Iranian and Turkish Food Cultures: A Comparison through the Qualitative Research Method In Terms of Preparation, Distribution and Consumption

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Abstract

The purpose of this study is to make a comparative sociological analysis of Iranian and Turkish food cultures in terms of food preparation, distribution and consumption. Moreover, contribution is intended to be made to the field of applied food sociology. The research design carries features of a qualitative research. Of the qualitative research techniques, observation and interview form were used in the study. Research findings were obtained through observations made in Teheran, the capital city of Iran, and data were compiled by making interviews with people selected using the snowball sampling method. According to the results of observations and interviews, food habits in Iran tend to preserve their traditional characteristics. There are similarities rather than differences between Iran and Turkey in terms of eating habits and ways of eating. On the other hand, food culture is highly influenced by the food industry. Industrial food production, branding, packaging and wrapping are at an advanced level. Both Iran and Turkey are undergoing changes in terms of food as in other areas and coming under the influence of modernization. Food production, distribution and consumption systems or eating habits exhibit global trends. Although eating habits display global characteristics, they are always and in all communities based on local roots; in other words, the food culture is never separated from its cultural bonds.

Keywords: Eating habits, traditional way of eating, modern way of eating, eating at home, eating out, food industry.