

MEASURING THE CONSUMPTION TRENDS OF VALUES AND CONSIDERATIONS OF PRODUCING CONSUMER (PROSUMER) IN FOOD AND BEVERAGE SECTOR BY VALUES, ATTITUDES, AND LIFESTYLES SYSTEM SCALE (VALS-2) THE SAMPLE OF BALIKESİR PROVINCE

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Abstract

Purpose: With the impact of globalization, the world is rapidly changing, and this change is also changing the lifestyles, perceptions, consumption habits, and, of course, the needs and desires of individuals. The concept of marketing is renewing, developing and constantly reforming according to the conditions of the changing age. The aim of this study is to discuss the concept of Prosumer, which is a new concept in literature, and to relate consumption trends in the food and beverage sector to the demographic factors and lifestyles of the new generation consumers.

Design / methodology / approach: In the study, the consumption tendencies of producing consumers who produce in the food and beverage sector have been tried to be measured by values and lifestyle system scale (VALS 2). It has been tried to determine whether the producing consumers are present on the basis of the selected sample, demographical features and lifestyles, whether they are related to producing consumer consumption tendency or not.

Findings: As a result of the analyzes carried out, it is concluded that the demographics have not a significant influence on life styles and producing consumer consumption trends; the lifestyle has not a significant influence on the consumer consumption tendency producing, and the producing consumer trend exist in the research universe.

Originality/value: It is thought that the study carried out is important at this point both in providing an awareness in the food and beverage sector and in contributing to the literature about a new concept of producing consumers.

Keywords: Producing-consumer, Prosumer, Marketing, VALS2, Consumption Tendency, Food and Beverage Sector

I. INTRODUCTION

With the post-modern era we are in, concepts such as diversity, innovation and communication come to the forefront and the line between production and consumption is becoming transparent. Consumers who belong to the post-modern information and technology society are questioning the product/service to be consumed in more detail, increasing their expectation from it and aiming to create value with the consumption they make. This situation makes the expectations and needs more complicated with the infinite production, the penetration of technology into every aspect of life, and the facilitation of life. The consumer begins to want to dominate the whole process of the product and service to be consumed, to show the tendency to be involved in production, it is beginning to intervene, to change and to add something.

Nowadays, customers do not tend to buy products and services that they consume only for functional benefits, they scrutinize more, have more knowledge, produce value from the products and services they experience and even include in the production processes of these products and services. In other words, consumers are expecting an innovative, interactive and transparent process from producers, not just a product or service, but a piece of their own, similar to themselves, capable of producing their own differences and of producing value. The concept of Prosumer/ producing consumer derived from the terms of producer and consumer can qualify as a consumer of the post-modern era. Producing consumers want to be involved in the production of the product they consume and they tend to take part in any part of the process that is consumed and presented to them, and they are exploring, researching, recommending, self-describing and producing value through the product or service they consume. The concept of producing consumer and the producing consumers can find correspondence in computer technology, furniture sector, automotive sector and many other sectors. The food and beverage sector is also a sector that has the characteristics to easily adapt to the changes in the market and adapt to the times. For example, with the influence of the sustainability which has been stressed on with the increase in environmental pollution and turning the attention into this direction, and of the natural and

organic products, it is seen that there are many food and beverage enterprises offering services and products in this direction. In this sense, it is considered to be the counterpart of the concept of producing consumer producing within the innovative and flexible food and beverage sector. For example, fast-food restaurants offer consumers the opportunity to participate in this process at the point of product quantity, design and service.

II. BACKGROUND

People have physical and social needs such as eating, dressing, security, belonging and self-confidence and self-proving. For example, people need to wear clothes. But with the influence of the outside world, this need turns into a 'desire' to wear a checkered sweater or the design of a particular brand. If the purchasing power to satisfy these demands is also present in the individual, this need becomes the demand.

Marketing; It has an important place at the point of changing this need to demand and creating demand. Apart from that, as a result of some experiments it has been concluded that there is a difference between liking and wanting. As a result of experiments on laboratory animals, it sometimes seems that the living beings may not want although they like or they may like although they don't like (Koç, 2016). Therefore, marketing includes given-received messages in a multi-faceted system and it can be a way of making sense of a complicated process at the point of changing need to desire, and then demand.

Kotler describes marketing as a comprehensive process carried out based on reciprocity and which promotes strong communication and provides double-sided (benefit / value) acquisitions for both parties in order to enable businesses to benefit -value from the consumers (Kotler and Armstrong, 2011).

According to the definition of American Marketing Association (Ama) (2015), the supply that will create value for customers, partners and society in general includes the process of providing design, transportation and mutual communication carried out by institutions/enterprises and all the activities to be carried out in this process. According to the Concessional Institute of Marketing (CIM) (2015), marketing is responsible management process for determining, predicting and meeting customer needs profitably. In this sense, today's businesses increased the requirement for marketing and a true strategy adopted at the point of being complicated of the market, the intensification of the market, getting difficult of being persistent with the effect of the current period, providing the orientation of the customer and providing the continuous innovation and the sustainable (permanent) growth (Fisk, 2005) .

The marketing strategy that has been developed for this purpose is described as an elaborate form of movement which is applied by the the business to realize the objectives identified (Tenekecioğlu et al., 2004), Of course every initiative hopes to create a demand. With regard to the functions owned by businesses at the point of reaching the consumer, Peter Drucker says that the two main functions that make up customer relationships are creativity and marketing. According to him, being able to innovate, staying up-to-date and using marketing function efficiently are the basis of the success of the business (Matheson and Matheson, 1999).

Another important issue that should be related to the place and function of marketing within the enterprise is that marketing function may change within the enterprise. The types of marketing strategies that the businesses apply according to the characteristics of the market they are in, the product preferences they produce, or the periodical conditions, that's to say, the way in which the marketing activities are applied, can change.

Since 1850s, the development and widespread use of technology and the internet, the rapid expansion of globalization on the globe and the formation of global competition, the increase in the level of education and knowledge of individuals have caused some changes in marketing as in all sectors. When considered according to classical separation, marketing which initially has a product-based perspective, evolved into purchasing over time, and then the understanding of marketing, and finally a consumer-based understanding in which consumer choice and needs are forefront.

With the substitution of machines and tools for the manpower in the economic system in the beginning of 20th century, Weber claims that managing the each process of labor and production process through directives and all control must be in the hands of authority in the administration system of the period Weber's place in the system of the period, in the understanding of the administration in the system of the period(Sandrone, 2005). In this period when production is considered important (Bulut, 2012), an understanding appears that the products produced in this period have not the problem of sales but the demand of products and services is more than the supply and that consumers' requests are not required to be learners (Koç, 2016).

In this period which can be considered as a mass production period (Ventura, 2003), the idea of "what I produce, I sell it" dominates (Tenekecioğlu et al., 2004). The product-oriented period has begun with the development of products having more features and higher performance (Kotler, 2005). During this period, a belief that good product will be bought in every way dominates without considering customer needs or anticipations simply in a marketing myopia. Of course, over time, as the variety of products and services are getting increased, the fact that producing even the best products is not enough to be bought appears. In this sense, the only ideal target and criterion is defined as multi-selling (Bozkurt, 2004), and it has been laid the

groundwork for the emergence of new approaches are emerging with changing perspectives and targets (Alabay, 2014).

After 1950s, it can be said that a marketing concept that focuses on selling dominates. According to Edward de Bono in this period when it is believed that the basic duty of the businesses is to provide sufficient sales (Köseoğlu, 2002) and they don't buy the products of the customers aggressively (promotions, advertisements, etc.) (Koç, 2016). They focused on finding ways to improve existing products rather than developing products and services that will meet market needs. This is why there have been no attempts to communicate with customers for a long time (Kotler and Keller, 2009). During the period, towards the end of the 1950s, it has begun to be noticed that only sales are not enough to sustain the competition. Marketers are now discussing the necessity of listening to the needs and wishes of their customers at this time. Mass production and mass marketing structure in the 1960s has changed towards the idea of product diversification and segmentation of customers in the 70's (Terzioğlu, 2008). In this period when the market is noticed and the consumer is taken to the point of view, the concept of "everything that is produced can be sold" is replaced by the "produce those which are sellable and needed by consumers" approach (Dağdaş, 2013). This period also known as Modern Marketing Approach covers the period from 1950 to 1970 despite realizing its effects in the future dates and it can be said that the main steps of achieving the organizational targets of the period are integrating around the aim of meeting the expectation of the selected target market and creating a value (Türkmen, 2013). According to the marketing concept of the Consumer Focused Marketing Period, consumers are at the center of the market and instead of selling products to them in a repressive manner, it has been taken as a priority target to communicate by means of communication, trust, sincerity and goodwill (Bulut, 2012). It can be said that this period is about fulfilling the expectation of the target market and integrating it around the purpose of creating a value (Türkmen, 2013). The importance of communicating with consumers and creating a network of relationships to turn them into customers and being able to resell to them has been discovered (Rose, 2015). On the other side the cost of reaching a new customer is about 5-6 times higher than the cost of retaining existing customers, and such statistical data have led the industry to be more knowledgeable about customers and closer to those customers (Bauer et al., 2002).

With the influence of globalization, all sectors and concepts have taken their share from the change experienced. Within the globalizing world, consumer and consumer concepts, consumers' perspectives, consumption patterns and consumption perceptions also change. At this point, it is necessary to understand and analyze the period well in order to be able to turn the consumer into a customer and to obtain a long-term profitability situation. It is extremely important to protect the customer network for businesses during this period, when competition is very difficult and imitation of services becomes extremely easy (Varki and Wong, 2003; Sheth and Parvatiyar, 1995). In this sense, the protection of the consumer profile is related to the ability to correctly identify the consumer, and for this, it is necessary to consider the change of the individual and the consumer over time. The change of society can lead the individual/consumer to different forms of perception, different behavioral patterns, and different consumption habits. It is thought that upgrading over the baseline generations and features in order to examine the marketing's evolution in detail and to perceive it correctly will be effective in the concept of concept and dominance. Since the beginning of 20th century, Zhang and Bonk (2010) classified the generations as Silent/ Mature Generation (Born between 1946 and 1964), X Generation (born between 1961/5 and 1980/1) and Y Generation-Millennium Generation (born after 1980 - 1982) (Etlican, 2012).

It is considered that the formation of society together with generations with certain characteristics will make it easier to see the effect on marketing like all concepts, and for this reason, nowadays, we are focusing on the Y generation in terms of numerical dominances and Z generation, which will shape the future. Y Generation is made up of Baby Boomers and children of X Generation. They include an important part of their working life as of the age. This generation is perceived as Digital Society. Y Generation has a consumer spirit. There is a mass that consumes without winning; they are constantly improving brand passion and acting as a shopping guru. They also direct family members with their preferences. According to Kuyucu (2014), Y-Generation displays a character that is sensitive to the environment, open to cooperation, self-initiative to reach to information, distributing the information, desirable to distribute, one that chooses flexible organizational structures, suspicious, frank, creative, sharer, educated and interactive communication oriented. Functionality, authenticity, high quality, peer approval can be important in the consumption of Y-Generation. Y generation individuals do not like the standard and they are always looking for the different (Aydın, 2013). According to Koç (2006)'s opinion, price also influence consumers psychologically and there is a possibility about affecting the perception of the service quality and the other qualities of a service. In this case holidays, as consumers mostly resort to heuristic programmes, i.e. short cuts, when they make decisions about their holiays or evaluate them. In this sense, it is said that the price is also a significant factor in terms of consumption choices for generation Y. According to Azuma (2002), Moore and Smith (2004), Parker et al. (2004), the Y Generation, which has a different shopping style, is a generation that is known for its consumption tendency, consumes a lot

of money, drives his environment accordingly, expresses himself through brands and tends to consume goods and products that feel different without needing.

It seems that a new generation has been taken into consideration as the Z Generation, as being reformed recently and especially in business life researches. Z Generation, formed within the Millennium Generation and covered after 2000, is a technological generation that is born on the internet and lives on the internet (Rainmarkethinking.com, 2015). William and Page (2011) discuss Z Generation as 1994 and afterwards. It indicates that the potential future workforce and customer target mass of your future was created by this generation. As regards the Z-Generation, it also mentions that it will have a high income and that there will be no geographical limitations. Z Generation is physically living as a lone generation, and they often prefer virtual communication. They are required to be trained by the methods required, give importance to creativity and innovation, enjoy games and storytelling, exhibit an unstable and unsatisfied character (Aydın, 2013). The studies related to the Z-Generation is very small number in literature and not yet sufficient, but the Z-Generation considered as the internet generation is mentioned together with technological possibilities, technological and/or new forms of communication and transportation facilities. According to Mengi (2009), this generation which is prone to communicate remotely has a tendency to live alone. Another distinctive feature of the Z-Generation is that they have developed the ability to deal with more than one subject at the same time. The concept of 'Crystal Generation' is used for the ones born after 2000 in Turkey. Experts describe this generation as 'deeply emotional' and state that it increases day by day with 17% of our country (Adıgüzel et al., 2014).

In terms of businesses, in order to stay competitive in the market, it is necessary to understand the marketing principles correctly and analyze at this point. Otherwise, it can be seen that there is no sustainable progress for businesses. Marketing, along with globalization, adapts to the new environmental conditions and to this extend, it is in a constant movement, update and change (Farina et al., 2013). In this context, like the concept of globalization that shapes the world and being able to perceive the differentiation of the behavioral patterns that are evident is very important in terms of interpreting correctly the evolution of marketing. When it is looked to the development of the globalization in parallel with the development of globalization in parallel with the differentiations of the generations and shaping of the society, the ancient ages of the first period and the years prior to the Industrial Revolution, which preceded the emergence of the laws of poverty in 1880, are gaining priority. The following period covers the period after the Second World War between 1941-45. The last period of globalization is the period of 1975 and later mentioned as the Golden Age called the welfare state period. Looking from this perspective, the stages of the evolution of globalization and its adaptation to the world have similarities with the development of marketing.

In other words, it is possible to see that the periodical movements of globalization create similar changes in the sectors and marketing as the generations are shaped in parallel with the social events. And according to this, the necessity of adapting to change by preparing strategies is inevitable. While the changes experienced are bringing the countries of the world closer, they have also differentiated the businesses and the way businesses do. It is becoming more and more important to anticipate the adaptation and current trends that must be provided to exist. This is the situation that is constantly dynamic and change is inevitable transforms marketing from consumer focus to direct customer focus. Within consumer-focused marketing period, the consumer who are more careful and inquisitive want to know what they consume, closely follow the production and prefer the product/service to be consumed with satisfying causes and value added. On the other hand, marketing has to put the consumer of the Modern Age at the focal point to be able to keep up with the era and to provide sustainable utility. Consumer-oriented marketing and its effects extend up to today. However, as noted, marketing is always changing and showing a characteristic that keeps pace with the times. In this context, the effects of the post-modern era and postmodernism, which became more evident and debated from day to day, can be considered separately in marketing.

The economic formation emerged at the end of the twentieth century is information society and the cultural formation is post-modernism. The basic character of today's society is the post-modern structure of cultural life and post-industrial structure of economic life (Güney, 2010). According to Gençosmanoğlu (2006), demographic structure and the level of education and communication of consumers are the demanding determinants of the products. It can be observed clearly that the level of education, the level of knowledge, the selectivity and the communication quality of the post-modern consumer of the information age have changed according to previous periods (Alabay, 2010). This change also influences and differentiates product demand and supply in a linear sense. In the post modern era that we are in, the consumers establish links between products and brands and ourselves.

In the study, generations are also considered as a variable. When we look at the literature, it is seen that some results related to consumption behavior, preferences and tendencies have been reached through general characteristics of the generations. For example, in their study, Kavýtha (2011), Bakewell and Mitchell (2003) have tried to determine consumption trends and preferences over generations. The Y generation, which constitutes today's active consumers, is classified as born after 1980 - 1982 (Etlican, 2012). At the same time, the DYG Scan organization, working on social trends and consumers, calls the births of 1988-1992 as Generation Z

(Alan, 2011). Some sources address the Z Generation to cover the end of the year 2000. (Rainmarkethinking.com, 2015). Among the basic features of the Z generation intersecting with the Y generation are the versatility, the importance of creativity and the enjoyment of activities related to it, and the inability to be passive, especially with the influence of the internet (Alan, 2011). Gerthardt (2008) is concerned with the intensive use of the Internet, closely following technology and value emphasizes.

At this point, it is thought that the prosumer, which is a new generation consumer, is composed of a combination of Generation Y and Generation X in general. For this reason, X and Y Generations are considered in the same age group criterion. Toffler (1980), Ramirez (1999), Xie et al. (2007), Etgar (2008), Vargo and Lusch (2004) and in many sources, the motivation of value producing with the consumption made by the consumers. Particularly with the widespread use of the Internet and the influence of the communication age, the consumption of consumers and the process of re-creating value are gaining momentum and becoming more clarified (Yadav and Varadarajan, 2005). As it is known, the value of a product/service can become meaningful and experienced in terms of use/possession.

According to Toffler (1980), for example, a car is only a car. It creates value by making sense as you use it. Of course, in the formation of this value, the effect of the user is great. This meaning is loaded to the product/service is loaded by the consumer, so they can reproduce it in a kind.

It has been discussed in many researches that there is a relationship between values and product/service characteristics and expectations from these products/service (Batra et al., 2001) it forms the philosophy of the life of individuals, the boundaries of how they live, it affects the way how they behave, and it is directly connected with their consumption trends, behaviors, individual needs and purchasing behavior (Schiffman et al., 2003, Kim and Forsythe, 2002, Boyatzis et al., 2000, Reardon et al., 1997). According to Kim et al. (2002), the values possessed by the consumers, and the lifestyles they shaped in this line are predominant about their needs, behaviors, purchasing behaviors and attitudes. Schiffman et al. (2003) adopt determining the values as a basic positioning strategy for effective positioning of a product. Jiang and Lankford (2000) argue that measuring the values and the lifestyles that are generated through the values is more effective than measuring the consumer and the attitudes are actually under the influence of values. The way of life gives ideas about how individuals consume, how they live and how they think, and consumer behavior is considered as a factor in how to respond to the questions mentioned in the literature (Yeşiloğlu 2013). There are many studies in which consumers prefer products on the basis of their values and they consume accordingly. For example, Hoyer and MacInnis (2004), Karalar and Kiracı (2010) and similarly Solomon (2004) have mentioned that consumers prefer products that match their values, that they behave in a way appropriate for their lifestyle and values. Knowing the values and lifestyles of consumers, consumer behaviors, purchasing tendencies give an illuminating clue at the point of consumption trends. Tuncer (2012) and Kalbakhani (2013), also carried out up-to-date studies on the effects of values and lifestyles on consumption preferences and tendencies by using values lifestyle scale. From this point of view, the study focuses on producing consumer consumption trends and tries to associate prosumer consumption trends with lifestyles.

III. CUSTOMER BASED, PROSUMER MARKETING

The economic formation occurred at the end of the twentieth century is the information society and cultural formation is post-modernism. The basic character of today's society is composed of the post-modern structure of cultural life and post-industrial structure of economic life (Güney, 2010). According to Gençosmanoğlu (2006), demographic structure and the level of education and communication of consumers are the demanding determinants of the products. It can be observed clearly that the level of education, the level of knowledge, the selectivity and the communication quality of the post-modern consumer of the information age have changed according to previous periods (Alabay, 2010). This change also influences and differentiates product demand and supply in a linear sense. In the post modern era that we are in, the consumer establishes links between products, brands and itself.

Through the concept of 'self' (for example, the adventurous direction is reflected by using product Z) by expressing the identity of the consumer through products and services; Nostalgic 'sense of the product and service by creating a bridge to the past (such as products sold under the slogan of the mother's hand); as part of daily activities (such as newspapers and toothpaste) in the sense of 'interdependence'; since it gives strong emotions such as love, warmth and passion (Lassa leads to the nest), it has a connection with the meaning of 'love' (Coşkun, 2011). Consumers are describing their personalities according to the consumption they are doing from now on (Aslan, 2012). In the mentioned change (Bozok, Açıksözlü, Şahin and Varol, 2014), it is observed that a consumer profile which is simple and creative instead of perfection, sensitive to differences, individualistic, producing value and taking part in production is observed. In this period when the intensity of social relations worldwide is much higher than that of all previous historical periods (Held and McGrew, 2008), the consumer is now placed at the base of the process, passing through the 'target' or the 'focus'. In other words, a

production and marketing mentality that is being with the customers participating in production and mutual value gain is dominant rather than "according to customer".

Along with the 19th century, with consumption that has become a permanent social reality in human life, the consumer sees consumption as a separate purpose, a necessity in itself, far from consuming for the needs. (Penpece, 2006). Postmodern consumer wants to be a part of consumption through participation and interaction by producing experience (Demirkoparan, 2009). At the same time, post-modern consumer establishes a relationship between the symbolic meanings of the products and brands consumed and their symbolic meanings, and defines itself through the products and brands consumed (Odabaşı, 2004).

Consumer comes to the position of meaning creator and meaning producer. According to the definition of Moffat (1990), 'Prosumer' (a mixture of producer and consumer concepts) derived from customer/consumer and producer terms meets today's consumer profile (Bardakçı, 2004). Today's consumers are mounting, designing video music; they sometimes create content, sometimes write ad scenarios, and sometimes design a new product. In this way, they produce a value, spiritual satisfaction and sense of belonging. Similarly, co-creation, or co-creation, which corresponds to a new approach to the innovation proposed by Prahalad, is precisely the process of creating this mutual value.

Kotler correlates the beginning of Marketing 1.0 to belonging with the period he described as "Participation Age", the 2.0 he described as "Globalization Paradox Age", with the development of information technology and internet, and 3.0 he described as the "Age of Creative Society" with a new wave technology. In the age of participation, news, ideas and entertainment are created by people and consumed by people. Technology at the new wave makes it possible for people to turn from consumer to producing consumer. While the First Wave Economy is emphasizing the spirit of unity, the Second Wave Economy begins to emphasize individuality. On the third wave, individuality makes itself fully visible. The consumer profile created by the new wave displays a creative profile criticizing the products and services that negatively affect the environment, affect the whole society with lifestyles and behaviors, uses social media actively. The third wave of civilization is known as a civilization identifying new behavior patterns and avoiding from standardized, synchronized and centralized forms of management energy which is both more technological than the previous waves, and objective to industry and which demolishes the historical obstacle between producer and consumer and emerges the producing consumers (Toffler,2008; Kotler, Kartajaya ve Setiawan,2010).

Producing consumers are people who are quite open in the virtual world, following innovations, loving to create ideas, following brands and expressing themselves. The work of product and service providers and marketers is also directed towards these users. (Aslan, 2012). Nowadays, businesses are competing against the collective power that consumers have. Consumers take the business of marketers from their hands, and as Wipperfurth predicts in his book Brand Hijack, companies are now forced to work together with consumers. The rapid change and development of the economic structure, the consumption landscape, the culture, the technology play an important role in the existence of the post modern consumer.

The postmodern consumer draws an active consumer profile. The main point in the consumption action of the consumer of the postmodern age is the developments towards interaction and participation. It is thought that the postmodern individual is in the position of the producer of experience and can be met by the concept of producer (prosumer) that produces it from this way (Alan, 2011). Producing consumer (prosumer), who is a consumer of post-modern age, becomes a part of production day by day. The concept of prosumer can be explained as providing contribution at any stage (design, content, quantity, etc.) to the production of the product/service that the consumer purchases, role playing, creating value together with consumption. The benefits of post-modern age regard communication as important, make the production limitless, give the place of the absolute truth to interpretation, innovation and diversity. This situation integrates the concepts of producer and consumer by removing the intermediaries between producer and consumer, taking the consumer to the bottom of marketing and producing value with it. This is the reason why the concept of prosumer, which is derived from the terms of producer and consumer which is a new concept, is discussed in the study.

Arvdsson and Colleoni (2012) refer to the fact that the prosumer has created 'informational capitalism' with the development of social media. In 2011, a study on the subject states that over 500 billion consumer comments and / or experiences are shared on the social media for consumed products (Buzzetto-More, 2013). It is seen as an inevitable reality that this number will increase every day. It is foreseen that the new generation consumer (prosumer) will now completely prepare their own products, with the reduction of the 3D printer, which is thought to be effective in the rapid spread of the new generation consumer (prosumer), to the use of the public. Besides, in the forecasts for the future, it is mentioned about that the markets, producers and consumers have a perspective that keep individuals in the foreground, and that the individual's influence on markets, brands and products will increase (Havasworldwide.com, 2015).

IV. NEW GENERATION PRODUCING CONSUMER (PROSUMER) APPROACH AS A CUSTOMER-BASED MARKETING IN FOOD AND BEVERAGE BUSINESSES

It is known that tourism in industrialised countries has made a considerable contribution to economy in respect of variegation to Koç (2004)'s opinion and also this is an assistance to assuage for regional imbalances. In developing countries which includes Turkey, tourism has supplied an export chance being an issue for comparatively high growth rates and is less constrained (e.g., self determination, greater price flexibility, and better employment opportunities) than the more traditional forms of export. According to Köroğlu and Avçıkurt (2009), the constant increase in the number of tourism enterprises and the resemblance of the species they are presenting suggest that the customers can be protected in an intense competitive environment and to create differences and discrimination for the enterprises in the tourism sector. This is the way of creating customer value. Tourism businesses are businesses in which customers directly participate in the service process. For this reason, it is the most intense need to increase communication (Dağdaş, 2013).

The level of education affected by the change of consumption imposed by the age is important at the point of increase of income, increase of product variety, change of expectations, change of needs, change of lifestyles and increase of governing agenda, eating out and becoming widespread of ready food consumption habits (Hamşığlu, 2013). Park categorizes eating out as a hedonic consumption by the consumer for psychological and social purposes (Park, 2004). The consumer profile (prosumer), which is predisposed to hedonic consumption, questioning postmodern times, looking for individuality, hard-to-gratify and having tendency to co-creation of course paves the way for a consumer-based marketing approach in the food-beverage services industry like all sectors. Changing consumer trends, preferences and wishes can find correspondence in the food and beverage sector. Today, for example, while the concept of sustainability, which is held in the foreground by the increase of environmental pollution, is being discussed, it is immediately apparent that the provision of food and beverage services has become self-evident, and businesses that meet this expectation and offer natural and organic products have emerged.

Likewise, fast food catering businesses are able to appeal to the consumer of post-modern era, allow for addition/removal within the product and individualization of the service. This is the proof that the food and beverage sector is a foundation that can adapt to new demands and change, alter and adapt according to new demands and innovations in the era of postmodernism that we are in now and will be in the future.

The increase in the number of food and beverage enterprises increases competition, which causes customers to expect higher quality goods and services. In addition to this, consumers-customers are rapidly increasing their expectations at the point of individualization of products now (Kotler, 2011). Producing consumers, who are the new generation consumers, can intervene in the quantity, service and ambience of the products they consume. These individualizations, as Gilmore and Pine II (1997) mentioned in their study, it can be done by informing the customers directly with the determination of the customer needs and adding these elements as well as by shaping the product according to the customer-consumer needs from the beginning of the process.

Individualization practices in food and beverage enterprises show that the food and beverages in restaurant menus can be added or removed in line with the wishes of customers (Uygur and Küçükergin, 2013). Likewise, taking the opinion of the customer in the arrangements to be made in the ambient (birthday celebrations, table arrangement in special dishes, light etc.) in the establishment, music selection, transparent kitchens, menu choices that allows to be chosen of grammage and all byproducts, special promotions and applications for frequent customers, ordering through internet site, product selection and design, direct communication online support (foodservice) etc. It can be said that the food and beverage industry can provide a suitable environment for producing consumers who are new consumer of the new era. When consumer behaviors are examined, it is determined that consumers' feelings are not only a rational benefit expectation but also they are a major factor that directs consumption behavior can be said to offer a convenient place for producing consumers (Fettahlıoğlu, Yıldız and Birin, 2014). It is as important as the least consumed product for the consumer to try foods and drinks that he has not tasted before, to taste local foods, to consume organic products, to prefer businesses that do not harm the environment.

V. METHOD

With the differentiation of the wishes, needs and expectations of the consumers, of course the service sector, which is human and communication on the basis is also affected. In this study, an answer was searched for the question of "Does the food and beverage sector affect the consumers' tendencies that produce the lifestyle and/or demographic characteristics of consumers in the service sector?" From this point, we conducted a questionnaire survey with the Prosumer scale consisting of values and lifestyle system scale (VALS2) and literature review, and the existence of consumer consumption trends which produced with the information

obtained in the selected sample were questioned and the consumers' tendencies and lifestyle and demographic characteristics and whether there is a relationship between lifestyle and consumer consumption trends.

The people of the sample is the consumers in Balikesir province center. The fact that the financial possibilities of the scope of the research is limited only to those living in Balikesir province center and accepting participation while researching and this constitutes the most important limitation of the research. Despite this limitation, it is considered to be a guiding example in both the food and beverage business and the literature in terms of both the application to measure consumption trends in the food and beverage sector and the number of sample consumers. This is thought to contribute to future studies about the subject.

VI. RESULTS AND DISCUSSION

Reliability was tested primarily on the questionnaires used and given in the study. When the reliability analysis results of the prosumer scale were examined, Cronbach's Alpha value was obtained as 0.92. Cronbach's Alpha value was calculated as 0.85 as a result of the scale reliability analysis of lifestyle. As a result of the total expression reliability analysis of the scales used to determine the lifestyle and producing consumer consumption trends of the participants included in the survey using the data of the total sampling, it can be said that the alpha value is 0.93 and it is consistent/reliable.

The genders of the participants were determined to be 49.1% for males and 50.9% for females. According to age groups, it has been understood that 61,6% of our sample belongs to the age group/generation of 15-34, 21,7% of them belongs to 35-54, 15,9% of them belongs to 55-69 and 0,8% of them 70 and more age group/generation. 41.3% of the sample consumers were married and 58.7% were single. When the education level of the consumers is considered, it is concluded that the educational level of the sample is 2.3% Primary school, 3.5% Secondary school, 18% High school, 59.5% University, 14.1% Master degree and 2.5% PhD. The income level of the consumer that constituted the sample of the survey is 1000 TL and below with 20.7%, between 1001 and 2000 TL with 31.1%, between 2001 and 3000 TL with 24.9% and 3001 TL and more with 23.3%, respectively. In other words, the proportional distribution by sex was almost equal, and the proportional distribution by age was mostly intensified in the 15-34 age group corresponding to the combination of Y and Z generations. When we look at the proportional distribution of the education situation which is considered to be the determinants of the sample, it is seen that the university education level is obviously higher.

When the income situation of the participants is examined, it is found that the income situation of the participants in the proportional distribution according to the income level is intensified between 1001 and 2000 TL with 31.1% and 1001-2000 TL despite being similar to each other. As a result of the test, the averages are seen to be close to each other. Sig. value was calculated as 0.670 for the VALS2 scale.

In this context, we used SigS Tailed value was found to be 0.026 for the VALS2 scale from the assumptions of homogeneously distributed variances. That Sig. Tailed value indicating whether there is smaller than 0.05 ($p < 0.05$) indicates that there is a significant difference between the VALS2 scale and the marital status variable. As a result of the analysis of this difference, it can be concluded that the participants who mark the single marital status with a higher average have a more meaningful response to the VALS2 scale. In this case, there can be a meaningful relationship between marital status and lifestyles. When the table was examined for the prosumer scale, it was found to be more meaningful than the VALS2 scale and Sig. value was found to be 0.140 for the Prosumer scale. In this context, there is no significant difference between gender and producing consumer trends. That Sig. Tailed value indicating whether there is bigger than 0.05 ($p < 0.05$) reinforces this result. For the prosumer scale, it cannot be mentioned about a significant relationship between having prosumer consumption tendency and marital status.

The results of the independent sample t test to determine whether there is a meaningful difference between gender variables and consumers' lifestyles and producing consumer consumption tendencies, the averages appear to be closer to each other. The Sig. value was 0.409 for the VALS2 scale. In this context, we used Sig Value for the VALS2 scale from the assumptions of homogeneously distributed variances, Sig Tailed value was determined as 0.044. When the Sig Tailed value indicating whether there is a difference between groups is smaller than 0.05 ($p < 0.05$), indicates there is a significant difference between the VALS2 scale and gender variation. As a result of the analysis of this difference, it can be concluded that female gender with a higher average has a more meaningful response to the VALS2 scale. In this case, it can be said that there is a significant difference. When the table for the prosumer scale is examined, Sig. Value for the Prosumer scale was 0.658. In this context, there is no significant difference between gender and producing consumer trends. Being found negative of the t-value of the prosumer scale resulted in having a negative relationship between woman and man gender. As a result of the information obtained from the table, it can not be said that there is a significant difference between gender and prosumer consumption tendencies.

Table 1: One-way ANOVA Analysis Results Regarding Differentiation of Consumers According to Age Group / Generation

	Age Group	N	Mean	F	Sig.
Values and Life Styles (VALS2)	15-34	315	3,2940	2,063	,104
	35-54	111	3,2369		
	55-69	81	3,1403		
	70 ve üzeri	4	3,3250		
Producing Consumer (Prosumer)Consumption Tendencies Scale	15-34	315	3,6299	,265	,851
	35-54	111	3,6256		
	55-69	81	3,5698		
	70 and over	4	3,7188		

The 2,063 f value obtained to test whether there was a significant difference between age groups/generations of the consumers and their lifestyles was not found statistically significant (Sig = 0,104 > 0,05). Although it has a closer score in terms of significance than the prosumer scale, it can be said that there is no significant difference between the ages and lifestyles of the consumers due to the obtained result. The value of 265 f, which was obtained in order to test whether there is a significant difference between the generations of the consumers and the generation of the consumer/prosumer, was not found statistically significant (Sig = 0,851 > 0,05). In this context, no significant difference was found between the age of the consumers between prosumer consumption tendency and behavior.

The 273 f value obtained to test whether there was a significant difference between the educational status of the consumers and their lifestyles was not statistically significant (Sig. = 0,928 > 0,05). It can be said that there is no meaningful difference between the educational status and lifestyles of the consumers due to the obtained result. The 090 f value obtained in order to test whether there is a meaningful difference between the educational status of the consumers and the producing consumer tendency (prosumer) was not statistically significant (Sig. = 0,994 > 0,05).

In this context, no significant difference was found between between the education status of the consumers and displaying the consumption tendency and behavior by producing consumers (Prosumer). The value of 1,174 f obtained to test whether there was a significant difference between the income levels of the consumers and their lifestyles was not statistically significant (Sig. = 0,319 > 0,05). In order to test whether there is a significant difference between income levels of consumers and consumer consumption trends (prosumer), the value of 321 f was not found statistically significant (Sig = 0,810 > 0,05).

Table 2: One-way ANOVA Analysis of Differentiation of Consumers in Terms of Producing Consumer Consumption Tendency According to Life Styles

	F	Sig.
Experienced Ones	2,483	,000
Thinkers	2,749	,000
Believers	1,359	,023
Leaders	2,756	,000
Challengers	1,165	,161
Statue Directional Ones	2,478	,000
Constructors	1,661	,000
Innovators	3,045	,000

In order to test whether there is a meaningful difference between consumers' lifestyles and consumer consumption trends, it is first questioned whether there is a relationship between the lifestyles of those experienced and the consumer consumption tendency. The obtained value of 2,483 f was found statistically significant (Sig = 0,000 < 0,05). It has been questioned whether there is a relationship between the lifestyles of the believers and the producing consumer consumption tendency. The obtained value of 2,749 f was found statistically significant (Sig = 0,000 < 0,05). It was then questioned whether there was a relationship between the beliefs lifestyle and the consumer consumption tendency. The obtained value of 1,359 f was statistically

significant (Sig = 0,023 <0,05). It has been questioned whether there is a relationship between the lifestyles of challengers and the consumer consumption tendency. The obtained value of 1,165 f was not found statistically significant (Sig. = 0,161 > 0,05). It has been questioned whether there is a relationship between the status-orientated lifestyle and consumer consumption trends. The obtained value of 2,478 f was found statistically significant (Sig = 0,000 <0,05).

It has been questioned whether there is a relationship between producers' lifestyle and producing consumer consumption trends. The obtained value of 1.661 f was found statistically significant (Sig = 0,000 <0,05). Finally, it has been questioned whether there is a relationship between the innovator lifestyle and the consumer consumption trend. The obtained value of 3,045 f was found statistically significant (Sig = 0,000 <0,05). In this context, it can be said that the thing sought and attained by the researcher is that there is a significant difference between having a tendency of producing consumer consumption tendency by the consumers and their lifestyles.

VII. DISCUSSION

The main problem of the research was searched for the question 'Do the life styles of consumers and demographic features affect the consumers' tendencies in the food and beverage sector?' At the same time, questioning a significant relationship between consumers' gender, age group (generation), marital status, education status and income level, producing consumer consumption trends, values and lifestyles constituted the other objective of the study. It is observed that participation in the statements about the consumer consumption trends in the study is very high and this indicates that the consumers included in the sample are oriented towards healthy and organic products in support of the literature and that the environmental sensitivity is high and as mentioned in the literature, it want to intervene the product-service in terms of production, service and ambient; expects sociability, comfort, entertainment from these enterprises out of eating and drinking; aims to produce a value by intervening, and has the emotions to be the enterprises convenient for their own pleasure and supports the conclusion that the consumers subjected to the research showed producing consumer consumption trends.

Producing consumers who are new generation consumers are drawing a structure that uses the internet actively, wants to communicate via the internet, suggests and takes comments into consideration. They create a profile that continually investigates, evaluates alternatives, and prefers to operate (Aslan, 2012). When the general distribution ratio of the responses given to the producing consumer consumption trends in the questionnaire is taken into consideration, it is observed that the consumers within the production who use the internet, prefer to market the food and beverage enterprise and take comments seriously at the same time draw a profile who are looking for similar features with themselves in the enterprises they go and demanding to orient the enterprise to themselves since they think that the enterprises reflect themselves. This situation again shows the presence of producing consumers in the food and beverage industry. In the study carried out was measured by the Independent Samples T Test, where consumers' lifestyles and prosumer consumption trends differed according to the gender and marital status of the consumers. One-way ANOVA was used to test whether they differed according to their age, educational status and income levels. Whether there is a meaningful relationship between consumer lifestyles and consumer consumption trends is also measured by One Way Anova.

Reliability analysis for Values and Lifestyle Scale, Prosumer Scale was first applied separately and then for total expression value, and the obtained alpha values were found to be meaningful and the scales were found to be reliable. The frequency distributions of the values and lifestyle system scale are examined. It is seen that the phrase "I want to learn more about the functioning of the Universe" belonging to the thinkers group of the Scale has the highest average.

The lowest arithmetic mean belongs to the expression of "religious education should be increased in state schools" belonging to believers. According to the results obtained, the expressions with the highest participation rate belong to the Thinkers group. Based on the results of demographic features and lifestyles scale, it isn't wrong to attribute the characteristics of the group of thinkers who are motivated by their ideals, value knowledge, responsibility, who are mature, satisfactory and who reflects his thoughts, are well educated, try to reach the knowledge in the decision-making process themselves, are aware of what is happening around and in the world, who are open to new ideas, and who are expecting value from consumption. Frequency analysis has also been used for the prosumer scale to determine whether the sample consumers are carrying prosumer features and whether consumer behavior/expectations are within the scope of producing consumer characteristics. Participation rate of prosumer scale was found high. It is possible to say that participants who are sampling in the first place have a tendency to/have the potential to produce consumer consumption tendencies. When I look at the expressions, I say "I prefer businesses that I can consume healthy and hygienic products" and the expression with the lowest arithmetic average is "I can go to some food and beverage businesses to strengthen my personal image and social environment". Looking to the most participatory statements, it can be said for the sample that it is moving towards a more healthy, organic, natural and hygienic product as a result of environmental pollution caused by today's conditions and the metropolitan life.

At the same time, due to the fact that their participation ratio given to the expressions are high, the participants can be interpreted to be the consumers who give importance to the quality certificates, gather information about the consumed product, inquire about the consumed product, approach suspiciously to the products they consume and expect reliability, look for comfort and relax in the product they choose and give importance to their satisfaction that's to say the value formed by their consumption. Finally, according to the analysis results obtained from the respondents of the sampling participants, it can be concluded that the sample consumers are efficient and willing individuals to determine the quantity and content of the products they consume in the catering service they prefer. It was concluded that there is a significant difference between the VALS2 scale and gender variation at the point of questioning the relationship of the variables. It can be argued that the female gender with a higher average of this difference gave a more meaningful response to the VALS2 scale. When the analysis results for the prosumer scale were examined, it was concluded that there was no significant difference between gender and producing consumer tendencies. According to Koç (2002), some Empirical researches have showed an important gender dissimilarities across a diversity of duties and characteristics. In the study, The negative value of the t-value of the prosumer scale resulted in a negative relationship with gender. It is seen that there is a meaningful difference between the marital status variable and the life style scale of the consumers.

As a result of the analysis of this difference, it can be concluded that the participants who mark the single marital status with a higher average have a more meaningful response to the VALS2 scale. There was no significant difference between the marital status and the prosumer scale. It has been tested whether there is a significant relationship between consumers' education status, income levels and age groups (generation they belong to), lifestyles and producing consumer consumption trends, but no statistically significant relationship for both scales ($p < 0,05$ level of significance)/ difference was detected.

In order to test whether there is a meaningful difference between consumers' lifestyles and consumer consumption trends, all lifestyle groups belonging to values and lifestyle scale were analyzed separately. Firstly, it was tested whether there is a significant relationship between the experience style of life and the consumer consumption tendency producing, and statistically significant relationship was found. Then, it was tested whether there was a significant relationship between Thinkers, Believers, Constructors, Status Orientators, Innovators lifestyles and consumer consumption tendency, and a significant difference was found at $p < 0.05$ significance level. There was no significant relationship between the challengers' lifestyle and the consumer consumption tendency. From this, it is concluded that there is a significant relationship between lifestyles and consumer consumption tendencies in the context of statistical majority.

As a result of the analysis made, it is concluded that the worker has sought consumer consumption tendency/behavior which is the most basic problem that the employee wants to investigate and answer, and there is a significant difference between lifestyles.

If the results are compiled: According to the findings obtained in the survey, the survey sample has reached the conclusion that the consumers involved tend to consume prosumer consumption. As a result of the findings obtained from the analysis, marital status, educational status, income level and gender were found to be statistically significant between consumers and consumer consumption trends. Producing consumers were discussed as the new generation consumer and the consumer of the post modern era. As a result of the analyzes carried out, it has been found that the consumption trends of consumers who show similarity and point to the Y-generation and Z-generation of the post-modern period in terms of common features and tendencies are not related to the age criterion.

According to the study, producing customer consumption trends are distributed among all age groups and it isn't attributed to an especially certain generation. This brings with it an interpretation that the concept of producing consumer (prosumer) has become widespread within the consumer mass, reaching every group and being adopted by every generation. As mentioned before, lifestyles and values are the basis for behavior and trends. Consumption patterns, likes, consumption trends have an affinity with the lifestyles and values. This study confirms this expression because there is a significant relationship between consumer consumption trends and values and lifestyle. Food and beverage companies need to pay attention to consumer lifestyles in order to protect and improve their consumer portfolios. The general characteristics of lifestyles provide important clues about consumers' consumption trends. As a result of the study, it is concluded that the producing address to 7 of the lifestyles and associated with them. Implications and future research.

VIII. IMPLICATIONS AND FUTURE RESEARCH

With this result, supermarkets and catering businesses are thought to be able to operate within customer/consumer-based marketing, adapt to the age's innovations and create an awareness in intense competition if they can take a new direction, taking into account the trends of the new generation consumers.

The study results that is possible to say that the producing consumer potential exists in Balıkesir province center bear the the intention to create a new point of view for the food and beverage business. Making a number

of changes to the producing consumer trends can translate this mass of consumers, who produce with the consumer potential, into an active producer, by creating sub-structures that allow them to participate in different stages of production.

It is thought that the work to be done can be expanded for different destinations. Thus, the reflection of the producing consumer concept trapped in foreign literature as a field of application can be seen locally and the attitudes within the sector will be more clearly revealed. At the same time, it is hoped that this study will provide a resource for future studies.

The food and beverage sector, which addresses the most basic needs, has gained different meanings with the changing age. Eating/drinking out has become a tool of socialization, a place to experience different experiences, status symbols, friendship-friendship, communication, gift-giving and entertainment rather than meeting basic needs in the eye of changing social habits, perceptions, lifestyles, needs and expectations.

Classic service understanding is losing the update and the need to provide consumers with more different experiences, better analysis of consumers and meeting the changing expectations correctly is showing the improvement in the market.

In the study carried out, the producing consumers of the new generation are examining the existence, perspective and consumption trends in the food and beverage sector within the sample and aiming at increasing the awareness of food and beverage companies firstly from this way. At the same time, the study carried out is important in the context of providing a literary contribution to the consumer who has not yet worked enough on the subject in the theoretical sense, in order to place the producing consumer concept once in the evolution of marketing, to try to interpret and redefine it, and to support it with quantitative data on the sample.

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