

# Individual Innovativeness of Chefs\*

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## Abstract

The purpose of this study is to evaluate individual innovativeness of chefs. Data were collected through a questionnaire developed based on Hurt, Joseph and Cook's (1977) "Individual Innovativeness Scale", from the chefs attending to the 15<sup>th</sup> *International Istanbul Gastronomy Festival* organized by the *Federation of Turkish Chefs* in Istanbul in *TUYAP Fair and Exhibition Center* between the dates 2<sup>nd</sup> and 5<sup>th</sup> February 2017, through the convenience sampling technique. In return, among 103 questionnaires, 101 of them were usable for statistical analysis. The reliability analysis of Cronbach's Alpha showed highly acceptable result ( $\alpha=.96$ ) and explanatory factor analysis extracted two factors; (a) resistance to innovation and (b) familiarity (tendency) to innovation. These two factors have similar mean values indicating the midpoint level of individual innovativeness of chefs both in resistance and tendency to innovation. Further to that, resistance and tendency to innovation differ by business type, term of employment in the current business and total term of employment in the sector.

**Keywords:** Chefs, Individual Innovativeness, Survey

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