A Comparison of Competing Models to Understand the Relationship between Personal Values and Perceived Value to Predict Consumers' Intention

A thesis submitted in fulfilment of the requirements for the degree of Doctor of Philosophy (Marketing)

By

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The trick is to create value, that's honest and real.
By following our passions, in our hearts, we shall feel ...
It's not hard to make decisions when we know what our values are ...

— **Roy Disney**

DEDICATION

To My Parents with Love and Respect

CERTIFICATE OF ORIGINAL AUTHORSHIP

I certify that the work in this thesis has not previously been submitted for a degree nor has it been submitted as part of the requirements for a degree except as fully acknowledged within the text.

I also certify that the thesis has been written by me under the supervision of Prof. Dr. ANM Sayeedul Haque Khan, Department of Marketing and Prof Dr. Md. Kamal Uddin, Department of International Business and Treasurer, University of Dhaka. Any help that I have received in my research work and the preparation of the thesis itself has been acknowledged.

In addition, I certify that all information sources and literature used are indicated in the thesis.

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ARTICLES IN PROGRESS ASSOCIATED WITH THIS THESIS

1. Closing the Gap between Values and Value: A Systematic Review of the Literature.

2. Conceptualizing a New Facet of the Perceived Value Construct from a Multidimensional Perspective.

3. Examining the Relationship between Personal Values and Perceived Value in a Service Environment to Predict Consumers' Behavioural Intention: A Non-Nested Model Comparison Approach from the Emerging Markets' Perspective

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Life is something, we've been blessed,
Choice is yours, choose your quest.
Follow your passions, and you'll be fine,
With the right attitude, you will shine ...

By the grace of Almighty Allah, I think I am one among those who don't let their great dreams die; rather, I am among those who nourish and protect their dreams, nurse them even though the times are bad, until they bring them into the sunshine and the light which always come to those who sincerely hope that their dreams will come true. The above proverb is saying that God is eagerly waiting to fulfil your dreams unless you don't believe in yourself. And as a person who is always optimistic, I have never given up the strength I have to achieve my dreams, even when the journey is full of struggles and agonies. Thus, I am truly thankful to my creator for giving me the good fortune to fulfil one of my very significant cherished dreams which is to complete my PhD during my lifetime.

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Moreover, the list of acknowledgements would only be piecemeal if I do not talk about my father who gave me encouragement to complete my degree. I worked hard, fairly and honestly and made my own way, just as my father has done. I am sure, as he had hoped I would learn from observing him that I have found the satisfaction that comes from striving and seeing a dream fulfilled.

Last, but certainly not least, I am sincerely thankful to my husband who has worked closely with me on this study. He gave up many hours of an evening to discuss issues, problems and approaches, providing essential clarity. Next, I would also like to express my thanks to my mother who gave me my physical existence in this real world; my sister Tori; my brother Saikot; and my friends who, although far away, have patiently listened to my frustrations via emails and/or phone calls, supporting my morale as well as providing emotional support the entire way. Thank you all for allowing me to experience this great journey and to achieve this personal goal.

Finally, to all those who participated who have not been acknowledged above but who may recognise their contribution in these words: thank you all very much. It is the culmination of your encouragement, input and advice that has enabled me to complete this study.

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Your beliefs become your thoughts,
Your thoughts become your words,
Your words become your actions,
Your actions become your habits,
Your habits become your values,
Your values become your destiny.

— Mahatma Gandhi

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREVIATIONS

β2	value of the standardised univariate kurtosis index
AGFI	adjusted goodness of fit index
ANOVA	analysis of variance
ATM	asynchronous transfer mode
AVE	average variance extracted
BDT	Bangladesh taka (see below for Tk)
BI	behavioural intention
BRICS	Brazil, Russia, India, China and South Africa
CFA	confirmatory factor analysis
CFI	comparative fit index
CLF	common latent factor
CR	composite reliability
CR	critical ratio
D	distance (Mahalanobis or Cook)
df	degrees of freedom
ECM	expectation–confirmation model
ECT	expectation–confirmation theory
EFA	exploratory factor analysis
GDP	gross domestic product
HSV	highest shared variance
ID	identity (number)
ILO	International Labour Organization
IPTV	internet protocol television
IS	information systems
KMO	Kaiser–Meyer–Olkin (measure)
KFC	Kentucky Fried Chicken
LOV	(Kahle) List of Values
MI	modification index
ML	maximum likelihood
MSA	measure of sampling adequacy
OECD	Organisation for Economic Co-operation and Development
PCA	principal component analysis
PLS	partial least squares
PNFI	parsimony normed fit index
PPP	purchasing power parity
RMR	root mean square residual
RMSEA	root mean square error of approximation
RVS	Rokeach Value System
S-D	service-dominant (logic)

SAT	satisfaction
SEM	structural equation modelling
SERPVAL	service personal values (scale)
SERVQUAL	service quality (model)
SMC	squared multiple correlation
SPSS	IBM SPSS Statistics
SqC	square of the correlation
SVI	Schwartz Value Inventory
TAM	technology acceptance model
TCV	theory of consumption values
Tk	taka (see above for BDT)
TLI	Tucker–Lewis index
US/USA	United States of America
VALS	(Mitchell) Values and Lifestyles System
VAM	value-based model
VIF	variance inflation factor
VIP	very important person

ABSTRACT

Comparing alternate models is very common in the context of Information Systems (IS) and has proven quite a useful tool for prediction in this area of the literature. On the other hand, there is a paucity of research comparing alternate models in the services marketing literature. Even though the continuous development of knowledge in the services marketing literature is expanding due to the explosive global growth of the services sector in recent decades, an integrated value-based model for understanding a significant overlooked path relationship between personal values and perceived value to predict behavioural intention has not yet been fully explored. Therefore, the overarching aim of this study is to develop a model with theoretically-grounded value-based features and an expectation–confirmation framework to compare it with two prior classic models to advance the knowledge of behavioural intention determinants from the consumer perspective in a services environment, especially from the emerging markets' perspective. The widely-held body of works on comparison models on consumer behaviour in the services sector has been focused on Western countries. Consequently, the emerging markets' phenomenon has been left unaddressed in this field. Moreover, unlike most prior studies, this study reconceptualises the perceived value construct from multidimensional perspectives for its proposed model. Due to the importance of tangible and intangible features in the restaurant environment, the Bangladesh restaurant services sector has been considered an ideal research setting for exploring inherent utilitarian and hedonic value dimensions. For data collection, this study used a survey method, and Structural Equation Modelling (SEM) with AMOS software was chosen as the major data analysis tool. The empirical findings confirmed the proposed study model as a better model for predicting consumers' behavioural intentions compared to other models. Consequently, this study fosters the importance of integrating the value-based features and the Expectation–Confirmation Theory (ECT) framework in a model to understand consumers' behavioural intentions for the first time in the services sector, whereas it has already been proven in the Information Systems (IS) context. Moreover, the empirical findings also confirmed all positive path relationships to reconceptualise the perceived value concept from the multidimensional perspective, thus extending the theory of consumption values (Sheth, Newman, & Gross, 1991) by incorporating altruistic and aesthetic values from Holbrook's (1994) value typology. The findings related to the proposed value-based model have unveiled a new insight that indicates the importance of integrating personal values and perceived value in a model to understand consumers' behavioural

intentions. In regard to this, the study has explored a significant link between personal values and perceived value that can be considered as an important antecedent variable in consumer satisfaction with this having been previously ignored in the extant literature. Finally, despite the study's limitations, its findings are expected to have substantial implications for academics/researchers and practitioners in firms providing services: specifically, this study may conceivably produce an agenda for industry-specific improvements in restaurant performance, especially from the emerging markets' perspective.

CHAPTER 1

RESEARCH OVERVIEW

1.1 Background of the Research

The competing model comparison approach is the exception in the services marketing and consumer behaviour literature whereas models for replication or single model examination are very commonly seen in the prior literature. Furthermore, while the development of knowledge in the services marketing literature is continuing to expand due to the explosive global growth of the services sector in recent decades, an integrated value-based model for understanding a significant overlooked path relationship between personal values and perceived value to predict behavioural intention has not yet been fully explored, especially from the emerging markets' perspective. The body of works on comparison models for consumer behaviour in the services sector has been focused on Western countries. Consequently, the emerging markets' phenomenon has been left unaddressed in this field.

Before commencing discussion on the topic of model comparison, it is necessary to focus on the argument of whether 'value' and 'values' are similar or distinct constructs (Sanchez-Fernandez & Iniesta-Bonillo, 2007; Boksberger & Melsen, 2011). In fact, *values* are held by individuals (Lee et al., 2014), while *value* has been defined as the outcome of an evaluative judgement in a specific consumption situation (Wu, L. Y. et al., 2014; Boksberger & Melsen, 2011). It is well accepted in the literature that both constructs have been used as a means of understanding and predicting consumption by analysing the underlying motivations that guide behaviour (Lee et al., 2014; Wu, L. Y. et al., 2014). While, in past studies, these two major predictive theoretical approaches to consumer behaviour research have been applied independently of one another, this thesis proposes a preliminary test of a conceptual framework connecting personal values and perceived value in predicting consumers' behavioural intentions. Although the prior literature on personal values has reported that a profound understanding of values provides better information about perceived value (Hong & Zhuqing, 2012; Lages & Fernandes, 2005; Zeithaml, 1988), it was not until 2005 that the personal values construct was operationalised in the context of services marketing. As no recognised scale existed, in 2005, Lages and Fernandes developed a scale, known as the Service Personal Values (SERPVAL) scale, to measure personal values in the services marketing context. The SERPVAL scale developed by these authors was in the telecommunications services sector, but there have been calls to modify the scale so it can be applied in different settings (Lages & Fernandes, 2005). Consequently, the current study has taken this opportunity to use the SERPVAL scale for the first time to measure the personal values construct in a different service environment.

Furthermore, a review of the value-related literature reveals two different perspectives in conceptualising perceived value. One perspective theorises perceived value as a unidimensional concept grounded in neoclassical economic theory (Sweeney et al., 1996) and focused on utilitarian value for the customer. One of the most frequently cited definitions of perceived value is supplied by Zeithaml (1988, p. 14) who defined it as "the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given". This perspective has dominated the unidimensional perspective on the study of value, with most prior research in this area emphasising economic and cognitive-based consumer utilitarianism to describe perceived value. Although analysing value from the unidimensional perspective has the advantage of simplicity, it overlooks the intangible, emotional and intrinsic perception of consumers' assessment of a product or service. Drawing on this broader understanding, it can be said that incorporating both utilitarian and hedonic components in the conceptualisation of perceived value is more meaningful and robust. In comparison to the amount of research in prior literature from the unidimensional perspective, only a few studies have focused on the multidimensional approach to conceptualising perceived value. The review of the extant literature highlighted that the multidimensional perspective of perceived value is more comprehensive and has a more in-depth view than the unidimensional perspective.

The theory of consumption values proposed by Sheth, Newman and Gross (1991) is one of the most significant contributions to the study of perceived value. It covers a complex multidimensional structure used to define this concept and includes both utilitarian and hedonic values. In addition, it has strong theoretical and empirical evidence across many disciplines, such as economics, sociology, psychology and consumer behaviour, even though it ignores some sources of value such as ethics and spirituality (Holbrook, 1994, 1999).

Holbrook's (1994, 1999) typology is another comprehensive approach to the value construct, and covers all of the cognitive, social, hedonic and altruistic dimensions of perceived value, based on three dichotomies: (a) extrinsic versus intrinsic; (b) self-oriented versus other-oriented; and (c) active versus reactive. Having studied the numerous multidimensional approaches presented in the value literature, this study found a gap in the formation of the dimensions of perceived value from the multidimensional perspective, especially value components such as ethical and spiritual values which are comparatively ignored in consumer behaviour (Holbrook, 1999; Sànchez-Fernàndez & Iniesta-Bonillo, 2007). Consequently, the current study has suggested using the theory of consumption values, devised by Sheth et al. (1991), with its five dimensions to measure the 'get' component of perceived value. In addition, this study intended to extend the theory of consumption values by incorporating 'altruistic value' and 'aesthetic value' from Holbrook's (1999) value typology to also measure the 'get' component. Unlike most prior studies, this study also proposes to reconceptualise the perceived value construct from a multidimensional perspective by incorporating the aesthetic and altruistic values from Holbrook's (1999) value typology, along with Sheth et al.'s (1991) theory of consumption values, to extend an existing theory.

In the context of Information Systems (IS), the examination of alternate models is very common, having proven to be quite a useful tool for prediction in this area. On the other hand, there is a paucity of research that has compared alternate models in the services marketing literature. To fill this gap, the current study's overarching aim is to develop a model with theoretically-grounded value-based features and an expectation–confirmation framework so it can be compared to two prior classic models to advance the knowledge of behavioural intention determinants from the consumer perspective in a services environment.

The current research adopted the first alternate model from a classic study by Cronin, Brady and Hult (2000) who examined a research model to conceptualise the effects of value, quality and satisfaction on consumers' behavioural intentions across multiple service industries. The second alternate model under investigation in this research was originally proposed and examined by Lin, et al. (2012) to explore the behaviour of continuance intention towards internet protocol television (IPTV), along with identifying the role of net value in this context. Fundamentally, the authors proposed a theoretically-integrated Value-Based Model (VAM) with Expectation–Confirmation Theory (ECT) features in which they attempted to replace the construct of 'perceived usefulness' from ECT with 'perceived value'.

Alternate Model 2, based on ECT, has been investigated in the IS context to find the association between the variables of value, satisfaction and behavioural intention, whereas Alternate Model 1 integrated the constructs of quality, value and satisfaction to better understand the behavioural intentions of numerous consumers across six different service industries. In addition, Cronin et al. (2000) found that the perception of quality was a key determinant of service value in Model 1, while Lin, et al. (2012) argued that the perception of perceived sacrifice has a stronger impact on perceived value than on perceived benefits in Model 2. Taking into consideration the similarities and dissimilarities between Alternate Model 1 and Alternate Model 2, this study considered these two alternate models, replicated from two prior classic research papers, to prove whether or not the prevailing constructs and interrelationships of these models and are applicable in the emerging markets' context. Moreover, based on the theoretical support, this study proposes a cognitive-affective value-based model for comparison with the prior classic models to examine which model best fits with the data and can provide a more comprehensive explanation of the determinants of behavioural intention.

1.2 Research Objectives

Drawing on the importance of the above issues that remain anecdotal and fragmented in the literature, this study specifically attempts to address three key objectives:

- First, this study compares and evaluates the two established models with a new proposed model for examining behavioural intention in the services environment.
- Second, this study directs an empirical approach towards the three non-nested structural model comparisons within a services environment from the emerging markets' perspective.
- Third, this study isolates a research model that is best suited to the research context of the Bangladesh restaurant industry.

1.3 Research Questions

With the above-stated research background and research objectives, this study addresses the following research questions:

RQ1: Which competing model can more accurately predict consumers' behavioural intentions in a services environment?

RQ2: Which competing model can provide a more comprehensive explanation of the determinants of behavioural intention in a services environment?

Therefore, the study posits the following hypotheses:

H1 Each alternate competing model has a similar level of accuracy in predicting consumers' behavioural intention in a services environment.

H2 Each alternate competing model has a similar level of accuracy in providing a more comprehensive explanation of the determinants of behavioural intention in a services environment.

1.4 Research Scope and Context

The world economy is now classified as a services-based economy (Ostrom et al., 2010) due to global changes in the economic structure. In recent times, a growing services sector has become considered an important indicator of a country's economic progress. In particular, the services sector, over recent decades, has become a contributory sector to Gross Domestic Product (GDP) in Asian countries. For example, the economy of Bangladesh is currently dominated by the services sector with almost 56.5% in GDP contribution coming from the services industry (CIA World Factbook, 2018). Consequently, long-run improvement in the economic growth and national wealth of Asian countries, especially of Bangladesh, is considered to significantly depend on the progress of the services sector.

With this growing economic trend, Asia's emerging middle class will be large enough to become one of the main drivers of the global economy, especially in Bangladesh. The middle class of Bangladesh is emerging as a population sector with strong purchasing power that obviously creates new opportunities for business. The disposable income of middle-class people has a great impact on the country's growth in the tourism and hospitality industries. No doubt, tourism is one of the most promising sectors for Bangladesh: optimistic views suggest that Bangladesh's hospitality industry will flourish even more in the near future as the country's economy is fast growing with the increased flow of tourists and businessmen to the country. Consistent with this growing trend in the economic structure, the restaurant services sector is one of the fastest growing industries and is having an increasing impact on the development of society in a services-based economy (Ramseook-Munhurrun, 2012). Without doubt, it is one of the significant indicators that says that an economy will flourish.

Along with the economic importance of this sector, the restaurant is an ideal research setting in which to investigate the value concept from the consumer's perspective as it represents both tangible and intangible features of consumer value. Moreover, value creation has now become a powerful strategic weapon in achieving competitive advantage (Patterson, Johnson,

& Spreng, 1997). With the growing importance of the perceived value construct, it has already been considered by many tourism and hospitality researchers as a significant criterion in understanding market characteristics and developing marketing strategies for the whole industry (Ha & Jang, 2013). In addition, consumers are now more erudite when comparing the available products in the market and smarter at selecting better options from a wider range of alternatives based on the value obtained from their choices, particularly in the restaurant setting (Ha & Jang, 2013). In following this direction, interest has been increasing in the literature in examining the related or antecedent variables of the consumer's behavioural intention (Olorunniwo, Hsu, & Udo, 2006). Despite the emerging significance of the issues discussed above, an integrated value-based model that considers multidimensional perspectives to redefine the construct of perceived value, in connection with consumers' inherent values, so behavioural intention can be better understood has not yet been fully explored, particularly in the Bangladesh restaurant market. Therefore, this study has chosen the Bangladesh restaurant context to examine the three non-nested alternate models to advance the understanding within the existing knowledge of consumers' behavioural intentions.

1.5 Research Methodology and Design

The current study employs the survey method as it has the capacity to accurately identify the extreme information from a larger sample size, to explain causal relationships between variables in a simple way and then to provide generalisable statements on the research setting (Gable, 1994). The research method is as follows:

- Target population: Only actual restaurant consumers who had previous experiences of dining out.
- Sampling frame: Two urban areas (Dhaka and Chittagong)
- Sampling unit: Private/public offices/restaurants (48.4% of the middle-class population is employed in the private sector and 20.4% in the public sector [Sen, 2015])
- Sampling elements: Age 30+ males and females who have their own income above 30,000 Bangladesh taka (BDT), have the competency to judge price–utility/tangible–intangible consistencies and have dined in a restaurant within the last 30 days.
- Sample size: At least five times each measurement item (Hair et al., 2010)
- Sampling strategy: probability sampling

- Sampling technique:
  1. Stratified sampling for area selection
  2. Systematic sampling for private/public offices/restaurants
  3. Convenience sampling for respondent selection

The study used primary and secondary sources to collect data but the analysis was quantitative in nature. Regarding the instrument construction, the measurement items used to operationalise the constructs of each investigated variable were mainly adopted from relevant previous studies, with wording changes as necessary. This research applied Structural Equation Modelling (SEM) with AMOS software as the major data analysis tool in model testing to deepen the existing knowledge in the value literature.

1.6 Research Contributions

It is anticipated that the study findings will have significant implications for academics and/or researchers as well as practitioners in service-providing firms, and specifically in restaurant management. To the best of the researcher's knowledge, this is the first attempt at non-nested model comparison to deepen the understanding of consumers' behavioural intentions from the emerging markets' perspective. In addition, exploring the multidimensional perceived value construct and the link between values and value has been academically and practically insightful. Therefore, it is expected that the *theoretical contributions* will be embedded in the distinct findings of the three competing models.

In addition, this study attempts for the first time to use the personal values construct to investigate consumer behaviour, specifically in the restaurant services sector, by using the SERPVAL measurement scale. Furthermore, the rigorous non-nested three model comparisons in a new context contribute to the existing knowledge. Consequently, this study expects, to some extent, to make its *methodological contribution* in the value measurement literature.

Finally, this study is also expected to have significant *managerial* and *empirical implications*. In practical terms, comparing the alternate models in the restaurant environment provides important and interesting insights to restaurant managers. This, in turn, will help restaurant marketers to explore what customers seek in their dining experiences, enabling them to develop more effective marketing strategies from the customer's perspective that take into consideration the characteristics of emerging markets.

1.7 Outline of Thesis Structure

This thesis consists of six chapters. Chapter 1 provides the background of the research, the research objectives, the research questions, and the scope and methodology of the study followed by the possible contributions of the study and an outline of the thesis structure.

Chapter 2 provides a comprehensive and detailed review of the extant literature regarding all theories and constructs relevant to the alternate models and makes the necessary comparison between the concepts to reduce the existing ambiguity in the literature. The chapter incorporates Alternate Model 1 and Alternate Model 2 from prior classic studies to test these models in the Bangladesh restaurant services sector and reveals research opportunities in the current literature. It then proposes an integrated value-based model, making the linkage between personal values and perceived value, to compare the proposed model with the two established models in predicting the consumer's behavioural intention in the restaurant setting.

Chapter 3 provides a detailed discussion regarding the research context, along with the justification for choosing the Bangladesh restaurant services sector to fill an empirical gap in this context.

Chapter 4 outlines the methodology of the study: the research design and the data collection procedure, and describes the development of the survey instrument and the study's data analysis procedure.

Chapter 5 presents the data analysis results of the research. This chapter starts with the summary of the respondents' demographic characteristics, and then presents the justification for the best-fit alternate model for the Bangladesh restaurant services sector.

Chapter 6 concludes the thesis by discussing the research findings, the significance of this research, its limitations and the direction of future research opportunities in this area.

CHAPTER 2

LITERATURE REVIEW ON THE THEORETICAL DOMAIN AND THEORETICAL JUSTIFICATION OF THE ALTERNATE MODELS

2.1 Chapter Overview

This chapter begins by reviewing all the relevant theories and constructs used for this current study. Basically, the study's core objective is to examine alternate models in the Bangladesh services sector, specifically in the restaurant setting. For this reason, the current study has selected Alternate Model 1 and Alternate Model 2 from the prior literature and then proposes an integrated value-based model for comparison to find which model best fits the data and can more accurately predict consumers' behavioural intentions. Therefore, all the relevant constructs and theories related to the alternate models are reviewed and incorporated in this chapter to justify the theoretical underpinnings of the alternate models.

The chapter then provides a brief discussion of the alternate models chosen from the literature review and theoretically justifies the proposed integrated value-based model for examination in the restaurant setting. Examining alternate models is, in fact, very common in the context of Information Systems (IS) and has proven to be quite a useful tool for 'prediction of behaviour' in this area. On the other hand, there is a paucity of research in the services marketing literature that has examined alternate models in a specific context, such as the restaurant setting. Therefore, this study considers two alternate models replicated from two prior classic research papers to prove whether the prevailing constructs and interrelationships of these models are applicable in the Bangladesh restaurant services context, or if this is not the case. Moreover, based on theoretical support, this study develops an integrated value-based model for comparison with the prior classic models to examine which model best fits with the data and can provide a more comprehensive explanation of the determinants of behavioural intention in the restaurant setting.

This chapter is structured in the following order:

2.2 Theoretical Background on Expectation–Confirmation Theory (ECT)

2.3 Theoretical Background on the Construct 'Personal Values'

2.4 Theoretical Background on the Construct 'Perceived Value'

2.5 Differences between Personal Values and Perceived Value

2.2 Theoretical Background on Expectation–Confirmation Theory (ECT)

Expectation–Confirmation Theory (ECT) has been broadly applied in the literature to examine consumer satisfaction and post-purchase behaviour (Anderson, E. W. & Sullivan, 1993; Churchill & Surprenant, 1982; Dabholkar, Shepherd, & Thorpe, 2000; Oliver, 1980, 1993; Patterson et al., 1997; Thong, Hong, & Tam, 2006). In fact, ECT is well accepted for studying the pre-consumption behaviour and post-consumption behaviour variables over a wide range of product and service contexts (Dabholkar et al., 2000; Lin, C. S., Wu, & Tsai, 2005; Lin, et al., 2012; Oliver, 1993; Swan & Trawick, 1981).

Based on this theoretical framework, consumers usually follow a process, as originally theorised by Oliver (1980), to reach repurchase intention. At first, consumers form expectations of a product or service prior to its purchase. After using that product or service, consumers initially form perceptions about its performance (alternatively viewed as quality) based on their consumption experience (Oliver, 1993). An assessment is then made to associate the perceived performance with the original expectation. If the perceived performance falls short of the original expectation, this leads to consumer dissatisfaction and vice versa. As a result, the perceived performance of a product or service either confirms or disconfirms the pre-purchase expectation. Generally, satisfied customers have their expectation confirmed and possess higher repurchase intentions, whereas common behavioural phenomena for those who are not satisfied are to discontinue or reject the usage of that product or service. In other words, disconfirmation of the original expectation leads to consumers' dissatisfaction with that product or service. At the same time, higher performance but lower expectation leads to greater confirmation that ensures customer satisfaction and repurchase intention. Therefore, confirmation is directly related to perceived performance and inversely related to expectation (Churchill & Surprenant, 1982; Dabholkar et al., 2000; Lin, T.-C. et al., 2012; Oliver, 1980, 1993; Thong et al., 2006).

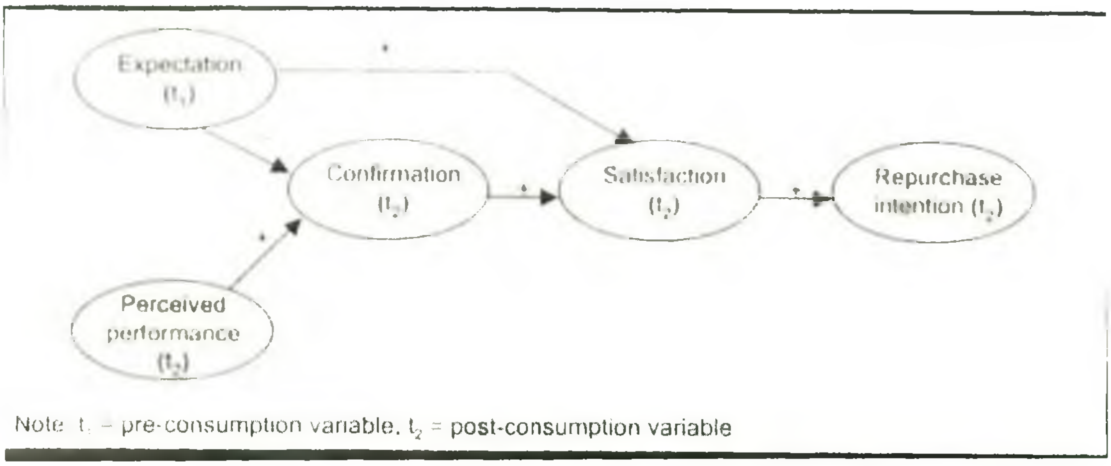

Figure 2.1: Original Expectation–Confirmation Theory (Oliver, 1980)

A positive relationship is also found between expectation and satisfaction, as presented in Figure 2.1. A high baseline level is likely to intensify customer satisfaction, whereas low expectation lessens consequent satisfaction (Bhattacherjee, 2001).

Furthermore, Bhattacherjee applied a slightly changed Expectation–Confirmation Theory (ECT) when undertaking IS research in 2001. He used ECT and the Technology Acceptance Model (TAM) (Davis, Bagozzi, & Warshaw, 1989) together to incorporate the construct of perceived usefulness in the model to determine satisfaction and continuance usage intention. He argued that the original ECT overlooks possible deviations in consumers' expectations after their post-consumption experience and that these influence their following cognitive processes. Positive confirmation (also named 'positive disconfirmation' in the marketing literature) occurs when the perceived performance surpasses the initial expectation. Negative confirmation takes place when the experience of the performance is lower than the expectation, and confirmation happens when the actual experience regarding performance is close to the expectation (Anderson, E. W. & Sullivan, 1993; Lee, M.-C., 2010). Hence, post-consumption behaviour can be different from the consumer's initial pre-consumption behaviour or expectation. Generally, pre-acceptance expectation is grounded in the opinions of others or in information disseminated through the mass media, whereas post-acceptance expectation is strengthened by the consumer's firsthand experience and, consequently, is more realistic and convincing (Bhattacherjee, 2001; Fazio & Zanna, 1981; Zanna, Olson, & Fazio, 1980).

Note: IS=information systems

Figure 2.2: Revised Expectation–Confirmation Model (Bhattacherjee, 2001)

Moreover, post-consumption behaviour may be boosted through discovering a new product or service beyond the consumer's original expectation or it can be lowered when finding a valueless product or service. In reality, individuals are constantly adjusting their perceptions or expectations by observing others or obtaining new information. Therefore, once updated or re-formed, post-consumption behaviour replaces the original expectation. In fact, the revised Expectation–Confirmation Model (ECM) proposed by Bhattacherjee (2001) emphasises post-acceptance variables and pre-acceptance variables that are ignored in his study. The empirical outcomes of the revised model confirmed that continuance intention and customer satisfaction are positively associated with both perceived usefulness and confirmation of expectation. In addition, confirmation of expectation has an impact on perceived performance. More recently, the ECM-based structures have been commonly used to study consumer behaviours in e-commerce, with this extended to the study of other post-consumption behaviours, such as repurchase intention and recommendation intention (Finn, Wang, & Frank, 2009; Holloway, Wang, & Parish, 2005; Lin C. S. et al., 2005; Lin T.-C. et al., 2012). Taking the importance of this theory into account, the current study examined one of the ECM features-based models along with another model, and has also included the construct 'confirmation' in the proposed integrated value-based model.

2.3 Theoretical Background on the Construct 'Personal Values'

Academics of various disciplines, such as anthropology, psychology, sociology, philosophy, marketing and organisational behaviour have defined the construct 'personal values' in various ways (Keng & Yang, 1993; Ladhari et al., 2011; Vinson, Scott, & Lamont, 1977). Rokeach (1973, p. 5), who is one of these academics, defined 'personal values' as "an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence". Indeed, personal values are thought to be a relatively abstract and complex construct in people and have been widely accepted as a predictor of human behaviour that shapes life standards and goals (Kahle, 1983; Rokeach, 1973). Historically, personal values have been applied and theoretically and empirically tested to understand human motives; economic values; beliefs; and attitudes and reasons behind the purchase of a product or service in sociology, anthropology and psychology settings (Cai & Shannon, 2012; Doran, 2009; Durvasula, Lysonski, & Madhavi, 2011; Koo, Kim, & Lee, 2008; Tai, 2008). In addition, personal values have been well accepted as important influencers in consumer lifestyles and psychographic segmentation. In fact, personal values reflect the individual's beliefs, perception of others and interaction with the environment: together, they represent the consumer culture in which the individual has evolved and lives (Ladhari et al., 2011; Triandis, 1989). Personal values can reflect actual differences between social classes, occupations, religions, political orientation and cultures (Lee et al., 2007).

The extant literature on personal values has reported many ways to measure this construct including:

(1) the Rokeach Value System (RVS) (Rokeach, 1973)

(2) the Schwartz Value Inventory (SVI) (Schwartz & Bilsky, 1987; Schwartz, 1992)

(3) the Mitchell Values and Lifestyles System (VALS) (Mitchell, 1984)

(4) the Kahle List of Values (LOV) (Kahle, 1983).

The Rokeach Value System (RVS) (Rokeach, 1973) comprises 18 values and 18 instrumental values that have been comprehensively studied in the marketing literature to examine consumer behaviour. The Schwartz Value Inventory (SVI) (Schwartz, 1992) uses a 56-item scale and places emphasis on two different dimensions: openness to change/conservatism and self-transcendence/self-enhancement. The Values and Lifestyles System (VALS) (Mitchell, 1983) surveys 30 demographic items and attitude statements of respondents to form nine consumer lifestyles, namely: survivors, achievers, belongers, I-am-me, sustainers, experiential, societally conscious, emulators and integrated. Finally, the List of Values (LOV) (Kahle, 1983) instrument comprises nine values for measuring personal values, emphasising the individual's recognition, relationships, self-respect, adoration, admiration, self-confidence, sense of accomplishment, excitement and secure life.

Personal values have already been considered as a significant concept in the marketing literature for understanding consumer behaviour and attitudes. Findings from past studies have reported that individuals' enduring beliefs motivate them to search for specific attributes in the final purchase decision of a product or service. Furthermore, personal values can differ in different service contexts as services can be utilitarian or hedonic in nature (Ladhari et al., 2011). The prior literature has highlighted that utilitarian consumption refers to functional, instrumental and practical benefits whereas hedonic consumption gives pleasure. Consequently, 'social affiliation' can be evident in both utilitarian and hedonic benefits while 'self-actualisation' is more important in utilitarian service contexts (Ladhari et al., 2011). While excitement and challenges in life are preferred by one group of people, a comfortable life can be preferable for other groups. Hence, consumers can be grouped based on their personal values. Consequently, marketing practitioners can treat the construct of the personal values of individuals as a basis for market segmentation. In fact, personal values reflect the individual beliefs that help consumers to determine the choice criteria for a specific product or service.

2.4 Theoretical Background on the Construct 'Perceived Value'

From the 1990s to the current time, the concept of perceived value has received significant attention as the top-most business topic for marketing researchers in both academia and industry (Heinonen, 2004; Sánchez-Fernandez & Iniesta-Bonillo, 2007). Perceived value is one of the recognised marketing fashions to sell in the market and is continuously being given importance in the 21st century. Currently, value creation has become a weapon in strategic management and sustainability is a competitive advantage for the organisation (Burns & Woodruff, 1992; Hong & Zhuqing, 2012). Slater noted that "... the creation of customer value must be the reason for the firm's existence and certainly for its success" (1997, p. 166).

Despite the emerging significance of this area, the concept of value is still vague and little consensus has been found in defining value as a construct. Sometimes, confusion can be found between the definitions of consumer value and perceived value. Oliver (1997) stated that consumer value can be understood as perceived value, with Gallarza and Gil Soura (2006) adding that both these terms should be assumed as synonymous concepts from the perspective of consumer research. Even though a consumer's loyalty is strongly linked to the value generated by the organisation for its customer, it is one of the most overworked and misrepresented concepts in the social sciences and especially in services marketing studies (Boksberger & Melsen, 2011; Khalifa, 2004; Sánchez-Fernandez & Iniesta-Bonillo, 2007). Due to inconsistency in the definition of perceived value, the resultant incommensurable empirical measures and scale items are also the subject of disagreement by scholars. Taking into consideration the discrepancies that exist in the literature, the current study attempted to discuss the major approaches by giving a short snapshot of the concept of 'perceived value'. The two main research approaches (unidimensional and multidimensional) for the operationalisation of perceived value, based on the literature review, are discussed below.

2.4.1 The unidimensional nature of perceived value

Multiple explanations of perceived value have been used in marketing studies, often with different purposes and perspectives, including the in-depth explanations of Holbrook (1999), Sheth et al. (1991), Woodruff (1997) and Zeithaml (1988). One of the most frequently cited definitions is supplied by Zeithaml (1988, p. 14) who defined 'value' as: "... the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given". Perceived value is theorised in this definition as a unidimensional concept, traditionally focused on an economic definition and utilitarian perspective of value for the customer. Table 2.1 presents the main features of the unidimensional perspective. Prior studies have mentioned that this 'exchange' or 'transactional' value becomes a rational evaluation of benefits and costs associated with a purchase (Lai, A. W., 1995). In turn, this benefits-versus-costs evaluation, or 'get' versus 'give' (Zeithaml, 1988), is often measured as an evaluation of price versus quality. For example, Teas and Agarwal (2000) modelled 'value' as a trade-off, proposing that the antecedents of 'perceived value' are 'perceived quality' and 'perceived risk'. Moreover, in the prior literature, it is recognised that consumers are rational and make choices to maximise their utilitarian utility (Chiu et al., 2005), with this view having its roots in neoclassical economic theory (Sweeney et al., 1996). This perspective has dominated the unidimensional perspective on the study of value, and most prior research in this area has emphasised the economic and cognitive-based consumer utilitarianism when describing perceived value.

Table 2.1: Features of Unidimensional Nature

Adapted from Sánchez-Fernandez and Iniesta-Bonillo (2007)

• **Origins in economic theory and cognitive psychology**
• **Utilitarian and economic conception**
• **Cognitive attitude**
• **Straightforward and simple**
• **Knowledge of how value is assessed**
• **Inconsistency concerning the antecedents of value**
• **Suspicion about the association between the antecedent components**
• **Direct observation of value**
• **Extensively embodied in the prior studies**

In this regard, Monroe's (1990) research is underpinned by pricing theory that embeds consumers' views on price and quality as the main determining factors of perceived value. Correspondingly, Zeithaml (1988) suggested a history-breaking means–end structure of cognitive decision making that emphasises the trade-off between benefits and sacrifices (monetary and non-monetary) in the final purchase decision. According to Zeithaml (1988), a hierarchy of variables is grounded in their level of abstraction which also explains the relationships between the concepts of perceived price, perceived quality and perceived value. He highlighted that people assess products based on their perceptions of price, quality and value, not on actual prices or actual quality alone. Indeed, situational or contextual variables impact on the construction of perceived value and, thus, these issues are affected by the situation. Moreover, Zeithaml's (1988) model replicates the view that both perceived price and perceived sacrifice are insights into lower-level attributes, and perceived quality is a higher-level attribute followed by perceived value (higher-level construct) that is inferred from perceived sacrifice and quality. In addition, Bolton and Drew (1991) suggested that perceived value is more context-specific and quality should be considered as a construct distinct from that of value. Cronin et al. (1997) suggested that value can be understood as either a *multiplicative* function of benefit and sacrifice or an *additive* function of these factors. Cronin et al. (1997) later pointed out that an additive function model identifies the collective nature of benefit and sacrifice; however, taking account of the compensatory exchange between benefit and sacrifice seems to be a more 'normal' process. Following the above argument, DeSarbo, Jedidi and Sinha (2001) agreed that an additive function model is more desirable than a multiplicative model. Therefore, after originating from Monroe's (1990) revolutionary conceptualisation, perceived value has finally changed into a model with four distinct dimensions (Parasuraman & Grewal, 2000): (1) acquisition value is the consumer's benefit relative to the monetary costs they are receiving by acquiring a service; (2) transaction value is the pleasure acquired from getting the benefit of a good price deal; (3) in-use value is the resultant utility from using or consuming the service; and, finally, (4) redemption value is the residual benefit at the time of trade-in or termination (Boksberger & Melsen, 2011).

However, perceived value, when defined as only a trade-off between benefit and sacrifice, narrows the concept suggested by many authors. Indeed, the unidimensional perspective that perceived value is a single overall conception that might be developed by the impacts of numerous antecedents does not embrace the view that value is a cumulative concept formed from numerous modules (Agarwal & Teas, 2002; Brady & Robertson, 1999; Sweeney, Soutar, & Johnson, 1999). Although analysing value from the unidimensional perspective posits the advantages of simplicity, it overlooks the intangible, emotional and intrinsic perception of the consumer's assessment of a product or service. Drawing on this broader understanding, it can be said that incorporating both utilitarian and hedonic components in the conceptualisation of perceived value is more meaningful and robust.

2.4.2 The multidimensional nature of perceived value

In comparison with the amount of research from the unidimensional perspective, only a few research studies in the prior literature have focused on the multidimensional approach to conceptualise perceived value. The extant literature has highlighted that the multidimensional perspective of perceived value is more comprehensive and has a more in-depth view than the unidimensional perspective. The main features of this approach are presented in Table 2.2.

Table 2.2: Multidimensional Nature of Perceived Value

Adapted from Sànchez-Fernandez and Iniesta-Bonillo (2007)

Multidimensional nature of perceived value
• Origins in consumer behaviour psychology
• Behavioural conception
• Cognitive–affective attitude
• Richness and complexity
• Detailed direction on how to improve value
• Disagreement concerning the dimension of value
• Misunderstanding regarding the association between the dimensions
• Observation of value through its components
• Scarcely encompassed in the prior studies

Generally, multidimensional research streams that are studying value can be categorised into five segments. Among them, the 'customer value hierarchy' offered by Woodruff and Gardial

(1996) has contributed a detailed framework so managers can rethink the concept of customer value. These authors have provided a broader view of customer experiences (higher level) rather than focusing only on product attributes (lower level). The main structures of the customer value hierarchy (Woodruff & Gardial, 1996) are as below:

- Lower levels are the ways to achieve the higher-level ends (attributes, consequences and desired end-states).
- The abstraction level is intense at higher levels in the hierarchy.
- There is a trend for constancy at higher levels of the hierarchy.
- Value judgements are subject to changes across time, context and the in-use situation.

Based on the customer value hierarchy, Parasuraman (1997) later segmented the customers as first-time, short-time, long-time and defectors to facilitate and enrich the organisational strategy used to identify customer value. Other prominent research work in this area has been contributed by Anitsal and Flint (2006); Overby, Woodruff and Gardial (2005); and Van der Haar, Kemp and Omta (2001).

It is notable that, until the early 1980s, traditional research on perceived value overlooked the hedonic experiences in consumption. Consequently, Babin, Darden and Griffin (1994) proposed a new value scale incorporating consumers' assessments of shopping involvement along the dimensions of:

- Utilitarian value reflects the characteristics of instrumental, task-related, rational, functional, cognitive and a means to an end.
- Hedonic value incorporates the entertainment and emotional value of shopping; non-instrumental, experiential and affective.

Another mentionable contribution in this research stream is 'axiology or value theory' proposed by Hartman (1967, 1973) who conceptualised value in terms of extrinsic value (utilitarian or instrumental aspects of service), intrinsic value (emotional value) and systemic value (rational or logical phenomena of inherent relationships between concepts). Mattsson (1991) later proposed another three-dimensional framework based on Hartman's (1967, 1973) framework which mentioned the following aspects:

- Emotional – concentrated on the mental state of the consumer.

- Practical – concentrated on the physical and functional features of the purchase.
- Logical – concentrated on the rational and abstract features of the purchase decision.

Subsequently, the broadening of the 'value' concept was most notably formalised into the theory of consumption values defined by Sheth et al. (1991) as a multidimensional representation of demand-side domain-specific value that represents an individual's satisfaction of personal needs through a specific act of consumption.

The theory of consumption values (Sheth et al., 1991) was proposed as a theory for envisaging market choice behaviour, based upon the evidence that individuals are motivated by five independent dimensions of value in a specific choice situation. Unlike other theories, the theory of consumption values is a predictive explanation of market choice behaviour, operationalising a multidimensional approach to consumption values, specifically functional (utilitarian), social, emotional, epistemic and conditional sources of value. Sheth et al. (1991) proposed this theory based on the following three basic propositions:

- Market choice is a function of multiple consumption values.
- Consumption values can make differential contributions in any given choice situation.
- Consumption values are independent.

The theory of consumption values is an outcome-driven measure of consumption values (Woodall, 2003). Consequently, values derived from a specific consumption context to satisfy human desires are seen as preferential through the preference for product benefits that serve the means to desirable ends or higher-order goals. Moreover, according to Sheth et al. (1991), five dimensions of value are activated that additively and independently explain the consumption decision within the market choice context, while Sweeney and Soutar (2001) argued that the value components may not be independent as the hedonic and utilitarian value dimension can be related.

Sheth et al. (1991) provided an exhaustive amount of literature to justify the five dimensions of 'consumption value' that form the basis of the theory of consumption values, with these dimensions treated by the theory as needs that require fulfilling. Thus, the theory of consumption values assumes a 'top-down' approach to an individual's consumption decision making, with product choices and attributes evaluated based on higher-order goals (Gutman, 1982).

Sheth et al. (1991) emphasised the multidimensional nature of consumption values, by drawing on social psychology, economics and consumer behaviour/marketing theory to derive the five values in any given situation. According to the theory of consumption values, an individual is motivated to make a market choice by one or all five of the proposed dimensions of the theory of consumption values which are briefly described below:

Functional Consumption Value – *The perceived utility that an alternative is perceived to possess on a criterion salient to its physical or functional or utilitarian purpose.*

Basically, the functional value is associated with traditional cost–benefit approaches to consumption value, where physical attributes are evaluated rationally and cognitively. In addition, functional value derived in specific situations is proposed to be instrumental to the utilitarian goals of the individual (Sheth et al., 1991). Therefore, functional value often reflects the trade-off between price/quality perceptions (Monroe & Dodds, 1988).

Social Consumption Value – *The perceived utility acquired by an alternative as a result of its association with one or more social groups.*

Social value resulting from a consumption situation accounts for symbolic, semiotic and reference group impacts on purchase decisions. The components of symbolic value may provide motivations to purchase in a specific situation based on its congruence to the consumer's self-concept (Escalas & Bettman, 2005). Moreover, prior research has pointed out that the semiotic and sign values of products and brands are influences on choice behaviour (Mick, 1986). The influence of reference groups on choice is also well documented in the literature associated with social value (Bearden & Etzel, 1982).

Emotional Consumption Value – *The perceived utility acquired by an alternative as a result of its ability to arouse feelings or affective states.*

Emotional value reflects the emotional aspects on the cognitive judgemental procedure of choice (Andrade, 2005) and the affective responses to stimuli on preferences (Zajonc & Markus, 1982). Emotional value is basically the non-cognitive, non-functional desires that are sought during consumption. As a consequence, the hedonic components of consumption are central for this emotional value dimension, with hedonic consumption referred to as "consumers' multi-sensory images, fantasies and expressive arousal in using products" (Hirschman & Holbrook, 1982).

Epistemic Consumption Value – *Value derived from an alternative's capacity to provide novelty, arouse curiosity and/or satisfy knowledge-seeking aspirations.*

Epistemic value refers to 'novelty seeking' that reflects a consumer's instrumental desire to adopt innovative products and to seek knowledge, not only about new consumption but also about a variety of consumption (Hirschman, 1980). Epistemic value represents a consumer's need for impulse purchasing behaviour which may or may not have a rational explanation (Brunsø, Scholderer, & Grunert, 2004). Situational impact is also significant in evaluating the epistemic value viewed by individuals (Lai, A. W., 1991), particularly the consumer's desire for novelty and variety in consumption choice decisions which can be influenced by the particular social eventualities present in a consumption situation (Ratner & Kahn, 2002).

Conditional Consumption Value – *Value of an alternative derived from its capacity to provide temporal, functional or social value in the context of a specific and transient set of circumstances or contingencies.*

Conditional value in a choice situation is derived largely based on situational contingencies. Sheth et al. (1991) proposed that conditional consumption value will result in a gain in functional or social value given the temporal or situational contexts.

2.4.3 Holbrook's typology of perceived value

Drawing on the importance of the multidimensional and behavioural perspectives of perceived value, another milestone study was undertaken by Holbrook in 1994. He conceptualised perceived value as an interactive relativistic preference experience (Holbrook, 1994, p. 22; 1996, p. 138, 1999, p. 5) and proposed a 'typology of consumer value' grounded in three dichotomies:

1. Extrinsic versus intrinsic: a means–end relationship where consumption is functional, utilitarian and instrumental, that is, serving to achieve a purpose versus a consumption experience valued for its own sake in the way that self-justifying is an end unto itself.
2. Self-oriented versus other-oriented: the consumption experience is valued by virtue of the selfish effect or for the individual's own sake versus the consumption experience prized for someone else.
3. Active versus reactive: the consumption experience entails a physical or mental manipulation of some tangible or intangible object by its user versus the appreciation

or admiration of some consumption involvement wherein an object impacts on oneself rather than vice versa.

The above-mentioned three distinct dichotomies can produce eight types of value according to Holbrook (1999) as presented below.

Table 2.3 Typology of Consumer Value

Typology of consumer value

		Extrinsic	Intrinsic
Self-oriented	Active	Efficiency (output/input, convenience)	Play (fun)
	Reactive	Excellence (quality)	Aesthetics (beauty)
Other-oriented	Active	Status (success, impression management)	Ethics (virtue, justice, morality)
	Reactive	Esteem (reputation, materialism, possessions)	Spirituality (faith, ecstasy, rapture, sacredness, magic)

Source: Holbrook (1999)

Holbrook (1999) pointed out that in any consumption experience these eight types of values tend to occur together to varying degrees. Basically, Holbrook's (1999) value typology partially emphasises the axiology of value and posits an interaction between a subject (the consumer) and an object (the product): it is specific to the situation and personifies a preference judgement.

After having studied the different multidimensional approaches in the extant literature, Sánchez-Fernández and Iniesta-Bonillo (2007) suggested that Holbrook's typology (1994, 1999) was the most comprehensive approach to the value construct as it covers all of the cognitive, social, emotional and altruistic dimensions of perceived value. However, despite its richness, Holbrook's (1994) typology is not without limitations. For instance, time can be an active value and a reactive value at the same time (Leclerc & Schmitt, 1999; Richins, 1999). Solomon (1999) indicated that the difference between status and esteem is somewhat vague. N. C. Smith (1996, 1999) pointed out that there is ambiguity regarding the antecedents and consequences of the dimensions of this theory.

Based on the above discussion from the previous literature, it can be concluded that perceived value is either unidimensional (simplified) or multidimensional (complex) in nature and requires an interaction between products and consumers in any given context. Moreover, it is personal, comparative, preferential, perceptual and context-specific and requires a cognitive–affective perspective for this construct to be conceptualised.

2.5 Differences between Personal Values and Perceived Value

Before continuing discussion on the other relevant constructs, it is necessary to identify the distinction between the constructs of 'perceived value' and 'personal values'. Sometimes, confusion has arisen regarding the similarity or dissimilarity of 'value' and 'values' although both are distinct constructs. A summary of the basic differences between perceived value and personal values is presented below in Table 2.4.

Table 2.4: Perceived Value Compared with Personal Values

Perceived value
Value is outcome-driven related to the object.
Value is one kind of trade-off between the benefits and sacrifices required in the interaction between the subject (consumer) and object (product) (Payne & Holt, 2001).
Value is associated with utility as the 'theory of utility' is grounded in the conceptual framework of the value construct (Tellis & Gaeth, 1990) even though perceived value is a comprehensive, complex and multidimensional construct rather than a simple utility construct.
Value is influenced by personal values in the consumption experience.
Value is transaction-specific value from the consumer viewpoint (Boksberger & Melsen, 2011).

Personal Values
Values are norms or ideals related to personal enduring beliefs held by individuals motivating them to achieve goals (Rokeach, 1969, 1973).
"'Values' make a preference judgment as they reflect the desired 'ultimate end-states of existence'" (Flint, Woodruff, & Gardial, 1997, p. 169).
Personal values can be achieved by ownership or by consuming a product implying ultimate end-states in life pursued by all individuals (Huber et al., 2007).

2.6 Definition of the Construct 'Customer Satisfaction'

Customer satisfaction is the outcome of complex psychological processes experienced by an individual when undertaking consumption (Churchill & Surprenant, 1982). The prior literature has pointed out that customer satisfaction is basically grounded in evaluative (cognitive) or emotion-based satisfaction, or both (Oliver, 1997), and it has been theorised that emotion-based satisfaction reveals customers' positive and negative feelings that result from using a product or service (Oliver, 1993; Smith, A. K. & Bolton, 2002). On the other hand, cognitive-based satisfaction emphasises the formation of cognition and how it would impact on subsequent behaviour. McKinney and Yoon (2002) indicated that satisfaction is "an affective state [that] is representing an emotional response" to the service encounter. Therefore, cognitive-based conceptualisation of satisfaction originates from the customers' assessment of their own experience that also helps to understand their emotional response.

Meng, Tepanon and Uysal (2008) pointed out that nine models of customer satisfaction have been presented in previous studies mentioning the expectation–disconfirmation paradigm, the attribution model and the equity model. Among the various competing models, the expectation–disconfirmation model is the one to have received the most acceptance in the academic environment. It has already been mentioned that the expectation–disconfirmation paradigm is extensively used to investigate the antecedents of satisfaction (Oliver, 1980). According to this paradigm, confirmation or disconfirmation of expectation depends on the performance assessment that finally influences the satisfaction of the customer (Bolton & Drew, 1991). Thus, service attributes affect performance resulting in positive or negative feelings of customers towards any consumption (Oliver, 1993).

Another important standpoint from which to investigate satisfaction is whether it is 'dynamic' or 'temporal' which are categorised as transaction-specific satisfaction and cumulative satisfaction, respectively (Johnson et al., 2001). Transaction-specific satisfaction is an evaluation of a specific product or service at a specific point in time whereas cumulative satisfaction is the overall assessment of all services or products over time (Johnson, Anderson, & Fornell, 1995; Oliver, 1997). Transaction-specific satisfaction is information-based satisfaction that results from judging specific attributes of the service. On the other hand, cumulative satisfaction makes information available about an organisation's service performance over time and thus can be reflected as the addition of transaction-specific satisfaction at numerous points of time. According to Johnson et al. (2001), transaction-specific satisfaction and cumulative satisfaction are not competing but, rather, are complementary to each other. Transaction-specific satisfaction is more useful for noticing customer reaction to performance changes whereas cumulative satisfaction is valuable for examining relationships between the customer and the company over time (Olsen & Johnson, 2003). Although both perspectives of satisfaction serve different purposes, the previous work on this area has indicated that cumulative satisfaction is a wider construct inferring an overall assessment based on the total purchase and post-consumption feelings toward a product or service (Giese & Cote, 2002; Wang & Lo, 2002).

In summary, it can be said that customer satisfaction is one of the most significant constructs in the marketing and services marketing literature. It is grounded in the combination of cognitive components (beliefs about the product or service) and affective components (positive or negative feelings toward the product or service) (Bagozzi, Gopinath, & Nyer, 1999) that directly influence the repurchase intention. According to Oliver (1993, 1997), customer satisfaction encompasses an emotional process rather than a cognitive one. Taking into consideration the diverse viewpoints of customer satisfaction, this study has decided to measure the construct of consumer satisfaction from the emotional perspective.

2.7 Explanation of the Construct 'Service Quality'

Service quality has been one of the widely investigated and debated constructs in the services marketing literature over the past three decades. The literature has suggested that basically two methods can be used to measure this complex concept. The first method suggests that service quality is the difference between customers' expectations and their perceptions of the service (Grönroos, 1984; Parasuraman, Zeithaml, & Berry, 1988; Parasuraman, Zeithaml, & Berry, 2004). The second method theorises that service quality is "the consumer's overall impression of the relative inferiority/superiority of the organization and its services" (Bitner, 1996, p. 77). Parasuraman et al. (1988) recommended a five-dimensional framework for measuring this concept, with the dimensions of reliability, responsiveness, assurance, empathy and tangibility. These authors developed a 22-item instrument (SERVQUAL) based on these five dimensions that has been widely accepted as a tool for measuring service quality. Later studies, on the other hand, pointed out the limitations of the SERVQUAL instrument (Van Dyke, Kappelman, & Prybutok, 1997) that have led to the development of numerous alternative instruments. Among them, the work of Brady and Cronin (2001); Dabholkar, Thorpe and Rentz (1996); Lu, Zhang and Wang (2009); Martínez Caro and Martínez García (2008); and Rust and Oliver (1994) have been widely accepted in the services marketing literature. Findings from these studies have confirmed that the measurement procedure of service quality varies across service types. However, regardless of the measuring method using, service quality has been established as a multidimensional concept in the services marketing literature.

2.8 Definition of the Construct 'Behavioural Intention'

The extant literature has defined behavioural intention as the subjective probability of a customer's accomplishment of a certain behavioural act (Fishbein & Ajzen, 1975). Generally, in relation to behavioural intention, the following three significant behaviours accompany the profitability and market share of any organisation:

- Saying positive or negative things to others, that is, word-of-mouth
- Remaining loyal or having repurchase intention
- Making complaints or providing positive feedback to the service provider.

Word of mouth describes the flow of information from one consumer to another about consumption, the use of a product or service, or about the organisation. Satisfied customers usually generate positive word of mouth (Bitner, 1990) while dissatisfied customers produce negative word of mouth. Thus, positive feedback is one type of consequence from customer satisfaction (Richins, 1983). Prior research has indicated that satisfied customers remain loyal to their existing companies whereas dissatisfied customers switch to alternatives (Bitner, Booms, & Tetreault, 1990; Jones & Suh, 2000; Cronin & Taylor, 1992). Therefore, a positive association is found between customer satisfaction and repurchase intention. Another interesting finding in this regard, as suggested by Rust and Zahorik (1993), is that a satisfied customer can shift to an alternative company to gain more satisfaction with a new experience while a dissatisfied customer can stay with the present one due to the unavailability of better alternatives. In addition, a dissatisfied customer making complaints or a satisfied customer giving compliments to companies is another aspect of behavioural intention. Therefore, these types of information about consumers' behavioural intention are valuable to companies in identifying their pitfalls or in maintaining their performance at the current level.

2.9 Discussion of Alternate Model 1 with Theoretical Background

This current research has adopted the first alternative model from a classic study by Cronin et al. (2000) who examined a research model to conceptualise the effects of value, quality and satisfaction on consumers' behavioural intentions across multiple service industries. Cronin et al. (2000) pointed out that their efforts enabled them to create differences between these variables but that they were interrelated to each other and would have direct impacts on behavioural intention if they were investigated simultaneously.

Even though convergence has appeared between the constructs of value, quality and satisfaction in the prior studies, ambiguity remains about the consequences of these constructs (Rust & Oliver, 1994). Cronin et al. (2000) argued that little consistency was found regarding which of the three constructs (value, quality and satisfaction) or their varied combinations would directly impact on the constructs' consequences. Cronin et al. (2000) pointed out that a significant number of studies had identified bivariate relationships between all three constructs and behavioural intentions. Secondly, they confirmed that service quality was a significant influencer of behavioural intentions, although the precise relationship between these two constructs remains vague. Finally, they noted that few studies had examined the multiple direct associations between quality, value and satisfaction, and whether any or all of these constructs directly impacted on behavioural intentions when the effects of all three were measured together. Cronin et al. (2000) postulated that limited investigations of the simple bivariate relationships between any of the variables and behavioural intentions may disguise or exaggerate their real association due to the ignored variables in the measurement model. Consequently, to fill this gap, Cronin et al. (2000) proposed a more comprehensive and collective model to deduce a more rational picture of the underlying associations occurring between these constructs. Unlike previous studies, in their study, they suggested that all three constructs simultaneously and directly affected favourable behavioural intentions. Moreover, they proposed to investigate whether service quality indirectly influenced behavioural intention through value and customer satisfaction. In their research model, they suggested another indirect relationship of service value evaluation on behavioural intentions through the effect of customer satisfaction.

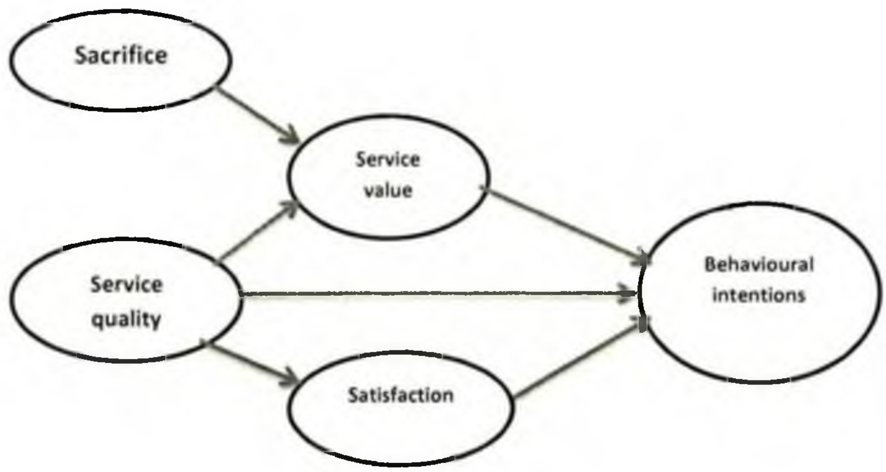

Figure 2.3: Proposed Alternate Model 1
Adopted from Cronin et al. (2000)

Cronin et al. (2000) compared their proposed model with three alternate models from prior studies across six service industries, considering the different characteristics of service encounters and using different samples. These four models were tested with structural equation modelling (SEM), with the findings confirming that the research model was a better fit with the data and outperformed the three alternate competing models drawn from the previous studies. The authors reported in their empirical confirmation that service quality, service value and customer satisfaction might all be directly linked to behavioural intentions when these constructs are considered simultaneously. Furthermore, their findings found indirect effects of service quality and value on behavioural intentions. In summary, service quality was shown to have positive impacts on satisfaction through value, while value had impacts on behavioural intention through customer satisfaction. These authors also pointed out that service consumers placed greater importance on service quality than on sacrifices to evaluate their consumption. Their findings indicated that the value of any service is largely dependent on the perceptions of service quality with this acting as another important determinant of customer satisfaction.

In their research, Cronin et al. (2000) sought to find a clear relationship between the constructs quality, value, satisfaction and behavioural intentions. They stated that the consumer decision-making process is complex to understand. Consequently, to understand this complex process, they proposed an integrated decision-making model that incorporates both direct and indirect effects of quality, value and satisfaction on behavioural intentions.

Finally, Cronin et al. (2000) confirmed that their study was an effort worth further pursuit both theoretically and empirically in the service marketing literature. Therefore, the current study has set out to examine the research model originally investigated by Cronin et al. (2000) with other alternate models to predict consumers' behavioural intentions in the restaurant setting.

2.10 Discussion of Alternate Model 2 with Theoretical Background

The second alternate model under investigation in this research was originally proposed by Lin, et al. (2012) to explore the behaviour of continuance intention towards internet protocol television (IPTV), along with identifying the role of net value in this context. Internet Protocol Television (IPTV) has newly emerged as one major application of broadband technology that delivers numerous digitised television programs and several value-added services through the internet, including interactive games, Asynchronous Transfer Mode (ATM) and digital frames (Lin, et al. 2012). These authors used expectation–confirmation theory as a theoretical framework to justify consumers' satisfaction and post-purchase behaviour: they also extended the current ECT through replacing the popular concept of 'perceived value' with 'perceived performance'. Fundamentally, they proposed a theoretically-integrated 'Value-Based Model' (VAM) and an ECT features-based model where they attempted to replace the ECT construct, perceived value, with 'perceived usefulness', "an overall assessment of the utility of services based on perceptions of what is received and what is given" (Kim et al., 2007).

As discussed earlier in Chapter 2, Bhattacherjee (2001) applied an ECT model with a slight change in which he used the construct 'confirmation' but excluded 'expectation', with proper theoretical justification and a focus on using the construct 'perceived usefulness' from the Technology Acceptance Model (TAM) in the Information System (IS) context. In brief, Bhattacherjee (2001) suggested that 'confirmation of expectation' and 'perceived usefulness' are both key determinants of user satisfaction in the IS context.

However, Lin et al. (2012), in their research, proposed that the construct, perceived usefulness, as adopted from the technology acceptance model, gives an inadequate explanation of consumers' intentions in IS by treating people as 'technology users' only and not as 'service consumers'. In fact, the TAM was developed to gain an understanding of the initial adoption intention towards new technologies in the work settings of an organisation. Therefore, the cost of adoption and usage of a technology is usually carried by the organisation, not by the users who only use the technology. Unlike users, consumers need to bear the cost and risks themselves. Consumers always estimate the value of each alternative by considering all the relevant benefits and sacrifices when making final decisions (Kahneman & Tversky, 1979; Kim et al., 2007). Lin et al. (2012) contended that the use of the construct 'perceived value' was therefore more appropriate than 'perceived usefulness' if the model was to be analysed from the consumer perspective. Hence, service managers should focus on understanding the concept of 'perceived value' and 'confirmation of expectation' to satisfy consumers (Lin, et al., 2012).

It has also been argued that perceived sacrifice should be taken into consideration as perceived usefulness from the TAM can only reflect the benefits of perceived value (Kim et al., 2007). Lin et al. (2012), drawing on the nature of the consumers' cost–benefit evaluation issue, replaced 'perceived usefulness' with 'perceived net value' for the purpose of gaining a better understanding of the driving forces for users' continuous use of IPTV, a fee-paying service. Although original value-based readings mainly concentrated on quality-oriented benefits and monetary-based sacrifices (Brady & Robertson, 1999; Chang & Wildt, 1994; Dodds et al., 1991; Grewall et al., 1998; Voss, Parasuraman, & Grewal, 1998), T.-C. Lin et al. (2012) defined 'perceived benefits' and 'sacrifices' in a more complex manner based on prior studies and interviews with several IPTV users to properly measure the 'perceived value' concept in the IPTV context.

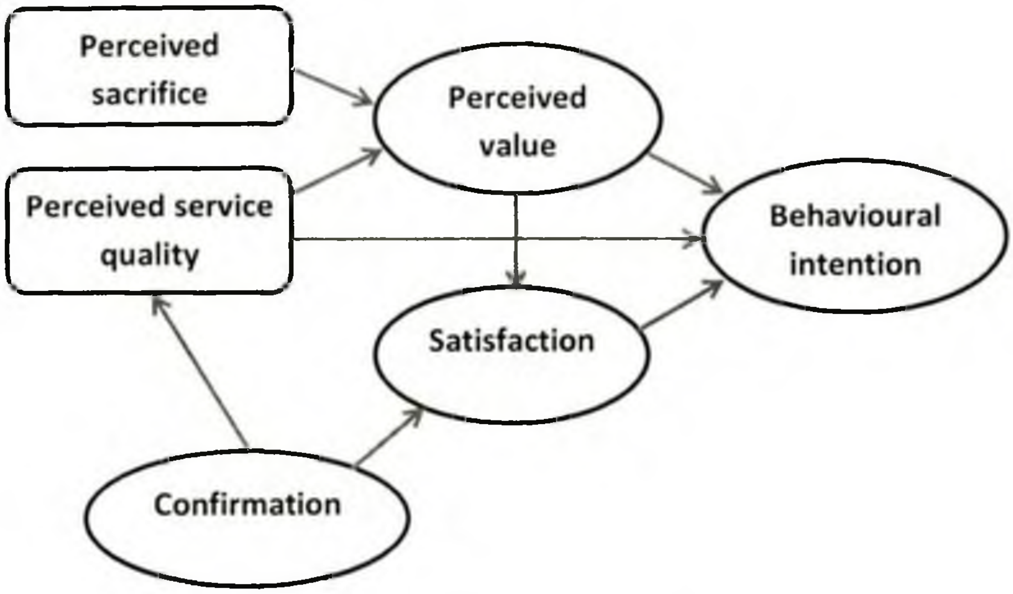

Figure 2.4: Proposed Alternate Model 2
Adopted from Lin et al. (2012)

The model presented above was tested using the Partial Least Squares (PLS) method, with the findings confirming that 'perceived value', a function of 'sacrifices' and 'benefits', is a significant predictor of satisfaction and continuance intention. Perceived sacrifice has a stronger impact on perceived value than is the case with perceived benefits. The possible logic behind this finding is that fee increases or operating difficulty have significant impact on users' perception that can reduce the value of the IPTV service for customers (Lin et al. 2012). In addition, the relationship between 'perceived benefits' and 'continuance intention' was insignificant in their study which, unlike other studies, considered the broader construct, 'perceived value'. Moreover, a strong and significant relationship between 'confirmation' and 'perceived' value was confirmed in their study, although 'perceived value' suppressed the impact of 'confirmation' and was strongly linked to determining the level of satisfaction in the IPTV context.

2.11 Similarities and Dissimilarities between Alternate Models 1 and 2

To summarise, both alternate models emphasised that service quality can be an antecedent of service value, and that value has a positive impact on customer satisfaction and behavioural intention. Moreover, both models indicated that quality, value and satisfaction have a positive and direct influence on behavioural intention when the impact of these variables is simultaneously considered in a model. Both models have conceptualised the construct, service value, from its unidimensional perspective roots in economic theory and cognitive psychology. Furthermore, both models have been used to explain the relationships of antecedent variables in order to predict behavioural intention in their respective fields.

On the one hand, Alternate Model 2 has been investigated in the IS context based on Expectation–Confirmation Theory (ECT) to find the association between the variables of value, satisfaction and behavioural intention, whereas, on the other hand, Alternate Model 1 has integrated the constructs of quality, value and satisfaction in seeking to understand the behavioural intentions of numerous consumers across six different service industries. Cronin et al. (2000) found the perception of quality to be a key determinant of service value in Alternate Model 1, while Lin et al. (2012) argued that the perception of perceived sacrifice had a stronger impact on perceived value than on perceived benefits in Alternate Model 2. Both models were investigated in a specific context; however, these studies did not consider the different situational impacts in the prediction of behavioural intention. Considering the similarities and dissimilarities between Alternate Models 1 and 2, the proposed new and integrated value-based model for the current study is now discussed below.

2.12 Theoretical Justification of the Proposed Integrated Value-Based Model

The proposed research model for this study integrated the constructs of personal values, perceived value, confirmation of expectation and customer satisfaction to predict behavioural intention in a service environment, specifically in the restaurant industry, from consumers' perspectives. The theoretical justification for addressing the research gaps that have motivated the study to develop an integrated value-based research model are given below:

2.12.1 Conceptualising the perceived value construct from a new facet

As previously discussed, two different perspectives for conceptualising perceived value are common in the literature. One perspective theorises perceived value as a unidimensional concept that has its roots in *neoclassical economic theory* (Sweeney et al., 1996) and is focused on *utilitarian value* for the customer. On the other hand, the multidimensional perspective of perceived value is more comprehensive and in depth than the unidimensional perspective and has its roots in *consumer behaviour psychology*. Although most of the prior literature has widely used unidimensional perspectives to define perceived value (Sanchez-Fernandez & Iniesta-Bonillo, 2007), the current study intends to use multidimensional perspectives to conceptualise the consumer's perceived value to fill this knowledge gap.

Moreover, sometimes, confusion has arisen between quality and value although each is a distinct construct. For that reason, in the further reading of this thesis, it is acknowledged that quality is inherent in the value construct as value is the feeling of trade-off between benefits and costs, and quality is a part of benefits (Parasuraman et al., 1988; Zeithaml, 1988). Basically, perceived value is relative by virtue of its comparative, personal and situational nature (Holbrook, 1994, 1999): it is also preferential (Holbrook, 1994, 1999; Zeithaml, 1988); perceptual (Day & Crask, 2000); and cognitive-affective (Babin et al., 1994; Park, 2004) in nature. Perceived value essentially consists of two components, namely, 'get' and 'give' (Zeithaml, 1988). The 'get' component of perceived value from multidimensional perspectives has been offered by many scholars in prior studies. Prominent among them is the work of Sheth et al. (1991); Holbrook (1994); A. W. Lai (1995); Lapierre (2000); and Ulaga and Eggert (2005). Above all, the theory of consumption values proposed by Sheth et al. (1991) is one of the most significant contributions to the study of perceived value. It offers a complex multidimensional structure for defining this concept and includes both utilitarian and hedonic values. It is also supported by strong theoretical and empirical evidence across many disciplines, such as economics, sociology, psychology and consumer behaviour, even though it ignores some sources of value, such as ethics and spirituality (Holbrook, 1994, 1999).

On the other hand, Holbrook's typology (1994, 1999) is another comprehensive approach to the value construct, capturing all of the economic, social, hedonic and altruistic dimensions of perceived value, and based on three dichotomies: (a) extrinsic versus intrinsic; (b) self-oriented versus other-oriented; and (c) active versus reactive. Despite the richness of Holbrook's approach, it is not without limitations. For example, some scholars have commented that it is very challenging to distinguish between active and reactive sources of value (Richins, 1999).

Having studied the numerous multidimensional approaches found in the value literature, the current study found a gap in the formation of perceived value dimensions from multidimensional perspectives: to be specific, the value components, such as ethical value and spiritual value are relatively neglected in the study of consumer behaviour (Holbrook, 1999; Sanchez-Fernandez & Iniesta-Bonillo, 2007). Consequently, this study suggested using the theory of consumption values with its five dimensions, as introduced by Sheth et al. (1991), to measure the 'get' component of perceived value. In addition, this study extended the theory of consumption values by incorporating 'altruistic value' and 'aesthetic value' from Holbrook's (1999) value typology to measure the 'get' component of perceived value.

The restaurant industry today has an increasing influence on the development of society. It is also one of the main contributors to environmental degradation, contamination and societal issues, such as food quality, food safety and public health. Moreover, under the emerging ethical consumerism, some consumers are more concerned about where the product came from, its environmental effect, employees' rights and whether animals were ill-treated or neglected than the price and quality of the product in their purchase decision (JingJing, Xinze, & Sitch, 2008). These groups of people are more concerned about their choices to buy or not buy based on environmental and societal issues with this ultimately reflecting their personal inherent values (Shaw et al., 2005). Alex Steffen, the co-founder and executive director of WorldChanging.com, aptly describes the movement of purchasing to lessen ecological damage for a better future for future generations:

> We cannot buy ourselves a better future: the kind of future (a sustainable one), that itself has a future, is not available for purchase. You won't find this on shelves, and you can't custom order one, no matter how much money you're willing to spend. But that's not to say that you can't assist in creating a more sustainable future through your purchasing decisions (Steffen, 2007).

On the other hand, food safety is vital as it relates to food quality and, in turn, has an effect on public health. Accordingly, food safety can be recounted back to ethics as the quality of food delivered to the consumer can greatly influence their individual health.

Moreover, in some cultures, the forbiddance and acceptance of some foods reflect the people's spiritual personality. Some consumers want a spiritual atmosphere that matches their spiritual beliefs. No doubt, Bangladesh is a multicultural country. Thus, investigating altruistic value has extensive implications for restaurant marketers helping them to think, create and promote the ethical and spiritual aspects of value. Moreover, beauty, or the aesthetic value of service, brings gratification and pleasure to consumers' experiences (Sânchez-Fernândez, Iniesta-Bonillo, & Holbrook, 2009). Most prior research on aesthetic value has been done in the context of art or culture (Venkatesh & Meamber, 2006). Although it has been ascertained that aesthetic value is one of the key determinants of the purchase decision (Gallarza & Gil Saura, 2006) or a significant dimension of consumer value (Monroe 1990; Mathwick, Malhotra, & Rigdon, 2001; Sânchez-Fernândez et al., 2008), few studies have investigated the concept of aesthetic value in research on consumer behaviour. No doubt, confusion can arise between aesthetic value and emotional value. Consequently, this study admits that aesthetic components can provide pleasure, joy and happiness to the consumer. Hence, aesthetic value produces emotional value for consumers. To fill this knowledge gap, this thesis incorporates the aesthetic value and the altruistic value from Holbrook's (1999) value typology with the theory of consumption values developed by Sheth et al. (1991).

Gap: *Little research has incorporated the aesthetic value and the altruistic value from Holbrook's (1994, 1999) value typology with the theory of consumption values developed by Sheth et al. (1991) in the service and consumer behaviour literature.*

2.12.2 Link between personal values and perceived value

The proposed research model suggests investigating the causal relationship between personal values and perceived value in a restaurant service to test whether personal values have a significant effect on the formation of consumers' perceived value. Both personal values and perceived value are important to the study of consumer behaviour, as they provide methods of explanation and prediction of consumption choice behaviours. This is due to the theoretical basis of both theories as representations of a collection of individual needs that require satisfaction in specific consumption situations and in life in general. While 'value' is mostly associated with the satisfaction of consumer needs through an evaluative assessment of the costs and benefits received in market situations (Zeithaml, 1988), values are defined as highly abstract desirable concepts that represent life goals which are also satisfied through the performance of actions and behaviours. While these two major predictive theoretical approaches to consumer behaviour research have been applied in past studies independently of one another, this study proposed a preliminary test of a conceptual framework connecting personal values and perceived value in predicting behavioural intention.

Basically, consumption value is outcome-driven, derived from a specific situation and related to the achievement of goals: it has been proposed that it thus acts as a mediator for the achievement of more higher-order human needs (Woodall, 2003). 'Personal' or 'human' values are person-centred instead of being object-centred (Clawson & Vinson, 1978); highly abstract (Rokeach, 1973); situationally unspecific top-level goals (Rokeach, 1969); conscious and/or unconscious 'drives' that are also powerful predictors of behaviours (Gutman, 1982); while remaining independent of specific goals (Pincus, 2004). Personal values and their endurance are learned in early childhood, therefore, logically placing personal values at the very source of decision making (Batra, Homer, & Kahle, 2001). Thus, in the further continuance of this study, personal values are suggested as higher-order goals and cognitive traits that individuals are firstly expected to have a desire to satisfy and certify in examining the personal intrinsic reasons for consumption. Secondly, personal values deliver proper guidance for lower-order needs and goals which can be reflected in the desire for the derivation of value in specific contexts. Therefore, an unavoidable interrelationship exists between personal values and value in the consumption experience (Ledden, Kalafatis, & Samouel, 2007).

Based on prior evidence, the theoretical personal values–behaviour hierarchy requires a mediating variable to explore the connection between the highly abstract personal values that transcend contexts and the concrete behaviours for which they are posited to provide guidance (Brunsø et al., 2004; Goldsmith, Frieden, & Henderson, 1997; Homer & Kahle, 1988). In addition, Shrum and McCarty (1997) pointed out that values are highly abstract, thus requiring a less abstract, context-specific mediator to provide empirical evidence of causality between personal values and concrete behaviours. However, there is a paucity of research that has considered perceived value as a mediator between personal values and the outcome construct.

Vinson et al. (1977), in one of their classic studies, proposed a central-peripheral hierarchy of values, as shown in Figure 2.5 below, to link together the different levels of theoretical values. Under this typology, 'global values' are proposed as the most abstract form of 'personal values' and the most centrally held, through to 'domain-specific values' which are more generalised consumption values, and to perceived value or 'evaluative beliefs' which are peripheral and less centrally held, often relating to specific product attributes and situations.

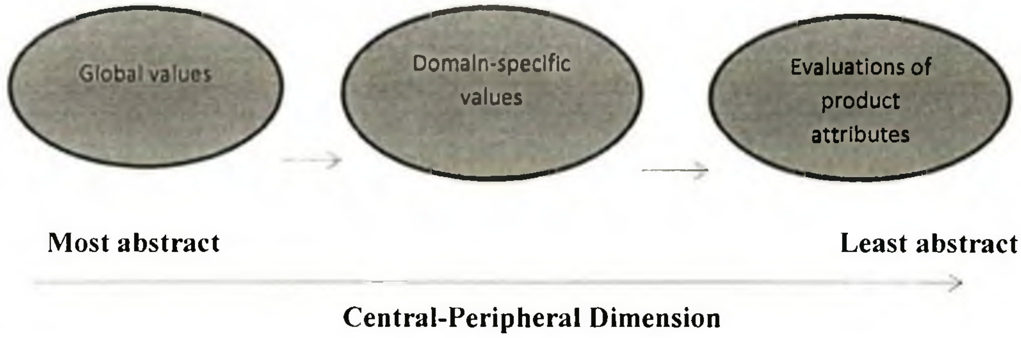

Figure 2.5: Central-Peripheral Hierarchy of Values
Adapted from Vinson et al. (1977)

Thus, both theories are connected to providing predictive and explanatory power based on understanding an individual's consumption behaviour on the basis of the satisfaction of their human needs. While the logical theoretical relationship between personal values and consumption value has been established (Vinson et al., 1977), there has been a scarcity of research showing the causal relationship between the two theoretical concepts and their influence on the outcome construct that has not yet been empirically established (Holbrook, 1999; Ledden et al., 2007).

Gap: *Only a paucity of research has considered perceived value as a mediator between personal values and the outcome construct in the service environment.*

2.12.3 Link between personal values and outcome construct

Personal values theory has long emphasised the role of values as causal variables to behaviour (Rokeach, 1973); however, there is little strong empirical evidence that suggests a direct relationship between personal values and behaviours (Batra et al., 2001; Shrum & McCarty, 1997). While the lack of direct correlations between personal values and behaviour has constrained the practical use of values research for behaviour prediction, many studies have proven the theoretical relationships between values and behaviour through the influence of a mediating variable. One of the major reasons for this is the distance in abstraction between personal values, previously defined as among the most abstract psychological concepts, and concrete behaviours. Furthermore, it is often difficult to use personal values as predictors for all types of behaviour as it has been argued that not all behaviours correspond to the fulfilment of a value (Gutman, 1990).

Although prior research has posited that perceived value has a direct and positive relationship with customer satisfaction and behavioural intention, there is a paucity of research that has shown a direct relationship between personal values and the outcome construct. However, several studies have sought to bridge this gap using a mediating construct, such as lifestyle, attitude or consumption style (Brunsø et al., 2004; Cai & Shannon, 2012; Goldsmith et al., 1997; Shim & Eastlick, 1998; Valette-Florence & Jolibert, 1990), with the aim of making a link from personal values to behaviour, even if it may not be direct. Sometimes, confusion has arisen between the concept of personal values and attitude, even though these are two distinct constructs. Generally, attitudes are temporary feelings of consumption whereas personal values are inherent beliefs of the individual. Y. Li, Zhao and Yang (2012) stated, however, that personal values can predict consumers' behaviours better than attitudes. Therefore, the current study proposed a direct and positive relationship between personal values and customer satisfaction: it also assumed that abstract personal values must be converted into definite goals that can be linked to behavioural outcomes before personal values can work as goal-directed actions (Brunsø et al., 2004).

Gap: *Few research studies have shown a direct relationship between personal values and the outcome construct in the service environment.*

2.12.4 Impact of confirmation

The extant literature regarding the Expectation–Confirmation Theory (ECT) has pointed out that consumers' pre-purchase expectation and post-purchase confirmation have a significant impact on their satisfaction which leads to repurchase intention in any product or service category. Generally, consumers are more satisfied when their pre-purchase expectations are confirmed. In fact, ECT is a well-accepted theory for studying pre-consumption behaviour and post-consumption behaviour variables over a wide range of product and service contexts (Dabholkar et al., 2000; Lin, et al. 2012).

In 2001, Bhattacherjee applied a slightly changed ECT in the context of information systems (IS). He argued that the original ECT overlooked possible deviations in consumers' expectations after their post-consumption experience that would influence their subsequent cognitive processes. Generally, pre-acceptance expectation is grounded in the opinions of others or in information disseminated through the mass media, whereas post-acceptance expectation is strengthened by the consumer's firsthand experience and is, consequently, more realistic and convincing (Bhattacherjee, 2001). Following the logic of Bhattacharjee's

(2001) modified model, the current study incorporates only the confirmation construct and has assumed that the confirmation of expectation helps consumers to assess perceived value more highly, generating a direct effect on satisfaction. Generally, a confirmed user can easily evaluate his/her satisfaction level. In the prior literature, confirmation is firmly established as having a direct and positive impact on satisfaction (Hong, Thong, & Tam, 2006; Hsieh & Wang, 2007). A strong and significant relationship between confirmation and satisfaction was also confirmed by Lin et al. (2012). Moreover, Lai et al. (2006) found a direct relationship between service recovery confirmation and customer lifetime value. In addition, confirmation has been found to have both a direct and an indirect effect on value (Bolton & Drew, 1991). Therefore, with strong theoretical support, the current study has assumed that confirmation of expectation has positive influences on perceived value that leads to satisfaction and that confirmation has a direct impact on satisfaction in the restaurant setting.

2.12.5 Relationship between perceived value, satisfaction and intention

Finally, the extensive prior literature has theorised a positive and direct relationship between perceived value, satisfaction and behavioural intention. In the value literature, satisfaction and intention are two main outcomes of consumer perceived value (Ledden et al., 2007). In a business-to-business context, Patterson and Spreng (1997) empirically investigated the relationship of perceived value to satisfaction and repeat purchase intention: findings indicated that perceived value impacts on satisfaction and satisfaction leads to repeat purchase. McDougall and Levesque (2000) have shown that perceived value affects satisfaction that, in turn, impacts on future intentions at the consumer level. Similarly, Lai (2004) and Chiu et al. (2005) empirically verified that perceived value is positively linked with customer satisfaction that, in turn, also leads to positive behavioural intention. On the other hand, Lin et al. (2012) highlighted that perceived value, as a function of perceived benefits and sacrifice, is a strong determinant of satisfaction and continuance intention. Therefore, the current study also posits that perceived value has a positive relationship to customer satisfaction that leads to positive behavioural intention. Prior studies have indicated that satisfaction can act as a full mediator or a partial mediator between the examined variables; therefore, this study has proposed two integrated models that show this difference. The two proposed theoretically-grounded alternate research models are shown below.

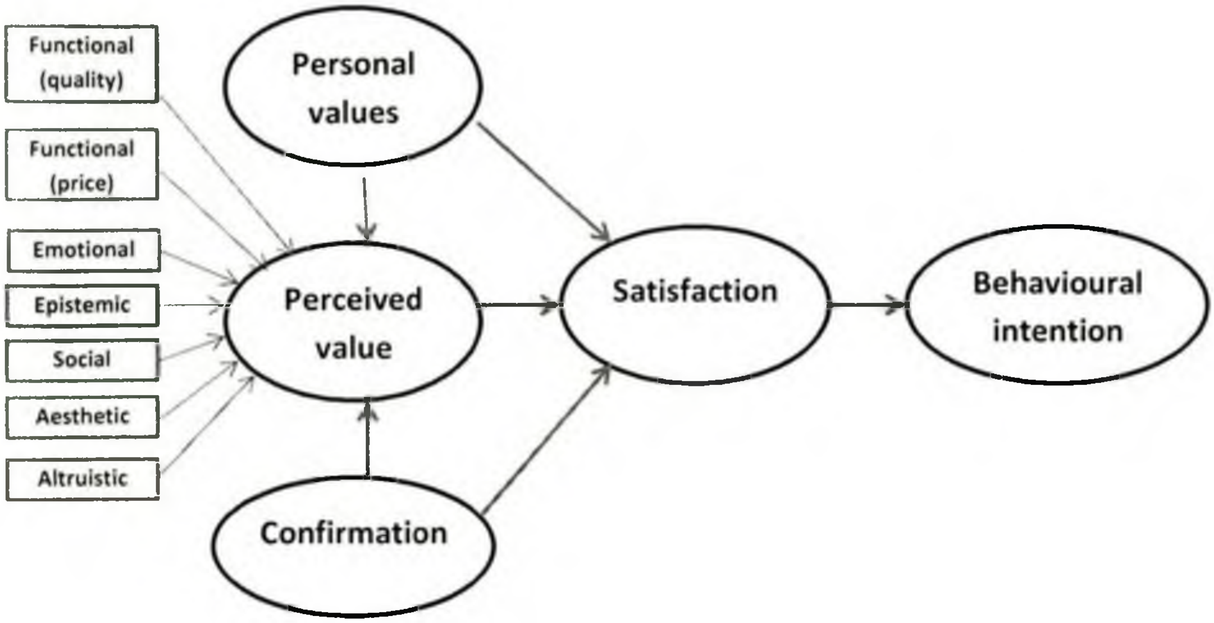

Figure 2.6: Proposed Theoretically-Grounded and Integrated Alternate Research Models

2.13 Summary and Research Opportunities

The first objective of this chapter was to review significant and related theories and constructs that underpin not only the two alternate models chosen from prior research, but also the integrated value-based model proposed for the current study (the latter is to be discussed in the next chapter). This chapter also reviewed the existing literature regarding Alternate Models 1 and 2 and identified the theoretical gaps that underpin the two proposed integrated value-based models which are used to conduct the study in the restaurant setting. The research gaps are identified that apply to examining the alternate models to predict consumers' behavioural intentions, especially in the restaurant setting. With support from the pertinent literature, the proposed integrated value-based model for the current study specifies some significant gaps that need adequate attention to properly predict consumers' behavioural intentions in the service environment. This chapter has sought to provide a detailed description of the research opportunities, with support from the literature, to justify this study's research questions and hypotheses, as discussed in Chapter 1. Primarily, the major research opportunity and specific research opportunities that motivated the development of the two integrated value-based models are shown below in Table 2.5.

Table 2.5: Major Research Opportunity and Specific Research Opportunities

Major gaps for the current study.	Specific gaps related to proposed integrated value-based models
Gap: A paucity of research studies is available that have examined non-nested alternate models that can more accurately predict consumers' behavioural intentions in a service environment.	Gap: Little research has incorporated the aesthetic value and the altruistic value from Holbrook's (1994, 1999) value typology with the theory of consumption values of Sheth et al. (1991) in the service and consumer behaviour literature.
Gap: A scarcity of research is available that has examined alternate models that can provide a more comprehensive explanation of the determinants of behavioural intention in a service environment.	Gap: A paucity of research has considered perceived value as a mediator between personal values and the outcome construct in the service environment. Gap: Few research studies have shown a direct relationship between personal values and perceived value in the service environment.

Finally, the current study believes that the above research gaps should be appropriately addressed to make a significant contribution to the expansion of knowledge in the services marketing literature. The next chapter reviews the extant studies with regard to the contextual domain for the current study.

CHAPTER 3

LITERATURE REVIEW ON THE CONTEXTUAL DOMAIN

3.1 Chapter Overview

This chapter explores the importance of the growing services sector globally and reviews all the relevant prior studies to justify the contextual application in the current study. Drawing on the importance of the relevant information, this chapter explains the reason behind the choice of the 'Bangladesh restaurant services sector' as the context in which to examine the alternate models for predicting consumers' behavioural intentions.

More specifically, the chapter uses the structure below to emphasise the following issues:

3.2 Significance of Services Sector
3.3 Reasons for Choosing Bangladesh as the Context of the Study
3.4 Reasons for Focusing on the Middle-Class People of Bangladesh
3.5 Rationale for Selecting Restaurant Services Sector in Australia
3.6 Summary and Research Opportunities

3.2 Significance of Services Sector

All economies are service economies; all businesses are service business.

— Vargo and Lusch (2004, 2008*)*

It was in 2004 that the *Journal of Marketing* published a radical article titled "Evolving to a New Dominant Logic for Marketing" by Vargo and Lusch who indicated the importance of services, stating that services are the fundamental basis of any kind of exchange. Since the 1970s, the global economy has, in reality, been shifting towards a service-based economy at a double-digit rate (Lages & Fernandes, 2005). Services generate approximately 63.6% of the GDP of developed countries (CIA, 2018). The services sector plays an increasingly important role in the global economy and the growth and development of countries. Consequently, the services sector, over recent decades, has become a contributory sector to GDP growth globally. The share of services in worldwide production has increased from about 56% in 1980 to 68% in 2007 (McCredie et al., 2010). In addition, the percentage of value added by services industries rose from an average of 59% in 1980 to 73% in 2007 in developed nations (McCredie et al., 2010). According to McCredie et al. (2010, p. 9) services are "delivering help, utility or care, an experience, information or other intellectual content. The majority of the value of that activity is intangible rather than residing in any physical product". Furthermore, a radical reformulation of marketing thought (Service-Dominant [S-D] logic) by Vargo and Lusch (2004) underlined 'service provision' rather than goods in economic exchange. The central propositions of S-D logic state that 'all firms are service firms'; 'all markets are focused on the exchange of service'; and 'all economies and societies are service based'. As a consequence, the world's business economies are today classified as service-based economies. Furthermore, Grönroos (1997) described services as a set of activities that occur by interactions between a buyer and a seller; involve goods and other physical resources; and use systems and/or infrastructures which are aimed at solving customers' problems. Due to the fundamental structure of the 'services definition' itself, the importance of the services sector is increasing globally. Taking into consideration the emergent importance of the services sector worldwide, the current study has considered the Bangladesh services sector in examining three non-nested alternate models for predicting consumers' behavioural intentions.

3.3 Reasons for Choosing Bangladesh Services Sector as the Context for the Study

> *The story t[old] here is representative of the changing dynamics of the global economy, whereby accepted wisdoms need to[be] re-examined and reconsidered in the light of the 'Shifting Wealth of Nations'.* - Kharas and Gertz (2010)

The foremost rationale for selecting Bangladesh as the context of the study arose from the intense desire to improve the understanding of the Bangladesh services sector and the increasing role that services play in this economy. In this regard, the economy of Bangladesh attracts investors from different parts of the globe. It stands in the 44th position among the largest economies of the world, according to the purchasing power index. Assorted local and international efforts are being made to improve its economic scenario. Without doubt, Bangladesh, as an emerging market, has greatly improved its economic prospects within a very short period.

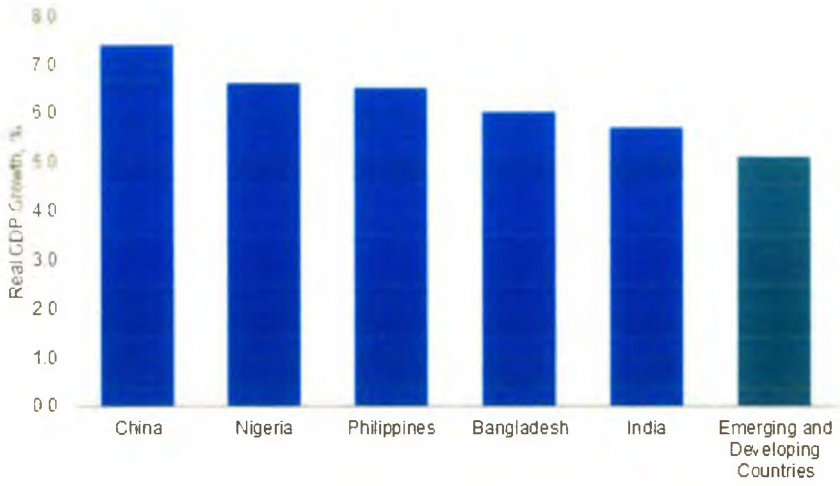

Figure 3.1: Real GDP Growth in Top Five Fastest Growing Key Emerging Economies in 2014

Source: Euromonitor International, available from <national statistics/Eurostat/OECD/UN/IMF>

Of the world's 25 largest emerging markets, ranked by GDP in purchasing power parity (PPP) terms, the five fastest-growing comprise some usual suspects (China and India) but also some more surprising entrants—particularly Nigeria and Bangladesh (Boumphrey, 2014). After 10 years of frenetic growth, the big five emerging economies of Brazil, Russia, India, China and South Africa (BRICS) are slowing down sharply. Bangladesh is one of the 10 countries set to take over as emerging economies from the powerful BRICS nations as those nations struggle with growing pains (Coface, 2014). In addition, the services sector over recent decades has become a contributory sector to GDP in the Asian countries. In a paper presented at the International Labour Organization (ILO) Conference in Geneva, Ghani (2011) presented the contribution of services and industry to GDP growth in the last 30 years for rich and poor countries. In both cases, the contribution of services to total growth was higher than industry's contribution. In poor countries, services (and industry) have contributed more to growth than in rich countries

To be specific, the economy of Bangladesh is currently dominated by the services sector, with almost 56.5% in GDP contribution coming from the services industry (CIA, 2018). Consequently, long-run improvement in the economic growth and national wealth of Asian countries, especially in Bangladesh, significantly depends on the progress of the services sector. The World Bank (2012) has highlighted the higher contribution to poverty reduction of growth in the services sector in comparison to the contribution to growth of the agriculture or manufacturing sectors, especially in the developing countries.

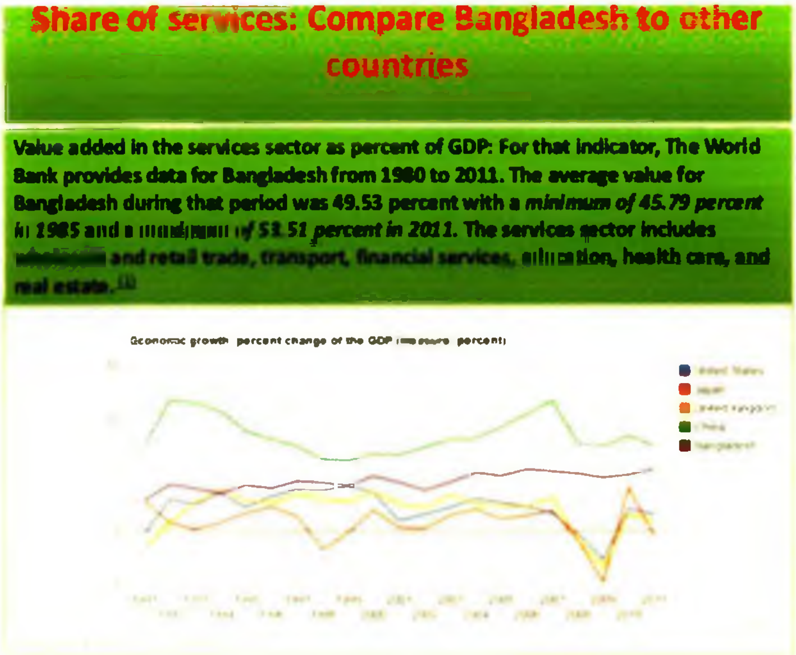

Figure 3.2: Share of Services: Bangladesh Compared to Other Countries

In addition, the above statistics indicate growing opportunities for the services sector in Bangladesh compared to its counterparts in other nations, thus providing marketers with the opportunity to increase their profit and market share by understanding the emergent service-based economy in Bangladesh. Consequently, long-run improvements in the economic growth and national wealth of Bangladesh significantly depend on the progress of the services sector. A simple calculation indicates that sectors other than the services sector merely contribute at the margin of total economic progress (McCredie et al., 2010) and this progress does not depend on how well other sectors are performing. A small improvement in the productivity of services is equivalent to almost four times as much minor development in all other sectors combined. Therefore, the future growth of Bangladesh's economy solely depends on the services sector leading to the creation of high-value jobs, increasing export earnings and productivity, and ensuring superior standards of living for the Bangladeshi people. In view of the importance of the growing services sector in Bangladesh, the current study envisaged an examination of alternate models in this services environment which would add valuable insights to practitioners and academics in this context.

3.4 Reasons for Focusing on the Middle-Class People of Bangladesh

Upper classes are a nation's past, the middle class its future. – Ayn Rand, the famous philosopher

With this growing economic trend, Asia's emerging middle class will be large enough to become one of the main drivers of the global economy. More than half of the world's middle class could be in Asia, and Asian consumers could account for over 40% of global middle-class consumption (OECD, 2015). The middle class is considered good for economic growth as it imparts more stability to the growth process due to the lower volatility associated with regular (salaried) jobs; it helps to accelerate the aggregate growth rate by releasing the domestic demand constraints to growth; by fostering higher labour productivity, it boosts managerial skills and entrepreneurship; and countries with higher middle-class density are able to reduce poverty faster than countries with lower middle-class density (Sen, 2015).

However, no consensus has been found in the literature on the definition of middle class: one strong view supports an education-driven and salaried job-centric definition (although precise thresholds are not mentioned in respect to education and occupation), while others opt for an income-based definition (Sen, 2015). The current study focused on the economic definition of the middle class (other approaches relating to sociological and cultural definitions have also been used). Banerjee and Duflo (2008) identified middle-class people in developing countries as those living on between US$2 and US$10 a day. Ravallion (2009) defined the middle class as those living on between US$2 and US$13 a day. In addition, Hashim (2015), working among targeted families, used for a definition those in the 7% of the population considered to constitute the middle class with an average annual income of US$5,000.

According to the above definition, only 9% of the national population of Bangladesh belonged to the category of middle class in 1992; the figure for the equivalent group went up to 20% in 2010. Doubling the size of a nation's middle class is a dramatic success by any measure. If the present trend continues, the middle class will comprise 25% of the Bangladeshi population in 2025 and 33% in 2030 (Sen, 2015). As highlighted in the extant literature, with the growth in the size of the national middle class, the rate of poverty reduction has increased in Bangladesh

The middle class of Bangladesh is emerging as a population group with purchasing power that values foreign brands and is hopping onto the digital bandwagon in their millions. Obviously, this opens up new opportunities for foreign firms hoping to cash in on the spending spree upon which Bangladeshi consumers have embarked. A sizeable middle class with strong purchasing power and an appetite for amenities is good news for business: it is also one of the indicators that say an economy will flourish. Businesses receive the signal that a viable target market exists for their product, which makes it worth their while to penetrate that market. This segment (almost 30–50 million people in number) is much larger than the entire population of some African or Eastern European countries in terms of purchasing power and expense pattern (Rashid, 2010). Interestingly, Kentucky Fried Chicken (KFC) and Pizza Hut in Dhaka are much larger than the same franchises in Bangladesh's neighbouring countries in South Asia (Rashid, 2010). In fact, the middle class in Bangladesh is unique, a complex combination of good and bad: it is not a 100% homogeneous entity. The size and growth of the middle class in Bangladesh during the period 1984–2010 has major implications for the country's current and future broad-based growth and development. This growth tendency in the socio-economic class structure in Bangladesh clearly indicates the downtrend witnessed in the overall poverty situation during the last 25 years. The country's emerging middle class has immense potential to help accelerate industrialisation. Moreover, the middle class can play a vital role in expanding the domestic consumer market, especially for durable industrial products. Last, but not least, the country's growing middle class has enormous consumption power and, with this spending, the domestic market size can be expanded further, resulting in increased real investment, employment, productivity and savings.

3.5 Rationale for Selecting the Restaurant Services Sector in Bangladesh

With the rise in income levels of the middle- and upper-class Bangladeshi population, in-country tourism has begun to develop quite significantly. Leisure and vacations are becoming a part of life for wealthier Bangladeshi people and this shift is contributing to the expansion of hotels, amusement facilities and eco-parks across the country (Hussain, S. S. & Leishman, 2013). Middle-class people usually enjoy stable housing, health care, educational opportunities (including college for their children), a reasonable retirement, job security and discretionary income that can be spent on vacation and leisure pursuits. Therefore, the impact of disposable income on economic growth and people's lifestyles is also evident from the growth of the tourism and hospitality industries in Bangladesh. Tourism is one of the most promising sectors for Bangladesh with the country's enormous natural beauty, heroic historical background and archaeological resources. The hospitality industry in the capital city, Dhaka, has almost doubled in size and earnings over the last four years (2004–2007).

The luxury hotels in Dhaka earned Bangladesh taka (BDT or Tk) 1.18 billion revenue as room rent in calendar year 2007 while they earned Tk 577.29 million four years earlier in 2004 (*Financial Express*, 2016). Foreign businessmen, in particular, ready-made garment buyers, have contributed to the growth of the hospitality industry. Optimistic thoughts suggest that the hospitality industry will flourish further in the near future as Bangladesh's economy is fast growing with the increased flow of tourists and businessmen to the country.

With this growing trend in the economic structure, the restaurant services sector is one of the fastest growing industries and is having an increasing impact on the development of society in this service-based economy (Ramseook-Munhurrun, 2012). A Western-style fast food industry began to appear in Bangladesh in the 1990s. According to the *Bangladesh Economic Review* (2015), the average growth rate of the hotel and restaurant industry in the last five fiscal years was 6.53% in real terms, which was similar to the average growth rate of GDP in Bangladesh. In the fiscal year 2014–15, the contribution of the hotel and restaurant sector stood at Tk 14,845 *crore* (10 million). A moderately sizeable section of urban Bangladesh, particularly the 'working group' (those in the workforce), has now sensed the need for activities like dining out. Although no specific information is available on how much people spend dining out or spend on food at restaurants, more than 50% (53.81% in 2005 and 54.60% in 2000) of household expenditure was used for food and beverages in Bangladesh (Huda & Hossain, 2009). In addition, as shown in Figure 3.3, hotels and restaurants alone had a consistently increasing growth rate in the GDP contribution in Bangladesh in comparison to other sub-sectors.

Sub-Sectors	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015
Retail/Wholesale Trade	6.69	6.70	6.18	6.73	6.59
Hotel & Restaurant	6.20	6.39	6.49	6.70	6.85
Transport & Communications	8.44	9.15	6.27	6.05	5.99
Bank & Insurance	10.44	14.76	9.11	7.27	8.83
Real Estate	3.88	3.92	4.04	4.25	4.26
Health & Social Service	6.34	3.81	4.76	5.06	5.69

Figure 3.3: Sector Growth in Bangladesh

Taken from the consumer perspective, the restaurant services sector is an ideal research setting for testing a multidimensional value-based model as the restaurant industry appeals to both tangible and intangible features of consumer value. In addition, a study on Bangladesh provides a context for emerging markets and is both worthwhile and insightful globally.

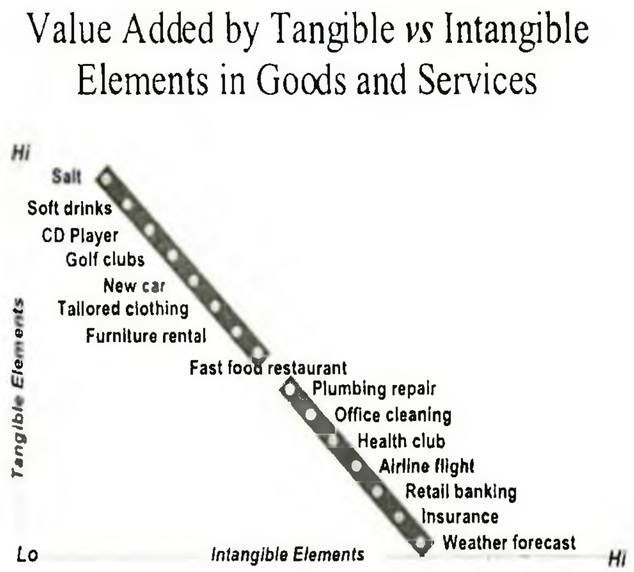

Figure 3.4: Value-added by Tangible versus Intangible Elements in Goods and Services

In this domain, hedonic values, such as social, emotional or aesthetic values, are at times more important than utilitarian value in some situational settings. Consequently, this context is a perfect setting in which to explore all types of inherent and potential economic or psychological consumer value in the consumer behaviour literature. Moreover, in a restaurant setting, goods act as a distribution mechanism for service delivery (Vargo & Lusch, 2004). The restaurant sector is the kind of services sector where data from heterogeneous customers can validate research outcomes. Moreover, only a handful of research endeavours have been undertaken to understand the antecedent variables in the prediction of behavioural intention, particularly in the Bangladesh restaurant context, with most recent research in this sector having been conducted in the United States (US) or the Asian region. Table 3.1 briefly summarises selected and very recent studies that have focused mainly on consumer value in restaurant dining.

Table 3.1: Prior Studies on Consumer Value in the Restaurant Environment

Author(s) and Year	Context of Study	Restaurant Type	Sample and Methods	Major Findings
(Kim et al., 2013)	South Korea	Mid- to upscale restaurants.	Actual visitors. Structural equation modelling (SEM) and multiple regressions.	Perceived food healthiness attributes, such as nutritional information, fresh and natural ingredients, weight control and nutritionally balanced diet, increase consumer value, satisfaction and revisit intention.
(Teng & Chang, 2013)	Northern Taiwan	Mid- to upscale restaurants.	Actual visitors. Structural equation modelling (SEM).	Visitors' views of 'employee task performance' and 'food quality' have significant impact on affective responses and perceived value. The moderator role of employee hospitality and entertainment cues on the relationships between customer perceptions of task performance/food quality and their affective answers was confirmed.
(Ryu, Lee, & Kim, 2012)	USA	Authentic upscale Chinese restaurant.	Actual visitors. Structural equation modelling (SEM).	Quality of the physical environment, food and service are antecedents of restaurant image and significant forecasters of customer perceived value. Additionally, image has a positive impact on customer satisfaction which is another strong predictor of behavioural intention.
(Ha & Jang, 2012)	USA	Fast food, casual dining and fine dining.	Actual visitors. Importance performance analysis (IPA).	The perceived importance and performance of consumer value was investigated in three different restaurant sectors. The study confirmed that convenience/efficiency and quality/excellence value are significant in fast food restaurants, with emotional value important for casual dining and epistemic value significant in fine dining restaurants.
(Ryu & Zhong, 2012)	Chinese restaurant in USA	Authentic ethnic restaurant.	Actual visitors. Structural equation	The mediator role of menu choice between risk-taking behaviour and disconfirmation has a

Author(s) and Year	Context of Study	Restaurant Type	Sample and Methods	Major Findings
			modelling (SEM).	significant impact on satisfaction which leads to revisit intention and word of mouth.
(Kwun, 2011)	Web-based survey in college at multiple locations	Campus food service facility.	Students and staff. Exploratory factor analysis (EFA), *t*-test and series of multiple regressions.	Service performance, product quality and the facility have a positive impact on perceived value, satisfaction and consumer attitude formation. Additionally, the mediating role of perceived value and satisfaction differs between male and female respondents.
(Ryu & Han, 2011)	Seoul, Korea	Upscale restaurants.	Actual visitors. Structural equation modelling (SEM).	Facility aesthetics, lighting, layout and staff service have a positive impact on disconfirmation that varied between first-time and repeat customers. Ultimately, disconfirmation has an impact on customer satisfaction and loyalty.
(Ha & Jang, 2010)	Korean restaurant in USA	Upscale and casual Korean restaurant.	Actual visitors. Structural equation modelling (SEM).	The moderating role of familiarity with the type of restaurant on the relationships between perceived values, satisfaction and intention were confirmed in this investigation. Utilitarian features had a stronger impact on the outcome construct than hedonic aspects.
(Chen & Hu, 2010)	Melbourne, Australia	Coffee outlets.	Actual visitors. Structural equation modelling (SEM).	Results indicated that relational benefit has direct effects on perceived value and customer loyalty and an indirect relationship to customer loyalty through perceived value that, in turn, has effects on customer loyalty.
(Ashton, Scott, Solnet, & Breakey, 2010)	Thailand	Hotel restaurant.	Actual visitors. Multiple regressions.	Perceived brand image, perceived quality and perceived sacrifice (both monetary and non-monetary) are significant determinants of perceived value that relates to purchase intention.

Author(s) and Year	Context of Study	Restaurant Type	Sample and Methods	Major Findings
(Jang & Namkung, 2009)	USA	Full-service restaurant.	Actual visitors. Confirmatory factor analysis (CFA).	Findings indicated that three types of perceived quality, namely, product, atmospheric and service, and positive/negative customer emotions have an impact on behavioural intentions in the restaurant consumption experience.
(Han, Back, & Barrett, 2009)	USA	Full-service restaurant.	Restaurant consumers. Structural equation modelling (SEM).	Qualitative research was first conducted to identify the four positive and negative classes of switching barriers, namely, preference, switching costs, relational investment and lack of alternatives. Finally, the dimension of consumption emotions has a significant impact on customer satisfaction, and satisfaction mediated the influence of emotion factors on revisit intention.
(Liu & Jang, 2009)	Chinese restaurants in the USA	Casual dining.	Actual visitors. Importance performance analysis (IPA).	Environmental cleanliness and service reliability followed by food quality and tastiness are key attributes to generating satisfied customers and positive behavioural intentions.
(Ryu, Han, & Kim, 2008)	USA	Quick-casual dining.	Actual visitors. Multiple regression analysis.	Customer satisfaction acts as a partial mediator in the relationship between restaurants' image/ perceived value and behavioural intentions. Moreover, restaurants' image, perceived value and customer satisfaction are antecedents of behavioural intentions.
(Myung, McCool, & Feinstein, 2008)	USA	Restaurants (not specific to a single type)	General populations. Rank-order logit model.	Price is the most important consideration for consumers' meal choice in the bundling context, followed by familiarity and healthy food: generally, consumers want to avoid new menu items.
(Wu, C. H.-J. & Liang, 2009)	Norway	Luxury hotel restaurants.	Restaurant consumers.	Excellence, harmony, emotional stimulation,

Author(s) and Year	Context of Study	Restaurant Type	Sample and Methods	Major Findings
			Qualitative research.	acknowledgement and circumstance value are identified by this study as conceptualising the construct of consumer value.
(Knight. Worosz, & Todd. 2007)	USA	Restaurants (not specific to a single type)	Restaurant visitors. Analysis of variance (ANOVA)	Perceptions of food safety and the importance of instituting and monitoring food safety significantly affect consumer choice in the restaurant environment.
(Ebster & Guist, 2005)	Italy and Austria	Authentic and themed ethnic restaurants.	Adult students. Mean standard deviation and *t*-test.	Consumers who are more familiar with the culture can differentiate better between authentic and themed restaurants: findings confirmed that consumers loved authentic restaurants more than themed restaurants.
(Park, 2004)	Korea	Fast food restaurants.	Actual visitors. Factor analysis.	The hedonic value of eating out is positively associated with mood, quick service and cleanliness, food taste, employee kindness and facilities, whereas the utilitarian value is focused on reasonable price, quick service and promotional incentives. Moreover, the hedonic value has more influence on consumers' decisions than the utilitarian value.

While the prior research highlighted in Table 3.1 indicates many factors that influence consumers' decision making in restaurant dining, surprisingly, no research studies have focused on this aspect in the Bangladesh restaurant context. To fill this empirical gap, the current study chose the restaurant services sector of Bangladesh as the research context and aimed to provide new insights for restaurant practitioners for conducting integrated analysis and the appropriate design of service delivery systems to satisfy their consumers.

3.6 Summary and Research Opportunities

The objective of this chapter was to revisit all the relevant information and prior studies regarding the importance of the services sector, especially in the Bangladesh context. In addition, this chapter provided an appropriate justification for choosing the 'Bangladesh restaurant services sector' for investigating the prediction of consumer behavioural intention to fill the empirical gap in this setting. In short, these gaps are described below:

Empirical Gaps
Gap: Few research studies have examined the non-nested model in the context of the Bangladesh restaurant services sector. Gap: No extant studies have considered the emergent middle class in Bangladesh in seeking to understand their behavioural intentions in the services environment, especially in the restaurant setting.

The next chapter discusses the current study's research method in detail

CHAPTER 4

RESEARCH METHODOLOGY

4.1 Chapter Overview

This chapter presents the research methodology used in this study. In considering the importance of the philosophical paradigms that underpin research, the study adopts a quantitative-positivistic research approach (Straub, Boudreau, & Gefen, 2004). This chapter includes detailed discussion regarding the research design, questionnaire development, measurement of constructs, the source of measurement scales for each construct, data collection and the analytical approach for the study.

The chapter is arranged in the following sections:

4.2 Justification for the Research Design

4.2.1 A quantitative-positivistic research approach

Logic of justification is needed to discover the true nature of reality. – Peter and Olson (1983)

The study has embraced Peter and Olson's (1983) view by adopting a quantitative-positivistic research philosophy, seeing the world of phenomena as having an objective reality, which is rational as it follows formal rules of logic or justification. In this approach, data provide objective, independent benchmarks for testing theories whereas in the relativistic/

constructionist research paradigm, knowledge is relative to a particular context and period of time in history. The essence of a positivist approach is to 'discover' the objective physical and social reality by crafting precise measures that will detect the dimensions of reality of interest to the researcher. The term 'positivism' (frequently stated as 'empiricism') takes the view that only knowledge-receiving privileges based on experience (i.e., empirical observations) are considered important, useful and/or scientifically meaningful (Peter & Olson, 1983). Researchers with this view avoid the induction problem and try to develop an accepted theory through the use of deductively-derived hypotheses via the logic of science (Peter & Olson, 1983). According to Straub et al. (2004), the basic assumption of the quantitative-positivistic research approach is that the world of phenomena encompasses an objective certainty and reality that are measurable, and that the relationships between objects in this world considered in the data are rational, representative and accurate. Either qualitative or quantitative methods or a combination of these two methods in data analysis are worthwhile and legitimate in social research to provide meaningful insights on an unobservable concept such as consumers' perceived value (Creswell, 1994). Past research on alternate model testing has mostly used the quantitative approach. Therefore, the current study has considered it appropriate to employ a quantitative-positivistic research approach to test the alternate models.

4.2.2 Survey method

The study employed the survey method as it has the capacity to accurately identify the extreme information from a larger sample size, to explain causal relationships between variables in a simple way and then to provide generalisable statements on the research setting (Gable, 1994). Furthermore, the survey method best suits the positivistic paradigm for the reason that it provides more confidence in the generalisability of the research outcomes (Straub et al., 2004).

For the survey, this research adopted cross-sectional design which comprises the collection of information on only one occasion from any given sample of population elements (Malhotra, 2004). Cross-sectional design has some benefits over longitudinal studies, such as higher feasibility (Anderson, J. C., 1995), minimum response bias (Dabholkar et al., 2000), appropriate use of time and resources and representative samples with greater response rates, with these benefits providing the main logic for accepting a cross-sectional design rather than a longitudinal one (Malhotra, 2004). Generally, longitudinal studies are clumsy, costly and time-intensive which leads to greater acceptance of the cross-sectional survey method in the services literature (Brady & Cronin, 2001; Dabholkar et al., 2000; Parasuraman et al., 1988).

4.2.3 Sampling process

Sampling is the process (or technique) of choosing a sub-group from a population to participate in a study. It is the process of selecting a number of individuals for a study in such a way that the individuals represent the large population group from which they were selected. Probability sampling and non-probability sampling are the two major sampling procedures used in research. The current study has chosen the probability sampling process for data collection. The detailed sampling process, including target population, sampling unit and element of analysis and sampling strategy, are discussed below.

4.2.4 Target population with sampling frame, and unit and elements of analysis

It is anticipated that the current study will be a pioneer initiative in the Bangladesh restaurant services industry through its comparison of alternate models for predicting consumers' behavioural intentions in this context. Therefore, the target population should represent the sample elements that have the relevant information and about which inferences can be drawn (Malhotra, 2004). The target population actually defines the boundary line between respondents and non-respondents. Consequently, it should be as specific as possible to decide on who should and who should not be in the sample. This study has chosen the Bangladesh restaurant context to obtain the best model. Therefore, the study's target population encompassed only actual restaurant consumers who had previous experiences of dining out. Two urban areas, Dhaka and Chittagong, were randomly selected from seven areas as the sampling frame. The reason for choosing Dhaka and Chittagong was that approximately 80% of the Bangladeshi middle class is concentrated in these two cities (BCG [Boston Consulting Group] Perspectives, 2015). Sample units then contain the elements of the target population to be sampled. When designing a survey, the goal is to optimise data collection procedures and to reduce total survey error within the available time and budget. Survey designers today choose a mixed-modes approach to achieve higher response rates, while keeping the overall costs low (de Leeuw, 2005). This approach is also considered as an affordable method (de Leeuw, 2005) as data can be collected from anywhere if it matches the defined sample selection procedures. Therefore, this study considered private/ public offices or restaurants, that is, wherever the suitable sample element (the respondents) could be found. Finally, this study considered sample elements who were aged 30+, had their own income above TK 30,000 (BDT), had the competency to judge price-utility/tangible-intangible consistencies and who had dined in a restaurant within the last 30 days. Here, it needs to be specified that this study did not specify any particular restaurant segments: instead, data were collected from fast food, casual and fine dining restaurants.

4.2.5 Sampling technique

A probability sampling method is any method of sampling which utilises some form of random selection. Various methods of the probability sampling process are used in research. Among them, stratified random sampling has been used for area selection. Stratified sampling is a probability sampling technique wherein the researcher divides the entire population into different subgroups or strata, then randomly selects the final subjects proportionally from the different strata. Equally important is the fact that the researcher must use simple probability sampling within the different strata. Using random sampling, the current study selected Dhanmondi, Gulshan-Banani and Shantinagar/New Paltan from the Dhaka zone and, from the Chittagong zone, Agrabad-Halishahar and O. R. Nizam Road. Systematic random sampling was then chosen and used for selecting public/private offices and restaurants from each stratum. From the sampling frame, a starting point was chosen at random, and choices thereafter were made at regular intervals. The author next contacted each of the selected private/public offices and restaurants to discuss the purpose of the study and to receive approval for data collection. When permission to collect data on these premises was authorised, respondents were selected at different times of the day and on different days of the week to ensure an adequate representation of the population. The respondents were asked to participate in a personally administered survey as they waited for food after ordering or for bills for payment or during their lunch break. Table 4.1 presents the overview of the sampling process.

Table 4.1: Overview of Sampling Process

Target population	**Actual restaurant consumers**
Sampling frame	Two urban areas (Dhaka and Chittagong) as around 80% of the Bangladeshi middle class is concentrated in these two cities: (BCG Perspectives, 2015)
Sampling unit	Multi-mode survey (de Leeuw, 2005) conducted in private/public offices/ restaurants)

Sampling elements	Age 30+ males and females who have their own income above TK 30,000 (BDT), have the competency to judge price-utility/tangible-intangible consistencies and have dined in a restaurant within the last 30 days.
Sampling strategy	Probability sampling
Sampling technique	➢ Stratified sampling for selection of areas. ➢ Systematic sampling for private/public offices and restaurants ➢ Convenience sampling for respondent selection
Sample size	At least five times each measurement item. (Hair et al., 2010)

4.2.6 Measurement of constructs and scaling techniques

To measure the constructs in the research model, items validated by other researchers in the extant literature were adopted and multi-item scales were used. For each item, a 7-point Likert scale was used with anchors from '1=strongly disagree' to '7=strongly agree'. Table 4.2 below provides a description of the variables that were mainly measured by using Likert scales, the sources of these constructs and a detailed description of the original scale items of each construct.

Table 4.2: Summary of Measurement Items

Construct	Sources	Original Scale Items	Construct	Sources	Original Scale Items
Personal values (PV)	Lages and Fernandes (2005) *Adopted from Rokeach (1973) and Kahle (1983)*	**SVPL (service value to peaceful life)** The use of this service allows me to achieve: . . . more tranquillity . . . more family security . . . more harmony and stability in life . . . a more enjoyable life . . . gives me comfort . . . makes me feel happy . . . is pleasurable.	**Perceived service value (PSV)**	Kim et al. (2013); Ryu et al. (2008); Cronin et al. (2000)	It is a good deal to dine at this restaurant compared to other restaurants. The overall value of dining at this restaurant is high. Compared to what I had to give up, the overall ability of this facility to satisfy my wants and needs is high.
Satisfaction (SAT)	Kim et al. (2013); Ryu et al. (2008); Cronin et al. (2000)	I feel satisfied after dining at this restaurant. I am pleased to have visited this restaurant. I really enjoyed the food at this restaurant. The overall feeling I got from the restaurant put me in a good mood. I think that I did the right thing when I purchased this service.	**Behavioural intentions (BI)**	Ha and Jang (2010); Ha and Jang (2012); Cronin et al. (2000)	I would like to spread positive things about this Korean restaurant to others. I would like to recommend this Korean restaurant to others. I would like to encourage others to dine at this restaurant. I would like to consider this restaurant as my first choice. If I had to do it over again, I would make the same choice.

Sacrifice (S)	Cronin et al. (2000); Ledden et al. (2007)	The price charged to use this facility is: Very Low (1) to Very High (9) The time required to use this facility is: Very Low (1) to Very High (9) The effort that I must make to receive the services offered is: Very Low (1) to Very High (9) When considering the monetary price of the service, I believe that the quality is good.	**Confirmation (C)**	Bhattacherjee (2001)	My experience with using this service was better than what I expected. The service level provided by the service provider was better than what I expected. Overall, most of my expectations from using this service were confirmed.
Functional value (FVP) (product quality)	Jang and Namkung (2009); Ryu et al. (2012)	The food has outstanding quality. The service offers healthy options. The service serves tasty food. The service offers fresh food. The smell of the food is enticing.	**Emotional value (EMV)**	Petrick (2002)	Use of this service: - gives me a sense of joy. - makes me feel delighted. - gives me happiness. - makes me feel good. - gives me pleasure.
Functional value (FVM): (price/value for money)	Sweeney and Soutar (2001)	Use of this service: - is a reasonable price. - offers value for money. - is a good service for the price. - is economical.	**Epistemic value (EPV)**	Sheth et al. (1991)	I am curious about using this service. I am bored with other alternatives. I like a change of pace. I like to do things that are new and different. I want to learn about it.
Social value (SV)	Sweeney and Soutar (2001)	Use of this service: - helps me to feel accepted. - improves the way I am perceived. - makes a good impression on other people. - gives me social approval.	**Altruistic value (ALV)**	Sánchez-Fernández et al. (2008); Ryu et al. (2008)	THe use of this service has an ethical and moral interest for me, as I consider that the service has been ecologically produced. The environmental preservation of the service is coherent with my ethical and moral values. The service provider's

					physical environment is eco-friendly. The service provider participates in recycling. The service provider performs social responsibility activities. I feel attracted by the spiritual atmosphere of this service. Going to this service has had an ethical and spiritual value for me
Service quality performance (SQ)	Ryu et al. (2012); Cronin et al. (2000)	Employees served me food exactly as I ordered it. Employees provided prompt and quick service Employees are always willing to help me. Employees made me feel comfortable in dealing with them. Employees are courteous, polite and respectful. Employees speak in a language that I can understand.	**Aesthetic value (AEV)**	Sánchez-Fernández et al. (2008); Ryu et al. (2008)	I like the arrangement of the table and the food. I find the restaurant's design and decor attractive. The appearance of the staff is appropriate. The restaurant has restrooms that are thoroughly clean. The background music is pleasant. The temperature is comfortable. The restaurant has a parking area.

4.3 Research questionnaire development

The questionnaire development comprised a review of the literature and completion of an elicitation study. Existing measurement items from the prior literature, with some modification, were used for all relevant constructs to form the initial questionnaire. Previous studies found that all constructs had reliability and validity. The elicitation study was conducted based on suggestions from Ajzen and Fishbein (1980) who surmised that a new set of beliefs and salient referents must be elicited for each new context, population and behaviour. The overview of the process comprised: (1) the elicitation study; (2) initial questionnaire development; (3) expert panels; (4) pilot test; and (5) refinement of the final questionnaire.

The elicitation study was undertaken to define salient belief measures for the multidimensional perceived value and personal values constructs. In the elicitation study, comprising personal interviews with five academics, participants were asked to choose mostly belief items to form aesthetic value and altruistic value constructs in the context of Bangladesh as well as forming the personal values construct regarding dining out. Based on their opinions, the existing measurement items were revised, with responses from the discussion helping to refine the measurement items to make the research context more appropriate. A draft of the questionnaire was next reviewed by six experts who suggested modifying the font size, adding the Bangla language for ease of reading and rephrasing ambiguous sentences to enhance the questionnaire's readability and simplicity. A convenience sample of 40 respondents whose income was above TK 30,000 (BDT) was then invited to participate in the pilot test. The results of the Exploratory Factor Analysis (EFA) and Cronbach's alpha test showed acceptable reliability and validity. The questionnaire was further revised with the final instrument shown in Appendix A.

Although English is spoken by many in Bangladesh and the selected respondents were well educated, it seemed prudent to use the respondents' mother tongue (i.e., Bangla) to maximise participation as well as to avoid any misunderstanding, misconceptions or misinterpretations. Most importantly, the mother tongue provided ease of reading to respondents. To collect the research data, a draft questionnaire was developed in English. As the questionnaire was to be administered in Bangla, it was necessary to subject it to forward translation (Hambleton, 1993) to Bangla followed by back translation (Brislin et al., 1973) to English. Two bilingual people, with Bangla as their first language, undertook the forward translation to Bangla, while the back translation was performed by a second pair of bilingual people, with English as their first language. This back-translation exercise was necessary to establish the equivalence of meanings of concepts/constructs, thus enabling the researcher to develop a survey instrument without any linguistic bias (Hui & Triandis, 1985). Finally, a set of the original English questionnaires in Bangla was also made available for respondents.

Although the most popular method of presenting questionnaire items is through rating scales (Likert-type scales), where participants are asked to rate a statement using some given category (e.g., ranging from 'strongly disagree' to 'strongly agree', or from 'never' to 'always', etc.), this method is prone to various response-style biases, such as social desirability bias, acquiescence bias and extreme response bias (Brown, A. & Maydeu-Olivares, 2012, 2013; Louviere et al., 2013). Therefore, a different response format in the same questionnaire was presented to minimise response-style biases and common method bias (Podsakoff et al., 2003)

The study set out to test the competing models in relation to restaurant consumption situations. Recency bias theory has pointed out that it is easier to discriminate (Crowder, 1993) the situation of more recent experiences. For that reason, respondents were asked one qualifying question about the recency of their experiences (i.e., 'have you visited a restaurant in the last 30 days?'). The first section was then designed to briefly ask respondents questions that sought general information, such as restaurant type, occasion, name and location, and type of visitors. In the second section, respondents were asked to recall recent experiences by rating statements on the various constructs using a 7-point Likert scale. In the final task, they were asked to provide general demographic information regarding gender, age, income, education and job.

4.3.1 Reliability and validity of instruments

Reliability refers to the degree to which measures are free from errors and therefore yield consistent results (Hair et al., 2010). Scales have reliability when they produce consistent results repeatedly (Malhotra (2004) over time and across situations (Hair et al., 2010). When a measurement is prone to random error, it lacks reliability. The most popular test to ensure the reliability of scale items is Cronbach's alpha test (Rajaobelina & Bergeron, 2009). A Cronbach's alpha value of 0.70 or above confirms the internal consistency of the scale items and the high reliability of the construct (Hair et al., 2010). It is very important to ensure the recommended level of reliability before undertaking confirmatory factor analysis (CFA) of the scale items. The current study conducted Cronbach's alpha test for item scales, operationalising each of the constructs in the conceptual model to examine its reliability using the IBM SPSS Statistics (SPSS) 19.0 software program. A detailed analysis of the procedure is described in the next chapter.

Validity represents the accurateness or truthfulness of scale items (Malhotra, 2004). 'Content validity' is when an instrument has sufficient coverage of a topic. Expert opinion, related literature and open-ended questions are some common and popular methods to increase content validity (Malhotra, 2004). Therefore, all scale items have been taken from previous studies, each with acceptable Cronbach's alpha values, to ensure content or face validity of the scales used in this study. In addition, an elicitation study and a pilot test (discussed earlier in this chapter) were conducted to avoid the likelihood that a question would be misunderstood or misinterpreted.

Construct validity means that the theoretical background for the measurement scale seeks agreement between a theoretical concept and a specific measuring device or procedure. Construct validity is the combination of convergent and discriminant validity. Discriminant validity, which examines that a specific measure differs from other measures from which it should differ (Malhotra, 2004), is achieved when all observed measures have low correlations with the scale items of other constructs. As the comparison between correlations with other constructs and their respective Average Variance Extracted (AVE) values demonstrates discriminant validity (Fornell & Larcker, 1981), to ensure discriminant validity, two steps have been followed in the current study. Firstly, a comparison has been made between each pair of composite reliability index values with Average Variance Extracted (AVE), as suggested by Fornell and Larcker (1981), and secondly, the value of AVE and the square of the correlation (SqC) have been examined. When the value of AVE is greater than that of SqC (AVE > SqC), discriminant validity of the scale items is ensured (Fornell & Larcker, 1981). Convergent validity can be confirmed by checking factor loadings and squared multiple correlations from the CFA output (Rajaobelina & Bergeron, 2009). Detailed discussions regarding discriminant and convergent validity issues are presented in the next chapter.

4.4 Data collection technique

The survey employed both self-completion and interviewer-filled techniques for collecting data. Both methods were used to help sample elements (i.e., the respondents) to ensure a higher response rate by avoiding missing values or mistakes and, in addition, to maintain the face-to-face culture in the Bangladesh context. Finally, the survey collected 350 responses using both data collection techniques.

4.4.1 Data entry

All research data in the completed questionnaires have been manually entered into the SPSS data file. When a completed questionnaire was received, it was given a sequence number which became its ID number in the data file. Some construct measurement items were scattered in the questionnaire, and some statements were written in a negative form. Therefore, all scattered items confirmed their sequences under single constructs, with negative statements reverse coded.

4.4.2 Data screening

The collected data have been analysed using SPSS 19.0 for descriptive statistics for cross-tabulation results, Exploratory Factor Analysis (EFA) and Cronbach's alpha, and AMOS 18 was used to examine the alternate models with Structural Equation Modelling (SEM). Prior to analysis, the data were checked for accurateness such as missing data, zero variance and the assumptions underlying the general linear model.

Missing data indicate that a respondent has not provided information for one reason or another, although he/she has furnished other information sought in the survey instrument. Based on the level, extent and randomness of missing values, a researcher has the option of ignoring a missing value, deleting a case with missing values or adopting a procedure to estimate missing values, if they are extensive (Hair et al., 2010). The raw research data were carefully scrutinised to identify a total of 26 completed questionnaires with some missing values. This could have been the result of survey fatigue or boredom in completing the responses which is usual for long questionnaires (Malhotra, 2004). Owing to low standardised deviation and zero variance, 20 additional responses have been deleted from the data set.

4.4.3 Assessment of multivariate normality, outliers and multicollinearlty

The assessment of multivariate normality and outliers considers two important prerequisites for applying an estimation technique like Maximum Likelihood (ML). The general rule is, if the value of the standardised univariate kurtosis index ($\beta 2$) is equal to or greater than 7, it is an indication of a departure from normality (Marsh et al., 2004). The standardised kurtosis index (β2) reveals that the positive values of univariate kurtosis range from 0.342 to 1.414, and negative values from -0.252 to -1.222 (see Appendix 5). Using the value of 7 as a guide, a review of the kurtosis values reported in Appendix 5 reveals that no item demonstrated substantial kurtosis. Furthermore, the absence of adequate variance can be confirmed if the kurtosis values go beyond the limit of -/+2 (Hair et al., 2010). Here, the kurtosis value of all the variables relied on are in between -/+2 except for only one case, SQ1 (2.269). As all variables (except one) fall within the acceptable threshold, the data were considered to have an adequate level of normality.

In relation to outliers, the tests for multivariate outliers found six significant cases (the Mahalanobis distance [D] (55) > 93.14, $p < 0.001$). These extreme cases were removed from further analyses. Other tests revealed minimal evidence of serious multivariate outliers. The study also checked Cook's Distance (D) for outliers and found no significant outliers in the sample data.

Multicollinearity refers to the degree to which explanatory variables are correlated with other variables. Although no irrefutable test is available to determine the exact nature of multicollinearity, a common rule of thumb is that Variance Inflation Factors (VIFs) of 10 or higher (or their equivalent, tolerances of .10 or less) may be reasons for concern (Hair et al., 2007). Results of this test indicated that this assumption is not violated (Appendix 6) and that the explanatory variables are free from the multicollinearity issue.

Finally, from the total responses from 350 respondents, the final sample consisted of 299 valid responses, resulting in a response rate of 85.4%.

4.4.4 Analytical approach

A detailed breakdown of respondents' demographic characteristics is shown on a frequency table (Table 5.1) in the next chapter. Cronbach's alpha test values and exploratory factor analysis for all constructs that were measured by Likert scales were analysed using SPSS software to check the reliability of the constructs.

Furthermore, the study followed the two-step procedure suggested by Anderson and Gerbing (1988) to examine the alternate models with AMOS software. Firstly, the measurement model was used to check the goodness of fit of the model and to analyse the construct reliability and validity, including convergent and discriminant validity. Structural models for each alternate model were then examined to explore the strength and direction of the causal relationships between the constructs. The acceptability of the model assessment was analysed with SEM using model fit indices, such as the chi-square value, Comparative Fit Index (CFI), Tucker–Lewis Index (TLI), Root Mean Square Error of Approximation (RMSEA), etc. Table 4.3 presents a discussion regarding the acceptable values of goodness of fit indices.

Table 4.3: Model Fit Indices and Standard Acceptable Thresholds

Fit Indices	Abbreviation	Acceptable Thresholds
Standardised factor loadings	λ i	Values of factor loadings greater than 0.50 are considered practically significant (Hair et al., 2010).
Composite reliability	ρη	This is an indicator of adequate internal consistency and the value should exceed 0.60, as suggested by Hair et al. (2010).
Average variance extracted	**AVE**	This statistic refers to how much the variance reflected by the latent variable in structural equation modelling (SEM) is shared among other variables: the lowest accepted threshold is 0.50 (Fornell & Larcker, 1981).
Squared multiple correlation	**SMC**	This shows the degree by which a measured variable's variance is explained by a latent variable: it is similar to R-squared (R^2) in regression analysis. It varies from 0 to 1 (Hair et al., 2010).
Chi-square	**CMIN (χ2)**	This defines the measure of difference used to compare the observed and estimated covariance matrices. The larger chi-square statistics represent poor model fit (Hair et al., 2010).
Probability for testing model fitness	***p*-value**	This should be greater than 0.05 which represents a model that fits the data well. On the other hand, to support a path or hypothesis, it should be less than 0.05 (Hair et al., 2010).
Normed chi-square	**CMIN/*df***	This is the ratio of chi-square divided by the degrees of freedom (*df*) and it should be less than 2, 3 or 5. A lower value is related to better fitting models (Hair et al., 2010).
Goodness of fit index	**GFI**	This represents the combined effect of the relative variance and covariance of a model. A value greater than 0.90 is considered good. However, this fit index has recently experienced a drop in its usage (Hair et al., 2010).
Root mean square error of approximation	**RMSEA**	Generally, this represents the residual or error index. The cut-off is less than 0.005 or 0.08 with 95% confidence (Hair et al., 2010).
Root mean square residual	**RMR**	This is the square root of the mean of the squared residuals. Although no specific

Fit Indices	Abbreviation	Acceptable Thresholds
		statistical threshold rule has been established, a lower value represents that the model has a better fit (Hair et al., 2010).
Normed fit index	**NFI**	This shows the ratio of the difference between the chi-square value for the fitted model and a null model dividable by the chi-square value of the null model. The cut-off value is between 0 and 1 (Hair et al., 2010).
Tucker–Lewis index	**TLI**	This is the comparison between the normed chi-square value for the null/baseline model and the specified model, with the value ranging between 0 and 1. However, the higher value recommends a better fit: usually the cut-off value is 0.9 (Hair et al., 2010).
Comparative fit index	**CFI**	This is the improved version of the normed fit index (NFI) and values above 0.90 are normally associated with a better fitted model (Hair et al., 2010).
Adjusted goodness of fit index	**AGFI**	This represents the adjusted degrees of freedom (*df*) for a model: it is similar to the goodness of fit index (GFI) but its values are lower than GFI values (Hair et al., 2010).
Parsimony normed fit index	**PNFI**	This adjusts the NFI value, with a relatively higher value representing better fit across the competing models (Hair et al., 2010).

4.5 Summary

This chapter has provided a detailed discussion of the study's research methodology including the justification of the research design, sources of constructs, questionnaire development, the data collection method and the data analysis plan. The next chapter briefly presents the results of the data analysis.

CHAPTER 5

DATA ANALYSIS

5.1 Chapter Overview

This chapter begins with the description of the basic demographics of the sample respondents, with detailed breakdowns of their age, education, gender, occupation and other related factors. The chapter then presents the Exploratory Factor Analysis (EFA) results and Cronbach's alpha values for each of the constructs. After that, a two-step modelling approach, as suggested by Anderson and Gerbing (1988), is presented for final data analysis. In the first step, confirmatory factor analysis (CFA) is used to assess the measurement models for the different alternate models. The validity and reliability of the measurement for the factors then needed to be tested before performing Structural Equation Modelling (SEM). The next step was to evaluate the structural model by measuring the overall model fit. Finally, in accordance with Rust, Lee and Valente (1995), the current study has chosen an appropriate statistical measure to isolate the better model. To be specific, this chapter has been organised as follows:

5.2 Sample Characteristics
5.3 Other Psychographic Information
5.4 Exploratory Factor Analysis (EFA) and the Reliability Issue
5.5 Analysis of Measurement Models
5.6 Confirmatory Factor Analysis (CFA) of Alternate Models 1 and 2
5.7 Scale Reliability and Validity of Measurement Models 1 and 2
5.8 Confirmatory Factor Analysis (CFA) of First-order Construct: Multidimensional Perceived Value
5.9 Confirmatory Factor Analysis (CFA) of Proposed Model
5.10 Scale Reliability and Validity of Proposed Model
5.11 Analysis of Structural Models
5.12 Comparison of Alternate Model 1, Alternate Model 2 and the Proposed Model
5.13 Structural Path Analysis of the Best Model
5.14 Mediating Analysis
5.15 Summary

5.2 Sample Characteristics

While the overall demographic characteristics of the sample are not the main focus for this study, it can be more informative for restaurant practitioners and academics to have an understanding of the gender, age, education, job and income of the respondents. Of the 299 respondents, the sample was consistently divided between males (52.5%) and females (47.5%). Approximately 34.8% of respondents were aged from 35–39, 25.4% were aged from 40–44 and only 2.7% were aged from 55–59. The largest group of respondents (51.8%) had university postgraduate degrees whereas 32.1% had university graduate degrees. In terms of their profession, approximately 21.4% of respondents were government officers, 20.4% were teachers while 16.1% were bankers. They varied in their income level. Interestingly, almost 37.1% of respondents had an income of +80.000 BDT while 18.4% of respondents had an income of +50.000 BDT. A detailed breakdown of the characteristics of the sample is presented in Table 5.1.

5.3 Other Psychographic Information

Auty (1992), in one of his classic articles, categorised restaurants into three different segments and identified four different types of reason for eating out. Based on that previous categorisation, the current study asked each respondent which restaurant type they preferred most and for what occasion. The pie chart in Figure 5.1 presents these findings.

5.3.1 Restaurant type

Of the 299 respondents, the largest group of respondents (almost 52.5%) preferred fine dining, 24.4% of respondents preferred casual dining, whereas 23.1% of respondents preferred a fast food type of restaurant.

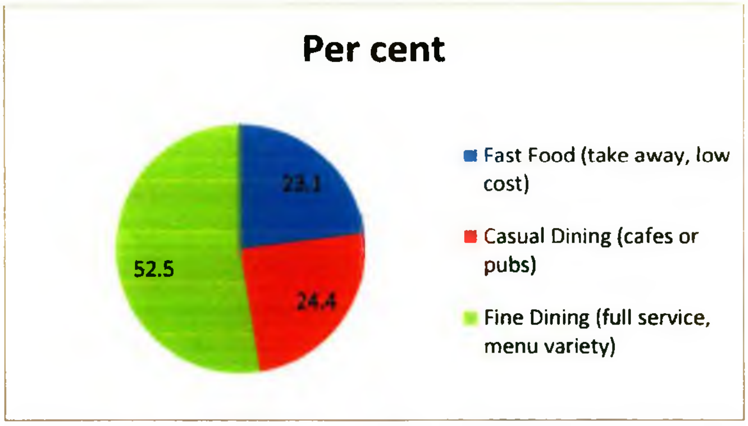

Figure 5.1: Restaurant Type

5.3.2 Reason for eating out

Approximately 48.2% of the total respondents loved to have social get-togethers with friends in a restaurant, 26.1% had gone to a restaurant for convenience or for the purpose of a quick meal, while 21.4% went to restaurants to celebrate birthdays and anniversaries with family and 4.3% went for the purposes of a business meal.

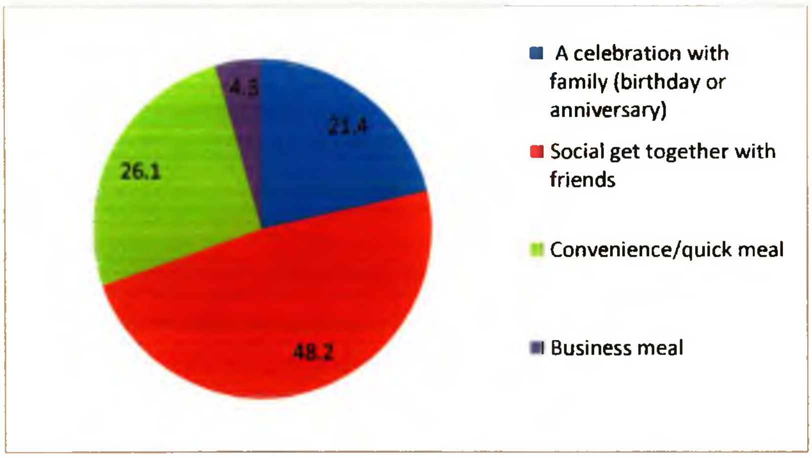

Figure 5.2: Reason for Eating Out

5.3.3 Type of visitors

Of the 299 total respondents, 60.8% were repeat visitors whereas 39.2% were first-time visitors to a restaurant.

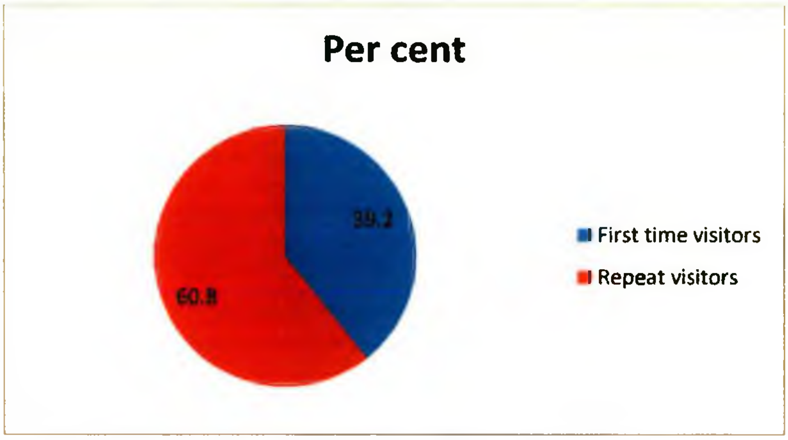

Figure 5.3: Type of Visitors

Table 5.1: Profile of Respondents (N=299)

Measure	Option	Frequency	Percentage
Gender	Male	157	52.5
	Female	142	47.5
Age	30-34 years	23	7.7
	35-39 years	104	34.8
	40-44 years	76	25.4
	45-49 years	49	16.4
	50-54 years	35	11.7
	55-59 years	8	2.7
	60 years and over	4	1.3
Income	30000-39000 BDT	38	12.7
	40000-49000 BDT	17	5.7
	50000-59000 BDT	55	18.4
	60000-69000 BDT	33	11.0
	70000-79000 BDT	38	15.1
	80000 and above BDT	111	37.1
Education	College degree	16	5.4
	University graduate degree	96	32.1
	University post-graduate degree	155	51.8
	Doctoral degree	32	10.7
Work status	Banker	48	16.1
	Teacher	61	20.4
	Doctor	33	11.0
	Engineer	47	15.7
	Businessman	46	15.4
	Govt Officers	64	21.4

5.4 Exploratory Factor Analysis (EFA) and the Reliability Issue

As the questionnaire items were contextualised through an elicitation study and the subsequent pilot test study, Exploratory Factor Analysis (EFA) was used to help detect meaningful patterns among the variables and to purify the scale of each construct in the hope of deleting items that had values less than 0.4 and that did not have a common core. Principal Component Analysis (PCA) using Varimax, an orthogonal factor rotation technique considered superior to other factor rotation techniques, has been used to obtain a simplified factor structure. A minimum eigenvalue of 1.00 has been used as a cut-off point for selecting the number of factors. Following the recommendation of Hair et al. (2006), a factor loading of 0.40 and above has been considered the cut-off point for items to be included in a factor. Conducting EFA is necessary to ensure that instrument items adapted from research conducted in many different contexts are also appropriately defining related variables in the Bangladesh context. Items with a value less than 0.40 was removed. In addition, internal consistency was measured by Cronbach's alpha. With regard to reliability, Cronbach's alpha value for each construct exceeded the threshold value of 0.7 (Hair et al., 2010), indicating the satisfactory and acceptable reliability of the constructs. Tables 5.2 and 5.3 below show the EFA results and Cronbach's alpha value for each construct in the models.

5.5 Analysis of Measurement Models

Confirmatory Factor Analysis (CFA) has been undertaken through structural equation modelling (SEM) using AMOS 18.0, with the Maximum Likelihood (ML) estimation approach. Structural Equation Modelling (SEM) is a powerful tool for quantifying theoretical relationships between variables by combining regression and factor analysis (Hair et al., 2010). It has several benefits over alternative techniques such as multiple regression or general linear analysis (e.g., visual specification of constructs and theory-based causal relationships between constructs) in terms of its ability to express definite measurement errors and to construct latent and observed variables while checking the internal consistency of data (Byrne, 2001). In fact, AMOS-based SEM is a more widely used and preferred technique than PLS-based SEM in theory-testing studies in the social sciences literature. AMOS-based SEM is superior to PLS-based SEM for several reasons. Firstly, AMOS is covariance-based analysis and, therefore, it is easy to interpret; secondly, it is based on the Maximum Likelihood (ML) method which is the most desirable criterion for reflective theory testers and, finally, graphical charts make it convenient to explain the output of the analysis. These reasons prompted the researcher to adopt AMOS-based SEM for this study. Structural Equation Modelling (SEM) is a two-step process involving measurement model verification (using CFA) and structural model testing (Bollen, 1989; Byrne, 2001). These steps are discussed in the next sections.

Table 5.2: Exploratory Factor Analysis (EFA) and Cronbach's Alpha Values for Alternate Models 1 and 2 Constructs

	Component						
Item Code	1	2	3	4	5	6	Cronbach's Alpha
SQ1	0.747						**0.931**
SQ2	0.815						
SQ3	0.756						
SQ4	0.705						
SQ5	0.764						
SQ6	0.792						
SAC1		0.722					**0.865**
SAC2		0.781					
SAC3		0.802					
SV1			0.719				**0.872**
SV2			0.715				
SV3			0.700				
CON1				0.764			**0.921**
CON2				0.607			
CON3				0.720			
SAT1					0.589		**0.830**
SAT2_Reverse					0.565		
SAT3					0.926		
SAT4					0.534		
SAT5					0.684		
BI 1						0.631	**0.906**
BI 2						0.786	
BI 3						0.595	
BI 4_Reverse						0.808	
BI 5						0.829	

5.6 Confirmatory Factor Analysis (CFA) of Alternate Models 1 and 2

To analyse the measurement model, confirmatory factor analysis (CFA) of the Maximum Likelihood (ML) estimation method for the prior classic alternate models was conducted in the initial stage of data analysis. In terms of the two prior models, Alternate Model 2 was an all-inclusive model including all measurement constructs from Alternate Model 1; therefore, only the measurement model of Alternate Model 2 was examined (Huh, Kim & Law, 2009).

Table 5.3: EFA and Cronbach's Alpha Values for Perceived Value and Personal Values Constructs

	Component								
Item Code	1	2	3	4	5	6	7	8	Cronbach's Alpha
FPVQ1	0.694								**0.895**
FPVQ2	0.685								
FPVQ3	0.721								
FPVQ6	0.799								
FPVQ7	0.769								
FPVQ8	0.666								
FPVP1		0.549							**0.850**
FPVP2		0.863							
FPVP4		0.620							
FPVP5		0.729							
FPVS1			0.656						**0.773**
FPVS2			0.564						
FPVS3			0.536						
FPVS5			0.648						
FPVE1				0.698					**0.764**
FPVE2				0.561					
FPVE3				0.504					
FPVE4				0.505					
FPVEP1					0.542				**0.702**
FPVEP2					0.722				
FPVEP5					0.550				
FPVA1						0.510			**0.878**
FPVA2						0.621			
FPVA4						0.521			
FPVA7						0.583			
FPVA8						0.703			
FPVA9						0.609			
FPVAL1							0.550		**0.856**
FPVAL2							0.635		
FPVAL3							0.552		
FPVAL4							0.585		
FPVAL5							0.575		
FPVAL6							0.706		
FPVAL7							0.599		
PVPL1								0.544	**0.938**
PVPL2								0.550	
PVPL3_Reverse								0.786	
PVPL4								0.771	
PVPL5								0.581	
PVPL6								0.553	
PVPL7								0.753	

The first measurement model was run with a total of 25 measurement items but the results did not fit the data well (χ^2 = 1846.415; df = 260; χ^2/df = 7.102; CFI = 0.815; TLI = 0.786; RMSEA = 0.143). However, a scrutiny of the modification indices (MIs) and standardised residuals and a specification search provided the possibility of a better model fit. According to the rule of thumb, large modification indices (MIs) argue the case for the presence of factor cross-loadings and error covariance (Byrne, 2009), and standardised residuals that are greater than the benchmark range of 2.5–4.0 indicate a problem with one of the measures. Therefore, after examining the covariance of the standardised residuals and the modification indices (MIs), a few items were removed due to their significantly higher value associated with another item. Basically, when two correlated measurement items reflect the same meaning for measuring two different constructs, item deletion is theoretically justifiable. After re-specification, the second measurement model also did not fit well to the data. After additional items were deleted, finally the final measurement model (with 16 items) was meaningfully improved (χ^2 = 300.171; df = 89; χ^2/df = 3.373; CFI = 0.957; TLI = 0.941; RMSEA = 0.089). Table 5.4 below presents the summaries of the initial, second and final Confirmatory Factor Analyses (CFA) based on the model fit measures.

Table 5.4: Confirmatory Factor Analysis (CFA) Results of Alternate Models 1 and 2

Fit Indices	Initial Model	Second Model	Final Model	Recommended Values
CMIN (χ2) (Chi-square)	1846.415	1317.014	300.171	Low χ2 relative to degrees of
df (Degrees of Freedom)	260	194	89	freedom with an insignificant p
p-value (Probability Level)	0.000	0.000	0.000	value (p > 0.05) *(Hooper et. al. 2008)*
CFI (Comparative fit index)	0.815	0.856	0.957	≥ 0.90 *(Hair et al., 2010)*
TLI (Tucker- Lewis index)	0.786	0.828	0.941	≥ 0.90 *(Hair et al., 2010)*
RMSEA (Root mean square error of approximation)	0.143	0.139	0.089	≤ 0.08 or < .1 *(MacCallum et al, 1996; Hooper et. al. 2008)*
CMIN/df (Normed chi-square)	7.102	6.789	3.373	< 3.00 or < 5.00 *(Wheaton et al. 1977; Hooper et. al. 2008)*
GFI (Goodness of fit index)	0.699	0.727	0.892	> 0.90 or <0. 80 *(Hooper et. al. 2008)*
AGFI (Adjusted goodness of fit index)	0.624	0.645	0.835	≥ 0.80 *(Hooper et. al. 2008)*
NFI (Normed fit index)	0.792	0.835	0.940	≥ 0.90 *(Hooper et. al. 2008)*
RMR (Root mean square residual)	0.173	0.15	0.098	≤ 0.08 or <.1 *(Hooper et. al. 2008)*

5.7 Scale Reliability and Validity of Measurement Models 1 and 2

Regarding reliability, the Cronbach's alpha value of each construct exceeded the threshold value of 0.7 (Nunnally, 1978). Therefore, as shown in Table 5.2, every construct is reliable. With regard to validity, Fornell and Larcker (1981) listed three standards for assessing convergent validity:

(1) All standardised factor loadings must exceed 0.5;

(2) Composite Reliability (CR) must exceed 0.8;

(3) The Average Variance Extracted (AVE) must exceed 0.5.

This study has used Confirmatory Factor Analysis (CFA) to measure the convergent validity of each construct. The analytical results show that all standardised factor loadings exceeded 0.7 ($p < 0.05$), the CR of each construct exceeded 0.8 and the AVE of each construct exceeded 0.5, as shown in Table 5.5. Therefore, every construct in both alternate models has good convergent validity. Fornell and Larcker (1981) indicated that when the square root of the AVE for each construct exceeds the construct correlations, definite discriminant validity must exist, with these results shown in Table 5.6.

Table 5.5: Validity of Constructs for Alternate Models 1 and 2

Constructs	Item Code	Item description	Standardized Loadings	CR	AVE
Service Quality	SQ6	Employees make the effort to understand my needs.	0.783	0.891	0.671
	SQ4	Employees are courteous and polite.	0.799		
	SQ2	Employess provide quick service.	0.854		
	SQ1	Employess serve exactly the same food that I have ordered.	0.839		
Service Value	SV2	Compared to other restaurants, this restaurant is worth for me to sacrifice my time and efforts.	0.853	0.880	0.786
	SV1	It is a good deal to dine at this restaurant as compared to other restaurants.	0.919		
Sacrifice	SAC3	When considering the monetary value, I think foods are considered to be a very good buy.	0.883	0.906	0.828
	SAC2	The effort that I make to dine in this restaurant is worth the money I pay for.	0.936		
Confirmation	CON3	Overall, most of my expectations of dining are confirmed at this restaurant.	0.891	0.888	0.799
	CON1	My experience of dining is better than what I expected.	0.897		
Satisfaction	SAT5	Overall, this restaurant puts me in a satisfactory mood.	0.893	0.869	0.691
	SAT4	I think that I did the right thing when I purchase the service.	0.733		
	SAT1	I am very satisfied with the dining experience at this restaurant.	0.859		
Behavior Intention	BI5	For future dining out, the probability of considering this restaurant as my first choice is--	0.875	0.916	0.784
	BI3	The chances of recommending this restaurant to others is--	0.853		
	BI2	The likeliness of spreading positive words about this restaurant to others is--	0.926		

Table 5.6: Discriminant Validity for Alternate Models 1 and 2

	satisfaction	service quality	service value	sacrifice	confirmation	Behavior intetnion
satisfaction	**0.831**					
service quality	0.794	**0.819**				
service value	0.759	0.799	**0.887**			
sacrifice	0.822	0.694	0.800	**0.909**		
confirmation	0.828	0.708	0.807	0.836	**0.893**	
Behavior intetnion	0.739	0.690	0.812	0.776	0.862	**0.885**

5.7.1 Common method bias

Common method bias refers to a bias in the data set caused by something external to the measures but which may influence the given responses (Bagozzi & Yi, 1988). For example, collecting data using a single (common) method may introduce systematic response bias that will either inflate or deflate responses. A study that has a significant common method bias is one in which a majority of the variance can be explained by a single factor. Except for the validity check, CFA demands a common method bias test, with this having been carried out in the current study.

5.7.2 Confirmatory factor analysis (CFA): Common latent factor

In CFA, a Common Latent Factor (CLF) is used to capture the common variance among all observed variables in the confirmatory factor model. The current research adds a Common Latent Factor (CLF) and links it to all observed items in the CFA model. In the model, a comparison is then made between the standardised regression weights with the CLF and those without. If there are large differences (e.g., greater than 0.2), it is recommended that the CLF needs to be retained for computing the composite scores of the factors and transforming the CFA measurement model to the structural model (Bagozzi & Yi, 1988). In this research, the comparisons of standardised regression weights of models with and without a CLF reveals no significant problem and all the values are below 0.2 as shown in Table 5.7.

Table 5.7: Common Method Bias Check for Alternate Models 1 and 2

Difference of regression weights of CLF with and without CLF			Estimate
SQ6	<---	service quality	0.049
SQ4	<---	service quality	0.053
SQ2	<---	service quality	0.097
SQ1	<---	service quality	0.091
SV2	<---	service value	0.075
SV1	<---	service value	0.114
SAC3	<---	sacrifice	0.130
SAC2	<---	sacrifice	0.084
CON3	<---	confirmation	0.157
CON1	<---	confirmation	0.104
SAT5	<---	satisfaction	0.100
SAT4	<---	satisfaction	0.109
SAT1	<---	satisfaction	1.592
BI5	<---	Behavior intetnion	0.101
BI3	<---	Behavior intetnion	0.138
BI2	<---	Behavior intetnion	0.086

Finally, before running the structural model, the final measurement model for Alternate Models 1 and 2 in AMOS is shown in Figure 5.4.

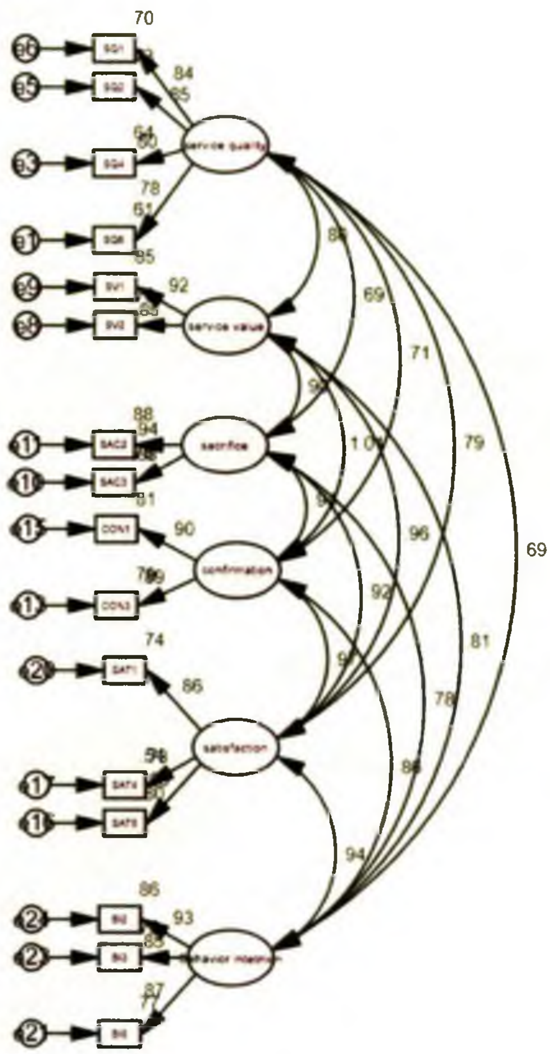

Figure 5.4: Measurement Model for Alternate Models 1 and 2 in AMOS

5.8 Confirmatory Factor Analysis (CFA) of First-order Construct: Multidimensional Perceived Value

As previously mentioned, the current study measured perceived value from the multidimensional perspective with seven first-order constructs, namely: functional quality and price, and social, emotional, epistemic, aesthetic and altruistic values. Following the same procedure as discussed earlier, the study conducted Confirmatory Factor Analysis (CFA) to check the properties of the first-order measurement model in terms of reliability, convergent validity and discriminant validity before conducting structural equation modelling (SEM) to evaluate the data quality (Anderson, & Gerbing, 1988).

Table 5.8: CFA Results of First-order Constructs

Fit Indices	Initial Model	Second Model	Final Model	Recommended Values
CMIN ($\chi 2$) (Chi-square)	2672.243	1878.724	647.051	Low $\chi 2$ relative to degrees of
df(Degrees of Freedom)	506	356	168	freedom with an insignificant p
p-value (Probability Level)	0.000	0.000	0.000	value ($p > 0.05$) *(Hooper et al 2008)*
CFI (Comparative fit index)	0.715	0.874	0.927	≥ 0.90 *(Hair et al., 2010)*
TLI (Tucker- Lewis index)	0.684	0.842	0.906	≥ 0.90 *(Hair et al., 2010)*
RMSEA (Root mean square error of approximation)	0.120	0.100	0.098	≤ 0.08 or $< .1$ *(MacCallum et al. 1996; Hooper et al. 2008)*
CMIN/df(Normed chi-square)	5.281	5.277	3.851	< 3.00 or < 5.00 *(Wheaton et al. 1977; Hooper et al. 2008)*
GFI (Goodness of fit index)	0.666	0.708	0.834	> 0.90 or <0.80 *(Hooper et. al. 2008)*
AGFI (Adjusted goodness of fit index)	0.607	0.643	0.872	≥ 0.80 *(Hooper et. al. 2008)*
NFI (Normed fit index)	0.672	0.737	0.942	≥ 0.90 *(Hooper et. al. 2008)*
RMR (Root mean square residual)	0.293	0.122	0.080	≤ 0.08 or $< .1$ *(Hooper et. al. 2008)*

As shown in Table 5.8, the measurement model for the first-order constructs needed to run three times to obtain a better fit model. The initial model considered 34 items under seven constructs. The literature suggests that, to achieve goodness of model fit, the Tucker–Lewis Index (TLI) and Comparative Fit Index (CFI) must be greater than 0.9 and the Root Mean Square Error (RMSEA) must be less than 0.10, while also considering other fitness indices. The initial model testing results did not report goodness of model fit with the data ($\chi^2 = 2672.243$; $df = 506$; $\chi^2/df = 5.281$; CFI = 0.715; TLI = 0.684; RMSEA = 0.120). The factor loadings greater than 0.5; standardised residuals variables close to 4; and Modification Indices (MIs) with higher values were examined. After the deletion of 12 items, the final model was obtained that fits the data well ($\chi^2 = 647.051$; $df = 168$; $\chi^2/df = 3.851$; CFI = 0.927; TLI = 0.906; RMSEA = 0.098). Table 5.8 summarises the initial, second and final Confirmatory Factor Analysis (CFA) for the first-order constructs based on the model fit measures.

5.9 Scale Reliability and Validity of the First-order Constructs

The measurement's reliability was assessed by Cronbach's alpha values as shown in Table 5.3. The alpha values for the seven constructs ranged from 0.702 to 0.895. Therefore, each construct exceeded the minimum requirement of 0.7, thus ensuring adequate internal consistency (Nunnally, 1978).

Table 5.9: Construct Validity of First-order Constructs

Constructs	Item Code	Item Description	Standardized Loadings	CR	AVE
FPVQ	FPVQ3	The restaurant serves tasty food.	0.856	0.910	0.771
	FPVQ2	The restaurant offers healthy food menu.	0.852		
	FPVQ1	The restaurant has outstanding food quality	0.925		
FPVP	FPVP5	The prices charges by this restaurant are appropriate.	0.514	0.811	0.702
	FPVP4	This restaurant provides good service relative to price charged.	0.932		
	FPVP1	It is worth spending money on buying foods at this restaurant.	0.820		
FPVS	FPVS3	I enjoy going to restaurants with my family and friends.	0.768	0.708	0.724
	FPVS2	This restaurant is a favourite choice of many people I know.	0.541		
	FPVS1	The atmospheres of this restaurant are in accordance with my social level and status.	0.689		
FPVE	FPVE4	Dining in this restaurant satisfies my curiosity of dine out.	0.862	0.783	0.752
	FPVE3	Dining in the restaurant makes me feel good.	0.762		
	FPVE2	Dining in the restaurant makes me feel delighted.	0.577		
FPVEP	FPVEP5	There is an opportunity of food related learning in this restaurant. (e.g., explanation of dishes).	0.652	0.775	0.704
	FPVEP1	Dining in this restaurant is a different experience.	0.619		
FPVA	FPVA9	The temperature is comfortable.	0.587	0.774	0.764
	FPVA7	Have restrooms that are thoroughly clean.	0.632		
	FPVA4	I find the restaurant's interior decoration visually appealing.	0.712		
	FPVA1	I like the arrangement of the table at this restaurant.	0.778		
FPVAL	FPVAL7	Dining in this restaurant has had a perfect fit to my own culture and religious issue.	0.562	0.745	0.799
	FPVAL5	The service provider's physical environment is eco-friendly.	0.752		
	FPVAL1	Dining in this restaurant has moral interest for you, as you consider that food has been organically produced.	0.784		

As shown in Table 5.9, item loadings ranged from 0.51 to 0.93, composite reliability ranged from 0.70 to 0.91, and AVE values ranged from 0.70 to 0.79. Table 5.10 shows the correlation matrix for discriminant validity. The square root of AVE for each construct is more than its correlations with other constructs. Consequently, these results indicate both reliability and validity at highly acceptable levels.

Table 5.10: Discriminant Validity of First-order Constructs

	FPVA	FPVQ	FPVP	FPVS	FPVE	FPVEP	FPVAL
FPVA	**0.874**						
FPVQ	0.856	**0.878**					
FPVP	0.678	0.877	**0.837**				
FPVS	0.863	0.861	0.763	**0.851**			
FPVE	0.776	0.764	0.797	0.761	**0.867**		
FPVEP	0.784	0.760	0.758	0.635	0.646	**0.840**	
FPVAL	0.821	0.769	0.715	0.737	0.813	0.741	**0.894**

5.8.1 Common method bias

As the next step, a comparison between the regression weights with the Common Latent factor (CLF) and without the Common Latent Factor (CLF) revealed no significant problems, thus confirming that common method bias did not pose a serious threat to explaining the measurement model for the first-order constructs.

Table 5.11: Common Method Bias Check for First-order Constructs

Difference of regression weights of CLF with and without CLF			Estimate
FPVQ3	<---	FPVQ	0.047
FPVQ2	<---	FPVQ	0.019
FPVQ1	<---	FPVQ	0.103
FPVP5	<---	FPVP	0.179
FPVP4	<---	FPVP	0.065
FPVP1	<---	FPVP	0.100
FPVS3	<---	FPVS	0.038
FPVS2	<---	FPVS	0.016
FPVS1	<---	FPVS	0.087
FPVE4	<---	FPVE	0.008
FPVE3	<---	FPVE	0.146
FPVE2	<---	FPVE	0.110
FPVEP5	<---	FPVEP	0.188
FPVEP1	<---	FPVEP	0.137
FPVA9	<---	FPVA	0.088
FPVA7	<---	FPVA	0.101
FPVA4	<---	FPVA	0.097
FPVA1	<---	FPVA	0.094
FPVAL7	<---	FPVAL	0.081
FPVAL5	<---	FPVAL	0.125
FPVAL1	<---	FPVAL	0.128

Figure 5.5 shows the diagram of the first-order constructs of the multidimensional perceived value construct shown with AMOS software.

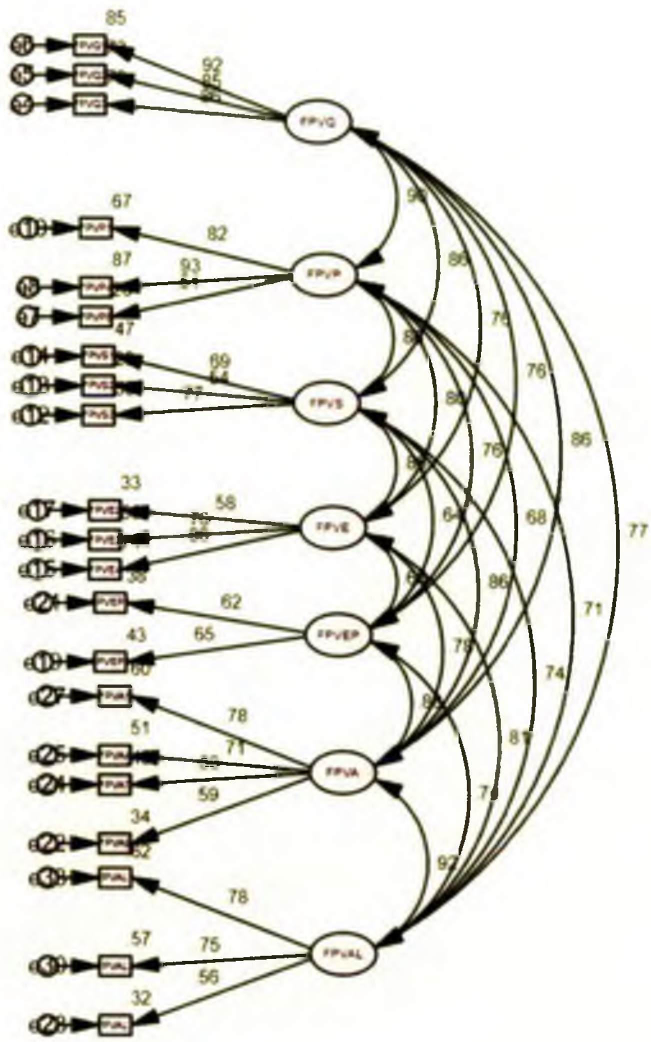

Figure 5.5: Measurement Model of First-order Constructs in AMOS

5.9 Confirmatory Factor Analysis (CFA) of Proposed Model

After the above procedure, the proposed model for the study has been empirically tested using the Structural Equation Modelling (SEM) approach, supported by AMOS software with Maximum Likelihood (ML) estimation. Following the two-stage model-building process for applying SEM, the measurement model was estimated using Confirmatory Factor Analysis (CFA) to test its reliability and validity. The structural model was also analysed to examine the model fit results of the proposed theoretical model compared with the two previous classic models. The results of the initial model, comprising five latent constructs which included one second-order construct, with seven first-order constructs and a total of 40 indicators, demonstrated a poor fit to the data (χ^2 = 3163.448; df = 612; χ^2/df = 5.169; CFI = 0.756; TLI = 0.735; RMSEA = 0.118). A search for the source(s) of poor model fit revealed large standardised residual covariance and significant changes in the Modification Index (MI) for items such as PVPL1 and PVPL3. These items were thus dropped and CFA was re-run on the second model with 38 items, resulting in comparatively better fit indices values (Table 5.12) for some measures but, overall, not a very good fit with the data. Further investigation into the reasons for poor model fit identified inadequate standardised factor loadings for the scale items, PVPL5, PVPL6, SAT2, SAT3, BI1 and BI4 which had high residuals. Consequently, these items were also dropped from further analyses and CFA was finalised with 32 items in the third model. Turning to the resulting MIs for modified Model 3, covariance between two error terms of FPVS2 and FPVS3 was observed, and another covariance between two error terms of FPVA1 and FPVA4 was suggested. These items under the two different constructs represented quite a similar meaning to the respondents. Therefore, clearly, these four items had overlapping content. Given this finding and the fairly large MI, the model included this error covariance parameter, with the model then re-specified as modified Model 4. The fourth and final model showed the most satisfactory model fit indices values (χ^2 = 1492.204; df = 403; χ^2/df = 3.702; CFI = 0.902; TLI = 0.910; RMSEA = 0.079). Moreover, neither large standardised residual covariance nor modification indices (MIs) were present in the text output. As further checking of all possible alternative relationships (by removing and/or combining items) failed to produce better model fit measures, further modification or re-specification was deemed unnecessary.

Table 5.12: CFA Results for the Proposed Model

Fit Indices	Initial Model	Second Model	Third Model	Final Model	Recommended Values
CMIN ($\chi 2$) (Chi-square)	3163.448	2685.445	1904.83	1492.204	Low $\chi 2$ relative to degrees of
df (Degrees of Freedom)	612	543	417	403	freedom with an insignificant p
p-value (Probability Level)	0.000	0.000	0.000	0.000	value ($p > 0.05$) *(Hooper et. al 2008)*
CFI (Comparative fit index)	0.756	0.782	0.817	0.902	≥ 0.90 *(Hair et al., 2010)*
TLI (Tucker- Lewis index)	0.735	0.762	0.896	0.910	≥ 0.90 *(Hair et al., 2010)*
RMSEA (Root mean square error of approximation)	0.118	0.109	0.095	0.079	≤ 0.08 or $< .1$ *(MacCallum et al, 1996; Hooper et. al. 2008)*
CMIN/df (Normed chi-square)	5.169	4.946	4.567	3.702	< 3.00 or < 5.00 *(Wheaton et al, 1977; Hooper et. al. 2008)*
GFI (Goodness of fit index)	0.666	0.69	0.788	0.888	> 0.90 or <0.80 *(Hooper et. al. 2008)*
AGFI (Adjusted goodness of fit index)	0.616	0.641	0.739	0.839	≥ 0.80 *(Hooper et. al. 2008)*
NFI (Normed fit index)	0.716	0.743	0.827	0.917	≥ 0.90 *(Hooper et. al. 2008)*
RMR (Root mean square residual)	0.186	0.172	0.104	0.098	≤ 0.08 or $< .1$ *(Hooper et. al. 2008)*

5.10 Scale Reliability and Validity of Proposed Model

To ensure data validity and reliability, internal consistency, convergent validity and discriminant validity were examined. The findings shown in Tables 5.2 and 5.3 indicate that the Cronbach's alpha values of all items exceeded 0.70, meaning that they all exceeded the recommended value for internal consistency. To ensure convergent validity, which examines whether individual indicators are indeed measuring the constructs they are purported to measure, Average Variance Extracted (AVE), Composite Reliability (CR) and factor loadings needed to be checked. As shown in Table 5.13, the AVE value for each construct lay between 0.87 and 0.90, thus exceeding the minimum value of 0.5 proposed by Fornell and Larcker (1981). The five constructs had CR values well above the conventional threshold limit (> 0.70): in addition, high factor loadings (> 0.50) and the absence of cross-loading (Tables 5.2 and 5.3) confirmed convergent validity.

Discriminant validity, which assesses whether individual indicators can adequately distinguish between different constructs, is assured if the square root of AVE for each construct is greater than the correlation between that and all other constructs in the model. The correlation matrix in Table 5.14 indicates that the square root of AVE (shown in bold font along the diagonal) of each construct was higher than the corresponding correlation values for that variable in all cases, thereby assuring discriminant validity.

Table 5.13: Validity of Constructs for the Proposed Model

Constructs	Item Code	Item Description	Standardized Loadings	CR	AVE
Perceived Value	FPVQ	Composite value of3 items of first order construct	0.945	0.959	0.870
	FPVP	Composite value of3 items of first order construct	0.947		
	FPVS	Composite value of3 items of first order construct	0.815		
	FPVE	Composite value of3 items of first order construct	0.854		
	FPVEP	Composite value of2 items of first order construct	0.791		
	FPVA	Composite value of4 items of first order construct	0.885		
	FPVAL	Composite value of3 items of first order construct	0.895		
Confirmation	CON1	My experience of dining is better than what I expected.	0.878	0.889	0.900
	CON3	Overall, most of my expectations of dining are confirmed at this restaurant.	0.911		
Satisfaction	SAT1	I am very satisfied with the dining experience at this restaurant.	0.866	0.869	0.889
	SAT4	I think that I did the right thing when I purchase the service.	0.729		
	SAT5	Overall, this restaurant puts me in a satisfactory mood	0.887		
Behavior Intetntion	BI2	The likeliness of spreading positive words about this restaurant to others is--	0.925	0.916	0.884
	BI3	The chances of recommending this restaurant to others is-	0.850		
	BI5	For future dining out, the probability of considering this restaurant as my first choice is--	0.879		
Personal Values	PVPL2	This dining experience makes me feel safe regarding food	0.829	0.807	0.886
	PVPL4	This dining experience makes me feel dependable	0.632		
	PVPL7	This dining experience is pleasant to me	0.819		

Table 5.14: Discriminant Validity for the Proposed Model

	Personal Values	Confirmation	Satisfaction	Behavior Intention	Perceived Value
Personal Values	**0.942**				
Confirmation	0.887	**0.949**			
Satisfaction	0.848	0.864	**0.943**		
Behavior Intention	0.807	0.855	0.940	**0.940**	
Perceived Value	0.892	0.871	0.855	0.866	**0.933**

5.10.1 Common method bias

As the next step, the measurement model needed to be examined with and without the Common Latent Factor (CLF) so the regression weights could be compared. As shown in Table 5.15, the differences in value of the regression weights with the CLF and without the CLF are within 0.20, thus indicating the measurement model is free from common method bias.

Table 5.15: Common Method Bias Check for the Proposed Model

Difference of regression weights of CLF with and without CLF			Estimate
FVPQ	<---	Perceived value	0.140
FPVP	<---	Perceived value	0.040
FPVS	<---	Perceived value	0.014
FPVE	<---	Perceived value	0.040
FPVEP	<---	Perceived value	0.092
FPVA	<---	Perceived value	0.035
FPVAL	<---	Perceived value	0.095
PVPL2	<---	personal values	0.117
PVPL4	<---	personal values	0.077
PVPL7	<---	personal values	0.020
CON1	<---	Confirmation	0.050
CON3	<---	Confirmation	0.023
SAT1	<---	Satisfaction	0.060
SAT4	<---	Satisfaction	0.010
SAT5	<---	Satisfaction	0.109
BI2	<---	Behavior_intention	0.026
BI3	<---	Behavior_intention	0.018
BI5	<---	Behavior_intention	0.059

Figure 5.6 presents the diagram of the final measurement model for the proposed model shown with AMOS software.

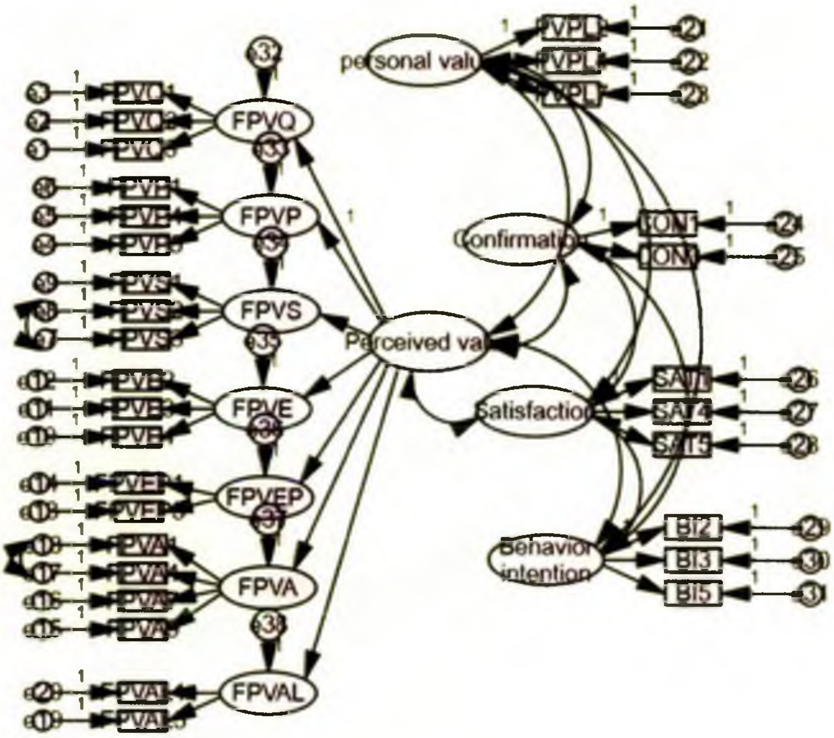

Figure 5.6: Measurement Model for the Proposed Model in AMOS

5.11 Analysis of Structural Models

With satisfactory results for the required assessment of reliability and validity in the measurement models, the subsequent process of identifying the structural model that best fits the data can be detailed as follows:

5.11.1 Alternate Model 1

In the structural model result, as shown in Table 5.16, for Alternate Model 1 (adopted from Cronin et al. [2000]), the overall model fit indices showed that Alternate Model 1 indicated a good fit to the data (χ^2 = 430.425; df = 94; $p < 0.001$; χ^2/df = 4.57; CFI = 0.931; TLI = 0.912; RMSEA = 0.11).

5.11.2 Alternate Model 2

Structural equation modelling (SEM) revealed, as shown in Table 5.16, that Alternate Model 2 (adopted from Lin et al. [2012]) also fits the data reasonably well (χ^2 = 245.673; df = 70; $p < 0.001$; χ^2/df = 3.51; CFI = 0.955; TLI = 0.942; RMSEA = 0.092).

5.11.3 Proposed model

In the proposed model, the fit statistics showed that all goodness of fit indices exceeded their common acceptance levels, suggesting that the proposed model, as shown in Table 5.16, also exhibited a good fit to the data (χ^2 = 1335.723; df = 397; $p < 0.001$; χ^2/df = 3.36; CFI = 0.981; TLI = 0.965; RMSEA = 0.080).

5.12 Comparison of Alternate Model 1, Alternate Model 2 and Proposed Model

This study performed a non-nested model comparison between three competing theoretical models that explain consumers' behavioural intentions in a services environment. In terms of the overall model fit criteria, all models provided comparable fit to the data. To understand which model/s explained a better fit to the data, the model fit indices shown in Table 5.16 were used to compare the models. According to Rust, Lee and Valente (1995), when an examination of alternate models reveals a reasonable fit to the data and describes equivalent target behaviour, other measures besides the chi-square must be evaluated to isolate the best model. Moreover, in this study, each examined model was not nested within the others; thus, the chi-square difference test was not an accurate criterion to determine which model performed better of the three models (Anderson, J. C. & Gerbing, 1988). For model comparison, the most appropriate and most common statistical test is normed chi-square

(Rust et al., 1995). As presented in Table 5.16, the normed chi-square value is 4.57 for Alternate Model 1; for Alternate Model 2, the value is 3.51; and for the proposed model, the value is 3.36. A lower value for this measure exhibits a better fit to the data: this finding, thus, signposted a preference for the proposed model over the other two models. In addition, the Parsimony Normed Fit Index (PNFI), using parsimony fit criteria, compared one model to another with the highest PNFI value indicating a better model fit (Hair et al., 2010). Following the logic above, with the highest PNFI value (0.820), the proposed model for the study indicated once again that it was a better fit to the data.

Table 5.16: Comparison of the Three Competing Models

	Alternate model 1	Alternate model 2	Proposed model
Structural Model fit measures			
Absolute fit measures			
chi-sqaure	430.425	245.673	1335.723
df	94	70	397
p value	0.000	0.000	0.000
Normed chi-quare	**4.579**	**3.510**	**3.364**
GFI	0.859	0.900	0.917
RMSEA	0.11	0.092	0.080
RMR	0.141	0.101	0.091
Incremental fit measures			
NFI	0.914	0.939	0.945
TLI	0.912	0.942	0.965
CFI	0.931	0.955	0.981
Parsimony fit measures			
AGFI	0.797	0.849	0.849
PNFI	**0.716**	**0.722**	**0.820**

The proposed model integrates the value-based features and expectation–confirmation theoretical aspect in a model to predict consumers' behavioural intentions Lin et al. (2012) had already claimed that their model was a pioneer in integrating value-based features and the Expectation–Confirmation Theory (ECT) framework in a model to predict behavioural intention in the IS context. Their model (Alternate Model 2) and the proposed model differs from Alternate Model 1 owing to the addition of the confirmation construct to the latter. However, at times, confusion arises between the confirmation and satisfaction constructs, although the extant literature has clearly described these constructs as totally different from one another. To check this, the study did not miss the opportunity to run a structural model with and without confirmation constructs in order to understand the significance of the confirmation construct.

Table 5.17: Comparison of the Proposed Model and Proposed Model without Confirmation

	Proposed model	Proposed model without confirmation
Structural Model fit measures		
Absolute fit measures		
chi-sqaure	1335.723	1221.404
df	397	355
p value	0.000	0.000
Normed chi-quare	**3.364**	**3.441**
GFI	0.917	0.804
RMSEA	0.080	0.090
RMR	0.091	0.144
Incremental fit measures		
NFI	0.945	0.836
TLI	0.965	0.860
CFI	0.981	0.877
Parsimony fit measures		
AGFI	0.849	0.76
PNFI	**0.820**	**0.731**

As shown in Table 5.17, the structural model fit indices for the proposed model fit reasonably well to the data in comparison to the proposed model without the confirmation construct. Therefore, the finding again indicated the importance of integrating the expectation–confirmation theoretical aspects into a model to predict consumers' behavioural intentions, as was previously claimed by Lin et al. (2012) in the IS literature.

As a subsequent step, the study examined the total effects of each construct of the proposed model on behavioural intention.

Table 5.18: Total Effect of Each Construct on Behavioural Intention

Construct	Direct Effect	Indirect Effect	Total effect
Personal Values	N/A	0.450	0.450
Perceived Value	N/A	0.542	0.542
Confirmation	N/A	0.607	0.607
Satisfaction	0.825	N/A	0.825

As shown in Table 5.18, personal values (0.450), perceived value (0.542) and confirmation (0.607) have indirect effects, while satisfaction has (0.825) direct effects on behavioural intention. The findings indicated that confirmation has a strong impact on predicting behavioural intention in restaurant dining. The total effect of confirmation on behavioural intention was mostly derived from the direct effect of satisfaction rather than from the indirect relationships with personal values and perceived value.

5.13 Structural Path Analysis of the Best Model

After the study had examined the three alternate models, it was recommended that the proposed model had better model fit and was superior to the other two models in predicting consumers' behavioural intentions in restaurant dining. The study's main focus is not path-by-path analysis or hypotheses' path analysis; therefore, given the best model fit support, a detailed discussion on the path findings is limited to the better model in this research setting. As shown in Figure 5.7, beta co-efficient and t-values are significant at $p < 0.01$, except for the path between personal values and satisfaction. The standardised path coefficients and t-value for the proposed model specify that the multidimensional perceived value (beta = 0.773, t = 10.559, $p < 0.01$) is a strong significant determining factor on satisfaction, and that satisfaction has the highest impact (beta = 0.941, t = 20.177, $p < 0.01$) in predicting behavioural intention in restaurant dining. On the other side, the personal values construct (beta = 0.965, t = 17.384, $p < 0.01$) is another significant antecedent for determining consumers' perceived value, although the path between personal values and satisfaction (beta = 0.1.548, t = 1.420, $p < 0.01$) is found to be an insignificant relationship. The confirmation construct has a strong impact (beta = 0.541, t = 10.307, $p < 0.01$) on perceived value, in turn, determining satisfaction: in addition, it has a strong direct impact (beta = 0.649, t = 10.268, $p < 0.01$) on satisfaction.

Furthermore, as mentioned before, the proposed model has seven first-order constructs to conceptualise the second-order multidimensional perceived value construct. Among them, altruistic value has the highest impact (beta = 0.915, t = 13.436, p < 0.01) followed by aesthetic value (beta = 0.884, t = 10.268, p < 0.01) in determining the value construct. Surprisingly, functional value (price) (beta = 0.962, t = 13.847, p < 0.01) has a significant impact rather than functional value (quality) (beta = 0.879, t = 15.862, p < 0.01). The path coefficients of social value (beta = 0.844, t = 12.485, p < 0.01), followed by emotional value (beta = 0.828, t = 14.880, p < 0.01), have a significant impact on determining consumers' perceived value. Although epistemic value has less impact (beta = 0.780, t = 9.546, p < 0.01), all t-values are significant at p < 0.01, showing that all path coefficients of the seven first-order constructs of the multidimensional perceived value construct are statistically supported.

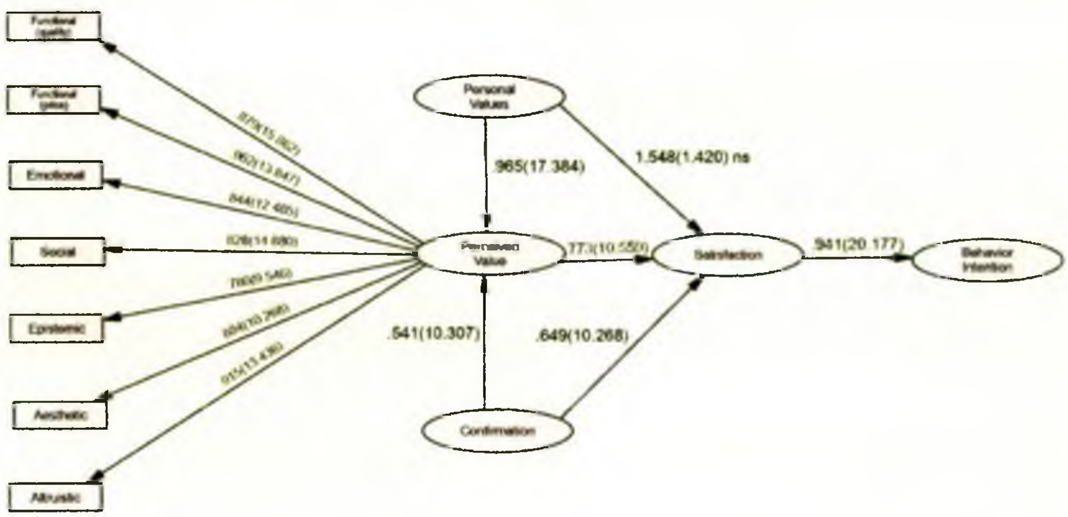

Figure 5.7: Structural Model for the Proposed Model in AMOS

In terms of explanatory power, the proposed model explained 98.0% of the variance in perceived value, 91.1% of the variance in satisfaction, and 85.7% of the variance in behavioural intention.

5.14 Mediating Analysis

Further investigation on the proposed model confirmed that perceived value serves as a full mediator which transfers the effects of seven first-order constructs in determining value. In the proposed model, the final dependent variable is behavioural intention; therefore, it is necessary to examine whether the mediating role of perceived value still applies in this context. The study has run a structural model without the perceived value construct to clarify these issues. As shown in Table 5.19, R^2 for behavioural intention is 0.792 and R^2 for satisfaction is 0.867 in Alternate Model 1 which has no mediator of perceived value. Finally, to test its mediating role, perceived value was added to the model and the result shows that R^2 for both satisfaction and behavioural intention has significantly increased (Table 5.19). Therefore, it has been confirmed that the effects of personal values and perceived value on satisfaction and behavioural intention are fully mediated by the multidimensional perceived value. Although the study can conclude that perceived value is an important mediating variable in this aspect, it still needs more detailed examination in further research.

Table 5.19: Analysis of Mediating Effect

Dependent variable: Behaviour Intention

Mediator: Perceived Value

	Model 1 (Direct effect without Mediator)	Model 2 (Mediated effect)
R^2 for BI	792	.857
R^2 for SAT	.867	.919

Note: BI = behavioural intention; SAT = satisfaction

5.15 Summary

The purpose of this chapter was to present the results of the data analysis, particularly the measurement and structural properties of the alternate models by confirming acceptable reliability and validity. In addition, the main aim was to find a better model in the restaurant dining comparison between the three competing models. Moreover, analyses of the demographic and psychographic factors and the mediating analysis have been presented in this chapter. Based on the data analysis results, the next chapter presents a comprehensive discussion on the findings; their significance in terms of theory, methodology and practice; the limitations; and future research directions.

CHAPTER 6

DISCUSSION AND CONCLUSION

6.1 Chapter Overview

This chapter presents a brief discussion on the study's findings, theoretical contribution, improvements to the methodology and practical significance. The chapter's core objectives are to illustrate the empirical findings that address the research questions and research objectives proposed in Chapter 1. Based on the findings, this chapter also discusses the study's contribution in terms of the theory, method and practice. The chapter concludes with discussion on the study's limitations with their association with future research directions.

Specifically, this chapter is organised as follows:

6.2 Discussion on Findings

Due to the recent substantial advancement in the services sector globally, this study sought, as its prime objective, to examine three non-nested alternate models for explaining consumers' behavioural intentions in a services environment, to be specific, in the Bangladesh restaurant environment. For that purpose, this study adopted two alternate models from two different classic studies whereas the third model was the one originally proposed by this study. In contrast to most previous studies, this study has reconceptualised the construct of perceived value from the multidimensional perspective and has integrated value-based attributes and the Expectation–Confirmation Theory (ECT) in a model to investigate consumers' behavioural intentions. This study also sought to explore the relationship between the personal values construct and the perceived value construct to gain an understanding of consumers' behavioural intentions. The summary of the key research findings is described in the paragraphs below:

- In line with the previous studies of model comparisons (Akaike, 1987; Cronin et al., 2000; Huh et al., 2009; Premkumar & Bhattacherjee, 2008), this study has embraced the reasonable model fit indices to examine three alternate models to identify the better model. While the examined models are not nested within each other, the chi-square difference test is not appropriate to determine which one of these models performed better than the other two (Anderson & Gerbing, 1988). Therefore, in accordance with Rust et al. (1995), a normed chi-square has been chosen as an appropriate statistical measure to isolate the better model. In addition, the Parsimony Normed Fit Index (PNFI), using parsimony fit criteria, was considered for comparing the alternate models (Hair et al., 2010). Based on these two criteria, this study confirmed that the proposed model is comparatively a better fit to the data. Fundamentally, the proposed model is based on Alternate Model 2, although it conceptualises the perceived value construct from the multidimensional perspective. This empirical finding certainly fosters the acceptability of Lin et al.'s (2012) model in the consumer behaviour and services marketing literature, even though these authors had originally analysed this model in the context of information systems (IS). Although Lin et al. (2012) used the unidimensional perspective to define perceived value, their pioneer work integrated value-based features and ECT in a model for predicting continuous intention in the IS context. Considering Lin et al.'s (2012) model as the base model for the proposed model, the current study makes a theoretical contribution to the marketing discipline by providing new insight into the mechanism by which confirmation, derived from Expectation–Confirmation Theory (ECT) (Oliver, 1993; Bhattacherjee, 2001), influences behavioural intention via key mediating variables of perceived value and customer satisfaction. Finally, the empirical findings of this study have confirmed the aptness of the proposed model in the services marketing and consumer behaviour literature.

- The second objective of the study was to detail an empirical approach to the non-nested structural model comparison within a service environment. By conducting a rigorous comparison of three non-nested structural models of consumer behavioural intentions in the restaurant industry, this study has also made a unique methodological contribution to the marketing discipline.

- Unlike most prior research, the proposed model redefined the perceived value construct from the multidimensional perspective while conceptualising the unidimensional perspective of perceived value that was dominant in the extant literature. As a consequence of the intention to capture the richness of the perceived value construct, this study proposed to reconceptualise this construct from a multidimensional perspective by incorporating the aesthetic and altruistic values from Holbrook's (1994, 1999) value typology with Sheth et al.'s (1991) theory of consumption values. In other words, along with Sheth et al.'s (1991) five value dimensions, this study adopted two overlooked value dimensions, namely, 'altruistic value' and 'aesthetic value' from Holbrook's (1999) value typology to measure the 'get' component of perceived value to give a new facet to this construct from the multidimensional perspective. The proposed model adopted the theory of consumption values (Sheth et al., 1991) as this theory covers most of the cognitive and affective value components, except for altruistic value and aesthetic value.

The empirical findings of the study confirmed the significant regression path analysis of the seven first-order constructs, that is, functional (quality and price), social, emotional, epistemic, aesthetic and altruistic values to redefine the perceived value construct. By reconceptualising perceived value, based on the integration of existing theories (Gregor, 2006), this study has contributed to the literature by expanding the understanding of the existing knowledge. Basically, the study has emphasised the need to conceive perceived value as a multidimensional construct and the importance of paying attention to perceived value rather than the attributes. The prior literature has pointed out that attributes are at the very bottom of the value hierarchy model whereas values are at the very top (Woodruff, 1997). Attributes are often components that must be provided, regardless of a customer's actual reason for consumption, whereas perceived value is more likely to reflect the real reason for consumption. The seven proposed consumption-related perceived value dimensions thus can help marketers to analyse their market and explore what customers seek in their consumption experiences; therefore, these value dimensions will assist marketers to develop more effective marketing strategies from the customer's perspective. In addition, measuring the proposed seven value dimensions would enable practitioners to better understand customers' needs, thus helping them to develop more effective market segmentation strategies (Wedel & Kamakura, 1999) in order to attain sustainable competitive advantage in any industry.

- Another significant finding is that an in-depth relationship exists between personal values and perceived value. In the extant literature, personal values and perceived value are both important to the study of consumer behaviour as they provide methods for the explanation and prediction of consumption choice behaviours. This is due to the theoretical basis of both theories as representations of a collection of individual needs that require satisfaction in specific consumption situations and in life in general. While 'value' is mostly associated with the satisfaction of consumer needs through an evaluative assessment of the costs incurred and benefits received in market situations (Zeithaml, 1988), 'values' are defined as highly abstract desirable concepts that represent life goals which are also satisfied through the performance of actions and behaviours. While these two major predictive theoretical approaches to consumer behaviour research have been applied in past studies independently of each other, this study proposed a conceptual framework connecting personal values and perceived value in predicting behavioural action. The study findings demonstrated a strong path relationship between personal values and perceived value. Therefore, once it is possible to understand a consumer's inherent values about what he/she really wants, it will be easier for practitioners to provide satisfactory perceived value in the market.

- Based on prior evidence, the theoretical hierarchy of personal values–behaviour requires a mediating variable to explore the connection between the highly abstract personal values that transcend contexts and the concrete behaviours to which they are posited to provide guidance (Goldsmith et al., 1997) In addition, in the prior literature, Shrum and McCarty (1997) pointed out that values are highly abstract requiring a less abstract, context-specific mediator to provide empirical evidence of causality between personal values and concrete behaviours. However, only a paucity of research has considered perceived value as a mediator between personal values and the outcome construct. To fill this gap, this study took the opportunity to consider perceived value as a mediator in the proposed model and to run the structural model to understand this mediating effect. Finally, the empirical finding confirms a very strong and full mediating effect of perceived value between personal values and the outcome construct.

- Path-by-path analysis of the model was not the main focus of the current study; however, a discussion on the significant path analysis of the better model would be insightful to academics and also to practitioners. As with previous studies (Voss et al., 1998; Brady & Robertson, 1999), both functional quality and sacrifice had significant influences on perceived value, although in comparison to quality, sacrifice or price had a stronger impact on perceived value. This particular finding is similar to that of Lin et al. (2012), and indicates the extent to which consumers making monetary or non-monetary sacrifices plays a more significant role than quality in determining perceived value. Achieving value for money does not mean that the highest quality goods or service are always preferred. A lower cost option that meets customer quality requirements may be more appropriate for budget-conscious customers.

On the other hand, price is not the main concern for particular consumers who are more conscious of hedonic components, ethics and aesthetic value. In addition, the once overlooked aesthetic and altruistic values have the highest path coefficients in the model to determine perceived value. This indicates that, in contrast to the past, beauty and ethics today are playing significant roles rather that quality and price in satisfying consumers. Consumers are now more beauty- and ethics-conscious rather than being price-sensitive or quality-conscious. Other hedonic components, such as social, emotional and epistemic values, also have positive impacts in determining perceived value. The findings indicate that conceptualising perceived value from the multidimensional perspective that considers the cognitive-affective component rather than from the unidimensional viewpoint is more meaningful and rigorous. Service managers should thus conduct regular market research to identify the right value requirements for their targeted customers.

As in some prior studies (Hong et al., 2006; Hsieh & Wang, 2007; Lin, et al., 2012), this study found not only the direct effect of confirmation on satisfaction, but also observed the highest positive effect of confirmation on perceived value. This result suggests that consumers initially want their pre-purchase expectation of perceived value to be confirmed, based on their evaluation of value components, to achieve satisfaction. Consistent with Lin et al. (2012), the current study's findings indicate that confirmation is an important determinant that could enhance consumers' satisfaction which, in turn, would lead to positive behavioural intention (Hussain, R. 2016; Patterson et al., 1997). Post-purchase expectation is strengthened by consumers' firsthand experience and, consequently, is more realistic and convincing (Bhattacherjee, 2001) than pre-purchase expectation. Therefore, restaurant service managers should encourage prospective customers to experience their service offerings via free samples and/or hosting a memorable VIP event for the entertainment of their guests. Hosting a VIP event for their important customers and asking them to bring a friend can be a great way to acquire new customers and enhance customer loyalty. Consistent with prior studies (Allameh et al., 2015; Cronin & Taylor, 1992; Brady & Robertson, 1999; Hussain, R., 2016), the current study has confirmed that perceived value is a cognitive-affective evaluation that leads to an emotional evaluation of satisfaction. In the current study, satisfaction was found to be a strong determinant of consumer behavioural intention in the restaurant setting (Caruana, Money, & Berthon, 2000; Olsen & Johnson, 2003). Restaurant service managers should thus focus on building a quality service experience to increase customer satisfaction. Service managers should consider creating a database to record special occasions such as the birthdays of their important customers. They should also consider using social media to track and monitor customer satisfaction and improve their service offerings based on customer feedback. Finally, service managers should avoid the common mistake of setting customer expectations too high. Under-promising and over-delivering often works better in generating a positive confirmation of service quality which, in turn, leads to increased customer satisfaction and more positive behavioural intentions.

Finally, as in previous studies, the current study provides assurance that perceived value has a significant influence on satisfaction, followed, in turn, by behavioural intention (Cronin et al., 2000; Lin, et al., 2012). On the other hand, in contrast to some prior studies, the current study found an insignificant relationship between personal values and satisfaction (Ledden et al., 2007); however, the findings indicated that personal values have a strong impact on perceived value, thus playing a critical role in determining perceived value, consumer satisfaction and behavioural intention. In addition, the prior literature indicated that the highly abstract personal values construct always needs a context-specific mediator to connect to the outcome construct. Therefore, an insignificant path between personal values and satisfaction is in line with prior theoretical findings. Although the current study did not hypothesise the model's path differences due to time limitations, this study is a pioneer in conceptualising the multidimensional perceived value construct, making the connection from personal values to perceived value, and integrating ECT's theoretical features in a model, specifically in the Bangladesh restaurant environment. Therefore, the findings regarding different paths can act on a preliminary basis, providing initial clues that can support the development of path-by-path hypotheses in future research.

- Last, but not least, the findings from the demographic and psychographic profiles of the respondents provide new insights to academicians and practitioners. Of the 299 respondents, close to even proportions of males and females comprised the sample with their ages mostly from 35–44. Most respondents had university postgraduate degrees and were high-level professionals in diverse job sectors. Moreover, most respondents had high incomes. As a consequence, when eating out, most respondents preferred fine dining restaurants to having a social get-together with friends. The empirical findings thus indicated that the better educated and higher-level professional people who now have more disposable income prefer to spend their money in a fine dining restaurant to spending money on social get-togethers.

  In addition, these groups of people are more conscious about aesthetic and altruistic values rather than quality. Interestingly, they are also more conscious about price as they are ready to pay more for having beauty, confirmation of ethics, and other hedonic components within a service. As a consequence, service marketers must pay attention to increasing the aesthetic and altruistic values with the other value components to satisfy these segments. The findings also indicated that the largest group of respondents were repeat visitors. Prior literature has already pointed out that experienced consumers can provide a better explanation of behaviour and post-experience evaluation (Li, X. R. et al., 2008; McKercher & Chan, 2005): hence, they are perceived as a more preferable market segment in the tourism and hospitality service sectors with higher priority than first-time visitors. Moreover, it is well accepted that greater value can be found in retaining a current customer by delivering various loyalty programs and incentives to motivate and reward repeat patronage than in attracting a new customer (Mattila, 2006). In addition, Ryu and Han (2011) stated that repeat customers can easily evaluate their understanding of dining based on their past experiences with salient perceptions, whereas first-time visitors can only judge their overall dining experience from whatever information they may have received (e.g., word-of-mouth reports, advertising and price). Therefore, it is expected that the evaluation of perceived value, customer satisfaction and intention by repeat visitors is more realistic and convincing than that made by first-time visitors.

6.3 Contribution to the Knowledge

Findings from the study have made a unique contribution to knowledge in three areas. The study is expected to expand the horizons of existing theoretical knowledge, of methodology and, finally, of practice for practitioners, particularly in the restaurant setting, with a simplified model for understanding consumers' behavioural intentions. Moreover, findings could also add new insights to the progress of the growing tourism and hospitality industries.

6.3.1 Contribution to the theory

To the best of the researcher's knowledge, this study is one of the pioneers in examining alternate models in the recent services marketing and consumer behaviour literature, especially in the Bangladesh restaurant environment. Moreover, the findings of this study deepen the existing knowledge (Summers, 2001) by establishing the acceptability of integrating value-based and expectation–confirmation theoretical features in a model in the services marketing and consumer behaviour context, although it was originally proposed by Lin et al. (2012) in the information systems (IS) context. Moreover, findings related to the proposed value-based model have unveiled a new insight (Brown & Dant, 2008) that indicates the importance of integrating personal values and perceived value in a model to understand consumers' behavioural intentions. Although the study's main focus was not uncovering the path-by-path contributions, the study has assumed that its theoretical contributions are also embedded in the distinct findings of the alternate models. In this regard, this study has explored some non-trivial research issues in existing knowledge (Straub, 2009) by presenting a significant linkage between seven first-order constructs to reconceptualise perceived value from the multidimensional perspective. In addition, findings from the proposed model have validated the stronger direct effect of personal values on perceived value to predict behavioural intention rather than its direct effect on the outcome construct.

Unlike most prior studies, this study has reconceptualised the concept of perceived value from the multidimensional perspective by incorporating the aesthetic and altruistic values from Holbrook's (1999) value typology with the theory of consumption values from Sheth et al. (1991) to extend the existing theory (Gregor, 2006). In addition, to fill a knowledge gap, this study has considered perceived value as a mediator variable between personal values and the outcome construct in the proposed model (Smith, D. C., 2003). In this regard, the study has explored a significant link between personal values and perceived value that can be considered as an important antecedent variable in consumer satisfaction with this having been previously ignored (Smith, D. C., 2003); thus, the study has also added new insights to the theoretical body of knowledge. Moreover, clustering respondents based on their demographic and psychographic findings has provided insightful information to academic researchers regarding consumers' characteristics to deepen the understanding of the current unexplored knowledge in the consumer behaviour literature.

6.3.2 Contribution to the method

The current study has made a pioneering attempt to measure the multidimensional perceived value by integrating two existing theories to fill a methodological deficiency (Summers, 2001; Whetten, 1989). This study has also taken the opportunity to apply the new SERPVAL scale to measure personal values in the restaurant setting for the first time: originally, it had been applied in the telecommunications sector. Moreover, by conducting a rigorous comparison of three non-nested structural models of consumer behavioural intentions in the Bangladesh restaurant industry, this study has made a unique methodological contribution to the marketing discipline.

6.3.3 Contribution to the practice

In practical terms, comparing the alternate models in a service environment has provided important insights to service managers for conducting integrated analysis and appropriate design of service delivery systems to satisfy consumers, especially in the Bangladesh restaurant setting. Moreover, the empirical findings from the demographic and psychographic profile of this study will help restaurant marketers to analyse the market and explore what customers are seeking in their dining experiences and, therefore, will assist them to develop more effective marketing strategies from the customer's perspective. This study is unique as it emphasises the consumer's multidimensional perceived value (an unexplored perspective) rather than the restaurant attributes. The prior literature has pointed out that restaurant attributes are at the very bottom of the value hierarchy model whereas value is at the very top (Woodruff, 1997). This indicates that these attributes are components that a restaurant must provide regardless of a customer's actual reason for visiting, whereas perceived value reflects the real reason for restaurant dining. Therefore, findings from the multidimensional perceived value perspectives that cover all cognitive-affective value components would enable practitioners to better understand customers' needs, thus helping them to develop more effective business strategies to attain competitive advantage in this industry.

Furthermore, the significant impact of personal values on perceived value will help practitioners to understand a consumer's inherent beliefs thus enabling them to develop more effective business strategies targeted to a consumer's personality orientation. Moreover, the findings have suggested that restaurant managers should improve the service quality performance of restaurants as consumers want to confirm their pre-purchase expectation based on perceived value. This, in turn, will enhance a consumer's pleasant dining experience, reinforcing value and, consequently, customer satisfaction, and producing favourable behavioural intention. Finally, the restaurant business within the growing tourism and hospitality industries can gain important managerial insights from the findings of this study.

6.3.4 Summary of overall contribution of the study

According to Brown and Dant (2008), a research study can make a significant contribution to the literature by adding new knowledge, expanding the understanding of existing knowledge, unveiling surprising results or tackling an interesting unsolved problem. Therefore, based on the criteria for making a contribution to the literature, as suggested by research scholars, this study has evaluated and synthesised its contribution in the following table.

Table 6.1: Summary of Overall Contribution of the Study

Theoretical Contribution	
Criteria	**Contribution of the study**
Reconceptualisation or extension of existing theory (Gregor, 2006)	The study reconceptualises the perceived value concept from the multidimensional perspective and extends the theory of consumption values (Sheth et al., 1991) by incorporating altruistic and aesthetic values from Holbrook's (1994) value typology.
Deepens understanding of existing knowledge (Brown, & Dant, 2008; Summers, 2001)	The study examines alternate models in the services marketing and consumer behaviour literature and applies value-based features and the expectation–confirmation theory (ECT) framework in a model to understand consumers' behavioural intentions.
Find overlooked antecedents or mediating variables (Smith, D. C., 2003)	Personal values, as an important antecedent of perceived value, and the mediating variable of perceived value between personal values and

	satisfaction, were the core motivation for proposing an integrated value-based model.
Unveils new insights to deepen existing knowledge (Summers, 2001)	This study explores, for the first time, the importance of integrating value-based features and the expectation–confirmation theory (ECT) framework in a model to understand consumers' behavioural intentions, whereas it has already been proven in the information systems (IS) context.
Filling in knowledge gap (Summers, 2001)	By addressing the above-discussed unexplored research issues, this study fills these deficiencies in the existing literature.
Methodological Contribution	
Fills deficiency (Summers, 2001; Whetten, 1989)	This study is a pioneer in measuring the new proposed construct of the multidimensional perceived value and using the new SERPVAL scale to measure personal values in a restaurant setting. Moreover, by conducting a rigorous comparison of three non-nested structural models of consumer behavioural intentions in the restaurant industry, this study makes a unique methodological contribution to the marketing discipline.
Practical Contribution	
Research theme is new and interesting (Straub, 2009)	This study unveils a better model, after comparing alternate models, providing important insights to service managers for the appropriate design of service delivery systems to satisfy consumers that, in turn, will create positive behavioural intention, particularly in an unexplored market such as the Bangladesh restaurant industry. The empirical findings from the restaurant setting provide additional insights for the advancement of the growing tourism and hospitality industries in Australia.
Strategic direction to predict behavioural intention (Levy & Grewal, 2007; Shugan, 2003)	New strategies can be formulated to satisfy respondents aged 30+, whose incomes are above 80,000 TK, who mostly have university postgraduate degrees, who are highly professional and who are repeat restaurant visitors, mostly dining at fine dining restaurants ahead of social get-togethers with friends.

6.4 Study Limitations and Future Research

The current study has some shortcomings that are associated with future research directions. The investigation was confined to a single service industry in a single country that may limit the generalisability of the findings to other sectors. Therefore, future research is needed in multiple locations across different service sectors to increase the external validity of the outcomes. The main focus of the study was to examine non-nested alternate models in a service environment; therefore, this study did not develop any path-by-path hypotheses. Thus, this is another shortcoming of the study. Future research on these issues would broaden the scope of the generalisability of the current study's initial findings.

In contrast to the expectation–disconfirmation theory originally proposed by Oliver (1980), the current study has embraced the revised model proposed by Bhattacherjee (2001). Consequently, this study did not include the construct of expectation. Future research should consider the inclusion of expectation in this type of study to examine the impact of expectation on the behavioural intention model. In addition, the study's findings should be interpreted with caution as it did not consider different segments of the restaurant industry; therefore, future research that examines alternate models in different restaurant segments would be insightful for academics and practitioners. Moreover, the psychographic-demographic characteristics of consumers, such as gender, age, education and household income or customer type and reason for eating out could act as moderator variables between the constructs of perceived value, satisfaction and behavioural intention in restaurant dining: as this was not explored, this is another limitation of this study. Future studies could therefore include these psychographic-demographic characteristics as moderator variables to provide further insights.

6.5 Conclusion

Last but not least, the empirical findings confirmed proposed model for the study as a better model in predicting consumers' behavioural intention compared to other models. As a consequence, this study fosters the importance of integrating the values-based features and the Expectancy–Confirmation Theory (ECT) framework in a model to understand consumers' behavioural intention for the first time whereas it has been already proves in the Information Systems (IS) context. Moreover, the empirical findings also confirmed all positive path relationship to reconceptualises the perceived value concept from the multi-dimensional perspective and thus extends the theory of consumption value (Sheth et al., 1991) by incorporating altruistic and aesthetic value from Holbrook's (1996) value typology. Moreover, findings related to the proposed value-based model have unveiled a new insight that indicates the importance of integrating personal values and perceived value a model to understand consumers' behavioural intention. In regard to this, it has explored a significant link between personal values and perceived value that can be considered as an important antecedent variable in consumer satisfaction with this having been previously ignored in the extant literature. Additionally, this study attempts for the first time to use the construct of 'personal values' to investigate consumer behaviour using the SERPVAL measurement scale, specifically in the restaurant service sector. In addition, rigorous three non-nested model comparisons in a new context contribute to the existing knowledge. Therefore, the investigations of the current study have made a unique contribution to theory, methodology and practice in the value literature. Through being a pioneer by incorporating altruistic and aesthetic values (Holbrook, 1994) with the theory of consumption values (Sheth et al., 1991), this study has sought to reconceptualise the concept of perceived value and to examine non-nested alternate models in predicting behavioural intention. In addition, the study has been a pioneer by unveiling a significant relationship between personal values and perceived value. This finding could be used to segment the market based on the perceived value and personal values constructs and, finally, could provide practitioners with an agenda for industry-specific advancement in restaurant performance. This paper also expects to bring methodological contribution by comparing non-nested models to some extent in the value measurement literature. Finally, this study is expected to have significant managerial and empirical implications as well. Practically, comparing the alternative models in the restaurant environment will provides important and interesting insights to the restaurant managers that will help restaurant marketers to explore what customers search in their dining experiences and therefore, will be able to develop more effective marketing strategies from the customer's perspective considering the characteristics of the emerging markets.

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APPENDICES

Appendix 1: Questionnaire: Study on Dining Out at a Restaurant

Survey Introduction

Thank you for considering doing this survey.

The survey is easy to understand and it will take approximately 15 minutes to complete. All your answers to the questions are strictly anonymous. No one will contact you after the survey, and no sales solicitation is involved. Your answers will be used for research purposes only. The final section of the survey will ask some basic demographic questions for the purpose of describing the overall sample. Be assured that your responses will be completely confidential. This study has been designed to identify the variables that influence consumer's behaviour in restaurant dining. For any queries about this research, please call Shehely Parvin (01711444076) or email (shehely@du.ac.bd) who will be happy to answer your questions.

Have you visited a restaurant in the last 30 days?*

- o **Yes**
- o **No**

Study on Restaurant Dining

Part One

In this section, please recall your recent experience of restaurant dining within the last 30 days and answer the following questions.

- **What type of restaurant it was?**

- Fast Food (take away, low cost)
- Casual dining (cafes or pubs)
- Fine dining (full service, menu variety)

1) **Can you please recall the name of that restaurant? Please write the name.**

2) **Can you please recall the location of that restaurant? Please write the location.**

3) **What was the reason of eating out?**
- A celebration with family (birthday or anniversary)
- Social get together with friends.
- Convenience/quick meal
- Business meal

4) Are you __________ at this restaurant?

   - First time visitors
   - Repeat visitors

Study on Restaurant Dining

Part Two

In this section, please consider your recent experience in the above restaurant and indicate the level of your agreement with each of the following statements.

(Tick one option ranging from 1 to 7 where 1= strongly disagree and 7= strongly agree)

Statements regarding multidimensional perceived value	**Strongly disagree**	**Disagree**	**Moderately disagree**	**Neutral**	**Moderately agree**	**Agree**	**Strongly agree**
The restaurant has outstanding food quality	1	2	3	4	5	6	7
The restaurant offers healthy food menu.	1	2	3	4	5	6	7
The restaurant serves tasty food.	1	2	3	4	5	6	7
Menu items are limited in this restaurant.	1	2	3	4	5	6	7
The restaurant offers fresh food	1	2	3	4	5	6	7
The food presentation is visually attractive.	1	2	3	4	5	6	7
The smell of the food is inviting.	1	2	3	4	5	6	7
This restaurant locates in a convenient location.	1	2	3	4	5	6	7
It is worth spending money on buying foods at this restaurant.	1	2	3	4	5	6	7
This restaurant locates near where you live or work.	1	2	3	4	5	6	7
This restaurant offers food at reasonable price.	1	2	3	4	5	6	7
This restaurant is high-priced.	1	2	3	4	5	6	7
The atmospheres of this restaurant are in accordance with my social level and status.	1	2	3	4	5	6	7
This restaurant is a favourite choice of many people I know.	1	2	3	4	5	6	7

Statements regarding multidimensional perceived value	Strongly disagree	Disagree	Moderately disagree	Neutral	Moderately agree	Agree	Strongly agree
This restaurant provides good service relative to price charged.	1	2	3	4	5	6	7
I enjoy going to restaurants with my family and friends.	1	2	3	4	5	6	7
Dining with friends and family is not an important part of my social life.	1	2	3	4	5	6	7
In general, dine out at the restaurant is important for my social life.	1	2	3	4	5	6	7
Enjoying the taste of food is important to me when I am eating.	1	2	3	4	5	6	7
Dining in the restaurant makes me feel delighted.	1	2	3	4	5	6	7
The prices charges by this restaurant are appropriate.	1	2	3	4	5	6	7
Dining in the restaurant makes me feel good.	1	2	3	4	5	6	7
Dining in this restaurant satisfies my curiosity of dine out.	1	2	3	4	5	6	7
I am bored with other alternative of dining out.	1	2	3	4	5	6	7
Dining in this restaurant is a different experience.	1	2	3	4	5	6	7
The restaurant provides interesting entertainment facilities (e.g., live performances, audio visual or gaming zones).	1	2	3	4	5	6	7
Dining in this restaurant is a new experience.	1	2	3	4	5	6	7
I love to try recipes from foreign countries.	1	2	3	4	5	6	7
There is an opportunity of food related learning in this restaurant. (e.g., explanation of dishes).	1	2	3	4	5	6	7
I like the arrangement of the table at this restaurant.	1	2	3	4	5	6	7

Statements regarding multidimensional perceived value	Strongly disagree	Disagree	Moderately disagree	Neutral	Moderately agree	Agree	Strongly agree
I find the restaurant's architectural design attractive.	1	2	3	4	5	6	7
Has a visually attractive parking area.	1	2	3	4	5	6	7
I find the restaurant's interior decoration visually appealing.	1	2	3	4	5	6	7
The background music is pleasant.	1	2	3	4	5	6	7
The restaurant's layout is not easy to move around.	1	2	3	4	5	6	7
Have restrooms that are thoroughly clean.	1	2	3	4	5	6	7
Staff members are clean, neat and appropriately dressed.	1	2	3	4	5	6	7
The temperature is comfortable.	1	2	3	4	5	6	7
Dining in this restaurant has moral interest for you, as you consider that food has been organically produced.	1	2	3	4	5	6	7
The environmental preservation of the restaurant service is coherent with your ethical values(e.g., re-useable materials, paper instead of plastic)	1	2	3	4	5	6	7
The restaurant well concerned about customer's religious issue.	1	2	3	4	5	6	7
The pricing of the restaurant seems ethically justified to me.	1	2	3	4	5	6	7
The service provider's physical environment is eco-friendly.	1	2	3	4	5	6	7
The service provider is performing as socially responsible (e.g., collecting donation for society's welfare).	1	2	3	4	5	6	7

Statements regarding multidimensional perceived value	Strongly disagree	Disagree	Moderately disagree	Neutral	Moderately agree	Agree	Strongly agree
Dining in this restaurant has had a perfect fit to my own culture.	1	2	3	4	5	6	7
The restaurant participates in recycling.	1	2	3	4	5	6	7
The restaurant does not use recycled paper.	1	2	3	4	5	6	7

Part Three

In this section, you will be presented with 15 statements of personal values that can be fulfilled through dining out in your life.

Please write a number from 1 to 7 for each statement that offers the best fitting description of you and the statement that offers the worst fitting description of you.

Strongly disagree = 1, Disagree =2, Moderately disagree =3, Neutral = 4, Moderately agree = 5, Agree = 6, Strongly agree =7	**Write a number from 1 -7**
This dining experience gives me peace of mind.	
This dining experience makes me feel safe regarding food.	
This dining experience makes me feel unhappy.	
This dining experience makes me feel dependable.	
This dining experience is enjoyable.	
The dining atmosphere gives me more comfort in my life.	
This dining experience is pleasant to me.	
This dining experience makes me feel recognized to my friends and family.	
Dining in this restaurant makes me feel important by others.	

Strongly disagree = 1, Disagree =2, Moderately disagree =3, Neutral = 4, Moderately agree = 5, Agree = 6, Strongly agree =7	**Write a number from 1 -7**
This dining experience is exciting.	
Dining in this restaurant is a status symbol in my society.	
This dining environment allows me to make a good interaction with staffs	
This dining environment allows me to build a decent relationship with friends and colleague.	
This dining experience strengthens relation with my family and friends.	
Dining at this restaurant fosters my professional relationship.	

Part Four

Please select your response that best reflects your perceptions of this restaurant service for each of the following issues.

(Tick one option ranging from 1 to 7 where 1= strongly disagree and 7= strongly agree)

	Strongly disagree	**Disagree**	**Moderately disagree**	**Neutral**	**Moderately agree**	**agree**	**Strongly agree**
Employees serve exactly the same food that I have ordered.	1	2	3	4	5	6	7
Employees provide quick service.	1	2	3	4	5	6	7
Employees are always willing to help me.	1	2	3	4	5	6	7
Employees are courteous and polite	1	2	3	4	5	6	7
Employees listen to me and speak in a language that I can understand.	1	2	3	4	5	6	7
Employees make the effort to understand my needs.	1	2	3	4	5	6	7

	Strongly disagree	Disagree	Moderately disagree	Neutral	Moderately agree	agree	Strongly agree
The time required to serve food in this restaurant is acceptable.	1	2	3	4	5	6	7
The effort that I make to dine in this restaurant is worth the money I pay for.	1	2	3	4	5	6	7
When considering the monetary value, I think foods are considered to be a very good buy.	1	2	3	4	5	6	7
My experience of dining is better than what I expected.	1	2	3	4	5	6	7
The service level provided by the restaurant is better than what I expected.	1	2	3	4	5	6	7
Overall, most of my expectations of dining are confirmed at this restaurant.	1	2	3	4	5	6	7
It is a good deal to dine at this restaurant as compared to other restaurants.	1	2	3	4	5	6	7
Compared to other restaurants, this restaurant is worth for me to sacrifice my time and efforts.	1	2	3	4	5	6	7
Considering all the pros and cons into consideration, the overall value of dining at this restaurant is high.	1	2	3	4	5	6	7
I am very satisfied with the dining experience at this restaurant.	1	2	3	4	5	6	7
I am not pleased with the dining experience at this restaurant.	1	2	3	4	5	6	7
I am extremely delighted of the dining experience.	1	2	3	4	5	6	7
I think that I did the right thing when I purchase the service.	1	2	3	4	5	6	7
Overall, this restaurant puts me in a satisfactory mood.	1	2	3	4	5	6	7

Part Five

Please choose the response that best reflects your perceptions of the restaurant for each of the following.

The chances of my coming back to this restaurant in future is--

Very low Average Very high

1 2 3 4 5 6 7

1. The likeliness of spreading positive words about this restaurant to others is--

   Very low Average Very high

   1 2 3 4 5 6 7

2. The chances of recommending this restaurant to others is--

   Very low Average Very high

   1 2 3 4 5 6 7

3. The likeliness of discouraging others to dine at this restaurant is--

   Very low Average Very high

   1 2 3 4 5 6 7

4. For future dining out, the probability of considering this restaurant as my first choice is--

   Very low Average Very high

   1 2 3 4 5 6 7

Part Six

In this section, you will be asked to provide some demographic information and your responses are anonymous. Please choose one answer that best describes you.

Are you---?

Male Female

To which of the age groups do you belong?

- 30-34 years
- 35-39 years
- 40-44 years
- 45-49 years
- 50-54 years
- 55-59 years
- 60 years and over

Which one of the following categories best describes your monthly personal income (after tax)?

- 30000-39000 TK
- 40000-49000 TK
- 50000-59000 TK
- 60000-69000 TK
- 70000-79000 TK
- 80000 and above TK

What is your highest level of completed education?

- College degree
- University Graduate degree
- Postgraduate university degree
- Doctoral Degree

Which of the following best describes your work status?

- Banker
- Teacher
- Doctor
- Engineer
- Businessman
- Others (Please, specify)

Thank you for taking our survey. Your response is very important to us.

Appendix 2: Model Fit Summary for Alternate Model 1

CMIN

Model	NPAR	CMIN	*df*	*p*	CMIN/*df*
Default model	42	430.425	94	.000	4.579
Saturated model	136	.000	0		
Independence model	16	4978.308	120	.000	41.486

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.141	.859	.797	.594
Saturated model	.000	1.000		
Independence model	1.840	.138	.024	.122

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.914	.890	.931	.912	.931
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.783	.716	.729
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	336.425	275.735	404.654
Saturated model	.000	.000	.000
Independence model	4858.308	4631.115	5092.170

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	1.444	1.129	.925	1.358
Saturated model	.000	.000	.000	.000
Independence model	16.706	16.303	15.541	17.088

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.110	.099	.120	.000
Independence model	.369	.360	.377	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	514.425	519.507	669.843	711.843
Saturated model	272.000	288.456	775.260	911.260
Independence model	5010.308	5012.244	5069.515	5085.515

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	1.726	1.523	1.955	1.743
Saturated model	.913	.913	.913	.968
Independence model	16.813	16.051	17.598	16.820

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	82	90
Independence model	9	10

Appendix 3: Model Fit Summary for Alternate Model 2

CMIN

Model	NPAR	CMIN	*df*	*p*	CMIN/*df*
Default model	35	245.673	70	.000	3.510
Saturated model	105	.000	0		
Independence model	14	4020.005	91	.000	44.176

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.101	.900	.849	.600
Saturated model	.000	1.000		
Independence model	1.777	.162	.033	.141

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.939	.921	.956	.942	.955
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.769	.722	.735
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	175.673	131.668	227.272
Saturated model	.000	.000	.000
Independence model	3929.005	3725.166	4140.115

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.824	.590	.442	.763
Saturated model	.000	.000	.000	.000
Independence model	13.490	13.185	12.501	13.893

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.092	.079	.104	.000
Independence model	.381	.371	.391	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	315.673	319.384	445.189	480.189
Saturated model	210.000	221.131	598.547	703.547
Independence model	4048.005	4049.489	4099.811	4113.811

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	1.059	.912	1.232	1.072
Saturated model	.705	.705	.705	.742
Independence model	13.584	12.900	14.292	13.589

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	110	122
Independence model	9	10

Appendix 4: Model Fit Summary for Proposed Model

CMIN

Model	NPAR	CMIN	*df*	*p*	CMIN/*df*
Default model	99	1335.723	397	.000	3.364
Saturated model	496	.000	0		
Independence model	31	8616.751	465	.000	18.531

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.090	.917	.849	.640
Saturated model	.000	1.000		
Independence model	1.528	.111	.052	.104

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.945	.818	.886	.965	.981
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.854	.820	.755
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	938.723	831.536	1053.485
Saturated model	.000	.000	.000
Independence model	8151.751	7853.735	8456.164

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	4.482	3.150	2.790	3.535
Saturated model	.000	.000	.000	.000
Independence model	28.915	27.355	26.355	28.376

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.080	.084	.094	.000
Independence model	.243	.238	.247	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	1533.723	1557.543	1900.067	1999.067
Saturated model	992.000	1111.338	2827.420	3323.420
Independence model	8678.751	8686.210	8793.465	8824.465

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	5.147	4.787	5.532	5.227
Saturated model	3.329	3.329	3.329	3.729
Independence model	29.123	28.123	30.145	29.148

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	100	104
Independence model	18	19

Appendix 5: Assessment of Multivariate Normality

Variable	min	max	skew	c.r.	kurtosis	c.r.
BI1	1.000	7.000	-.627	-4.423	-.594	-2.095
BI2	1.000	7.000	-.603	-4.259	-.517	-1.826
BI3	1.000	7.000	-.405	-2.859	-1.104	-3.896
BI4_reverse	1.000	7.000	-.831	-5.864	-.478	-1.688
BI5	1.000	7.000	-.226	-1.597	-1.157	-4.084
SAT1	1.000	7.000	-.777	-5.482	-.356	-1.258
SAT2_reverse	1.000	7.000	-.470	-3.319	-1.132	-3.994
SAT3	1.000	7.000	-.675	-4.764	-.651	-2.296
SAT4	1.000	7.000	-.575	-4.058	-.783	-2.764
SAT5	1.000	7.000	-.732	-5.170	-.336	-1.186
CON1	1.000	7.000	-.380	-2.682	-.733	-2.587
CON2	1.000	7.000	-.427	-3.017	-.908	-3.205
CON3	1.000	7.000	-.708	-4.999	-.418	-1.474
SAC1	1.000	7.000	-.882	-6.223	.358	1.262
SAC2	1.000	7.000	-.577	-4.071	-.443	-1.562
SAC3	1.000	7.000	-.403	-2.844	-.611	-2.157
SV1	1.000	7.000	-.381	-2.686	-.617	-2.179
SV2	1.000	7.000	-.477	-3.366	-.727	-2.567
SV3	1.000	7.000	-.726	-5.125	-.252	-.890
SQ1	1.000	7.000	-1.560	-11.014	2.269	8.008
SQ2	1.000	7.000	-.724	-5.111	-.087	-.308
SQ3	1.000	7.000	-.954	-6.737	.342	1.209
SQ4	1.000	7.000	-1.186	-8.371	.987	3.485
SQ5	1.000	7.000	-1.179	-8.325	1.414	4.991
SQ6	1.000	7.000	-1.048	-7.400	.772	2.725
Multivariate					165.290	38.894

Variable	min	max	skew	c.r.	kurtosis	c.r.
FPVAL1	1.000	7.000	-.315	-2.221	-.874	-3.086
FPVAL5	1.000	7.000	-.428	-3.018	-.824	-2.908
FPVAL7	1.000	7.000	-.236	-1.667	-.655	-2.311
FPVA1	1.000	7.000	-.604	-4.263	-.546	-1.927
FPVA4	1.000	7.000	-.275	-1.942	-1.179	-4.160
FPVA7	1.000	7.000	-.236	-1.669	-1.298	-4.581
FPVA9	1.000	7.000	-1.127	-7.955	.486	1.714
FPVEP1	1.000	7.000	-.463	-3.270	-.546	-1.928
FPVEP5	1.000	7.000	.051	.363	-1.239	-4.375
FPVE2	1.000	7.000	-.665	-4.691	.210	.740
FPVE3	1.000	7.000	-.839	-5.925	.364	1.285
FPVE4	1.000	7.000	-.589	-4.159	-.384	-1.356
FPVS1	1.000	7.000	-1.028	-7.259	.861	3.037
FPVS2	1.000	7.000	-.861	-6.081	.033	.117
FPVS3	1.000	7.000	-.943	-6.656	-.144	-.508
FPVP1	1.000	7.000	-.867	-6.123	-.267	-.943
FPVP4	1.000	7.000	-.820	-5.792	-.343	-1.212
FPVP5	1.000	7.000	-.446	-3.147	-.328	-1.158
FPVQ1	1.000	7.000	-.949	-6.701	-.146	-.515
FPVQ2	1.000	7.000	-.611	-4.313	-.097	-.343
FPVQ3	1.000	7.000	-1.321	-9.326	1.056	3.726
Multivariate					70.052	19.487

Variable	min	max	skew	c.r.	kurtosis	c.r.
PVSi1	1.000	7.000	-.147	-1.037	-.816	-2.882
PVSi2	1.000	7.000	-.594	-4.192	-.414	-1.463
PVSi3	1.000	7.000	-.496	-3.503	-.649	-2.289
PVSi4	1.000	7.000	-.336	-2.369	-.909	-3.208
PVSR1	1.000	7.000	-.235	-1.661	-1.091	-3.851
PVSR2	1.000	7.000	.028	.198	-1.152	-4.066
PVSR3	1.000	7.000	-.556	-3.923	-.580	-2.047
PVSR4	1.000	7.000	-.126	-.887	-1.226	-4.328
PVPL1	1.000	7.000	-.668	-4.718	-.465	-1.641
PVPL2	1.000	7.000	-.460	-3.248	-.673	-2.374
PVPL3_reverse	1.000	7.000	-.816	-5.760	-.640	-2.258
PVPL4	1.000	7.000	-.468	-3.304	-.788	-2.783
PVPL5	1.000	7.000	-1.101	-7.772	.547	1.931
PVPL6	1.000	7.000	-.630	-4.447	-.130	-.458
PVPL7	1.000	7.000	-.821	-5.795	-.085	-.299
Multivariate					46.328	17.736

Appendix 6: Multicollinearity

	BI as dependent variable					Satisfaction as dependent		
Model		Collinearity Statistics			Model		Collinearity Statistics	
		Tolerance	VIF				Tolerance	VIF
	Satisfaction	.190	5.275			B_Intention	.293	3.416
	Confirmation	.133	7.506			Confirmation	.130	7.669
	Sacrifice	.251	3.987			Sacrifice	.270	3.702
	S_Value	.149	6.730			S_Value	.148	6.763
	S_Quality	.405	2.468			S_Quality	.415	2.412
	P_Values	.191	5.229			P_Values	.184	5.420
	P_Value	.148	6.778			P_Value	.148	6.737