The Effects of Utilitarian and Hedonic Motivation and Attitude on Eating Out Intentions

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by

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APPROVAL

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We certify that we approve this thesis submitted in partial fulfillment of requirements for the degree of Master of Business Administration.

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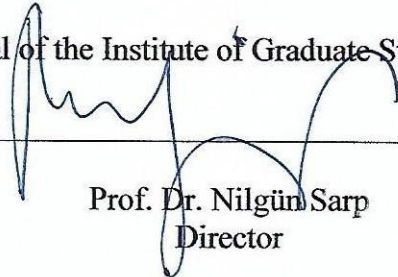Assist Prof. Dr. Şafak Gündüz

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First of all, I would thank Allah The Almighty for giving me the strength and mind to write this thesis. Secondly, I would like to dedicate my thesis to both my parents. My father, late Malik Zubair Humayun, who constantly worked hard for my educational and intellectual development. And my mother Shaista Islam who has been a constant support and motivating me along my journey.

ETHICAL DECLARATION

I, Alina Zubair, hereby, declare that this thesis is my original work. I certify that I have followed all ethical standards while collecting and processing the data and the findings presented in this thesis paper are correct. All the sources used in this research thesis are cited accordingly.

<div align="right">Alina Zubair</div>

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ABSTRACT

This study aims to evaluate the factors that affect eating-out attitudes and intentions of international students studying in the Turkish Republic of Northern Cyprus (TRNC). TRNC is a hub of many international students, foreigners and tourists and understanding what motivates people to eat out in restaurants is essential in such a diverse environment. The study is particularly relevant in the context of the COVID-19 pandemic, which has created significant uncertainties for the restaurant industry. Despite previous research on eating out, there is a lack of recent studies that examine the effects of different motivations on eating out attitudes and intentions in the post-pandemic context. Furthermore, there is a gap in the literature on how utilitarian and hedonic motivations influence eating-out attitudes and intentions. Therefore, this study aimed to focus on the various aspects of individuals' utilitarian and hedonic eating out motivations and how these motivators affect their attitude and intentions to eat out, especially in the new era of this epidemic. The data for this study was collected using online self-administered surveys and paper-based questionnaires from international students studying in TRNC, in accordance with the majority of the studies in the literature review. The present study examines the relationship between various motivational factors and intention to eat out. The findings indicate that monetary savings, convenience, entertainment, social factors, and attitude all have a positive correlation with intention to eat out. Additionally, the results reveal that attitude towards eating out fully mediates the relationship between selection, convenience, monetary savings, entertainment, and social factors and intention. Additionally, the analysis also revealed a partial mediation effect in the relationship between exploration and intention. However, no significant mediation

was found in the relationship between customized products and intentions in this study. Accordingly, the study suggests that the COVID-19 pandemic may impact consumer purchasing habits, and gaining a better knowledge of these changing patterns is essential for researchers and practitioners of restaurant businesses to recover the restaurant industry. The study contributes to the literature by providing a comprehensive understanding of the effects of utilitarian and hedonic motivations on eating-out attitudes and intentions, especially in the context of the recent pandemic.

Keywords: Eating out, Attitudes, Utilitarian motivation, Hedonic motivation, Restaurant choice intention

ÖZ

Bu çalışma, Kuzey Kıbrıs Türk Cumhuriyeti'nde (KKTC) öğrenim gören uluslararası öğrencilerin yeme tutumlarını ve niyetlerini etkileyen faktörleri değerlendirmeyi amaçlamaktadır. KKTC, birçok uluslararası öğrenci, yabancı ve turistin bir araya geldiği bir merkezidir ve bu kadar çeşitli bireyin bir arada olduğu bir ortamda insanları restoranlarda yemek yemeye neyin motive ettiğini anlamak, önem arz etmektedir.. Çalışma özellikle restoran endüstrisi için önemli belirsizlikler yaratan COVID-19 salgını bağlamında önemlidir. Dışarıda yemek yemekle ilgili daha önce yapılan araştırmalar olmasına rağmen, Pandemi sonrası bağlamda farklı motivasyonların dışarıda yemek yeme tutumları ve niyetleri üzerindeki etkilerini inceleyen yakın tarihli çalışmaların eksikliği gözlemlenmektedir. Ayrıca, faydacı ve hedonik motivasyonların dışarıda yeme tutumlarını ve niyetlerini nasıl etkilediğine dair literatürde çalışmalar bulunmamaktadır. Bu nedenle bu çalışma, bireylerin faydacı ve hedonik dışarıda yemek yeme motivasyonlarının çeşitli yönlerine ve bu motivasyonların, özellikle bu salgın sonrası yeni dönemde dışarıda yemek yeme tutumlarını ve niyetlerini nasıl etkilediğine odaklanmayı amaçlamıştır. Bu çalışmanın verileri, literatür taramasındaki çalışmaların çoğuna uygun olarak, KKTC'de okuyan uluslararası öğrencilerden çevrimiçi ve basılı anket veri toplama teknikleri kullanılarak toplanmıştır. Bu çalışma, çeşitli motivasyon faktörleri ile dışarıda yemek yeme niyeti arasındaki ilişkiyi incelemektedir. Bulgular, parasal tasarrufların, rahatlığın, eğlencenin, sosyal faktörlerin ve tutumun, dışarıda yemek yeme niyetiyle pozitif bir korelasyona sahip olduğunu göstermektedir. Sonuçlar dışarıda yemeye yönelik tutumun seçim, rahatlık, parasal tasarruf, eğlence ve sosyal faktörler ile niyet arasındaki ilişkiye tam olarak aracılık ettiğini ortaya koymaktadır. Ek olarak, analiz keşif ve niyet arasındaki ilişkide kısmi bir arabuluculuk etkisi ortaya çıkardı.

Bununla birlikte, bu çalışmada özelleştirilmiş ürünler ile niyetler arasındaki ilişkide anlamlı bir arabuluculuk bulunamamıştır. Buna göre çalışma, COVID-19 Pandemisinin tüketici satın alma alışkanlıklarını etkileyebileceğini ve bu değişen kalıplar hakkında daha iyi bilgi edinmenin, restoran işletmelerinin araştırmacılarının ve uygulayıcılarının restoran endüstrisini iyileştirmeleri için gerekli olduğunu öne sürüyor. Çalışma ayrıca, özellikle son Pandemi bağlamında faydacı ve hedonik motivasyonların yeme tutumu ve niyetleri üzerindeki etkilerinin kapsamlı bir şekilde anlaşılmasını sağlayarak literatüre katkıda bulunmaktadır.

Anahtar kelimeler: Dışarıda yemek yeme, Tutum, Faydacı motivasyon, Hedonik motivasyon, Restoran seçme niyeti

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF APPENDICES

LIST OF ABBREVIATIONS

ASV	Average Shared Variance
ATT	Attitude towards Eating Out
AVE	Average Variance Extracted
B	Standardized Estimates
C.R	Critical Ratio
CD	Cook's Distance
β	Beta
CFA	Confirmatory Factor Analysis (CFA)
CON	Convenience
CP	Customized Products
CR	Composite Reliability
EFA	Exploratory Factor Analysis
ENT	Entertainment
EXP	Exploration
GOF	Goodness-of-Fit
HM	Hedonic Motivation
IBM SPSS	IBM Statistical Package for the Social Sciences
IBM SPSS Amos	IBM Analysis of Moment Structures
INT	Eating Out Intention
MD	Mahalanobis Distance
MLE	Maximum Likelihood Estimation

MS	Monetary Saving
MSV	Maximum Shared Variance
n	Population Sample
NRA	National Restaurant Association
PMCC	Pearson 's product moment correlation coefficient
S.E	Standard Error
SE	Selection
SEM	Structural Equation Modeling
SF	Social Factor
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
TRNC	Turkish Republic of Northern Cyprus
TRY	Turkish Lira
USA	United States of America
VIF	Variance Inflation Factor

CHAPTER 1

INTRODUCTION

The tradition of dining out has been a popular form of socialization for centuries, with the earliest recorded public dining establishments being taverns in ancient Greece and Rome. These taverns served as gathering places for people to enjoy food, drink, and socialize with others (Davidson, 1999). As civilizations evolved, the food service industry also underwent changes. In medieval Europe, inns and taverns became more widespread, offering travelers a place to rest and enjoy a meal. The rise of the middle class and increased prosperity in the 19th century led to the development of upscale restaurants and cafes, offering a more sophisticated dining experience (Jablonska, 2010). The advent of fast food chains in the 20th century made eating out even more accessible and convenient, transforming the food service industry to make it affordable for people of all income levels (Schlosser, 2001).

However, the COVID-19 pandemic has had a significant impact on the food service sector, causing many restaurants and cafes to temporarily shut down or switch to takeout and delivery-only models. Despite this, dining out remains a crucial part of people's lives and has increased sensitivity toward eating out. Eating out is not just a means of satisfying hunger but is also a form of amusement, convenience, and a representation of social status. According to the latest report by the National Restaurant Association (NRA) in the USA, the restaurant industry generated $799 billion in sales in 2021, down from $864 billion in 2019 due to the pandemic (Shire, 2023). This research aims to examine the current state of the restaurant industry and the role of dining out in people's lives post-pandemic.

The outbreak of the COVID-19 pandemic has had a profound impact on the global economy and society, particularly on the service industry, including the restaurant sector, resulting in significant revenue losses, job losses, and closures. The lockdowns and restrictions imposed to contain the spread of the virus have significantly affected consumer behavior, including their attitudes and intentions toward eating out (Chenarides et al., 2020). According to a recent study by Snuggs and McGregor (2021), individuals have become more sensitive and selective about their dining out choices, which has led to a shift in consumer behavior. The prolonged impact of the pandemic on the economy and society may continue to be felt for an extended period. As a result, it has become more essential to understand consumer eating out behavior and how their expectations have changed in the wake of the pandemic. With the possibility of more infectious diseases (BBC News, 2020), it is essential to prepare for similar crises in the future.

Due to the pandemic, consumer dining out demand has decreased, resulting in significant uncertainty in the future of the restaurant business (Kim et al., 2020). According to Jang, Lee, and Jung (2022), the spread of COVID-19, as well as its severity, death rates, and government responses, have greatly affected consumer attitudes and intentions towards eating out. These changes include a decrease in overall intent to eat out as many consumers opt for takeout or delivery options due to concerns about the virus, a shift in preference towards outdoor dining over indoor dining, a preference for smaller, independent restaurants over large chain restaurants, an increased importance placed on safety and sanitation measures when choosing a dining establishment, and a shift in consumer preferences towards more home-cooking and self-prepared meals. Recent studies have mainly focused on the food consumption behavior of individuals during the lockdown (Laguna et al., 2020;

Marty et al., 2020; Poelman et al., 2020). However, a few researchers have investigated how individuals' motivation and attitude towards eating out and everyday food consumption were affected after the lockdowns (Alkasasbeh, 2020, foodnavigator.com, 2020).

When an individual decides to eat out, he or she is faced with several alternatives and choices, from fast food to fine-dining in a restaurant. Various sorts of food services are now widely available, ranging from classic restaurants at high prices to fast food outlets and street-side stalls offering more affordable meals quickly (Haines et al., 1992). Typically, when an individual eats out, he/she either draws upon his previous knowledge and experience and repeats eating in a specific restaurant or goes on to try something new. Consumer decisions regarding eating out ranges from well-thought-out, sophisticated determinations to automatic, habitual, to rapid judgments (Njite et al., 2008).

Given the trend of increasing dining out prior to the pandemic, identifying the factors that influence individuals' choices of restaurants is crucial for evaluating food consumption patterns. This understanding becomes even more important in light of the changes in dining behaviors caused by the pandemic, as it can help in understanding the current scenario of declining trend of eating out (Scozzafava et al., 2017). Indeed, with the advancement of digital technology, consumers have become more sophisticated in their eating-out habits and have higher expectations for customer value and satisfaction (DiPietro, 2017; Reynolds & Biel, 2007). In today's dynamic restaurant sector, increased restaurant rivalries indicate that customers have more eating options than ever before (Hwang et al., 2019; Skinner et al., 2020). As a result, consumer preferences of eating out in restaurants are growing, making them more demanding in their choices depending on what they may gain from their

selections (Ha & Jang, 2013). However, there has been limited research on what motivates the average person to choose eating out over a home-cooked meal (Epter, 2009). To remain competitive, restaurant owners should try to remain in track of consumption patterns in the restaurant sector in order to respond to consumers' needs and desires effectively and efficiently and target a broader consumer population (Baltazar, 2011).

Individuals' decisions to dine out at restaurants are driven by their needs and motivations, such as the need for convenience, socialization, celebration, or taste. These needs drive the process of seeking relevant information, evaluating alternatives, and ultimately determining which restaurant to dine at (Mothersbaugh & Hawkins, 2016). According to Pedraja and Yagüe (2001) consumers recognize a need that should be satisfied, whether it be for a quick meal, marking a special occasion, or entertaining business associates. This recognition of a need triggers the process of seeking relevant information pertaining to restaurants, evaluating available alternatives, and ultimately determining which restaurant to dine at (Mothersbaugh & Hawkins, 2016).

The present study is composed of five chapters. The first chapter outlines the problem statement, purpose, and significance of the research, as well as the research questions and assumptions that underpin the study. The second chapter presents a literature review on the concepts of eating out, attitude toward eating out, hedonic and utilitarian motivations to eat out, and their relationship to the intention to eat-out. The third chapter details the methods and procedures employed in the research. The fourth chapter presents the findings of the study, and the final chapter offers conclusions drawn from the collected quantitative data and discusses these conclusions.

1.1 Problem Statement

The act of dining out is a universal and timeless activity that appeals to individuals of all ages. Whether it be for a satisfying meal, socialization with friends, relaxation, or convenience, eating out is a popular choice among consumers. The restaurant industry is constantly evolving and expanding, with customers increasingly seeking new and diverse food options. Despite the prevalence of dining out, research on consumer intentions and motivations has primarily focused on traditional restaurant elements such as pricing, quality, and service. More recent studies have begun to explore the role of contextual factors such as culture and technology in shaping consumer dining habits.

The relationship between consumer motivations, specifically utilitarian and hedonic motivations, and their impact on attitudes and intentions towards dining out is an under-explored area in the literature. Understanding the role of motivations in shaping consumer dining habits is important because it can provide valuable insights for businesses and food corporations to better target and tailor their marketing efforts and business strategies. Without a clear understanding of consumer motivations, businesses may struggle to effectively meet the needs and wants of their customers, ultimately leading to decreased market share and profitability.

One of the key areas this study aims to explore is the relationship between utilitarian and hedonic motivations and how they influence consumer attitudes and intentions towards dining out. Despite the existence of separate studies on utilitarian and hedonic motivations factors, such as convenience, location, price, atmosphere, service quality, and menu variety (David et al., 2013), there is limited research on how they interact and influence dining out behaviors. With the decline of dining out

during the COVID-19 pandemic, it is crucial to understand if consumer motivations have shifted in comparison to pre-pandemic behaviors.

1.2 Purpose of the Study

The aim of this research is to examine the effects of utilitarian and hedonic motivations on the eating out attitudes and intentions of higher education student customers in the Turkish Republic of Northern Cyprus (TRNC) in relation to monetary saving, selection, customization, convenience, entertainment, exploration and social factors. Utilitarian motivations are more practical and goal-oriented, such as saving money or convenience. Hedonic motivations are more emotional and pleasure-oriented, such as entertainment or socializing. Additionally, this thesis aims to provide recommendations for restaurant businesses on ways to attract and retain customers.

1.3 Significance of the Study

This study aims to examine the impact of consumer motivations on dining out in the specific context of Northern Cyprus. The sample of the study, primarily composed of students from various ethnic and cultural backgrounds, provides an opportunity to analyze the potential differences and similarities in attitudes and intentions towards dining out. The study aims to expand upon previous research, which has examined the relationship between consumer motivations and dining out attitudes and intentions, by applying the model to the specific context of Northern Cyprus and investigating the influence of both utilitarian and hedonic motivations on eating out. The findings of this study will provide valuable insights for businesses

operating in a diverse and multicultural environment, such as Northern Cyprus, to better understand and cater to the motivations and preferences of their customers.

Additionally, this study offers a unique opportunity to examine how consumer attitudes and intentions towards dining out have been affected by the COVID-19 pandemic. The existing literature on consumer motivations and dining out attitudes and intentions primarily consists of findings acquired before the outbreak of COVID-19. This study, being conducted after lockdowns and reduced intensity of COVID-19 related aspects of life, presents an opportunity to compare the findings to pre-pandemic research, providing valuable insights into the long-term impact of the pandemic on consumer dining habits and motivations. Furthermore, this research aims to contribute to the knowledge of how the pandemic has influenced the dining out behaviors of consumers in a specific context, in this case Northern Cyprus.

1.4 Research Questions and Hypotheses

In order to better understand eating out attitudes and intentions of students in TRNC through their motivations, the following research questions are formalized in this thesis:

How does utilitarian motivation (namely monetary saving, selection, customized products and convenience) affect individuals' attitude towards eating out?

How does hedonic motivation (namely entertainment, exploration, and social factors) affect individuals' attitude towards eating out?

What is the impact of an individual's eating out attitude on their eating out intention?

How does eating out attitude affect the relationship between utilitarian motivation and individuals' eating out intentions?

How does eating out attitude affect the relationship between hedonic motivation and individuals' eating out intentions?

In order to answer the research questions, the following hypotheses are proposed:

H1: Motivation has a significant effect on attitude.

H1a: Monetary saving motivation has a positive impact on eating out attitudes of international students studying in TRNC.

H1b: Selection motivation has a positive impact on eating out attitudes of international students studying in TRNC.

H1c: Customized products motivation has a positive impact on eating out attitudes of international students studying in TRNC

H1d: Convenience motivation has a positive impact on eating out attitudes of international students studying in TRNC.

H1e: Entertainment motivation has a positive impact on eating out attitudes of international students studying in TRNC.

H1f: Exploration motivation has a positive impact on eating out attitudes of international students studying in TRNC.

H1g: Social factor motivation has a positive impact on eating out attitudes of international students studying in TRNC.

H2: Attitude toward eating out has a positive impact on eating out intentions of international students studying in TRNC.

H3: The relationship between motivation and intention is mediated by attitude

8

H3a: Attitude toward eating out is a mediator between monetary saving and eating out intentions of international students studying in TRNC.

H3b: Attitude toward eating out is a mediator between selection and eating out intentions of international students studying in TRNC.

H3c: Attitude toward eating out is a mediator between customized products and eating out intentions of international students studying in TRNC.

H3d: Attitude toward eating out is a mediator between convenience and eating out intentions of international students studying in TRNC.

H3e: Attitude toward eating out is a mediator between entertainment and eating out intentions of international students studying in TRNC.

H3f: Attitude toward eating out is a mediator between exploration and eating out intentions of international students studying in TRNC.

H3g: Attitude toward eating out is a mediator between social factors and eating out intentions of international students studying in TRNC.

1.5 Assumptions

Drawing from various theories and previous research studies, this study puts forward several assumptions and hypotheses related to the growing popularity of eating out across different nations. (Bray & Hartwell, 2017; Jabs & Devine, 2006; Keke & Yana, 2014). The study categorizes individuals' consumption behavior into two categories: utilitarian consumption and hedonic consumption (Hirschman & Holbrook, 1982).

Utilitarian value consists of factors such as the functionality of products or services, the convenience of the goods, monetary savings, time saved while purchasing and utility achieved (Overby & Lee, 2006). Whereas customer purchases

for hedonic reasons include purchasing goods for adventure, for social status and enjoying them with family and friends, to reduce stress and keep up with new products and trends (Arnold & Reynolds, 2003). Hedonic and utilitarian incentives positively influence individual's attitudes and purchase intentions for goods and services (Anderson et al., 2014).

The first hypothesis (H1) presented in this study is grounded in the theory of reasoned action (TRA) and the theory of planned behavior (TPB). According to TRA and TPB, motivation can influence an individual's attitude towards a particular behavior, which in turn affects their intentions to engage in that behavior. Previous research studies have also shown that motivation can impact attitudes towards eating out (Chen & Tsai, 2018; Olsen & Tuu, 2017).

Hypotheses H1a-H1g are developed based on the dimensions of motivation identified in previous studies, which include monetary saving, selection, customized products, convenience, entertainment, exploration, and social factors.

Utilitarian incentives underlying consumer purchases have a major impact on customer attitudes (Chiu & Ting, 2011). Each dimension of utilitarian motivation, the potential for monetary savings (Wang & Wang, 2015), high levels of convenience (Olsen & Tuu, 2017), wider selection of goods or services (Dellaert & Wierenga, 2007), Customized food choices (Chen & Tsai, 2018), increase the likelihood of individuals purchasing decisions and intention to eat out (Childers et al., 2001). For example, previous studies have shown that individuals are more likely to eat out if they perceive that they can save money by doing so (Wang & Wang, 2015). Similarly, customized food choices have been found to positively impact individuals' intention to eat out (Childers et al., 2001). Similarly each dimension of hedonic motivation, eating out for entertainment (Chu et al., 2009; Ha & Im, 2014;

Jabs & Devine, 2006; Keke & Yana, 2014; Ma et al., 2011; Warde & Martens, 2000) social norms and status such as people's views and opinions (Fishbein & Ajzen, 1977; Nguyen et al., 2020) and social factors (Tasci & Stewart, 2010) creates a positive attitude in consumers and the intention of eating out increases.

The second hypothesis (H2) is based on the theory of planned behavior, which posits that attitudes towards a behavior have a direct impact on intentions to engage in that behavior. Previous research studies have also shown that attitude towards eating out is a predictor of intention to eat out (Park, 2004).

The third hypothesis (H3) is based on the mediating effect of attitude on the relationship between motivation and intention. Previous research studies have shown that attitude mediates the relationship between motivation and intention to engage in a particular behavior (Hale et al., 2002). The mediating effect of attitude is supported by the theory of planned behavior.

Hypotheses H3a-H3g are developed based on the dimensions of motivation identified in H1a-H1g and the mediating effect of attitude on the relationship between motivation and intention. H3a suggests that attitude towards eating out mediates the relationship between monetary saving motivation and eating out intentions. This hypothesis is supported by previous research studies that have found attitude to mediate the relationship between motivation and intention (Ajzen & Fishbein, 1975; Simester, 2016).

The study ensures that respondents fully understand the aims and objectives of the research and that the questions are clear and relevant. Honest responses were expected, and efforts were made to minimize potential sources of bias and error. The data analysis aims to provide a clear understanding of the motivators that shape

individuals' attitudes and intentions towards eating out with reference to utilitarian and hedonic value.

1.6 Limitations

The research conducted for this thesis had several limitations that should be acknowledged in order to understand and interpret the findings appropriately.

Firstly, the timing of the research may have affected the results as it was conducted after the outbreak of COVID-19. However, the effects of the pandemic persist and many people are still scared to eat out in restaurants, which may have influenced the responses of the surveyed individuals. Furthermore, fear of the spread of the virus may have also affected the responses, leading to an underestimation of the dining habits of the population.

Secondly, the sample size of the survey was small and consisted mostly of students from Final International University. This can limit the generalizability of the findings, as the results may not be representative of the entire population, and may not accurately reflect the dining habits of people from different socioeconomic backgrounds, age groups, and regions. Furthermore, the majority of the surveyed population consisted of students aged 18-27, which makes it difficult to access the older population and working-class individuals. This may lead to a bias in the results as students may have different dining habits and financial freedom compared to older population and working-class individuals.

Thirdly, the data collection was mainly done from African and Asian regions, and limited data was available from other regions, making it difficult to generalize the results to other regions or make comparisons. Additionally, the majority of the respondents were single students, and due to time and financial constraints, it was not

possible to survey a larger and diverse population of university students from different regions.

Lastly, the study was only conducted on the population of TRNC, and the results may differ according to area and region. This may limit the generalizability of the findings as the dining habits may vary in different regions and cultural contexts.

It is important to keep in mind these limitations when interpreting the results of the research, and to consider these limitations when planning future research in order to obtain a more representative sample of the population and to improve the generalizability of the findings.

1.7 Definition of Key Terminology

According to DeCarlo (2018), in order to do research efficiently, a researcher must examine existing literature and theories to have a solid knowledge of the important topics under examination. This is referred to as conceptualization, and it entails identifying and arranging concepts in a form that is appropriate for the existing research. In this study, nine main relationships were hypothesized to offer a clear and consistent understanding of the concepts under consideration and to assure their relevance in the context of the research.

Utilitarian motivation is defined as the act of making a decision based on the usefulness or practicality of the choice. UM dimensions are adopted from McClelland and Lynn, (2018)'s study as monetary saving, convenience.

Monetary saving, in the context of eating out, refers to the act of economizing on expenses by choosing to eat out, which is cost-effective (Tannenbaum & Lynn, 2015).

Convenience, in the context of eating out, refers to the ease and simplicity of obtaining a meal or service. It pertains to the decision to eat out based on its accessibility, proximity, and availability of take-out or delivery options (Haddad, Mondal, & Bhat, 2023).

Selection, in the context of eating out, refers to the act of choosing from a variety of options. It pertains to the decision to dine out based on the availability of different types of food, cuisines and atmospheres (Lynn & McClelland, 2013).

Customized products, in the context of eating out, refers to meals or services that are tailored to meet the specific needs or preferences of the consumer. It pertains to the decision to dine out based on the availability of personalized menu options or the ability to customize dishes (Lynn & McClelland, 2015).

Hedonic motivation refers to the pleasure and enjoyment that people experience when engaging in an activity. In the context of eating out, hedonic motivation refers to the pleasure and enjoyment that people experience when they go out to eat at a restaurant (Wang & Wang, 2019).

Entertainment refers to the provision of leisure activities that aim to provide enjoyment and pleasure. In the context of eating out, entertainment refers to the provision of leisure activities that aim to provide enjoyment and pleasure while dining out (Wang & Wang, 2019).

Exploration refers to the act of seeking out new information, experiences, or environments. In the context of eating out, exploration refers to the act of seeking out new restaurants or dining experiences (Wang & Wang, 2019).

Social factors refer to the influence of social interactions and relationships on behavior. In the context of eating out, social factors refer to the influence of social interactions and relationships on dining behavior (Wang & Wang, 2019).

Attitude refers to a person's overall evaluation or feelings towards a particular object or concept (Ajzen, 1991). In the context of this research, attitude refers to a person's evaluation or feelings towards eating out in restaurants.

Intentions refer to a person's plans or goals to engage in a particular behavior (Ajzen, 1991). In the context of this research, intentions may refer to a person's plans or goals to eat out in restaurants.

CHAPTER 2

LITERATURE REVIEW

In this chapter, a detailed review of the literature will be presented on eating out behavior, intention and attitude toward eating out and motivational factors that affect these customer responses.

2.1 Eating Out Behavior

The role of food in human life is essential for both survival and overall well-being. It not only provides nourishment, but also serves as a form of cultural expression and a way for social interactions to occur (Garcia & Koelling, 2015). In recent years, there has been a notable trend of eating out behavior, which is defined as the act of consuming a meal outside of one's home in a restaurant, café, or public dining setting such as office cafeterias (Smith, 2014). Studies conducted by Jabs and Devine (2006), Keke and Yana (2014), and Ma et al., (2011) show that the frequency of eating out in various countries has increased over the past decade and is projected to continue in the future.

Research indicates that young people are becoming more inclined to dine out on a daily basis. This trend is especially prevalent in the United States, where studies have shown that young people tend to spend about 40% of their daily resources, whether it be money or time, on dining out activities (Larson et al., 2011). This trend is not limited to the United States, as Keke and Yana (2014) report that individuals around the world are dining out more frequently. In fact, an estimated one out of every six meals consumed is now consumed in restaurants, cafes, or other public dining settings such as office cafeterias (Bray & Hartwell, 2017).

Warde and Martens (2000), conducted a study and found that dining out or hosting dinner parties have become a highly popular form of entertainment and leisure activity. In fact, this type of activity is ranked second only to watching television, which suggests that people not only enjoy the food itself but also the social interactions that come with dining out or entertaining guests at home. This highlights the importance of not only the food itself but also the experience and social interactions that come with dining out, This suggests there are various factors that influence eating out behavior such as, if someone regularly eats out and has had positive experiences, they may have a positive attitude towards eating out and a strong intention to continue doing so. On the other hand, if someone has had negative experiences with eating out or has a negative attitude towards it, they may have a weaker intention to continue eating out.

Eating out behavior is shaped by eating out intention which is in turn influenced by an individual's attitudes, beliefs, and past experiences related to eating out. An individual's behavioral intention is a specific plan to take a specific action, while their attitude is the emotions and feelings they have towards that action, whether they are positive or negative. With this in mind, it is important to understand the different factors that influence an individual's eating out intentions in order to predict and understand their eating out behavior.

2.2 Eating Out Intention

According to Howard and Sheth (1969)'s and Engel et al., (1968)'s grand buyer behavior models as well as Ajzen and Fishbein (1975)'s, Theory of Reasoned Action (TRA) and Ajzen (1985)'s Theory of Planned Behavior (TPB), the decision to carry out a behavior is heavily influenced by the level of intention to perform that

behavior. The usefulness of behavioral intention in predicting behavior is crucial as it is often used as a technique to forecast the behavior.

Eating out intention refers to an individual's plan or decision to eat at a restaurant or other food establishment. It is a construct that is studied in the field of consumer behavior and is influenced by various factors such as attitudes, beliefs, and past experiences related to eating out (Tamimi, & Hirschland, 2006). Eating out intention pertains to the probability or choice to have a meal at a food establishment rather than cooking it at home.

The Theory of Reasoned Action (TRA), developed by Fishbein and Ajzen (1977), suggests that individuals' intentions to engage in specific behavior are determined by their attitudes towards that behavior and the perceived social pressure or normative beliefs about the behavior. The theory of planned behavior (TPB), a commonly accepted method for understanding human behavior, posits that the formation of intention is influenced by the interplay between attitudes, perceived social pressure and individuals perceived behavioral control (Ajzen, 1991). TPB is an extension of TRA model which accounts for the perceived control over a behavior in addition. These theories have been widely supported by various studies for providing a ground for the relationship between intention and behavior, including research conducted by Hale et al., (2002)

Reasons for choosing to eat at a restaurant or other food establishment, instead of cooking at home, may include the convenience of not having to prepare a meal, the pleasure of socializing or being part of a group, and the desire to try new types of food (Kivela, & Crotts, 2017). Kivela and Crotts (2017) study, reviews the literature on restaurant consumption and discuss various motivations for dining out, such as convenience, socializing, and the desire to try new foods. In conclusion,

various factors such as convenience, socializing, and the desire to try new foods influence the intention to eat out. However, research has shown that attitude towards eating out is one of the main predictors of the intention to dine out. This highlights the importance of understanding consumers' attitudes towards eating out in order to predict and influence their behavior.

2.3 Attitude

Attitude refers to an individual's overall evaluation of an object or concept. Attitudes are typically composed of three components: cognitive (related to knowledge and beliefs about the object), affective (related to emotions and feelings towards the object), and behavioral (related to the intention to behave in a certain way towards the object). Attitudes are important because they can influence an individual's intentions and behavior (Fishbein & Ajzen, 1977).

Previous research has demonstrated a strong correlation between consumers' attitudes and their intentions to purchase a product or service, as well as their actual behaviors (Ajzen & Fishbein, 1975; Simester, 2016). Because behavior is an expression of personal autonomy and control, the desire to engage in a behavior is considered the most reliable indicator of actual action (Homer & Kahle, 1988).

Vaske and Donnelly (1999) define attitude as an individual's continuous tendency to respond positively or negatively to a given item. It is described as a general, permanent, and lasting assessment of an individual, situation, or item (Solomon, 2014).

Pickens (2005) has identified that people's attitudes towards eating out can be broken down into three categories: cognitive, affective, and conative. Cognitive attitude towards eating out is related to an individual's knowledge and beliefs about

eating out, for instance, a person may eat out because they believe it is a fast and practical way to eat (Hsu & Wang, 2017). Affective attitude is related to an individual's emotional response to eating out. For example, a person may enjoy eating out because it's a social and enjoyable experience where they can try new foods (Rojewski & Meiselman, 2015). Conative attitude is related to the actions or behavior an individual takes when it comes to eating out (Chandon et al., 2000). The conative dimension can be examined within the intention-behavior relationship context. This suggests that understanding the motivation that affect both attitude and intention and in turn behavior are very crucial for the service industry sector.

Research conducted by Ajzen and Fishbein (1975) found that a person's attitude towards a specific behavior can impact their intentions to engage in that behavior, based on their beliefs about it. Similarly, a study by Triandis in (1977), discovered that attitude can also mediate the connection between an individual's beliefs about an object and their intentions to acquire it.

Attitude is a crucial aspect in understanding consumer behavior because it reflects a person's overall evaluation of a product, service, or experience. In the context of leisure eating out, a person's attitude towards eating out can be influenced by their motivation to do so. Attitudes are often formed through a combination of personal beliefs, emotions, and past experiences. When it comes to leisure eating out, a person's attitude towards eating out may be influenced by their beliefs about the importance of socializing, their emotions towards the food and ambiance of a restaurant, and their past experiences.

As society progresses, gaining insight into the reasons why individuals choose to eat out and the impact it has on their attitudes is becoming increasingly important. Researchers must have a thorough understanding of the various

motivations that drive eating out, such as cost, food options, diversity, convenience of location and social factor. These factors play a vital role in shaping customers' attitudes towards eating out, as seen in studies by Chiciudean et al. (2019) and Harrington et al. (2013). In simple words motivations are an important predictor of individual attitudes. in eating out concept these motivations and the decision to dine at a restaurant or other food establishment, instead of preparing a meal at home, can be influenced by various factors such as cost savings, menu options, the ability to customize orders, ease of access, entertainment and recreational value, the opportunity to try new things, and social considerations (Sexton & Turner, 2017).

Consumers' choices and behavioral motivations related to food consumption and dining out are heavily influenced by social factors. This includes how people view and perceive eating behaviors, as well as the influence of media and other sources of information (Bhattacherjee, 2000; Nguyen et al., 2020). Studies have also shown that consumers' intentions to purchase goods and services, including food and dining experiences, are shaped by the status and perceptions of these experiences held by others (Goldsmith et al., 2010).

As stated by Nguyen and LeBlanc (2020), the cost of dining out can be a significant motivation determinant in the decision-making process for consumers and eating out attitude, with those who are more cost-sensitive being less inclined to partake in such an activity.

The International Journal of Hospitality Management has found that providing a diverse range of dining options can increase the probability of consumers opting to dine out (Kim & Kim, 2012). This is also supported by other studies, as highlighted by Childers et al. (2001), showing that the presence of a vast array of information and options for goods and services can influence attitudes and

purchasing decisions. Goldsmith, Lacey and Sousa (2010) also suggest that the availability of a plethora of dining options can make it more likely for consumers to eat out. Furthermore, giving consumers the ability to customize their meals to suit their dietary preferences can also boost the likelihood of choosing to dine out, as noted by Bhattacherjee (2000).

The reasons for dining out for leisure vary, but can include convenience, variety of food options, and socialization (Wang, 2013).

Kim (2018) found that attitudes, which refer to an individual's overall evaluation and disposition towards a certain object or situation, play a role in determining intentions to dine out. These attitudes are shaped by factors such as personal values, past experiences, and cultural norms. For instance, research suggests that in China, a significant portion of the population, approximately 15% of citizens, dine out daily (Qiushi, 2011). This trend can be attributed to the country's expanding economy and growing emphasis on socialization and leisure activities.

Furthermore, high levels of convenience also positively influence eating out intentions and attitudes (Olsen & Tuu, 2017), A study conducted by Nguyen and LeBlanc (2020) found that time constraints can play a crucial role in the decision-making process for consumers when it comes to eating out. They found that individuals who have busy work schedules or lack of time to prepare meals at home, may find it more convenient to dine out rather than cooking at home. This can increase their likelihood of choosing to eat out as it provides a convenient and quick solution to their mealtime needs. Additionally, this study also suggests that the busy lifestyle of individuals and the lack of time to cook may increase the demand for fast food and take-out options, which can also be considered as an indicator of eating out intention.

Goldsmith et al. (2010) conducted a study which found that entertainment options such as live music, sports events, and other forms of entertainment can make dining out more appealing to consumers. Additionally, the opportunity to try new foods and experience new cultures can also increase positive attitude and the likelihood of consumers choosing to eat out as it allows them to expand their culinary horizons and have unique and memorable dining experiences.

Previous studies have shown that there is a positive relationship between emotions like entertainment, consumer motivations and customer behavior, particularly with regards to purchasing intention (Chu et al., 2009).

A study conducted in Brazil found that occupation, price, and convenience were the primary factors influencing customers' overall attitudes towards eating out in commercial centers, as well as their decision to eat out and the type of restaurant and cuisine they choose (Branco & Salay, 2001).

Rojewski and Meiselman (2015) also found that social factors and new experiences have a positive effect on individuals' attitudes and intentions towards eating out. Eating out for social reasons such as socializing with family and friends (Ha & Im, 2014) also leads to a positive attitude in consumers and an increased intention to dine out. Enjoyment is a key factor in consumers' behavioral intentions when it comes to dining out (Ha & Im, 2014) even during periods of crisis, such as an epidemic, customers are more likely to continue eating out with friends or family if they particularly enjoy the experience.

In conclusion, understanding customers' demands and the motivational factors that influence their attitudes and intentions is crucial for building successful relationships between businesses and customers. As stated by Wu (2003),

understanding consumer attitudes and intentions can assist marketing managers in forecasting and evaluating their company's future growth.

2.4 Hedonic Motivation and Utilitarian Motivation

According to Deci et al. (1999) motivation refers to the psychological processes that drive behavior and determine the direction, intensity, and persistence of effort. It can be defined as the force or energy that drives people to act in certain ways.

Hirschman and Holbrook (1982) propose that consumer behavior can be divided into two categories: utilitarian consumption and hedonic consumption. Utilitarian motivation is made up of factors such as information about products, customer conveniences, monetary savings, and ease of usage. This means that individuals consume based on the benefits or pleasure they derive from the purchasing process. Consumers who have a practical approach are utility-motivated and seek information and knowledge while making purchases, while consumers who seek enjoyable experiences and entertainment value are those with more hedonic motivations (Cotte et al., 2006).

Based on the differing characteristics of hedonic and utilitarian motivation, consumers display distinct consumption patterns for goods and services (Okada, 2005). A consumer's motivation may be utilitarian, hedonistic, or a combination of both.

The utilitarian and hedonic values that customers seek while purchasing shape their customer experiences (Thakur, 2016). Utilitarian motivation pertains to motivations at the personal level. However, Millan and Reynolds (2014) found conflicting evidence in their study suggesting that utilitarian motivation may be

interdependent from customers. Therefore, consumers' motivation is influenced by both personal characteristics and the setting in which goods and services are consumed (Hartman et al., 2006).

The majority of studies on utilitarian and hedonic motivations have primarily focused on the perceived usefulness of these motivators, which generalizes understanding and assumes that all consumers are motivated solely by utilitarian means (Pöyry et al., 2013). Utilitarian value is made up of factors such as the functionality of products or services, the convenience of the goods, monetary savings, time saved while purchasing, and utility achieved. On the other hand, hedonic motivations or values are concerned with feelings and experiences (Overby & Lee, 2006). When the aims are primarily utilitarian, factors such as physical characteristics, pricing, and product qualities have the most impact on consumers (To et al., 2007). However, even in the case of utilitarian purchases, several hedonic motives associated with the upper levels of Maslow's hierarchy of needs are considered to be part of the customer experience (To et al., 2007).

In the context of assessing consumer motives, Eastlick and Feinbergs (1999) and Rohm and Swaminathan (2004) argue that customer convenience should be prioritized. Convenience, defined as saving time and money while purchasing goods or services (Childers et al., 2001), is considered a key factor in consumer decision-making.

In addition to convenience, product information and monetary savings also play a significant role in consumer purchases. Product information refers to the degree of information provided and the quality of the goods and services (Yang et al., 2005). Monetary savings refer to the ability to save money and spend less on goods and services (Celebi, 2015). Previous research has shown that utilitarian

incentives, such as these, have a major impact on customer attitudes (Chiu & Ting, 2011) and perceptions of instrumental values of retailers also predict customers' attitudes (Childers et al., 2001).

Hedonic values of eating out activities create excitement in individuals and result in consumers searching for a restaurant and dining out intention (Park, 2004). Consumers' perceptions of hedonic qualities may be characterized as consumers pursuing emotional requirements in an interesting and entertaining buying environment (Celebi, 2015). This idea is comparable to the one established by Babin, Darden, and Griffin (1994) who define hedonic characteristics as a preference for experience over task fulfillment.

Arnold and Reynolds (2003) propose a taxonomy of hedonic reasons for customer purchases, including adventure, social status, and enjoyment with family and friends, as well as reducing stress and keeping up with new products and trends.

Overall, understanding consumer motives and the factors that influence their attitudes and intentions is crucial for building successful relationships between businesses and customers. By prioritizing customer convenience, providing relevant product information, and offering monetary savings, businesses can enhance customer motivations and increase their intentions to eat out. Additionally, understanding the hedonic values that drive consumer behavior can assist in creating an interesting and entertaining buying environment, further enhancing the overall customer experience of individuals.

The study conducted by To et al. (2007) is one of the most comprehensive on the factors influencing hedonic and utilitarian motives in an online context. They found that utilitarian motivation is influenced by factors such as convenience, cost savings, availability of information, and selection, while hedonic motivation is

influenced by factors such as exploration, social factors. Research has shown that hedonic motives are significant indicators of consumer attitudes (Childers et al., 2001). From a marketing perspective, hedonic or utilitarian incentives can engage customers and shape their attitudes and purchase intentions for goods and services (Anderson et al., 2014). These findings suggest that both types of motivation have a positive impact on attitudes and individual intentions towards the consumption of goods or services.

The research model of this study was adapted from a study conducted by Yu, Zhang, and Liu, (2018), which explored the role of motivational factors on consumer intention to participate in online shopping. Specifically, the study examined the impact of utilitarian and hedonic shopping values, such as monetary savings, selection, convenience, social interactions, and entertainment, on consumer intention to participate in online shopping and their overall shopping well-being. Similarly, the current study builds upon this research model but focuses on the concept of eating out motivations. This study elaborates on the same constructs as the previous study but narrows its focus to the attitudes and motivations that drive consumers to eat out and its impact on their eating out intentions and overall well-being.

CHAPTER 3

METHOD AND PROCEDURES

Quantitative data collection techniques, such as online surveys and paper-based questionnaires, were used in the study, in accordance with the majority of the studies in the literature review. This section describes the research methodology in detail.

To address these problems, this study utilizes a survey research design to collect data from a sample of consumers. The survey will measure both utilitarian and hedonic motivations, attitudes and intentions towards dining out as well as the mediation effect of attitude on intention.

3.1 Research Design and Proposed Model

Quantitative research method was used in this study because it corresponds to the aim and the philosophy of this research. Data was used to see if empirical evidence supports the argument of the study following a deductive approach. Self-administered surveys were prepared using structured questionnaires to collect primary data. The data collection was cross-sectional, and was conducted between April 2022 and May 2022. In order to reach the targeted population sample, both online questionnaires and paper-based surveys were used for data collection. Structural equation modeling (SEM) was used to measure the interrelationship between exogenous and endogenous variables (Hair et al., 2014).

As shown in Figure 1, the study model consisted of 9 motivation variables under utilitarian and hedonic dimensions to evaluate the mediation effect of an individual's attitudes towards eating out on their intentions to eat out. In order to measure each variable, 5-point Likert scales, ranging from 1-strongly disagree to 5-

strongly agree, were adapted from the literature to construct a questionnaire (Appendix A).

In total, nine variables and thirty one items were examined to retain results from individuals regarding their attitudes and eating out intentions. The questionnaire starts with asking the participant their consent to be a participant of the study following questions regarding their attitude and intention and the later part of the questionnaire consists of demographic questions of the participants such as age, gender, marital status, monthly budget, nationality, and frequency of eating out.

Figure 1

Proposed Conceptual model
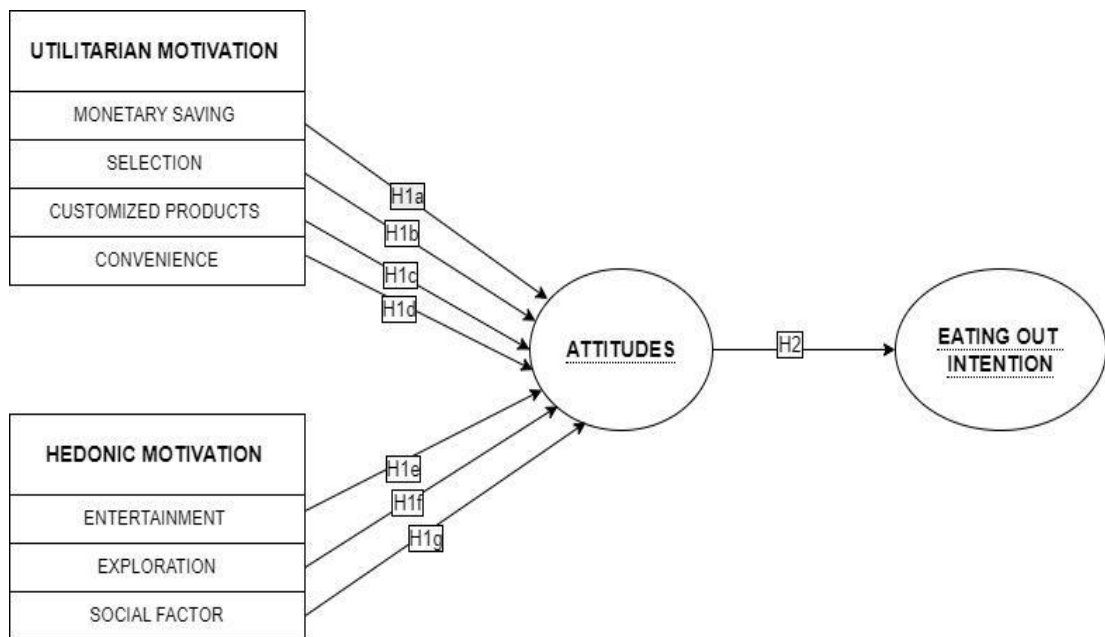
3.2 Population and Sampling

Probability sampling using a random sampling approach was used in this study because it minimizes the selection bias by accounting for sampling errors (Saunders et al., 2019). According to the statistics presented by the TRNC Ministry

of National Education and Culture (2022), there are 103.110 students enrolled in higher education around the country. With a confidence interval of 95% and a 5% margin of error, Saunders et al. (2019) suggested that a minimum sample size of 383 should be used to limit the risk of non-response bias in cases where the targeted audience is 100000 or higher. Accordingly, a total of 403 individuals participated in the survey. Of these, 400 participants completed the questionnaire. The sample of this study included students over 18 years of age from different universities in TRNC, in order to determine student customers' attitude and intentions towards eating out in TRNC.

3.3 Instruments and Procedures of Data Collection

In this study, primary data was collected using self-administered questionnaires with validated scale items drawn from past literature. The study scales were modified in order to better fit the specific context of the study and to ensure that they accurately reflect the individual's attitudes and intentions towards eating out. The process of modifying existing scales involved making changes to existing questions, adding or removing items, and refining the wording of the questions to better fit the specific research question.

Table 1 for Constructs and scale items presents the item codes, original questions, adapted questions, and sources of questions used in the survey questionnaire. Monetary saving scale was adapted by Yu, Zhang, and Liu (2018) study. Convenience scale was adapted by Renner et al. (2012) study. Customized product scale and selection scale was adapted by To, Liao, and Lin (2007) study. Social scale was adapted by O'Brien (2010) study. Attitude scale was adapted by Fung, Griffin, and Dunwoody (2018) study. Exploration scale was adapted by Kwun

et al. (2013) study, entertainment scale was adapted by Akdim, Casaló, and Flavián (2022) study. Lastly, the intention of eating out scale was adapted from Duffett's (2015) study for the survey questionnaire. A five-point Likert-type scale ranging from "strongly disagree" (1) to "strongly agree" (5) was used in the study. Likert scales are widely used in social science research to measure subjective constructs such as attitudes and opinions. They involve asking participants to rate their level of agreement or disagreement with statements on a scale. Other alternatives to likert scales include semantic differential scales and visual analog scales. The reliability and validity of likert scales depend on factors such as the wording and structure of the questions, and the characteristics of the sample being surveyed. Likert scales are considered reliable and valid when they have good internal consistency, test-retest reliability, and construct validity.

Table 1

Constructs and scale items

Source	Item code	Original Questions	Adapted questions
Monetary Saving (adapted from Yu, Zhang, & Liu, (2018))	MS1	I saved money when I shopped during online shopping carnival	I save money when I eat out.
	MS2	I got my purchases cheaper during online shopping carnival than if I had made them at other times	I get cheaper meals when I eat out than if I had made them.
	MS3	I think online shopping carnival offers me quality product in competitive price	I think eating out offers me quality meals in competitive prices.
Selection (adapted from To, Liao, & Lin (2007))	SE1	…… access to many merchandises	When I eat out I have access to many different food choices.
	SE2	…… access to many brands	When I eat out I have access to a wide range of menu choices.
	SE3	…… access to wide selection	When I eat out I have access to a wide selection of food items.
Customized products (adapted from To, Liao, & Lin (2007))	CP1	…… purchase recommendations match my needs	I am motivated to eat out because the meal recommendations match my needs.
	CP2	…… order product that are tailor-made for me	I am motivated to eat out because I am able to order meals that are tailor-made for me.
	CP3	…… customized to my needs	I am motivated to eat out because the meals are customized to my needs.
Convenience (adapted from Renner et al., (2012))	CON1	…… because it is easy to prepare	I prefer eatıng out because it is easy.
	CON2	…… because it is the most convenient	I prefer eatıng out because it is most convenient for me.
	CON3	…… because it is readily available (e.g at hand or being offered by someone)	I prefer eatıng out because the meal is readily available for me.

32

Table 1 (continued)

Constructs and scale items

Source	Item code	Original Questions	Adapted questions
Entertainment (adapted from Akdim, Casaló, & Flavián (2022))	ENT1	I spend enjoyable and relaxing times using this social mobile app.	I spend an enjoyable and relaxing time eating out.
	ENT2	I derive fun and pleasure from using this social mobile app	I derive fun and pleasure from eating out.
	ENT3	The use of the social mobile app entertains and stimulates my mind	Eating out entertains and stimulates my mind.
	ENT4	Overall I derive enjoyment from he social mobile app tasks	Overall I derive enjoyment from eating out.
Exploration (adapted from Kwun et al., (2013))	EXP1	I like to try new menu items even in restaurants that I have before.	I am motivated to eat out because I like to try new menu items even in restaurants that I have been before
	EXP2	I like to try new and exotic food	I am motivated to eat out because I like to try new foods
	EXP3	I don't have much resistance to new menu items that I have not tried before	I don't have much resistance to new menu items that I have not tried before when eating out.
Social Factors (adapted from O'Brien (2010))	SF1	I go shopping with my friends and family to socialize	I am motivated to eat out with my friends and family to socialize
	SF2	Shopping with others is a bonding experience	eating out with others is a bonding experience
	SF3	I enjoy socializing with others when I shop	I enjoy socializing with others when I eat out

Table 1 (continued)

Constructs and scale items

Source	Item code	Original Questions	Adapted questions
Attitude (adapted from Fung, Griffin, & Dunwoody (2018))	ATT1	For me to avoid eating fish from Lake Michigan would be a good thing to do	For me to eat out would be a good thing to do.
	ATT2	For me to avoid eating fish from Lake Michigan would be beneficial for me	For me to eat out would be beneficial for me.
	ATT3	For me to avoid eating fish from Lake Michigan would be a rewarding thing to do	For me to eat out would be a rewarding thing to do.
	ATT4	For me to avoid eating fish from Lake Michigan would be a useless thing to do	For me to eat out would be a useless thing to do.
Intention (adapted from Duffett's (2015))	INT1	I will buy products that are advertised on Mxit in the near future	I will eat out in the near future.
	INT2	I desire to buy products that are promoted on Mxit	I desire to eat out.
	INT3	I would buy the products that are advertised on Mxit if I had the money	I would eat out if I had the money.
	INT4	I do not intent to acquire products that are promoted on Mxit	I do not intend to eat out. (reversed)

CHAPTER 4

DATA ANALYSIS RESULTS

In the final section of this thesis, a comprehensive data analysis will be presented, including reliability and validity analysis, correlation analysis, confirmatory factor analysis (CFA), and structural equation modeling (SEM) path analysis. The analyses were conducted using IBM SPSS Amos v24 and IBM SPSS V20.

4.1 Preliminary data analysis

Ensuring the accuracy of the results is crucial in any quantitative study, as emphasized by Tabachnick and Fidell (2013). To ensure the accuracy of the analysis, proper data cleaning and examination was conducted on the data collection in this study. This included evaluating for data accuracy, missing data, outliers, multicollinearity, linearity, homoscedasticity, and normality.

The data collection for this study was conducted through both self-administered online and paper-based surveys using a questionnaire that included categorical, numerical, and continuous data. The sample was chosen through the random sampling method. The online surveys were administered using Google Forms and distributed to a sample of 180 university students currently studying in TRNC through email and WhatsApp platforms. The paper-based surveys were distributed physically as printout questionnaires to a sample of 223 university students currently studying in TRNC. To eliminate any missing data, the survey responses were examined for completeness before being entered into the system.

Any missing data were removed from the data set, resulting in the removal of 3 out of 403 total participants.

The Google Forms platform made it possible to retrieve the output data in Excel format, which was then transferred to IBM SPSS Statistics software for further analysis. Paper-based surveys were also manually entered on the file. To ensure the accuracy and integrity of the data, manual data entry control was employed for the paper-based surveys. Each individual was assigned a serial number to indicate the participant, and their responses were entered into the system manually. The data set file was examined for any technical difficulties, and no errors were identified.

Cook's Distance (CD) and Mahalanobis Distance (MD) are two widely-used and accurate measurements to check any "change in regression coefficients when a case is detected" (Tabachnick & Fidell 2013, p. 75). Cook's Distance calculates the differences in regression coefficients after deleting each observation one at a time (Cook, 1977). Mahalanobis distance is a measure of similarity between two points in a multivariate space that takes into account the covariance of the data (Mahalanobis, 1936). According to CD and MD values, none of the participants had MD values less than 0.001 and CD values greater than 1.00. Thus, none of the participants needed to be eliminated for being an outlier. Accordingly, the analyses were carried out with 400 participants.

Classical regression analysis assumes that regression residuals are normal (N), homoscedastic (H), and serially independent (I) (Alsoufi et al., 2020). When the normality assumption is not met, the researcher may make incorrect interpretive conclusions. The normality test asserts that all parameters and linear combinations of those variables are regularly distributed (Alsoufi et al., 2020). There are several techniques that can be acquired in order to check the normality of any data set. Two

such techniques that are commonly acquired are statistical analysis and graphical techniques. Skewness and kurtosis are two major values used to assess the normality of any data set. As stated by Hair et al., (2014)'s study, Skewness values reflect the distribution's symmetry, whereas Kurtosis shows its elevation. For a normal distribution, the skewness and kurtosis values should be zero. Any values that fall out of the range of -1 to $+1$ can be signified as a distribution that is fully or partially skewed (Hair et al, 2014). In Table 2, skewness values (max. 0.311 and min. -0.715) and kurtosis values (max. 0.473 and min. -0.544) were identified in the data set which shows the data to have an ordinary normal distribution. As a result, the distribution is classified as a normal distribution, and the collected data can be evaluated using different statistical measures designed for normally distributed data.

Table 2

Descriptive statistics

|	Sum	Mean		Std. Deviation	Skewness		Kurtosis	
N=400	Statistic	Statistic	Std. Error	Statistic	Statistic	Std. Error	Statistic	Std. Error
ATT	1226.00	3.0650	0.04183	0.83651	-0.421	0.122	-0.069	0.243
EXP	1357.00	3.3925	0.04850	0.96995	-0.665	0.122	-0.205	0.243
CON	1242.33	3.1058	0.04689	0.93787	-0.333	0.122	-0.398	0.243
CP	1200.00	3.0000	0.04268	0.85352	-0.123	0.122	-0.418	0.243
MS	974.670	2.4367	0.04576	0.91517	0.3110	0.122	-0.544	0.243
ENT	1405.75	3.5144	0.03837	0.76741	-0.591	0.122	0.412	0.243
SF	1453.67	3.6342	0.04106	0.82112	-0.715	0.122	0.473	0.243
INT	1392.25	3.4806	0.03590	0.71794	-0.340	0.122	0.247	0.243
SE	1400.33	3.5008	0.04282	0.85645	-0.667	0.122	0.071	0.243

Linearity implies that the connection between two parameters is represented by a straight line. It may be presented using a Scatter/Dot graph in SPSS software. Figure 2 indicates that INT and ATT and SF and ENT exhibit near perfect linearity, as do CON and CP and ATT and ENT exhibit linear correlations with other constructions as well, but not as linear as it is with the previous constructs.

As stated by Hair et al. (2014, p. 217), homogeneity is the "constancy of the residuals across values of the independent variables". The concept of homogeneity of variance for ungrouped data is that the variability in scores for one continuous factor is about the same for all levels of some other factor. For grouped data, the variability is assumed to be the same when one variable is discrete and the other is continuous. (Tabachnick & Fidell, 2013). The tests for homoscedasticity can be conducted both visually and statistically. When a data set is regarded to be regularly distributed, the relationship between variables is deemed to be homoscedastic. On the contrary,

heteroscedasticity occurs when data does not match the criterion of homoscedasticity. The residuals between the variables are plotted on scatter plots, and while there is a slight widening observed in ATT, INT and ENT, the data is still considered to be homoscedastic.

Figure 2

Scatter Plot for Linearity
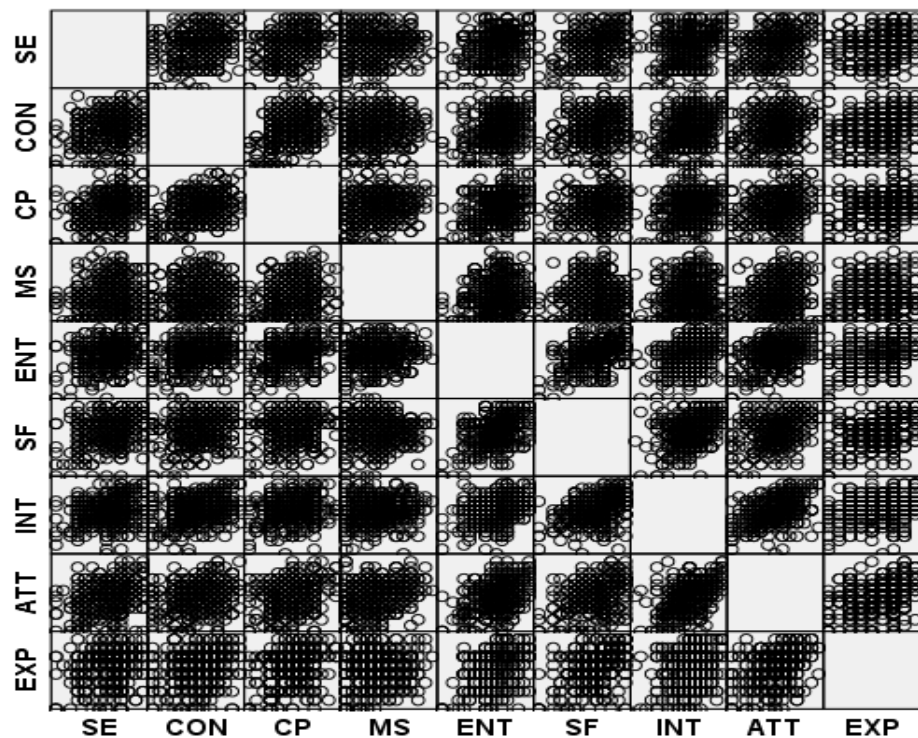
According to Hair et al. (2014), multicollinearity is characterized as the degree to which one parameter in the analysis may be influenced by another variable in the analysis. It may be found by using linear regression to examine the Variance Inflation Factor (VIF) and Tolerance values. Hair et al., (2019) in their study signified the minimum value of VIF to be less than 10.0, whereas tolerance value should be larger than 0.10. In Table 3, collinearity analysis shows both the values of tolerance and VIF to be in accordance with the acceptable range. Therefore, there is no concern for collinearity in the data set.

Table 3

Collinearity statistics

Variables	Tolerance	VIF
SE	.792	1.263
CON	.750	1.333
CP	.643	1.555
MS	.882	1.133
ENT	.639	1.565
SF	.690	1.450
ATT	.665	1.505
EXP	.758	1.320

a. Dependent Variable: INT

4.2 Sample Demographics

During the online data collection phase, 180 individuals clicked on the questionnaire links and 223 printed paper-based questionnaires were collected. However, some participants did not complete their questionnaires, resulting in the elimination of cases with missing or incomplete data and outliers. Ultimately, a total of 400 responses were used for further evaluation in the study. The demographics of the 400 respondents were analyzed based on their responses (Table 4).

As the aim of the study was to survey a population of individuals studying in higher education in TRNC, it is important to compare the sample to the population to determine its representativeness. According to the TRNC Ministry of Education (2022), TRNC currently has a student population of around 107,936, consisting of 67,090 (62.3%) males and 40,846 (37.8%) females. The sample used in this study is representative of the gender proportion of graduates in TRNC, indicating that the sample is representative of the population being studied.

Table 4 illustrates the demographic characteristics of the 400 survey participants. The majority of the participants were male (59.1%), while the remaining 40.9% were female. The majority of the participants were aged 18-22 (51%), followed by 23-27 (n=153, 38.25%), 28-32 years old (n=40, 10%) and 32 years and above (n=3, 0.75%). When it came to the status of a participant's marital life, a significant number of the demographic data 334 participants (83.50 %) out of the total 400 population sample were single or living with their partner (n=40, 10%), out of all the participants the widowed and separated was the lowest explaining 25% of the population variance. As the respondents were students in TRNC, it was discovered that the majority of respondents had a monthly budget of between 1000 TRY - 3000 TRY (41%) or between 3000 TRY - 6000 TRY (37.5%).

As dining out is a common activity that is practiced by all age groups, it is important to investigate the tendencies and patterns of individuals when it comes to their eating out behavior. It was signified that around 28.75 % (n=115) of the study population rarely eat out followed by 20% who eat out several times a month (n=80), 18% eat out once every few weeks (n=72), 17.75% eat out several times a week (n=71) 11% eat out daily (n=44) and the least was individuals eating out several times a day (n= 18, 4.5%). Furthermore, 228 (57 %) are from Africa, 156 (39%) are from Asia, 10 (2.5%) from Europe, 5 (1.25 %) from North America, and 1 (0.25 %) from Oceania. Table 4 shows the demographics of the responders.

Table 4

Sample demographics

Gender	Frequency	Percent
Male	236	59.00
Female	164	41.00

Age	Frequency	Percent
18 thru 22	204	51.00
23 thru 27	153	38.25
28 thru 32	40	10.00
32 thru Highest	3	0.750

Marital status	Frequency	Percent
Married	20	5.000
Widowed	1	0.250
Divorced	4	1.000
Separated	1	0.250
Single	334	83.50
Living with partner	40	10.00

How often do you eat out	Frequency	Percent
Rarely	115	28.75
Several times a month	80	20.00
Once every few weeks	72	18.00
Several times a week	71	17.75
Daily	44	11.00
Several times a day	18	4.500

Table 4 (continued)

Sample demographics

Monthly Budget	Frequency	Percent
Less than 1000 TRY	37	9.250
1000 TRY – 3000 TRY	164	41.00
3000 TRY – 6000 TRY	150	37.50
6000 TRY and above	49	12.25

Nationality	Frequency	Percent
Africa (Algerian, Cameroonian, Congolese, Ethiopian, Ghanaian, Ivorian, Liberian, Libyan, Malian, Moroccan, Nigerian, Somalian, Sudanese, Tanzanian, Zimbabwe)	228	57.00
Asia (Afghan, Bangladeshi, Chinese, Indian, Iranian, Japanese, Jordanian, Kazakh, Kyrgyz, Lebanon, Pakistani, Russian, Syrian, Turkish, Turkmen, Uzbek, Yemeni)	156	39.00
Europe (Albanian, British, Cypriot, Ukrainian)	10	2.500
North America (American, Cuban, Mexico)	5	1.250
Oceania (Australia)	1	0.250

4.3 Summary of Results

In the next section of this study, the reliability and validity analysis, confirmatory factor analysis, structural equation modeling analysis are given and hypothesis testing will be conducted based on these analyses.

4.3.1 Reliability and Validity

The SPSS and SPSS Amos programs are used for the research data reliability and validity. The terms reliability and validity are used to demonstrate and communicate the rigor of research methods as well as the credibility of research findings Long, and Johnson, (2000).

The extent to which the measured parameter represents the "true" value is referred to as reliability (Long & Johnson, 2000). Simply said, if identical queries are asked in multiple contexts, items with high dependability will yield consistent responses. According to Hair et al (2019; 2014), internal consistency is one of the most often used metrics of dependability. Item-total correlation and inter-item correlation are two techniques to measure the internal consistency of study scales. For the scale to be acceptable the value of the Item-total correlation should be greater than 0.50 and likewise, the inter-item correlation must be greater than 0.30. As shown in Table 5, the inter-item and item-total correlation values for all variables meet the internal consistency criterion. Second, the reliability criteria referred to as Cronbach's alpha may be used to measure internal consistency. Internal reliability of scales may be tested using Cronbach's alpha values, which is regarded as satisfactory for values more than 0.60. (Hair et al., 2014; Robinson et al., 1991). The study scales were finalized using Cronbach's alpha levels by terminating some of the components in order to have higher alpha values. Table 5 presents the number of remaining items

and their Cronbach's alpha coefficients after the finalization of the model. All factors, with the exception of Eating out Intention (0.621), have alpha values above 0.70. These results indicate that all variables are internally reliable. According to Hair et al. (2014), a Cronbach's alpha of 0.60 or higher is considered acceptable for internal consistency. Therefore, despite the slightly lower alpha value for Eating out Intention, it can still be considered reliable according to this standard.

Table 5

Reliability Analysis

Variables	Items	No. of Items	Cronbach's Alpha	Inter-item Correlations (lowest-highest)	Corrected Item-Total Correlations (lowest-highest)
Monetary saving	MS1 MS2 MS3	3	0.704	0.352-0.552	0.438-0.595
Selection	SE1 SE2 SE3	3	0.791	0.507-0.594	0.603-0.670
Customized products	CP1 CP2 CP3	3	0.727	0.408-0.540	0.495-0.597
Convenience	CON1 CON2 CON3	3	0.778	0.497-0.571	0.593-0.650
Entertainment	ENT1 ENT2 ENT3 ENT4	4	0.777	0.431-0.530	0.555-0.629
Exploration	EXP1 EXP2	2	0.742	0.594-0.594	0.594-0.594

Table 5 (continued)

Reliability Analysis

Variables	Items	No. of Items	Cronbach's Alpha	Inter-item Correlations (lowest-highest)	Corrected Item-Total Correlations (lowest-highest)
Social factor	SF1 SF2 SF3	3	0.75	0.433-0.567	0.526-0.629
Attitude	ATT1 ATT2 ATT3	3	0.745	0.449-0.575	0.510-0.605
Intention	INT1 INT2 INT3 INT4r	4	0.621	0.200-0.409	0.276-0.453

Validity is a more complex concept, as it pertains to the correspondence between the intended subject of analysis and the actual measurements obtained. The validity of the acquired data reveals how well it covers the real subject of study (Ghauri & Gronhaug, 2005). According to the study carried out by Hair et al. (2019), validity is the extent to which a measure correctly depicts what the value or measurement is meant to be.

Measures of reliability, such as the average variance extracted (AVE) and composite reliability (CR), can also be used in diagnostics. The average percentage of variance explained among the construct's items is determined as the AVE, which is a summary measure that reflects the convergence of a group of items that represent a latent construct (Hair et al., 2014). The CR coefficient assumes that factor loadings and error variances are not equal, whereas the alpha coefficient assumes they are

(Tepe & Demir, 2012). These measures are critical in assessing scale convergent validity and are often addressed simultaneously.

There are several ways to measure validity. Some of the most popular validity measurements are discriminant validity, face validity, and convergent validity. The study also measured these three types of validity. Face validity is met when measurement scales are collected from the literature and reviewed by professionals before being utilized in a study (Hair et al., 2019). Face validity relates to researchers' subjective evaluations of the presentation and significance of the measuring tool, specifically if the items included in the instrument appear to be relevant, rational, unambiguous, and clear (Oluwatayo, 2012). Questions in the survey are drawn from the literature and reviewed by academicians and professionals.

The degree to which a latent variable discriminates from other latent variables is referred to as discriminant validity. Discriminant validity denotes the ability of a latent variable to explain for more variance in the observable variables correlated with it than measurement error or equivalent unmeasured external effects; or other constructs within the conceptual framework Campbell and Fiske (1959). If this is not the case, the validity of the individual indicators as well as the concept is called into doubt (Fornell & Larcker, 1981). Discriminant validity is evaluated by examining the relationships between the values of AVE, MSV, ASV, and AVE2. A construct is considered to be valid when the Maximum Shared Variance (MSV) and Average Shared Variance (ASV) are lower than AVE and when the AVE2 value is greater than the inter-construct correlations. According to Table 6, all of the constructs except INT and CP meet the criteria for discriminant validity. Although the MSV of INT (0.491) is higher than the AVE value (0.306) and the MSV value of CP (0.445)

47

is higher than AVE (0.419), these values are close enough to be considered acceptable as valid.

Convergent validity, a widely used criterion in fields such as sociology and psychology, refers to the extent to which two measurements of theoretically related variables are actually correlated. Convergent validity tests determine whether variables that are supposed to be related are, in fact, associated with one another. According to Campbell and Fiske (1959), convergent validity is essential in evaluating the validity of a measure by determining the correlation between the measure and other measures that assess the same construct. The convergent validity of a measure is determined by examining its Average Variance Extracted (AVE) value, which should ideally be above 0.50. As shown in Table 6, the AVE values for CON, ATT, EXP, SF, and SE are above 0.50, while the values for INT, CP, MS, and ENT are below 0.50 (0.306, 0.419, 0.462, 0.468 respectively). This indicates that these constructs have convergent validity issues, meaning that there is more error present in the items than variance explained by the latent construct (Hair et al., 2014). According to Huang et al. (2013) and Fornell and Larcker (1981), if the composite reliability (CR) is above 0.70., then the average variance extracted (AVE) can be less than 0.50. As reported in Table 6, the AVE values of INT (0.306); CP (0.419); MS (0.462), and ENT (0.468) are less than 0.50. The CR values for INT and CP are lower than 0.70 respectively (0.622 and 0.682). Therefore, CON, ATT, EXP, SF, and SE are accepted to have convergent validity.

Values of AVE, Maximum Shared Variance (MSV), and AVE2 are used to test discriminant validity. To establish that a construct is legitimate, both MSV and ASV values must be smaller than the value of AVE. Table 6 presents the findings and the value ranges for the study model.

Table 6

Construct reliability and validity summary

	CR	AVE	MSV	MaxR (H)	CON	ATT	INT	CP	MS	ENT	EXP	SF	SE
CON	0.780	0.543	0.445	0.787	0.737								
ATT	0.750	0.502	0.491	0.766	0.337	0.709							
INT	0.622	0.306	0.491	0.660	0.406	0.701	0.553						
CP	0.682	0.419	0.445	0.690	0.667	0.452	0.344	0.647					
MS	0.716	0.462	0.099	0.742	0.059	0.314	0.114	0.314	0.679				
ENT	0.778	0.468	0.338	0.784	0.444	0.564	0.567	0.508	0.097	0.684			
EXP	0.761	0.620	0.253	0.824	0.280	0.451	0.373	0.440	0.123	0.474	0.787		
SF	0.753	0.505	0.349	0.759	0.273	0.517	0.591	0.233	-0.025	0.581	0.503	0.710	
SE	0.792	0.561	0.216	0.805	0.279	0.433	0.401	0.465	0.094	0.356	0.289	0.405	0.749

4.3.2 Correlation Analysis

Bivariate correlation is defined by Hair et al. (2014) as "the simple (two-variable) connection between two groups of variables (unexplained variances) that remain after the relationship of additional independent factors is eliminated" (p.1). Basically said, correlation indicates the strength of one factor over another. If the correlation coefficient is between 0.10 and 0.29, it indicates weak connection, 0.30 to 0.49 indicates a moderate correlation, and 0.50 to 0.99 indicates great correlation. Furthermore, a correlation between -1 and +1 represents an ideal situation (Cohen 1998). Pearson's product moment correlation (PMCC) coefficient is used to calculate

the correlation between variables. Table 7 shows the results of the correlation analysis. According to Table 7, all of the variables have a positive correlation that is statistically significant at the 0.01 level (2-tailed), with the exception of ENT which has a strong correlation at the 0.050 level (2-tailed). Additionally, INT and ATT have the highest correlation among all of the variables at 0.463, while MS and SF have the lowest correlation at -0.007, indicating that there is little or no relationship between monetary saving and social factors for these variables.

Table 7

Inter-Construct Correlation

	SE	CON	CP	MS	ENT	SF	INT	ATT	EXP
SE	1								
CON	0.215**	1							
CP	0.352**	0.455**	1						
MS	0.096	0.057	0.234**	1					
ENT	0.285**	0.341**	0.388**	0.128*	1				
SF	0.306**	0.211**	0.177**	0-.007	0.436**	1			
INT	0.259**	0.270**	0.214**	0.082	0.377**	0.375**	1		
ATT	0.325**	0.261**	0.317**	0.264**	0.440**	0.391**	0.463**	1	
EXP	0.227**	0.224**	0.306**	0.115*	0.375**	0.375**	0.259**	0.352**	1

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

4.3.3 Confirmatory Factor Analysis (CFA)

During the analysis of the data using EFA, it was discovered that there were double loadings, which occurs when an item is significantly correlated with more than one factor. This made it challenging to interpret the underlying factor structure and create a dependable measurement model. To address this issue, the problematic items with double loadings were removed. Following this, CFA was conducted using AMOS to refine the measurement model. By evaluating a hypothesized measurement model, CFA helped assess the fitness of the data and validate the refined measurement model based on the observed data. A single pooled Confirmatory Factor Analysis (CFA) was used in the study to confirm the variables of the study. In order to obtain higher Cronbach alpha values some of the items were deleted before the analysis could be carried out. EXP 3 and ATT 4 were deleted from the data set which increased the alpha values from .737 and to .742 respectively.

A pooled Confirmatory Factor Analysis (CFA) is a method for examining the connections between multiple measured variables that are gathered from the same individuals. Instead of analyzing each individual's data separately, a pooled CFA combines all the data and analyzes it together. (Kline, 2016). The objective of a pooled CFA is to establish if a group of observed variables can be explained by a smaller set of underlying, unseen variables (Brown, 2015).

Accompanied by this in this study, the pooled CFA technique is utilized to corroborate the model's structural model by assessing the connections between all variables simultaneously. Figure 3 depicts the pooled CFA analysis for the research model. The model fit is determined using Goodness-of-Fit (GOF) indices while doing a pooled CFA. "GOF is a scientific model that indicates how well a collection

of data fits into it" (Maydeu-Olivares & Garcia-Forero 2010, p.190). A model must meet a specified cutoff condition in order to be suitable.

There have been several metrics established for GOF, each focusing on a different component of the model. These measurements are classified into three broad categories: parsimony fit measures absolute fit measures, and incremental fit measures and in the study carried out by Gaskin and Li (2016) excellent goodness of fit model consists of values CMIN/DF > 1, CFI > 0.95, SRMR < 0.08, RMSEA < 0.06, PClose > 0.05. Table 8 shows that all of the indices meet the requirements for a model fit. According to the indices, the model has achieved good model fit.

Figure 3

Pooled confirmatory factor analysis
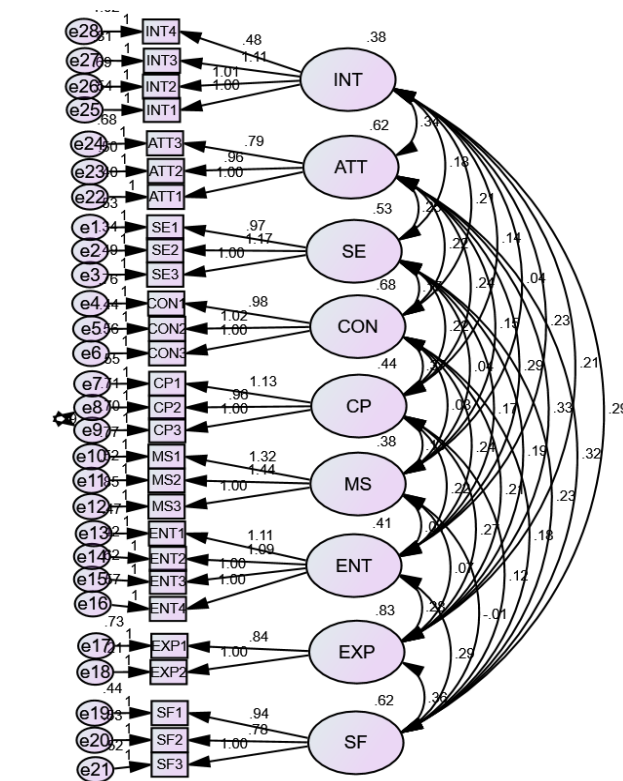
Table 8

Goodness of Fit Indices

Measure	Estimate	Threshold	Interpretation
CMIN	623.805	--	--
DF	313.000	--	--
CMIN/DF	1.993	Between 1 and 3	Excellent
CFI	0.913	>0.95	Acceptable
SRMR	0.056	<0.08	Excellent
RMSEA	0.050	<0.06	Excellent
PClose	0.505	>0.05	Excellent

Note. From Gaskin and Lim (2016)

4.3.4 Structural Equation Modeling (SEM) – Path Analysis

Structural Equation Modeling is a subset of confirmatory factor analysis (SEM). SEM approach, also referred to as covariance structure analysis or latent variable analysis, is a sophisticated multivariate tool for concurrently examining various dependent interactions within variables Hair et al., (2019). As stated by Hair et al. (2014) it allows a researcher to assess the meaningful contribution of each scale item and examine reliability by examining the effect that the scale reflects on the notion. The Structural Equation Modeling. According to Byrne (1998), Structural Equation Modeling (SEM) is a confirmatory method for measuring relationships. It allows for the identification of experimental errors during model testing and allows for the exploration of pre-determined relationships rather than relying solely on the data to determine the nature of the link between factors. Ullman and Bentler (2012) describes SEM as an approach that combines exploratory factor analysis (EFA) with multiple regression. According to Schreiber et al. (2006), SEM is a blend of CFA and multiple regressions because it is primarily a confirmatory approach than an exploratory one.

Complex inter-relationships between observable and latent variables can be specified using structural equation models. SEM investigates the correlations between variables, both apparent and latent, within a model provided by the researcher based on theory and prior results. Maximum likelihood approaches, for example, can be used to predict the parameters of the model from the covariance matrix of the observed variable Ullman and Bentler (2012). The quality of fit of the hypothesized model may be determined by analyzing the covariance matrix suggested by the model and the estimated parameters with the observed matrix.

Furthermore, SEM may incorporate latent variables into the analysis. Latent variables are defined as "constructs that are evaluated indirectly by assessing numerous measured variables, often known as manifest variables or indicators" (Hair et al., 2019, p.608). Additionally, as latent constructs, SEM employs both exogenous and endogenous factors.

Exogenous constructs are classified as independent variables, while endogenous constructs are classified as dependent variables Baron and Kenny (1986). Accordingly, as shown in Table 9, Selection (SE), Convenience (CON), Customized Products (CP), Monetary saving (MS), Entertainment (ENT), Exploration (EXP), Social factor (SF) are conceptualized as exogenous constructs. Whereas intention (INT) and attitude (ATT) are conceptualized as an endogenous construct.

Table 9

Exogenous and endogenous constructs

Exogenous constructs	Endogenous Constructs
Selection	Attitude
Convenience	Intention
Customized Products	
Monetary Saving	
Entertainment	
Exploration	
Social Factor	

With the assistance of the IBM SPSS AMOS v24 software and the Maximum Likelihood Estimation (MLE) approach, A covariance-based path analysis is used to

assess recommended model fit and test hypotheses. Figure 4 depicts the measuring

model. Exogeneous variables are linked to one another by correlation curves, and

relationship variables are linked together with one-way arrows. Error terms are also

included to create item variables and predictor variables. Furthermore, as shown in

Table 10, all of the values, with the exception of CFI (0.907 < 0.95, deemed as

Acceptable), meet the criterion for an excellent model fit. As a result, the model fit

has been achieved.

Figure 4

Structural Equation Modeling-Path Analysis
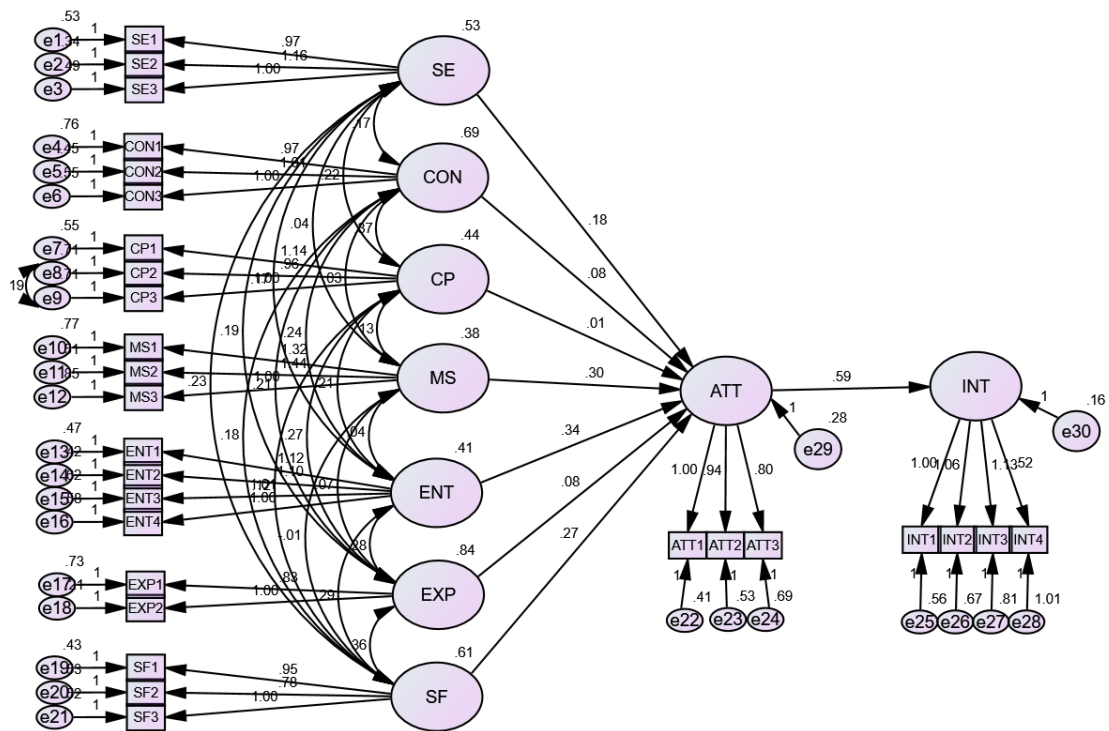
Table 10

Model Fit Measures

Measure	Estimate	Threshold	Interpretation
CMIN	650.444	--	--
DF	320.000	--	--
CMIN/DF	2.033	Between 1 and 3	Excellent
CFI	0.907	>0.95	Acceptable
SRMR	0.059	<0.08	Excellent
RMSEA	0.051	<0.06	Excellent
PClose	0.391	>0.05	Excellent

Note. From Gaskin and Lim (2016).

4.3.5 Hypothesis Testing

SEM analysis was used to evaluate the hypotheses developed in the study. Standardized estimates (B), standard error (S.E), critical ratio (C.R), and significance level are used to justify the proposed hypotheses (p). Overall, Table 11 shows that out of a total of 8 hypotheses, 5 of them are supported and 3 of the hypotheses are not supported. H4 and H8 are accepted at p<0.001, H1 and H5 are accepted at p<0.01, and H7 is accepted at p<0.05. The rest of the hypotheses (H2, H3, and H6) are not supported by having p-values greater than 0.05. The following table 11 presents the summary of the hypothesis tests results.

Table 11

Hypothesis Testing

Description	B	S.E.	C.R.	P	Outcome
There is a positive relationship between monetary saving and attitude.	0.197	0.072	2.739	0.006**	**Supported**
There is a positive relationship between selection and attitude.	0.104	0.072	1.448	0.148	**Not Supported**
There is a positive relationship between customized products and attitude.	-0.05	0.105	-0.479	0.632	**Not Supported**
There is a positive relationship between convenience and attitude.	0.31	0.078	3.965	***	**Supported**
There is a positive relationship between entertainment and attitude.	0.35	0.106	3.288	0.001**	**Supported**
There is a positive relationship between exploration and attitude.	0.091	0.061	1.486	0.137	**Not Supported**
There is a positive relationship between social factors and attitude.	0.26	0.087	2.981	0.003*	**Supported**
There is a positive relationship between attitude and intentions.	0.586	0.065	0.642	***	**Supported**

***p<0.001, **p<0.01, *p<0.05

4.3.6 Mediation Analysis

In order to conduct the mediation analysis the present study employed IBM SPSS Amos (Analysis of a moment structures) v24 to examine the relationship between independent variables (i.e. Selection, Convenience, Customized Products, Monetary Saving, Entertainment, Exploration, and Social Factor) and intention as the dependent variable, with attitude serving as the mediator. The analysis was conducted using the classical approach outlined by Baron and Kenny (1986), and involved the examination of indirect effects. The analysis was carried out using both

58

direct and indirect effects, with bootstrap procedures (utilizing 2000 samples) and

bias-corrected bootstrap confidence intervals (at 90%) employed in IBM SPSS Amos

software. The results of the analysis are presented in the accompanying table.

Table 12

Mediation effect analysis

Hypothesis	Relationship	Direct effect	Indirect effect	Outcome
H9a) Attitude toward eating out is a mediator between monetary saving and eating out intentions of international students studying in TRNC.	MS>ATT>INT	-0.056 (0.103) ns	0.241 (0.004) **	**Full mediation**
H9b) Attitude toward eating out is a mediator between selection and eating out intentions of international students studying in TRNC.	SE>ATT>INT	-0.006 (0.867) ns	0.127 (0.015) **	**Full mediation**
H9c) Attitude toward eating out is a mediator between customized products and eating out intentions of international students studying in TRNC.	CP>ATT>INT	-0.053 (0.282) ns	-0.042 (0.360) ns	**No mediation**
H9d) Attitude toward eating out is a mediator between convenience and eating out intentions of international students studying in TRNC.	CON>ATT>INT	0.046 (0.149) ns	0.066 (0.059) *	**Full mediation**

Table 12 (continued)

Mediation effect analysis

Hypothesis	Relationship	Direct effect		Indirect effect	Outcome
H9e) Attitude toward eating out is a mediator between entertainment and eating out intentions of international students studying in TRNC.	ENT>ATT>INT	-0.002 ns	(0.972)	0.246 (0.005)**	**Full mediation**
H9f) Attitude toward eating out is a mediator between exploration and eating out intentions of international students studying in TRNC.	EXP>ATT>INT	-0.022 ns	(0.319)	0.040 (0.065) ns	**Partial mediation**
H9g) Attitude toward eating out is a mediator between social factors and eating out intentions of international students studying in TRNC.	SF>ATT>INT	0.022 ns	(0.557)	0.201 (0.012) *	**Full mediation**

*=p<.05; **=p<.01; ***=p<.001; ns= "not siginificant"

In this study, the path analysis function in IBM SPSS Amos was used to investigate the relationship between various factors (monetary saving, convenience, selection, customized factors, entertainment, exploration, and social factors) and intention to eat out, with the mediating role of attitude taken into consideration. The results showed that attitude towards eating out fully mediates the relationship between selection and intention (β=0.127, p<0.01), convenience and intention (β=0.066, p<0.05), monetary saving and intention (β=0.241, p<0.01), entertainment and intention (β=0.246, p<0.01) and social factor and intention (β=0.201, p<0.05)

which indicates that a change in attitude towards eating out will affect the relationship between the mentioned factors and intention. Furthermore, the analysis also revealed a partial mediation effect in the relationship between exploration and intention (β=0.040, p=0.065) and no significant mediation in the relationship between customized products and intentions (β=-0.042, p=0.360). As the indirect effects are statistically significant, based on these findings, hypotheses H9a, H9b, and H9d, H9e, H9f, H9g are supported. These results provide evidence for the existence of a relationship between the mentioned factors and intention and how attitude plays a crucial role in it.

CHAPTER 5

CONCLUSIONS AND IMPLICATIONS

This thesis aims to understand consumer behavior and the motivations behind eating out, in light of the highly competitive global market for restaurants. By understanding both utilitarian and hedonic motivational factors that influence customers' preferences, businesses can better position themselves to succeed in this market. The section of the research presents the theoretical and practical implications of the study, including recommendations for current businesses and future research. Additionally, it will highlight the contributions of the research to the field of consumer behavior and eating out experiences.

5.1 Conclusion and Discussions

This study investigates the causes of consumer attitude and behavioral intention related to eating out. Building on previous research on customer intention formation, this research focuses on determining whether utilitarian motivation factors (monetary saving, selection, customized products and convenience) and hedonic motivation factors (entertainment, exploration, and social factors) impact consumer attitudes towards eating out and ultimately shape their intentions to eat out.

These positive attitudes, in turn, lead to increased intentions to eat out in the future. These findings align with previous research in the field (Maynes, & Lynn, 2003; Sandholm, & Lemon, 2001; Wang & Wang, 2015; Yu, Zhang, & Liu, 2018).

The study's findings reveal that monetary savings have a positive effect on individuals' attitudes when eating out. Individuals are likely to eat out when they feel they are getting good value for their money, as per a study that found the relationship between monetary savings and intentions to eat out is influenced by attitudes.

Additionally, the study found that the relationship between monetary savings and intentions to eat out is fully mediated by individuals' attitudes. This suggests that monetary saving motivation leads to eating out intention if the individual has a favorable attitude toward eating out.

The findings of this study suggest that both utilitarian and hedonic motivations play a role in shaping consumer attitudes and intentions towards eating out. This is consistent with previous research that has found that a variety of motivations, including monetary saving and convenience, entertainment and social factors, can influence consumer behavior in the restaurant industry. Furthermore, it is also found that attitude plays a mediation role between motivations and eating out intentions. This is an original finding as previous studies have not found attitude as a mediator in the context of eating out. However, this finding is consistent with the general understanding of attitude as a mediator in other contexts. For example, studies in the field of consumer behavior have found that attitude plays a mediating role between product characteristics and consumer purchasing intentions (Ajzen & Fishbein, 1975) and between advertising messages and consumer attitude (Shavitt, 1990).

Convenience of eating out increases the favorability of an individual's attitude towards eating out. Convenience factors, such as ease of access, and ease of availability, makes it easier for individuals to satisfy their hunger needs. Thus, this study provides evidence that convenience plays an important role in shaping the attitudes of international students towards eating out, which in turn shapes their intentions to eat out in accordance with research conducted by Eastlick and Feinbergs (1999) and Lee, and Eighmey, (2001).

According to the results of this study, providing individuals with customized meals, a selection of menu items, or the opportunity to explore new environments and experiences does not necessarily predict their attitude towards eating out. This contradicts previous studies by Wang and Wang (2019), Kwun et al. (2013), Lynn and McClelland (2015), To, Liao and Lin (2007), and Ha and Jang (2013) which suggest otherwise. This inconsistency may be due to a number of factors, including differences in the population studied, and the methods used to measure attitudes towards eating out. Additionally, it is possible that the results of the current study are not generalizable to all populations or settings, and may only be applicable to the specific group of participants or context that was studied. Additionally, other factors such as cultural, social, and economic variables could have played a role in shaping the results of the study. It could also be that the current study may have had a different conclusion due to the lack of control in the previous studies. Another reason for the inconsistency could be that the original study used this study's conceptualization in online shopping context rather than eating out context.

The study also found that entertainment and social factors have a positive influence on attitudes towards eating out. Both of these factors are highly dependent on the mediation effect of attitude. As individuals are entertained and eat out for social reasons, their eating out attitude is influenced and as the strength of their attitude increases, so does their intention to eat out. Studies have shown that people eat out to socialize with friends and family and in the process, they are also entertained (Ha & Im, 2014; Warde & Martens, 2000; Jabs & Devine, 2006; Keke & Yana, 2014; Ma et al., 2011; Chu et al., 2009; Wang & Wang, 2019; Goldsmith et al. 2010). Additionally, social factors such as those mentioned in the literature (Tasci &

Stewart, 2010; Nguyen et al., 2020; Fishbein & Ajzen, 1977) also have a great influence in increasing intentions to eat out.

In conclusion, this study investigated the motivational causes of consumer attitude and behavioral intention related to eating out and found that utilitarian motivation factors (monetary saving and convenience) and hedonic motivation factors (entertainment, and social factors) have an impact on consumer attitudes towards eating out and ultimately shape their intentions to eat out. The study found that monetary savings, convenience, entertainment and social factors have a positive influence on attitudes towards eating out, which in turn leads to increased intentions to eat out in the future. However, the study also found an inconsistency with previous studies that suggests that providing individuals with customized meals, a selection of menu items, or the opportunity to explore new environments and experiences does not necessarily predict their attitude towards eating out. Further research is needed to understand the motivational factors that shape consumer attitudes and intentions towards eating out.

According to Pöyry et al. (2013), most research on utilitarian and hedonic motivations has primarily examined the perceived usefulness of these motivators, which can lead to a generalization of understanding and an assumption that all consumers are solely motivated by utilitarian means. However, this research's findings on the impact of utilitarian motivation on attitude were found to be insignificant, while the impact of hedonic motivation on attitude was found to be significant. This is inconsistent with the literature and could potentially be explained by the impact of the COVID-19 pandemic and lockdowns. Due to the restrictions, individuals may be more motivated to engage in hedonic activities such as

socializing and leisure activities. Future research is recommended to further investigate this phenomenon.

5.2 Implications and Recommendations

In order to succeed in the highly competitive global market for restaurants, businesses must understand the motivations of their potential customers, including both utilitarian and hedonic factors, as they are essential in projecting insights for attitude, intention, and behavior of customers. This is crucial as the popularity of eating out has been changing on a global scale due to the recent pandemic.

The findings of this study offer valuable insights for businesses and food corporations to enhance their marketing efforts, business strategies, and increase profitability by understanding consumer motivations. Additionally, it adds to the current body of literature by providing a deeper understanding of how motivations shape consumer attitudes and intentions towards eating out in today's context. It is important to note that the study's findings do not provide specific solutions for improving a particular company's business, but provide new insights that could aid companies in making better decisions.

While many past studies have examined the factors that affect consumers' restaurant choices, there remains a gap in the literature regarding the role of attitude as a mediator between motivation factors and eating out intentions.

By filling gaps in previous literature, this study creates a clearer picture of what factors motivate individuals to eat out and how those factors shape their particular attitudes and shape their overall eating-out intentions. Additionally, by testing the factors that shape customer motivations and attitudes towards eating out, this study provides valuable insights for managers to attract and retain customers.

This study offers a novel perspective on predicting customers' intentions and attitudes towards eating out, as per the literature on food retailing. Previous studies have been limited in their examination of motivations for eating out, specifically in terms of utilitarian and hedonistic dimensions. This study fills this gap by separately evaluating each motivation dimension and eating out intentions. Furthermore, this study also delves into the individual effects of various proxies of utilitarian and hedonic qualities, rather than just combined effects.

Gaining a better understanding of individuals' changing behavioral patterns during the COVID-19 pandemic is extremely essential, as the unpredictability caused by the pandemic may have an impact on consumers' purchasing habits and hinder the recovery of the restaurant sector in the economy. This study provides a greater degree of understanding of utilitarian and hedonic motives to eat out, but consumers' anxieties may make it challenging for them to return to their previous preferences as customers.

It is important to note that this study has been conducted on a specific sample of international students studying in TRNC, which may have different cultural backgrounds, food habits, and financial constraints that could affect their attitudes and intentions to eat out. Thus, these findings may not be generalizable to other populations or settings. Further research would provide better explanation to this study's findings.

Based on the findings of this study, managers can focus on promoting the monetary savings and convenience aspects of eating out. For example, they can offer discounts and deals to attract customers, or highlight the convenience of their location or delivery options. Managers can focus on promoting the entertainment and social aspects of eating out. For example, they can create a fun and welcoming

atmosphere, or host events and promotions that encourage socialization. They can create communication campaigns that highlight how customers can save money while enjoying the company of friends and family.

Managers should be aware of all potential factors that could influence consumer attitudes and intentions, even if they were not found to be significant in the study. These factors could include things like the restaurant's menu, the quality of service, or the interior design of the restaurant. Managers should also continuously monitor and research on the factors that are not significant in the current study and evaluate if they have any impact on the customer attitude in the future.

The effect of different generations on their attitudes, intentions, and motivations regarding eating out can also be an important area for potential research. For instance, Generation X, Generation Y, and Millennial exhibit unique inclinations towards dining out, which could influence their motivations for doing so. Convenience and speed may be of utmost importance to Generation X, while traditional dining experiences may appeal more to the baby boomer generation. On the other hand, quick and convenient options like fast food or food delivery services may be more popular with the millennial generation. These generations may also have different reasons for eating out, including socializing, convenience, trying new foods, or entertainment.

Therefore, it is vital for restaurants and food corporations to comprehend these preferences and motivations. With this knowledge, they can develop tailored marketing efforts and experiences that cater to the specific requirements of each generation. For instance, healthier and sustainable options may be more appealing to millennia's, while baby boomers may prefer more traditional menu options. Social media platforms can be used to reach out to millennia's and highlight the social

aspects of their dining experiences, while emphasizing convenience and speed in advertising campaigns may attract Generation X customers. Managers can make more informed decisions and enhance their overall business strategies by considering the shifting behavioral patterns and attitudes of different generations.

For decision making, managers could conduct their own research and gather feedback from customers to understand their opinions and perceptions on these factors. They could also consider conducting experiments or test strategies to see how these factors may impact consumer attitudes and intentions. Additionally, Managers should consider these factors when making decisions about menu offerings, staffing, and other operational aspects of the restaurant. By considering all potential factors, managers can make more informed decisions and improve their overall business strategies.

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APPENDIX A: SURVEY QUESTIONNAIRE

Dear Participant,

This research project is being conducted by Alina Zubair of Final International University. This research project aims to investigate The Effects of Utilitarian and Hedonic Motivation and Attitude on Eating-Out Intentions. This survey is intended for people 18 years or older.

The proposed study is entitled "The Effects of Utilitarian and Hedonic Motivation and Attitude on Eating-Out Intentions." You will be a participant of the project if you read and approve this informed consent form. The survey link will be active between February 2022 and March 2022. You are expected to participate in this survey study only once. The survey will be online. Participants in this survey will be selected randomly and kept anonymous. Other than being anonymous, no information is required to identify you and you cannot be identified by the answers you supply. Information to be obtained within the scope of this study will only be shared in scientific publications, presentations and online environments for educational purposes by the researcher. The data collected is anonymous and will be kept safely in an encrypted file on a computer.

Participation in this study is voluntary. Your participation in this project will contribute to your knowledge about individual's utilitarian and hedonic motivational factors and can support you in understanding individual attitudes and intentions to eat out. None of the steps in the survey can cause personal discomfort. However, if you feel uncomfortable for any reason, you are free to quit the survey and leave the research without explaining the reason. If the participants wishes to withdraw from

the study there will be no adverse consequences. Information provided by the participant will only be used by the researcher with their consent.

Thank you in advance for participating in this study. If you need any further information about the study or if you have any question you would like to ask you can contact me on alina.zubair@final.edu.tr, the researcher.

Thank you,

I accept to participate in this research. *

○ Yes

○ No

How often do you eat out *

○ Rarely

○ Once every few weeks

○ Several times a month

○ Several times a week

○ Daily

○ Several times a day

To what extent do you agree with the following statement regarding Selection *

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
When I eat out I have access to many different food choices.	☐	☐	☐	☐	☐
When I eat out I have access to a wide range of menue choices.	☐	☐	☐	☐	☐
when I eat out I have access to a wide selection of food items.	☐	☐	☐	☐	☐

To what extent do you agree with the following statements regarding Convenience *

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
I prefer eating out because it is easy	☐	☐	☐	☐	☐
I prefer eating out because it is convenient for me.	☐	☐	☐	☐	☐
I prefer eating out because the meal is readily available for me	☐	☐	☐	☐	☐

To what extent do you agree with the following statements regarding Customized products *

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
I am motivated to eat out because the meal recommendations match my needs.	☐	☐	☐	☐	☐
I am motivated to eat out because I am able to order meals that are tailor-made for me.	☐	☐	☐	☐	☐
I am motivated to eat out because the meals are customized to my needs.	☐	☐	☐	☐	☐

To what extent do you agree with the following statements regarding Monetary saving *

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
I save money when I eat out.	☐	☐	☐	☐	☐
I get cheaper meals when I eat out than if I had made them.	☐	☐	☐	☐	☐
I think eating out offers me quality meals in competitive prices.	☐	☐	☐	☐	☐

Please state your degree of agreement regarding the following statements regarding Entertainment. *

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
I spend an enjoyable and relaxing time eating out.	☐	☐	☐	☐	☐
I derive fun and pleasure from eating out.	☐	☐	☐	☐	☐
Eating out entertains and stimulates my mind.	☐	☐	☐	☐	☐
Overall I derive enjoyment from eating out.	☐	☐	☐	☐	☐

Please state your degree of agreement with the following statements regarding Exploration *

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
I am motivated to eat out because I like to try new menu items even in restaurants that I have been before	☐	☐	☐	☐	☐
I am motivated to eat out because I like to try new foods	☐	☐	☐	☐	☐
I don't have much resistance to new menu items that I have not tried before when eating out.	☐	☐	☐	☐	☐

How strongly do you agree with the following statement regarding social factors when eating out. *

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
I am motivated to eat out with my friends and family to socialize	☐	☐	☐	☐	☐
Eating out with others is a bonding experience	☐	☐	☐	☐	☐
I enjoy socializing with others when I eat out	☐	☐	☐	☐	☐

How strongly do you agree with the following statement regarding Attitude towards eating out. *

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
For me to eat out would be a good thing to do.	☐	☐	☐	☐	☐
Eating out would be beneficial for me.	☐	☐	☐	☐	☐
For me to eat out would be a rewarding thing to do.	☐	☐	☐	☐	☐
For me to eat out would be a useless thing to do.	☐	☐	☐	☐	☐

How strongly do you agree with the following statement regarding Intentions towards eating out *

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
I will eat out in the near future.	☐	☐	☐	☐	☐
I desire to eat out.	☐	☐	☐	☐	☐
I would eat out if I had the money.	☐	☐	☐	☐	☐
I do not intent to eat out. (reversed)	☐	☐	☐	☐	☐

Gender *

○ Male

○ Female

Marital Status *

○ Married

○ Widowed

○ Divorced

○ Seperated

○ Single

○ Living with partner

Age *

Yanıtınız

Nationality *

Yanıtınız

Monthly Budget *

◯ less than 1000 TRY

◯ 1000 TRY - 3000 TRY

◯ 3000 TRY - 6000 TRY

◯ 6000 TRY and above

APPENDIX B: Ethics committee approval document

İÇ YAZIŞMA / INTER OFFICE MEMORANDUM

ULUSLARARASI
FİNAL ÜNİVERSİTESİ

Gönderilen/To: Yrd.Doç.Dr. Kevser Taşel Jurkoviç   **Tarih/Date:** 11/04/2022

Gönderen/From: Prof. Dr. Hüseyin YARATAN   **Ref/Sayı:**100/050/REK.001
Rektör

Konu/Subject: Etik Kurulu onayı hk.

8 Nisan 2022 tarihli Etik Kurulu toplantısında alınan karar doğrultusunda çalışmanızın uygun olduğuna karar verilmiştir. Bilgi ve gereğini rica ederim.

Dağıtım: Etik Kurulu Başkanlığı

Etik Kurulu Kararı:

Karar Sayısı 2022/08/02:
Alina Zubair'in Assist. Prof. Dr. Kevser Taşel Jurkoviç'in rehberliğinde yürütülmek üzere, Etik Kurulu'na sunduğu, "The Effects of Utilitarian and Hedonic Motivation and Attitude on Eating Out Intentions" başlıklı başvurusu (Proje No, FIUP-2022/010) görüşülmüş, önerilen araştırma, başvuruda belirtilen gerekçe, amaç, yaklaşım ve yöntemleri ile, etik ve bilimsel açıdan uygun bulunmuştur.

NÇG/HY