supply chain (Şen, 2007:12).

The supply chain includes a process with different complex structures. For example, raw materials or subassembly groups received in a single-stage supply process can be combined with material flow functions up to production, distribution and delivery. Single-stage supply chains are found in companies operating as a single entity (Nevşehirli, 2007:5; Gedikli, 2006:12; Aydemir, 2000:28; Metz, 1998:22).

Due to increasing globalization and competition, it has become necessary for businesses to better control product prices, and therefore their costs and efficiency. In this context, the supply chain is not limited to a single business (Swaminathan et al., 1998). Because the supply chain includes multiple businesses such as raw material sellers, product manufacturers, distribution channels and retailers. The supply chain helps manage the flow of materials and information in the process from the natural resource stage to the end consumer. The supply chain, which includes multiple businesses, aims to create synergy through the joint use of resources such as processes, people, technology and performance measurements by acting as a single business (Çağlayan, 2002). In order to achieve this goal, it is necessary to include the manufacturer and retailers in this process.

Multi-stage supply chains are typically supply chains that involve more than one business, and are particularly multiple

copies of single-stage supply chains (Şen, 2007:12). These are usually systems that include many businesses. However, the repetition of this system occurs in stages. All of the stages cover the processes that follow each other's repetition. The first of these stages is formed by the seller who sells raw or semi-finished products to the producer who will make the final production. The second stage is formed by the retailer who ensures that the final production reaches the consumer (Metz, 1998:23).

The success of the supply chain depends on the integration and management of the chain (Xu and Beamon, 2006:11). Successfully coordinating the partners, suppliers, each business department, carriers, third parties and most importantly the information systems that show the operation of the chain will create a successful supply chain operation. In order to achieve this success, the entire chain must work in coordination. They must know the requirements of the market very well, understand the idea of competition very well, and determine all kinds of information that will coordinate the activities of their trading partners (Elagöz, 2006:61).

In the supply chain process, members are part of the chain. Members in a supply chain are all suppliers and customers who have an indirect or direct effect on the stage from where the business provides production resources to the end consumer. There are manufacturers, distributors, retailers, service providers, companies that are customers or end customers of the product in a chain. The supply chain members are listed as distributors, retailers, customers and service providers (Hugos, 2024).

In order to ensure supply chain integration, information must be shared by the end companies in the supply chain (Sanders, 2005), the distribution of tasks, decision-making

authority and resource distribution among the supply chain members must be reviewed and arranged in a way that will create maximum value, the appropriate communication channel must be selected and effective communication must be ensured, the performance of the members must be continuously measured by determining appropriate criteria, and the incentives must be rearranged in a way that will allow cooperation (Mouritsen et al., 2003:688). The aim of this integration is to provide the cooperation and harmony environment that the members of a team should have in the supply chain (Elagöz, 2006:62-63). Supply chain integration aims to coordinate the processes that work independently of each other in a way that will increase productivity and create competitive power with joint efforts (Vonderembse et al., 2006:225). This integration includes the processes of creating demand, providing resources for demand, producing demand and delivering demand (Mouritsen et al., 2003; Naylor et al., 1999).

Firms do not only compete on a business basis, but also compete as elements in integrated supply chains (Tate et al., 2010:30). In line with this development, firms have begun to adopt strategic partnerships aimed at increasing the continuous and mutual benefits established between them as elements in the supply chain (Fotiou, 2007:13). The aim of this application is to achieve competitive advantage by reducing the total life cycle cost of the product. The success of a firm in the competition between supply chains can be achieved by the integration of end users as well as raw material suppliers into this process. Ensuring the optimization of processes, functions and relationships in order to create and sustain new opportunities by providing synergy both within the business and between its suppliers and customers requires good management (Yön, 2007:47).

Decision making within supply chain management has strategic importance. Each supply chain has its own market demands and production difficulties. Businesses in supply chains take these into consideration and make joint decisions by considering their areas of action. When making decisions in supply chains, two points are taken into consideration: rapid response to demand and efficiency. However, these two points often come into conflict with each other. Businesses have to make various decisions by taking these two important points into consideration according to their working conditions. These decisions consist of 5 elements: production, inventory, location, transportation and information. Production, which refers to the process of producing and supplying products in accordance with the demands and expectations of customers; inventory, which refers to all kinds of semi-finished products, raw materials and products in a supply chain; location, which plays an important role in market demands and consumer satisfaction; transportation, which refers to the process of delivering raw materials and all finished products in the supply chain to consumers; and information, which refers to the success of the process in the supply chain (Puigjaner and Lainez, 2008; Ting and Danny, 2008; Yıldızöz, 2006:17).

Success in supply chain management plays a role in businesses gaining cost advantage, gaining competitive advantage and ensuring customer satisfaction. In order to achieve success in supply chain management, 7 steps must be followed (Azat, 2007:13; Eymen, 2007:15-20; Doğar, 2006:16-20; Nix, 2001; Ernst and Kamrad, 2000):

1. Customers must be segmented based on the service needs of different groups, and the supply chain must be adapted to serve these groups. Previously, customers were segmented by industry, product, or business channel, and then an approach was taken to

serve them by averaging costs and profitability within and across groups. However, segmenting customers into groups based on their specific needs equips the company to develop a service portfolio that meets the needs of various groups. Reports and industry surveys have become tools for determining the basic criteria for segmentation. Today's innovative managers are returning to advanced analytical techniques such as integrated analysis to measure customer choices and predict the marginal profitability of each group. Companies must apply a cross-disciplinary and cross-functional process to create a menu of supply chain programs, and create group-specific service packages that combine core services that apply to everyone with services on the menu that are most relevant to specific groups. The goal is to achieve the necessary level of segmentation and variety to maximize profitability.

2. Logistics networks must be adapted to the service needs and profitability of customer groups. In the design of logistics networks, companies have adopted a uniform approach to ensure a uniform standard in the organization of inventory, warehouse and transportation activities. For some, the logistics network is designed to meet the average service needs of all customers, for others, to meet the most difficult needs of a single customer group.

3. Market signals should be monitored to ensure consistent forecasts and optimal resource allocation, and demand planning should be aligned within the supply chain accordingly. In the implementations that have been done, multiple departments have independently conducted forecasts for the same products, each using their own assumptions, measurements, and levels of detail. Most markets are

viewed informally. A few include their most important suppliers in this process. The Perfect Supply Chain actually requires sales and operational planning that crosses business boundaries, involving each supply chain link in developing forecasts and maintaining the necessary capacity between operations. Sales and operational planning within the channel controls demand signals implicit in customer promotions, order structures, and restocking algorithms, and takes into account vendor and carrier capabilities, capacities, and constraints.

4. The product must be introduced to the customer and the turnover throughout the supply chain must be accelerated. Manufacturers have traditionally based their production targets on demand projections for finished products and have stockpiled to compensate for forecast errors. These managers tend to view the lead time in the system as fixed. Even traditionalists in this vein have made strides in reducing costs through setup discounting, cellular manufacturing, and just-in-time manufacturing techniques. Many manufacturers are questioning the idea that lead times in the supply chain are fixed, understanding that time is money. By compressing lead times throughout the supply chain, they accelerate the transformation of raw materials into finished products adapted to customer needs, strengthening their ability to respond more quickly to market needs. This approach increases their flexibility to make product configuration decisions very close to actual demand at that moment.

5. Supply sources should be managed strategically to reduce the costs of owning materials and services. Managers who aim to pay as low a price as possible for materials should develop good relationships

with suppliers. The Perfect Supply Chain requires awareness. Suppliers' costs affect business costs. If a supplier is forced to ship 90 days' worth of material when, for example, a 30-day supply is sufficient, this will affect the price the supplier gives to the business, as it will change the cost structure of the inventory. Manufacturers should not only place high demands on suppliers, but also share the goal of reducing costs in the supply chain, in order to lower their prices in the market and increase their margins. The logic behind this idea is that profit sharing arrangements should be made to reward everyone who contributes to greater profitability. Some businesses are not yet ready for this kind of progressive thinking because they lack the basic prerequisites. This means that the costs of all products are not only direct materials, but also the money spent on maintenance, repair, operating resources and everything else. This factual information is necessary to determine the best way to obtain any materials and services the business purchases.

6. Develop a strategy across the supply chain that supports multiple levels of decision making and clearly shows the flow of products, services, and information. The system facilitates the scheduling required to allocate resources effectively in the medium term. To add value in the long term, the system enables strategic analysis by providing tools to synthesize data for high-level scenario planning, such as an integrated network model, to help managers evaluate manufacturing plants, distribution centers, suppliers, and third-party service alternatives.

7. To measure overall success in reaching the end user effectively and efficiently, performance measures

> across channels must be established. Many companies apply all sorts of function-oriented measures to answer the question of whether they are working well. But excellent supply chain managers take a broader view by adopting measures that apply to every link in the supply chain and encompass both the service and financial matrices. Managers measure service primarily in terms of a perfect order that arrived when promised, was complete, correctly priced and invoiced, and undamaged. This can hide information needed for activity-based costing. Many companies are developing common report cards to facilitate the measurement of performance across channels. These report cards help partners work toward the same goals by showing how each company will use the skills and attributes it brings to the partnership. A common report card can help partners focus and benefit from synergies across the supply chain.

In summary, effective supply chain management includes creative ideas about combining logistics art and production activities and how they should be realized (Önsel et al., 2008:51). Supply chain management aims to increase efficiency in the short term, reduce stocks and stock turnover. In the long term, it has strategic goals such as increasing consumer satisfaction, business market share and profit (Aydın, 2005:45). In the light of these reasons, supply chain management has become inevitable for businesses to gain and maintain their competitive power (Nix, 2001:29). It is possible to say that the aim of supply chain management is to increase business performance by utilizing supplier capabilities and technologies. The complete establishment of communication between businesses such as suppliers, manufacturers, distributors and retailers in the same chain is possible thanks to the coordination and

control of activities throughout the chain (Özdemir et al., 2008:123). Because businesses are now directing their decision-making processes, which they had to carry out independently, towards coordinated and integrated systems (Gedikli, 2006:18). For this reason, the supply chain pushes businesses directly to management and indirectly to follow a successful marketing strategy.

Norm - Activation Theory (NAT)

This research topic covers determining the differences in restaurant consumers' perceptions of hyperlocal supply according to demographic data. Since hyperlocal supply focuses on a number of benefits such as environmental protection awareness, prevention of waste, and cost savings, it was deemed appropriate to address this research with the Norm - Activation Theory, which examines individuals' positive perceptions of the environment.

Norm - Activation Theory addresses the effect of personal norms on environmentally sensitive behaviors (Setiawan et al., 2020). The theory examines the cognitive processes and determinants that are effective in the process of reflecting personal norms on behaviors towards environmental protection (Yan and Chai, 2021). According to the theory, the activation of personal norms depends on the antecedents that affect the formation of certain behaviors. These antecedents include the adoption of the consequences of the behaviors exhibited, the internal attribution of the consequences of the behaviors, and the strength of personal norms (Song et al., 2023). Wang et al. (2022) added self-efficacy to the antecedents that are decisive in the activation of personal norms. Since personal norms can be triggered by certain antecedents within the scope of the theory, it

is predicted that the environmental approach can also be activated in this direction (Schwartz and Howard**,** 1981). Therefore, the theory contributes to the explanation of individuals' tendency towards environmental behaviors (De Groot and Steg, 2009). In this research, restaurant consumers' tendencies towards businesses with a hyper-local supply approach, whether consumers are influenced by other consumers who are conscious of hyper-local supply when making a restaurant choice, will be discussed together with the theory. In Norm-Activation Theory, the concepts of personal norm, consequence awareness, responsibility attribution and self-sufficiency need to be explained.

- Personal Norm: Individuals' ability to evaluate behaviors as right or wrong constitutes personal norms (Fenitra et al., 2022). Personal norms are important for all decision-making processes, from the simplest decisions to the most difficult decisions by individuals (Kiatkawsin and Han, 2017).
- Consequence Awareness: It refers to individuals' awareness of the negative consequences of certain behaviors (Han, 2020). Therefore, individuals with consequence awareness consider the benefits of the consequences of their behaviors to the environment or society (Bronfman et al., 2015).
- Attribution of Responsibility: This refers to the individual's feeling of responsibility by attributing responsibility to himself for behaviors that will have a negative impact on the environment or society as a result of his behavior (De Groot and Steg, 2009).
- Self-Efficacy: Refers to the level of belief that individuals have the competence required to perform a behavior (Gist and Mitchell, 1992).

Individuals with developed consequence awareness shape their personal norms by attributing responsibility to themselves. Individuals with high self-efficacy easily perform behaviors that will benefit the environment and society. Studies on Norm-Activation Theory in the literature are within the framework of topics such as environmental awareness (Andarabi and Hassan, 2022), consumption intention (Zhu et al., 2024), recycling (Muthukumari et al., 2024), the reason for sustainable behaviors (Lee et al., 2023), the reasons for drivers' speeding behavior (Javid et al., 2021), littering behaviors of park visitors (Fenitra et al., 2023). When we consider the basic concepts of Norm-Activation Theory and this research topic together, in the perception of restaurant consumers about hyperlocal supply; It is possible to say that the environmental benefits of consuming in a business that supports hyperlocal supply, individuals feeling responsible in this regard, seeing the ability to perform this behavior in themselves and the process of making this awareness a part of their behavior shape the perception of hyperlocal supply. Therefore, it is thought that hyperlocal supply and Norm-Activation Theory can be considered together.

Research Background

The act of eating and drinking, sometimes to flavor the local products of a newly visited region or sometimes just to meet a basic need, is the most consumed element and the most restricted element by consumers (Okumuş et al., 2007). For example, in today's world where solo travels have become popular, especially young tourists can restrict their food expenditures in order to live as comfortably as possible with a small amount of money. While these restricted or preferred foods can add meaning to the tourist's experience (Boyne and Hall, 2004), they can also shape the gastronomic identity of the region (Santich, 2004). The supply sources of the products play an important role in reflecting the local culinary culture in restaurants. Because, the procurement of local culinary products from the region where the restaurants are located allows the agricultural and tourism sectors in the region to increase communication between each other (Telfer, 2000:85). In fact, hyperlocal supply refers to a simple but functional production process that supports local and reasonable production, away from unnecessary cost elements. Therefore, restaurant consumers' hyperlocal supply perceptions can be used as a driving force for the creation of a sustainable production and consumption network in the region. Purchasing, which is included

in the concept of supply, is a subject that is examined in the literature together with a number of variables such as gender, age, education and income status. Since hyperlocal supply deals with a sustainable hyperlocal production; it is necessary to care about this approach's ability to take place in businesses as an innovative output. Because, according to Ravald and Grönroos (1996), it is emphasized that the success of the relations between the buyer and the supplier depends on the consideration of mutual gains. Therefore, the application of the hyperlocal supply concept in restaurants will provide social and economic benefits in many areas, from supporting local producers to the consumption of delicious products.

Research Question, Hypothesis Development and Research Model

This study aimed to determine whether restaurant customers' perceptions of hyperlocal supply, which refers to local production and sustainability, differ according to demographic data. Hyperlocal supplying allows restaurants to produce the food raw materials they will include in their menus themselves, rather than demanding them from distant destinations. Hyperlocal supplying is also an approach that enables food production processes to be carried out more cost-effectively through methods such as soilless plant cultivation (Mandell, 2014).

In the literature, it is seen that studies on supply are conducted for the employees of the businesses in question (Kusnandar et al., 2024; Çavuş et al., 2018). However, one of the issues included in the understanding that advocates hyper-local supplying and hyper-locality is to support the recognition of local foods. For example, in a study examining the use of local cuisine elements in restaurants (Ayyıldız and Sağır, 2024), the sample was restaurant customers. Therefore, since consumers of restaurants with or without a hyper-local supplying understanding may differ in many ways such as gender, age, education status and income, it

was planned to examine demographic characteristics in this study. In fact; in the literature, the factors that play a role in the differences in decision-making of consumers in studies on supplying, i.e. purchasing, various products or services have been addressed through demographic characteristics. For example, the factors that play a role in purchasing according to age, gender, income and education status in the context of generations have been addressed (Şener and Yücel, 2020; Çağlıyan et al., 2016; Canlı, 2015).

Based on the literature, the research question was designed as *"Can it be determined whether the perception of hyperlocal supply differs according to demographic data?" Therefore, the purpose of this research* is to determine whether the perception of hyperlocal supply differs significantly according to gender . If the perception of hyperlocal supply is high or low, restaurants will need to develop different marketing strategies for different target audiences. Therefore, since this research aims to determine the perception of hyperlocal supply of restaurant consumers, it is necessary to determine which demographic characteristics of consumers the perception of hyperlocal supply differs according to. Because, in the market segmentation studies of businesses, potential and active consumers can be separated according to various geographies and demographic differences. In line with this research question and the purpose of the research, the research model and research hypotheses are as follows:

- *H_1:Flavor perception of restaurant consumers within the context of hyperlocal supplying differs significantly according to gender.*
- *H_2: Restaurant consumers' perception of service quality within the context of hyperlocal supplying differs significantly according to gender.*

The Perception of Hyperlocal Supplying

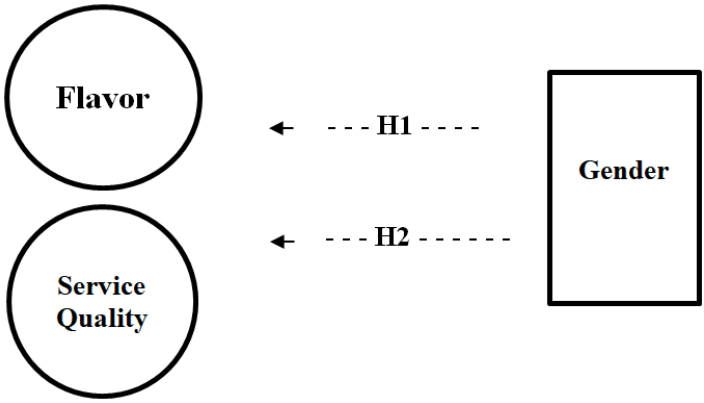


Figure 1 : Research model

In the research model shown in Figure 1, the independent variable is "gender" and the dependent variable is "hyperlocal supply perception". Therefore, while the abstract concept of hyperlocal supply perception is shown in a circle, the concrete concept of "gender", which can be clearly distinguished by numbers, is shown in a square. Since a difference test was applied to determine the significant difference according to gender in this research, a one-way dashed line extending from the independent variable to the dependent variable was used. Since an original scale was used within the scope of the research, the dimensions included in the scale were not known before the hypothesis was established. Hypotheses were generally established with a focus on hyperlocal supply perception. Since only 2 dimensions were significant in the scale consisting of 4 dimensions, only 2 dimensions could be included in the model. What is important is the prominent elements in the hyperlocal supply perception and whether the perceptions shaped in this focus differ due to gender.

Methodology

Purpose and Importance

Local supply refers to businesses procuring the products they offer to their consumers from the region they are located in. Hyperlocal supply refers to an approach that has more than one dimension. In other words, hyperlocal supply is an approach that supports production in the region where consumption will take place in light of the understanding of sustainability, while providing locals with economic gains and reducing supply costs for producers and providing products at a reasonable price. For consumers, while the fact that fruits and vegetables are grown in suitable climate conditions provides a delicious consumption opportunity, the fact that these foods are procured at affordable costs will also provide consumers with affordable prices, and they will be able to make an economical purchase. However, there needs to be a significant demand for the entire process to be implemented. In light of the literature, the research question was designed as: *"Can it be determined whether the dimensions of hyperlocal supply perception differ according to demographic data?"* In this context, the aim of the research is to determine whether hyperlocal supply perception differs significantly according to gender.

As a result of the increase in the human population in the world, food shortages are emerging. While staying away from waste in food consumption may be a solution to this situation, sustainable production conditions may be another solution. Therefore, hyperlocal supply is an approach that can provide production with affordable costs and a sustainable understanding. In this research, the application of the determination of the hyperlocal supply perception to restaurant consumers in 7 provinces, namely İstanbul, Ankara, İzmir, Bursa, Antalya, Muğla and Aydın, is important in terms of emphasizing the sustainable production understanding in this region where agriculture and animal husbandry are high.

The most and least important factors in restaurant consumers' perceptions of hyperlocal supply will be determined. As a result of the research, it will be determined whether hyperlocal supply perceptions create differences in demographic characteristics. In this way, restaurants will be able to develop marketing strategies suitable for different target audiences.

Original Value

This study, which aims to determine the hyperlocal supply perceptions of restaurant consumers located in İstanbul, Ankara, İzmir, Bursa, Antalya, Muğla and Aydın, has an original value in that there is no similar example in the literature. In addition, the fact that the scale to be used in the data collection phase was developed within the scope of this research constitutes another original aspect of the research. Since the scale developed with this research can be used in possible future studies with different research problems, it is thought that a scientific contribution can be made with this research. Thus, a contribution will be made to the literature. The fact that the hyperlocal supply issue

is addressed with the Norm-Activation Theory within the scope of the research shows the originality of the research.

On the other hand, by identifying hyper-local supply perceptions in İstanbul, Ankara, İzmir, Bursa, Antalya, Muğla and Aydın, farmers and individuals engaged in animal husbandry living in the region will be able to gain economic income. In addition, thanks to both the economic gain of local producers in the region and the ability of restaurant employees to supply products at reasonable prices, the level of welfare that will be provided in all regions in economic terms will also bring social harmony. Because while the awareness of the local products of the 7 provinces increases, familiarity in terms of flavor will also increase. Thus, it is thought that the awareness of supporting local producers will be supported and investments in agricultural resources will increase.

This research aims to determine the possible differences in hyperlocal supply perception according to gender. As a result of the research, the demand of restaurants to develop technology-supported plant production systems (such as heating and irrigation systems) in line with the hyperlocal supply understanding will increase in the coming years in order to support the prominent elements in the hyperlocal supply perception, and this will increase the investments of restaurants in technology. Thus, an economic contribution will be made to businesses that provide technology services. The use of technology in line with customer expectations will increase customer satisfaction.

Irritability

The data is planned to be obtained from restaurant consumers in 7 provinces within the scope of the research. The fact that the research data is obtained only from

restaurant consumers in İstanbul, Ankara, İzmir, Bursa, Antalya, Muğla and Aydın in quantitative terms and only from restaurant managers in the same region in qualitative terms constitutes a limitation of the research. The fact that hyper-local supply perceptions are considered together with gender within the scope of this research is one of the limitations of the research. In addition, the fact that not all dimensions of the hyper-local supply perception scale were found to be significant within the scope of the research limited the subject in determining the hyper-local supply perception. Hypothesis tests were established with only 2 of the 4 dimensions determined within the scope of the research. The fact that the participants to be included in the data collection section were determined with the "Easy Sampling" technique constitutes another limitation of the research.

In the research model; the dependent variable is "hyperlocal supplying perception" and the independent variable is "gender". According to this model; Independent Sample T-Test will be applied to the H_1 and H_2 hypotheses, whose independent variables consist of two categories, female and male. In order to determine the hyperlocal supply perception levels; the mean scores and standard deviation levels of the items will be taken into account.

Scale Used in the Research

In this study, data will be collected using a quantitative method. The scale to be used in the quantitative dimension of the study was prepared by the authors in accordance with the purpose of the study, adhering to the literature. During the preparation of the scale, expert opinions on the research topic were used. Care was taken to ensure that each question pertained to a single topic. The scale consists of 11 items on a 5-point Likert type scale, ranging from

"1-Strongly Disagree, 5-Strongly Agree". The scale items are listed below:

1. The food served by restaurants that produce the food raw materials they need is fresh.
2. Restaurants that produce the food raw materials they need offer more delicious food.
3. Consumers of restaurants that produce the food raw materials they need can consume products grown in the right climate.
4. Consumers of restaurants that produce the food raw materials they need consume products with high nutritional value.
5. Restaurants that produce the food raw materials they need enable consumers to get to know local products.
6. The service quality of restaurants that produce the food raw materials they need is high.
7. The employees of the restaurants that produce the food raw materials they need are qualified.
8. Restaurants that produce the food raw materials they need contribute to local production.
9. Restaurants that produce the food raw materials they need contribute to sustainability.
10. Restaurants that produce the food raw materials they need themselves provide a cost advantage.
11. Restaurants that produce the food raw materials they need can sell products at affordable prices.

In order to achieve the purpose of this research, the research will reveal the cause-effect relationship thanks to the

hypotheses developed, and therefore it has an "explanatory" feature. In this study, the opinions of restaurant consumers on issues such as flavor, freshness, organicness and on the other hand, the quality of employees can be determined with the items in the quantitative survey form. Therefore, in the quantitative dimension of this research, inductive logic prevails in the scale development process, and deductive logic prevails in testing the hypotheses. Expert opinions were used in the process of finalizing the scale form. The universe of the research consists of consumers of restaurants. The sample of the research will consist of people determined by the Convenience Sampling technique among consumers of restaurants located in İstanbul, Ankara, İzmir, Bursa, Antalya, Muğla and Aydın. Participants who volunteer to fill out the survey form during the data collection process will be included in the research sample. In the first stage of the data collection process, a pilot study consisting of at least 50 people (Çokluk, 2010) was planned, which is a requirement for tests such as regression. The target number of participants is to reach 384 (Sekaran, 2000), which is also valid for the largest universes. Since the subject discussed in the research is tested through hypotheses in the context of cause-effect relationship, this research has an "explanatory" feature.

Findings and Comments

In the data collection phase of the pilot study, data were collected from a total of 60 participants. In order to conduct tests such as regression on the data, a minimum of 50 people must be reached (Çokluk, 2010). Therefore, care was taken to reach at least 50 people in the pilot study. Due to reasons such as missing markings encountered in the collected survey forms, 5 survey forms were not included in the analysis. In order to analyze the pilot study results, data obtained from 55 participants were examined. Thus, a minimum limit of 50 was reached. In order to reach the most accurate scale format in the pilot phase, the first step was to determine the missing data and, if necessary, to assign missing data. According to Table 1, it was determined that there was no missing value in the Likert-type items. Since 95% confidence level and 0.05 margin of error are taken into account in social sciences when interpreting the research findings, the relevant criteria were also taken as basis in this study.

Table 1 : Missing data analysis of Likert type items in the pilot study

University Statistics

	N	Mean	Std. Deviation	Missing Count	Missing Percent	No. of Extremes [a] Low	No. of Extremes [a] High
I1	55	3.6727	1,18719	0	,0	0	0
I2	55	3,6909	1,19989	0	,0	0	0
I3	55	3.6364	1,20744	0	,0	0	0
I4	55	3.5455	1,19905	0	,0	5	0
I5	55	3,4909	1.06931	0	,0	3	0
I6	55	3.5455	1.16775	0	,0	0	0
I7	55	3,6000	1.18008	0	,0	0	0
I8	55	3.5455	1,30268	0	,0	0	0
I9	55	3,5636	1.22872	0	,0	0	0
I10	55	3,4909	1.13648	0	,0	3	1
ı11	55	3.6545	,96644	0	,0	1	0

a. Number of cases outside the range (Q1 - 1.5*IQR, Q3 + 1.5*IQR).

Missing data test was performed on categorical variables in Table 2. It was determined that there was no missing data in the data analyzed during the pilot study phase.

Table 2 : Missing data analysis of items consisting of categorical data in the pilot study

University Statistics

	N	Mean	Std. Deviation	Missing Count	Missing Percent	No. of Extremes [a] Low	No. of Extremes [a] High
Gender	55	1,5091	,50452	0	,0	0	0
Age	55	3.5455	1.25931	0	,0	0	0
Education Status	55	2,8000	,70448	0	,0	0	0
Income	55	3.2545	1.22048	0	,0	0	0

a. Number of cases outside the range (Q1 - 1.5*IQR, Q3 + 1.5*IQR).

The reliability of a test or scale indicates that the data obtained with that scale will also be reliable. A high level of reliability does not indicate a high level of validity. However, a scale with a high level of validity has a high level of reliability. Thus, a close relationship between validity and reliability can be seen (Coşkun et al., 2015:24). In the literature, the acceptability level of the Cronbach Alpha value is considered reasonable up to 0.50 (Coşkun et al., 2015:124). However, a scale's Cronbach Alpha (α) value in the range of $0.80 \leq \alpha < 1.00$ indicates that it provides a high degree of reliability (Kalaycı, 2017:405).

Table 3 : Pilot study reliability results

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,815	,818	11

In Table 3, it is seen that the value reached as a result of the Cronbach Alpha test conducted before applying factor analysis to determine the reliability of the scale is ,815. In this case, it is possible to say that the scale is sufficiently reliable.

In order to understand whether there is a similarity in meaning between the items of the scale, the correlation between the items is examined. Table 4 shows the correlation values between the items after the reliability test. In scale development and adaptation studies, it is expected that the item correlation values are greater than 0.20 and all values are positive (Kalaycı, 2017:405). It is seen that all the items in the scale have positive values. All the items in the scale have values above 0.20. In the rightmost column of Table 4, it is seen that the values of all the items are below .817. Therefore, it is seen that there is no item that will increase reliability if any of the items are deleted. For this reason, no item was removed from the scale during the pilot study phase.

Table 4 : Pilot study item correlation values and alternative Cronbach's Alpha values

	Corrected Item-Total Correlation	**Cronbach's Alpha if Item Deleted**
The food served by restaurants that produce the food raw materials they need is fresh.	,393	,809
Restaurants that produce the food raw materials they need offer more delicious food.	,311	,817
Consumers of restaurants that produce the food raw materials they need can consume products grown in the right climate.	,620	,786

Consumers of restaurants that produce the food raw materials they need consume products with high nutritional value.	,541	,794
Restaurants that produce the food raw materials they need enable consumers to get to know local products.	,683	,782
The service quality of restaurants that produce the food raw materials they need is high.	,525	,796
The employees of the restaurants that produce the food raw materials they need are qualified.	,653	,783
Restaurants that produce the food raw materials they need contribute to local production.	,337	,816
Restaurants that produce the food raw materials they need contribute to sustainability.	,511	,797
Restaurants that produce the food raw materials they need themselves provide a cost advantage.	,313	,816
Restaurants that produce the food raw materials they need can sell products at affordable prices.	,439	,804

Factor analysis refers to reducing a large number of expressions that have common meaning to a smaller number in order to increase their understandability and interpretability (Coşkun et al., 2015:264). For this purpose , the classification created by Kalaycı (2017) was taken into account in order to interpret the KMO value resulting from the validity analysis. According to this classification, the minimum KMO value generally considered appropriate by researchers is 0.70. However, this value can be accepted up to 0.50 (Coşkun et al., 2015:268).

Table 5 : Pilot study KMO results

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,742
Bartlett's Test of Sphericity	Approx. Chi-Square	245,662
	df	55
	Shallow.	,000

According to Table 5, when the Bartlett Sphericity Test results of the scale are examined, it is seen that the KMO value is (0.742) and the Bartlett value is less than 0.05. Therefore, it shows that the adequacy of the scale for factor analysis is at a "good" level.

As shown in Table 6, 3 dimensions were obtained in the pilot analysis and the overall explanatory value of the scale was 67%. The explanatory rate of the total variance in the scales is expected to be 50% and above (Coşkun et al., 2017). Therefore, it is possible to say that the scale is sufficiently explanatory.

Table 6 : Explanatory value of the scale in the pilot analysis stage

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings [a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	4,110	37,364	37,364	4,110	37,364	37,364	3,640
2	1,845	16,769	54,133	1,845	16,769	54,133	2,234
3	1,440	13,089	67,222	1,440	13,089	67,222	2,423
4	,876	7,961	75,183				
5	,721	6,557	81,739				
6	,535	4,863	86,603				

7	,388	3,531	90,134				
8	,368	3,346	93,480				
9	,271	2,461	95,941				
10	,252	2,294	98,235				
11	,194	1,765	100,000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

While obtaining the validity results of the scale, EFA (exploratory factor analysis) is used to examine whether each statement has sufficient factor loadings. Table 7 below shows the factor loadings and dimensions in detail.

Table 7 : Pilot study EFA results

Pattern Matrix [a]

	Component		
	1	**2**	**3**
The employees of the restaurants that produce the food raw materials they need are qualified.	,868		
The service quality of restaurants that produce the food raw materials they need is high.	,855		
Consumers of restaurants that produce the food raw materials they need consume products with high nutritional value.	,817		
Restaurants that produce the food raw materials they need enable consumers to get to know local products.	,745		
Consumers of restaurants that produce the food raw materials they need can consume products grown in the right climate.	,584		
Restaurants that produce the food raw materials they need offer more delicious food.		,824	
The food served by restaurants that produce the food raw materials they need is fresh.		,808	

Restaurants that produce the food raw materials they need contribute to local production.	,780	
Restaurants that produce the food raw materials they need themselves provide a cost advantage.		,886
Restaurants that produce the food raw materials they need can sell products at affordable prices.		,671
Restaurants that produce the food raw materials they need contribute to sustainability.		,586

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.
a. Rotation converged in 6 iterations.

In the literature, in studies with a sample size of 50 and above, the minimum factor loading is expected to be .722 (Coşkun et al., 2015). According to the results obtained in Table 7, in this scale, which includes 11 statements, it is seen that 3 statements remained below the value of .722 in the pilot study phase. However, it was thought that more accurate results could be obtained by leaving the final decision to remove these items from the scale after the reliability and validity phase, which will be conducted for the second time in the research process.

After the pilot study, a total of 418 surveys were collected within the scope of the research. After the survey forms with missing information and insufficient coding were eliminated, the remaining data obtained from a total of 396 people were analyzed to reach the final results of the research. Before proceeding to the analysis stage, missing data must be determined in order to reach accurate and reliable results. As shown in Table 8, it was determined that there was no missing data in the Likert items of the scale.

Table 8 : Missing data analysis of Likert type items in the final study

University Statistics

	N	Mean	Std. Deviation	Missing Count	Missing Percent	No. of Extremes [a] Low	No. of Extremes [a] High
I1	396	3,6212	1.15745	0	,0	0	0
I2	396	3.6237	1.16373	0	,0	0	0
I3	396	3.6338	1.14284	0	,0	0	0
I4	396	3.6414	1.22535	0	,0	0	0
I5	396	3.5354	1.17193	0	,0	0	0
I6	396	3.7273	1.17414	0	,0	0	0
I7	396	3.8333	1.09429	0	,0	0	0
I8	396	3,7222	1.12446	0	,0	0	0
I9	396	3,7197	1,19268	0	,0	0	0
I10	396	3.6338	1.17345	0	,0	0	0
ı11	396	3.6237	1.11484	0	,0	0	0

a. Number of cases outside the range (Q1 - 1.5*IQR, Q3 + 1.5*IQR).

Missing value test was performed on categorical variables in Table 9. It was determined that there was no missing data in the data analyzed during the pilot study phase.

Table 9 : Missing data analysis of items consisting of categorical data in the final study

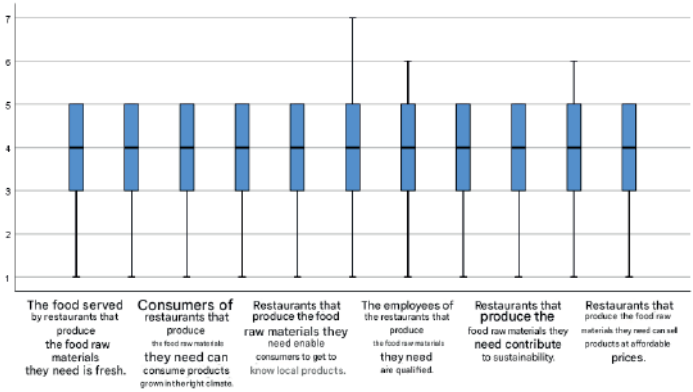
University Statistics

	N	Mean	Std. Deviation	Missing Count	Missing Percent	No. of Extremes [a] Low	No. of Extremes [a] High
Gender	396	1,5025	,50063	0	,0	0	0
Age	396	3,6894	1,20000	0	,0	0	0
Education Status	396	2,6616	,80293	0	,0	0	0
Income	396	3,4066	,90224	0	,0	9	0

a. Number of cases outside the range (Q1 - 1.5*IQR, Q3 + 1.5*IQR).

In Table 8 and Table 9 shown above, it was concluded that there was no missing data among the data and that healthy results could be achieved during the analysis phase. However, in order to be sure about this issue, boxplot analysis should also be done. According to the boxplot test shown in Table 10, it is seen that there are no outliers (outliners) in the items.

Table 10 : Boxplot results at the final analysis stage



In Table 11, it is seen that the value reached as a result of the Cronbach Alpha test conducted before applying factor analysis to determine the validity of the scale is .615. In this case, it is possible to say that the scale is sufficiently reliable.

Table 11 : Reliability results after the final research

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,615	,615	11

In order to understand whether there is a similarity in meaning between the items of the scale, the correlation between the items is examined. Table 12 shows the correlation values between the items after the reliability test. In scale development and adaptation studies, it is expected that the item correlation values are greater than 0.20 and all values are positive (Kalaycı, 2017:405). It is seen that all the items in the scale have a positive value. It is seen that only one item in the scale is below the value of 0.20. However, there was no rush to remove the items from the scale in order to be sure. In the rightmost column in Table 12, it is seen that the values of all the items are below .615. Therefore, it is seen that there is no item that would increase reliability if any of the items were deleted. For this reason, no item was removed from the final scale.

Table 12: Final study item correlation values and alternative Cronbach's Alpha values

	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The food served by restaurants that produce the food raw materials they need is fresh.	,257	,595
Restaurants that produce the food raw materials they need offer more delicious food.	,267	,593
Consumers of restaurants that produce the food raw materials they need can consume products grown in the right climate.	,424	,559
Consumers of restaurants that produce the food raw materials they need consume products with high nutritional value.	,298	,586
Restaurants that produce the food raw materials they need enable consumers to get to know local products.	,382	,568
The service quality of restaurants that produce the food raw materials they need is high.	,222	,603
The employees of the restaurants that produce the food raw materials they need are qualified.	,366	,573
Restaurants that produce the food raw materials they need contribute to local production.	,207	,605
Restaurants that produce the food raw materials they need contribute to sustainability.	,245	,598
Restaurants that produce the food raw materials they need themselves provide a cost advantage.	,202	,607
Restaurants that produce the food raw materials they need can sell products at affordable prices.	,158	,615

Factor analysis refers to reducing a large number of expressions that have common meaning to a smaller number in order to increase their understandability and interpretability (Coşkun et al., 2015:264). For this purpose, the classification created by Kalaycı (2017) was taken into account in order to interpret the KMO value resulting from the validity analysis. According to this classification, the minimum KMO value generally considered appropriate by researchers is 0.70. However, this value can be accepted up to 0.50 (Coşkun et al., 2015:268).

Table 13 : Final study KMO results

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,634
Bartlett's Test of Sphericity	Approx. Chi-Square	743,224
	df	55
	Shallow.	,000

According to Table 13, when the Bartlett Sphericity Test results of the scale are examined, it is seen that the KMO value is (0.634) and the Bartlett value is seen to be significantand less than 0.05. Therefore, it shows that the adequacy of the scale for factor analysis is at a "middle" level.

As shown in Table 14, 4 dimensions were obtained in the final analysis and the explanatory value of the scale was 61%. The explanatory rate of the total variance in the scales is expected to be 50% and above (Coşkun et al., 2017). Therefore, it is possible to say that the scale has sufficient explanatory power. However, dimensions 1 and 2, whose cumulative percentage is below 50%, will not be included in the analysis within the scope of the research.

Table 14 : Explanatory value of the scale at the final analysis stage

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings [a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	2,406	21,874	21,874	2,406	21,874	21,874	1,789
2	1,831	16,642	38,516	1,831	16,642	38,516	1,826
3	1,503	13,659	52,175	1,503	13,659	52,175	1,925
4	1,055	9,595	61,770	1,055	9,595	61,770	1,723
5	,940	8,543	70,313				
6	,720	6,543	76,856				
7	,650	5,907	82,764				
8	,568	5,168	87,932				
9	,495	4,504	92,436				
10	,442	4,018	96,454				
11	,390	3,546	100,000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

The 4 dimensions shown in Table 14 are shown graphically in Figure 2. The Scree Plot result of the final scale is shown in Figure 2. According to the result, it can be understood from the number of breaks that 4 dimensions have emerged in the scale.

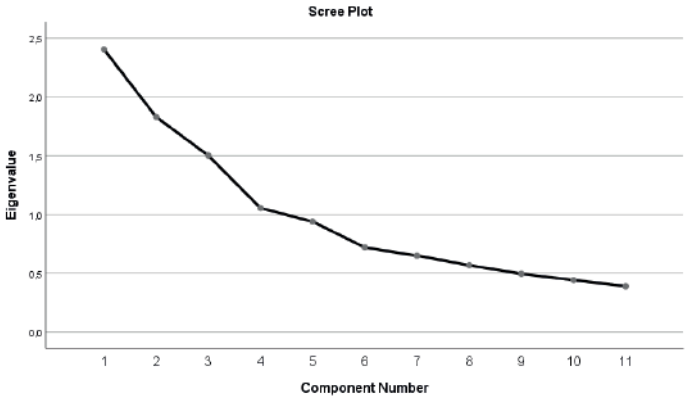


Figure 2 : Scree Plot result of the scale

While obtaining the validity results of the scale, EFA (exploratory factor analysis) is used to examine which expressions become dimensions and whether each expression has sufficient factor loadings. Table 15 below shows the factor loadings.

Table 15 : Final study EFA results

Pattern Matrix [a]

	Component			
	1	**2**	**3**	**4**
Consumers of restaurants that produce the food raw materials they need consume products with high nutritional value.	,836			
Restaurants that produce the food raw materials they need enable consumers to get to know local products.	,800			
Restaurants that produce the food raw materials they need contribute to sustainability.		,830		
Restaurants that produce the food raw materials they need themselves provide a cost advantage.		,802		

Restaurants that produce the food raw materials they need can sell products at affordable prices.	,693		
Restaurants that produce the food raw materials they need offer more delicious food.		,868	
The food served by restaurants that produce the food raw materials they need is fresh.		,833	
Consumers of restaurants that produce the food raw materials they need can consume products grown in the right climate.		,601	
The employees of the restaurants that produce the food raw materials they need are qualified.			,816
The service quality of restaurants that produce the food raw materials they need is high.			,803
Restaurants that produce the food raw materials they need contribute to local production.			,437

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.
a. Rotation converged in 7 iterations.

In the literature, the minimum factor loadings are expected to be .298 in studies with a sample size of 100 or more (Coşkun et al., 2015). Therefore, since the factor loadings of all items in this scale with a sample of 396 participants are at least .437, no item was removed from the scale. According to Table 15 above, no item of the scale consisting of 11 items was removed from the scale, and unlike the pilot study; the first dimension consists of 2 items, the second dimension consists of 3 items, the third dimension consists of 3 items, and the fourth dimension consists of 3 items. The 4th dimension has the highest explanatory power with 61.770%.

Table 16 : Data normality test results (Kolmogorov-Simirnov)

Tests of Normality

	Kolmogorov-Smirnov [a]			Shapiro-Wilk		
	Statistic	df	Shallow.	Statistic	df	Shallow.
average	,098	396	,000	,986	396	,001

a. Lilliefors Significance Correction

The sample size in the study was 396, and since this number of people (n> 50) was used for normality distribution, the Kolmogorov-Simirnov test was preferred. In normality distribution, the Kolmogorov-Simirnov value (p> 0.05) must be present. According to Table 16, this condition cannot be met. In order to reach a definitive conclusion about normality distribution, it is suggested that Q Plot tables should be evaluated (Coşkun et al., 2015). Q Plot tables are shown in Figure 2 and Figure 3 below.

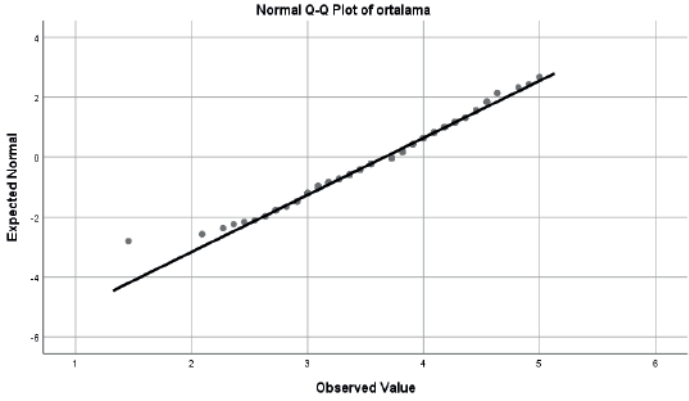


Figure 3 : Q Plot result

According to the Q plot result shown in Figure 3, it is seen that the data follows a certain trend and is close to a normal distribution. Figure 4 shows how much the data deviates from the general line. Since the data is distributed in a certain order on the line above the 0,0 point, it can be said that normal distribution is achieved.

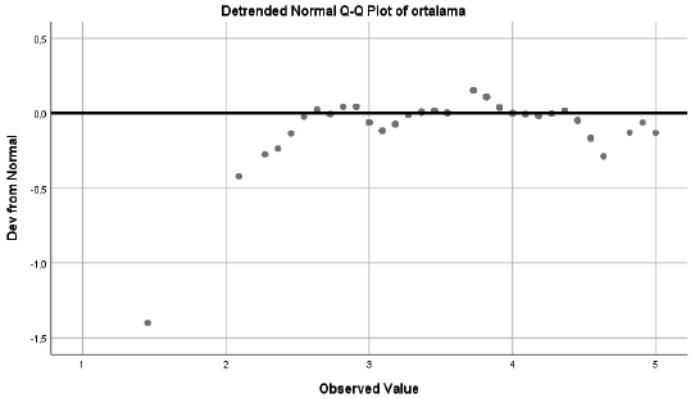


Figure 4 : Simplified Q Plot result

In social sciences, in addition to the Kolmogorov-Simirnov value and Q plot results, skewness and kurtosis values should also be examined as a clear result of whether the normal distribution condition is met. Therefore, skewness and kurtosis values are the last stage for normal distribution and the last of a series of stages to be used when making decisions. The skewness and kurtosis values that are considered valid for normal distribution should be in the range of ($-1 < x < +1$) (Kalaycı, 2017). However, according to Tabachnick and Fidell (2013); while this range should be between ($-1.5 < x < +1.5$), values in the range of ($-2 < x < +2$) are also considered acceptable (George and Mallery, 2010; Yalız, 2013:100). Before examining the

normality distribution, the average score of the scale should be taken in order to reach healthy results. Therefore, the general average of the scale was taken first. In order to reach reliable results, it is recommended to check the skewness and kurtosis values of the scale in general. In this case, the average of the Hyper Local Supply Scale was taken. As shown in Table 18, it was determined that the average skewness-kurtosis values were between -.329 and .298 and that each item of the scale met the normal distribution criteria. Normal distribution is a necessary criterion for parametric analyses to be performed in hypothesis tests. In addition, the scale must be in a Likert structure. This scale meets all the conditions for the application of parametric tests.

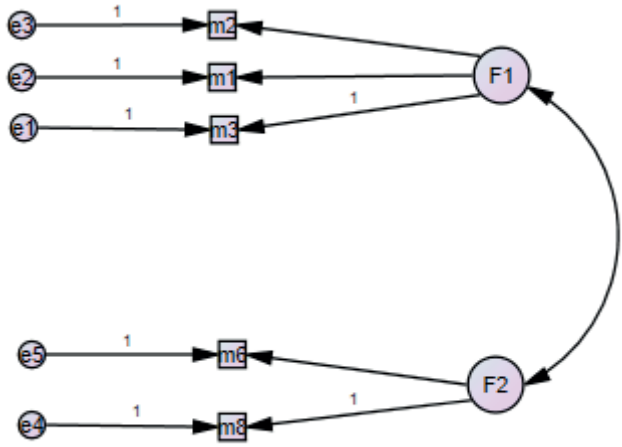
Table 17 : General information about the scale

Hyperlocal Procurement Scale Dimensions and Items	**Cronb. Alpha**	**KMO**	**Eigenvalue**	**Explanatory**	**Factor loadings**	**Kolmogorov-Simirnov**	**Skewness / Distortion**	**Kurtosis / Kurtosis**
	,615	**,634**	**6,795**	**61,770**		**,000**	**-,329**	**,293**
Sustainable Food Dimension	,601	,500	2,406	21,874		,000		
…consume products with high nutritional value.					,836		-,484	-,670
…enables consumers to recognize local products.					,800		-,443	-,747
Cost Dimension	,673	1,817	1,831	38,516		,000		
… contributes to sustainability.					,830		-,486	-,591

…provides cost advantage					,802		-,625	-,505
…can sell products at affordable prices.					,693		-,370	-,816
Flavor Dimension	,697	,648	1,503	52,175		,000		
…provides more delicious food.					,868		-,475	-,525
…the food it offers is fresh.					,833		-,597	-,428
… consumers can consume products grown in the right climate.					,601		-,543	-,638
Service Quality Dimension	,506	,517	1,055	61,770		,000		
… employees are qualified.					,816		-,669	-,470
… service quality is high.					,803		-,476	-,537
…contributes to local production.					,437		-,451	-,520

The general explanatory value of the scale shown in Table 17 is 61.770%, which meets the minimum requirement of 50%. The scale was developed in this study. Therefore, the naming of the dimensions that emerged after the factor analysis was carried out by the researchers, adhering to the literature. While naming, care was taken to preserve the unity of meaning within the dimensions.

Table 18 : Hyperlocal supply scale CFA and SEM analysis



Since the scale used in this study has more than one dimension and these dimensions are also included in the research model, CFA (confirmatory factor analysis) and SEM (structural equation modeling) analyses need to be performed. There are 2 dimensions for which the explanatory power ratio determined as a result of the EFA of the hyperlocal supply scale is over 50%. In the first step of the CFA, the construct validity test was performed for all dimensions. However, the standardized factor loadings of the model could not obtain sufficient values. Therefore, the sustainable food dimension and the cost dimension were removed from the scale and only the items in the flavor dimension and service quality dimension with high significance values were subjected to construct validity. In the Confirmatory Factor Analysis (CFA), modification was made to ensure a valid structure between the dimensions. No covariance was suggested between any of the items. For this reason, item removal was applied. The item "The

employees of the restaurants that produce the food raw materials they need are qualified" was removed from the scale. A total of 5-item scale consisting of flavor and service quality dimensions was obtained. The results of the data obtained through AMOS in addition to the SPPS Program for CFA and SEM analyses are shown in the last two columns of Table 19 below.

Table 19 : Hyperlocal supply scale CFA and SEM analysis results

Compliance Measures	Goodness of Fit Indices	Acceptable Fit Indices	CFA Results	YEM Results
x^2/df	$x^2/df < 3$	$x^2/df < 5$	2.47	3.25
RMSEA	0.00 < RMSEA < 0.05	0.05 < RMSEA < 0.08	0.06	0.07
SRMR	0.00 < SRMR < 0.05	0.05 < SRMR < 0.10	0.04	0.06
IFI	0.90 < IFI < 1.00	0.85 < IFI < 0.90	0.97	0.94
NFI	0.95 < NFI < 1.00	0.90 < NFI < 0.95	0.95	0.92
CFI	0.97 < CFI < 1.00	0.95 < CFI < 0.97	0.97	0.94
GFI	0.95 < GFI < 1.00	0.90 < GFI < 0.95	0.99	0.97

Table 19 above shows the ranges that should be reached in analyses such as CFA (confirmatory factor analysis) and SEM (structural equation modeling) (Schermelleh-Engel et al., 2003). According to the values shown in Table 19, it is shown that the fit indices of the CFA and SEM values related to the dimensions of the scale are at a good and acceptable level.

Table 20 : Reliability and validity analysis (SRK, CR) results of the hyperlocal supply scale after CFA and SEM

Individual Innovation Scale Dimensions and Statements	**SRK**	**T value (CR)**	**Avg.**	**S.S.**
Flavor Dimension				
…provides more delicious food.	,50	4.84	3.62	1.16
… the food it offers is fresh.	.76	9.03	3.62	1.16
… consumers can consume products grown in the right climate.	.91	11.5	3.63	1.14
Service Quality Dimension				
… service quality is high.	1.27	10.0	3.72	1.17
…contributes to local production.	1.13	7.90	3.72	1.12

After CFA and SEM analyses, in order for the scale to be considered valid, SRK (standardized factor loading values) is expected to take a value between 0.05 and 1. An SRK value above 0.70 indicates a very strong relationship (Hair et al., 2019). This shows that each observed variable strongly satisfies the latent variable. T values above 2.58 show that the parameter values provide significance at the 0.01 level (Kline, 2005). According to Table 20; It is shown that SRK values have sufficient values between 0.01 and 5 and t values are above 2.58. In line with these values, it is possible to say that the dimensions are reliable.

According to the average values of the items shown in Table 20, it is seen that the items " … service quality is

high " *and* " contributes to local production" are the most prominent in hyperlocal supply. It was determined that the statements "… offers more delicious food" and "… the food it offers is fresh" are the least prominent in hyperlocal supply. In other words, it is possible to say that the service quality and the contribution to local production are the least important in hyperlocal supply, while flavor and freshness play the most role.

Table 21 : Demographic variables

Demographic Characteristics		**Number**	**Percentage (%)**
Gender	Woman	197	49.7
	Male	199	50.3
Age	18-27	19	4.8
	28-47	59	14.9
	48-65	74	18.7
	66-75	118	29.8
	76 and above	126	31.8
Educational Status	Primary education	30	7.6
	Secondary Education	127	32.1
	Associate's degree	186	47.0
	Licence	53	13.4
	Postgraduate	0	0
Income Status	22,000 and below	9	2.3
	Between 22,001 and 43,000	46	11.6
	Between 43.0001 and 64.000	156	39.4
	64,001 and above	185	46.7

Among the demographic variables shown in Table 21, it is seen that the percentages of the data collected regarding "age", "education status" and "income status" do not have a balanced distribution within themselves. Therefore, since it was thought that healthy results could not be obtained, the difference test regarding age, education status and income status could not be applied. Since the data had a normal distribution and the categorical variable in the hypotheses consisted of 2 groups, the Independent Sample T-Test was applied in the testing of the H1 and H2 hypotheses.

Table 22 : H_1 test result

Hypothesis	**Test Value (F)**	**Meaningfulness p.(sig)**	**Meaningfulness p.(2 -tailed)**
H_1 : *Flavor perception of restaurant consumers within the context of hyperlocal supplying differs significantly according to gender.*	,106	,745	,945

As shown in Table 22, since the condition of the categorical variable to have a normal distribution ($p > 0.05$) is provided by ($.745 > 0.05$), the p.(2-tailed) value was taken into account to decide the result of the hypothesis test. The significance p (sig.) value shown in the third column should be ($p < 0.05$). Since this value is ($.945 > 0.05$), the H_1 hypothesis was rejected.

Table 23 : H_2 test result

Hypothesis	Test Value (F)	Meaningfulness p.(sig)	Meaningfulness p.(2 -tailed)
H_2: *Restaurant consumers' perception of service quality within the context of hyperlocal supplying differs significantly according to gender.*	,640	,424	,392

As shown in Table 23, since the condition that the categorical variable should show a normal distribution ($p > 0.05$) is provided by ($.424 > 0.05$), the p.(2-tailed) value was taken into account to decide the result of the hypothesis test. The significance p (sig.) value shown in the third column should be ($p < 0.05$). Since this value is ($.392 > 0.05$), the H2 hypothesis was rejected.

The Perception of Hyperlocal Supplying

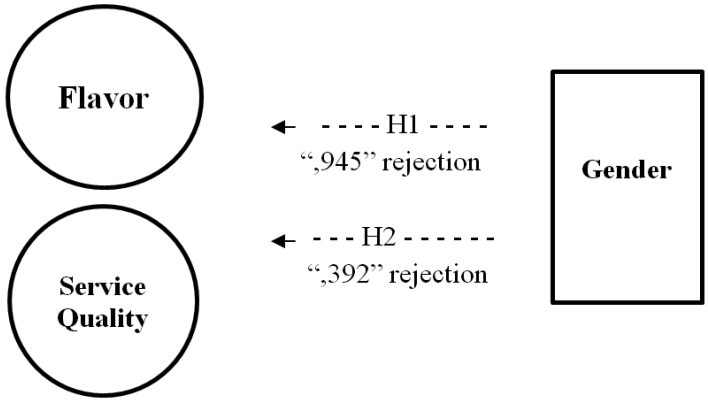


Figure 5 : Model as a result of the research

According to Figure 5 shown above, the final state of the research model is seen. As a result of the difference tests, no significant difference was determined as the p values were .945 and .392, respectively.

Table 24 : Results table of hypothesis tests

Hypothesis	**Test Results**
H_1: Flavor perception of restaurant consumers within the scope of hyperlocal supplying differs significantly according to gender.	Rejection
H_2: Restaurant consumers' perception of service quality within the context of hyperlocal supplying differs significantly according to gender.	Rejection

The results of the research hypotheses in Table 24 shown above are given. The hypotheses established within the scope of the research were rejected.

Discussion

Farmers, who are at the forefront of the network that provides raw materials to restaurant businesses, have difficulty finding affordable distribution channels (Simon et al., 2021). Therefore, restaurant businesses may encounter a constantly changing price table rather than a specific market price when purchasing vegetables and fruits on their menus. Therefore, budget control becomes difficult at this point. Suggestions to eliminate this problem experienced by farmers are to expand market access, provide information and facilitate the transition from production to contact with suppliers (Yu et al., 2022). However, with hyperlocal supplying, restaurant businesses will be able to shorten this channel even further and take on the role of farming themselves and get rid of some costs that will be reflected in their budgets. While this approach seems beneficial for businesses at first glance, it also points to points where consumers will benefit. Because restaurant consumers will be aware that they can meet natural and additive-free delicious products thanks to businesses that follow the supply process without worrying about preserving shelf life and are free of logistics costs. The clear realization of this behavioral change is debatable. Because according to Andarabi and Hassan (2022), it has been determined that

individuals' environmental sensitivity does not activate their sense of responsibility. However, on the other hand, according to Zhu et al. (2024), individuals' sense of responsibility enables them to perform behaviors that they think will benefit them and thus strengthen their personal values. Therefore, the fact that restaurant consumers prefer businesses with an environmentalist understanding will increase the number of businesses with a hyper-local supply understanding. Therefore, this behavior of consumers overlaps with the responsibility attribution dimension of the Norm-Activation Theory, which is the basic basis of this research topic. Because, according to the Norm-Activation Theory, in this research, the fact that the restaurants with this understanding will be supported by consuming from restaurants with a hyper-local supplying understanding by restaurant consumers and that the sustainability of resources will be ensured shows "attributing responsibility" to oneself.

On the other hand, as the number of businesses that have adopted the hyperlocal supply process increases, consumers' tendencies will also differ significantly. The level of awareness that restaurant consumers have about restaurants on issues such as local production and growing their own products indicates that "personal norms" will be shaped according to the Norm-Activation Theory. At the same time, consumers' awareness that logistics costs will decrease and thus their carbon footprint will decrease, and that local products grown in that region will become popular and support local producers indicates "consequence awareness" according to the Norm-Activation Theory . Because as a result of this study, it was determined that consumers' perceptions that hyperlocal supplying contributes to service quality and local production are high.

There are a number of external factors that affect the formation of personal norms. Because humans are social

beings, all kinds of factors will play a role in the decisions to be made during the life-sustaining phase. For example, while a woman may prefer light tones in her clothing selection, men may tend towards dark tones. While women are interested in cosmetics, men may be more interested in sporty elements. However, as a result of this research, it has been revealed that the gender of the individual does not provide a difference in the formation of personal norms. Therefore, being a woman or a man is not a determining criterion in individuals' preference for restaurants with a hyper-local supplying approach. According to the results of this research, the most important elements that strengthen the perception of hyper-local supplying are service quality and contribution to local production. In other words, according to restaurant consumers, the quality of employees in businesses with a hyper-local supplying approach is high. Because, according to research, knowing that a benefit will be obtained after receiving a service encourages individuals to behave in the same way (Savari et al., 2021; Rastegari et al., 2023). Therefore, the fact that restaurant consumers know that they will receive quality service from qualified employees increases the demand for businesses with a hyper-local supplying approach. As a result of the research, the least effective elements in the perception of hyperlocal supplying are flavor and freshness. Hyperlocal supplying offers businesses the opportunity to produce and grow their own products. Therefore, since every business will want to offer the most delicious products to satisfy their customers, businesses will focus on products that belong to their geography and grow the highest quality. In this way, foods that stand out in every region will be able to meet customers. Informing consumers about hyperlocal supply will ensure that restaurant preferences are made with the right reasons. Because personal norms support sustainable

behaviors (Lee et al., 2023). Because according to Norm-Activation Theory, the high self-efficacy of individuals ensures the repetition of the same behavior. Therefore, both business managers and restaurant consumers need to be informed about hyperlocal supply.

Conclusion and Recommendations

In the hyperlocal supplying concept, production is provided where consumption will take place. This concept provides cost advantage to businesses. Hyperlocal supplying is an understanding that supports the use of existing resources, and therefore supports the sustainability concept. Since the issue of sustainability is of great importance in terms of protecting resources and transferring them to the future both in Türkiye and in the world, it is thought that studies on the hyperlocal supply concept are important in terms of providing a scientific contribution to the literature. Therefore, in this research, it was aimed to determine whether the perception of hyperlocal supply differs significantly according to demographic data.

Before moving on to the analysis, it was concluded that there were no missing data and outliers in the scale. It was seen that the validity and reliability results of the scale were at a sufficient level. More than one dimension emerged as a result of the EFA test of the scale developed within the scope of the research. In the process of providing interdimensional construct validity with CFA, the first and second dimensions determined as a result of the EFA were excluded from the CFA analysis because they did not have sufficient explanatory power. During the CFA analysis, the

item "Employees of restaurants that produce the food raw materials they need are qualified" was removed from the scale.

For the difference test based on gender, which is a demographic data and consists of two groups, male and female, Independent Sample T-Test was applied. As a result of this test, it was concluded that gender did not create a significant difference in the perception of flavor and service quality of restaurant consumers within the scope of hyper-local supplying. In other words, it was concluded that being male or female did not create a difference in the perceptions of restaurant consumers that restaurants with a hyper-local supply approach offer delicious products or have high service quality.

Within the scope of the research, it was determined on which subject the hyperlocal supply perceptions of restaurant consumers were high and which subject they were low. When the mean values and standard deviations of the statements in the hyperlocal supply scale were examined, it was concluded that the service quality was the highest in the hyperlocal supply perceptions of restaurant consumers and that restaurant businesses with a hyperlocal supply understanding contributed to local production. The issue of flavor and freshness had the least role in the hyperlocal supply perception.

According to the most basic result of the research; gender does not create a significant difference in the flavor perceptions and service quality perceptions of restaurant consumers within the scope of hyperlocal supplying. In other words, according to the norm activation theory that forms the basis of the research, the hyperlocal supply approach preferred by businesses for a sustainable production system does not create a difference according to the gender of the

consumers at the purchasing stage. Therefore, whether the consumers are women or men is not a determining factor when purchasing a service from a restaurant with a hyperlocal supplying approach. Women and men are at an equal distance regarding the subject in question in the formation of personal norms regarding hyperlocal supply, which represents an environmentally sensitive approach. The suggestions presented within the scope of the research are listed below.

Suggestions

- During the research process, variables such as age, education status and income status among demographic data were not included in the analysis because they did not have a balanced distribution during the data collection phase and accurate and reliable results could not be obtained as a result of hypothesis tests. In future studies, age, education status and income status should be included in the analysis after a balanced data collection process.
- As a result of the research, 4 dimensions were determined as sustainable food, cost, flavor and service quality. However, sustainable food and cost dimensions were not included in the analysis because they did not have sufficient explanatory power. It is recommended that all dimensions be tested with hypotheses after data obtained from different samples in future research.
- The fact that the perception of hyperlocal supply has not changed according to gender as a result of the research shows that businesses should produce a general marketing strategy without differentiating according to gender when explaining their missions.

- As a result of the research, the main reason why restaurant consumers turn to businesses with a hyper-local supply approach is the high service quality of the restaurants. In this case, it is beneficial to provide training to employees on hyper-local supply and the requirements of qualified service. Because it is thought that as employee qualifications increase, the demand for businesses with a hyper-local supply approach will increase even more.
- As a result of the research, the least effective elements in restaurant consumers' perceptions of hyperlocal supply are flavor and freshness. Restaurant businesses with a hyperlocal supply approach can produce the most produced and consumed foods in their region while producing their own products and produce both delicious and cost-effective products. Therefore, restaurant businesses need to inform their potential consumers about their own goals and the benefits they will provide by using a web-based marketing strategy. The web-based marketing strategy has been deemed appropriate because many people today find food and beverage restaurants with the support of technology and young people mostly benefit from virtual platforms. In this way, businesses can convey to customers that their products are delicious and fresh with the contributions of their supply processes.
- As a result of the research, it was determined that the elements that play the least role in restaurant consumers' perceptions of hyperlocal supply are flavor and freshness. Mobile applications that include the menus of businesses can show consumers how they produce their own products in an animation. In this way, the safety of the products will be guaranteed for consumers. In addition, indicators should be provided that

the products are cooked fresh and frozen foods are avoided as much as possible.

- As a result of the research, the issue of service quality and contribution to local production came to the fore in the perception of hyperlocal supply. While restaurant businesses produce the raw materials they need and can produce themselves, they may also have to supply some of their products from outside. In this case, they need to cooperate with local producers through municipalities. In addition, restaurant businesses should inform their employees more about growing products and providing services, and those who achieve service success should be rewarded and reported to their consumers. In this way, businesses with a hyperlocal supply understanding will attract more attention from restaurant consumers.
- According to the results of this research, consumers think that the service quality of businesses with a hyper-local supply approach is high and that this supply system contributes to local production. Therefore, it is beneficial for local governments to inform restaurant businesses about the benefits of hyper-local supply to businesses and its contributions to consumer satisfaction.
- Both consumers' and restaurant managers' views on hyperlocal supply can be examined by following a mixed pattern.
- Comparisons can be made regarding customer satisfaction among businesses that implement the hyperlocal procurement approach.
- The strengths and weaknesses of businesses that have hyperlocal supplying applications across different

destinations can be addressed. In this way, it can be determined which destinations are more suitable for hyperlocal supplying applications.

- This research was conducted using a quantitative design. In future research, it would be beneficial to conduct interviews with restaurant managers and analyze their views on hyperlocal supplying practices in depth. In light of the managers' suggestions and views, it can be discussed what can be done for locations with low potential for implementing hyperlocal supplying. Marketing strategies can be suggested for businesses with hyperlocal supplying practices but weak marketing power.

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