

# MASTER'S THESIS

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## **WHAT MAKES UP OUR MIND TO GO TO RESTAURANTS?**

*A study of determinants of intention to go to restaurants  
in Bodø: Study from Northern Norway*

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## **Abstract**

Consumer behavior in the context of the restaurant industry is always one of the most researched domains due to its adaption of changes over time. However, by understanding the micro elements of the restaurant industry, researchers focused very little on the macro perspective of the restaurant industry, which addresses the industry as a whole. Along with that, macro understandings can also bring different findings that are hard to address from the micro perspective of the restaurant industry.

The study, therefore, seeks to identify the determinants that motivate people to go to restaurants. However, instead of focusing on behavior, in this study, I focused on the intention and the factors that work to develop the intention of going to restaurants. To understand the Consumer Intention Building Process in the context of the restaurant industry, I adapted the Theory of Planned Behavior, which was proposed by Ajzen (1991). In the theory, Ajzen proposed three different factors, namely Attitude, Subjective Norm, and Perceived Behavioral Control (PBC). To adjust to the context and to improve the accuracy of predicting intention, I also added three different factors to test its effect in the model, namely, Habit, External Reinforcement, and Incompetence.

A survey questionnaire was developed with the help of previous literature and interviews with the restaurant diners. By conducting face-to-face surveys, I collected data from 189 respondents to analyze the data and test the proposed six hypotheses. To analyze the data, I used Multiple Linear Regression Analysis in SPSS. From the findings, I have found a strong positive correlation between Intention and five independent variables, except Habit. In the multiple linear regression analysis, I discovered that the model as a whole is well fit to predict the intention of going to restaurants. However, only PBC and External Reinforcement were statistically significant and had satisfactory scores in standardized coefficient beta  $\beta$ . The findings also represent several implementations to the restaurant managers.

## **Acknowledgment**

This thesis is written as the final part of my master's degree at Nord University. The thesis is written within international business and marketing specialization and counts for 30 ECTS.

Being an international student in Norway, many things came to me as new in my experience. Coming from a developing country to a developed country, I noticed a lot of exciting things in Norwegian society, which helped me to learn and adapt to new changes. From an early age, I was interested in the restaurant industry; however, I saw many restaurant settings in Bangladesh have been shut down due to poor financial performance and for many other reasons. After coming to Norway, I again witnessed a few of the restaurants in Bodø have been shut down for many reasons. Seeing such a common problem in this industry drives me to know consumer behavior in depth in relation to this industry. With such an opportunity to write a master's thesis, I chose to study consumer behavior in the context of the restaurant business; I designed this study to know the factors that motivate us in the back of our minds to go to restaurants.

I would like to express my gratitude to my supervisor, Professor Tor Korneliussen. You are fantastic and such a welcoming character! Thank you for keeping your door open, listening to my frustrations, and helping me find solutions to problems that have occurred through the process. I have learned so much from you about quantitative research and analyzing statistics. Thank you for your knowledge, patience, inspiration, encouraging words, and constructive feedback.

I am pretty sure that the knowledge and experience I gained from Norway can be beneficial in many ways back in my home country to solve many problems. I am really grateful and thankful to the professors, especially my supervisor Tor Korneliussen, fellow students, Nord University, and overall Norway for providing me with such a fantastic opportunity to finish my master's study.

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# **1.0 Introduction**

## ***1.1 Background and research question***

Being a part of the enormous Hospitality Industry, the Restaurant Industry consists of different kinds of entities such as restaurants, bars, cafés, and even summer street food outlets. In our everyday life, we are practically attached to this industry. As Saad Andaleeb & Conway, 2006 mentioned in their paper, restaurants provide a range of products and services that touch nearly every household in one way or another. One of the most significant portions of small and medium enterprises (SMEs) is represented by the restaurant industry. Small and medium-sized enterprises (SMEs) represent 99% of all businesses in the EU (European Commission, 2003). More than 8.5% of SMEs in the EU are in Accommodation and Food Services (Statista Research Department, 2023). These statistics illustrate the picture of the Accommodation and Food Services industry, which is around 8.5% of the total economy, where the restaurant business stands with a significant portion.

On the contrary, restaurants are also considered meeting or gathering places in many cultures and societies. On different occasions or even to enjoy the weekend, people are choosing restaurants to be in. Some other changes in the societies also motivate people to go to restaurants more often. As women are now equally contributing in different economic sectors and industries, they get less time and effort to make meals at home. Consumers' compact schedules and desire to have some free time drive people to enjoy their meals in restaurants. Gradually, eating out has become less of a scheduled event and more of a relatively common occurrence today.

Each study has a reason to study; a motive to study in any matter doesn't start from a vacuum. Some kinds of motivation always drive researchers to study different matters. There are also some reasons to study the determinants of the intention of restaurant diners. Zain et al., 2011 stated every investigation begins with ideas that are further developed and inspired to address a variety of situations and circumstances. The same study also addressed research is also a systematic effort to get answers to a certain problem, while the main purpose of writing and publishing is to disseminate research findings and to share new knowledge with other researchers in their respective fields. Being able to study in two different parts of the world

opened doors for me to understand different consumer behaviors in different contexts. In my home country, Bangladesh, it is not a common or regular thing for the majority of people to go to restaurants very often. On the other hand, restaurants are almost a center of gathering and socializing place in the Western community, such as in Norway. The very first reason that came to my mind for these different perspectives on going to restaurants in two different societies is financial freedom. But this doubt got more foundation after I realized the tendency and ability of Bangladeshi people to spend for entertainment and recreational purposes is rapidly increasing. A paper by Akhter & Akhter Lima, 2015, also suggested that Bangladeshi students are becoming more interested in spending money on entertainment. So, this puzzle left me without a clue about the different perspectives on going to restaurants in two different countries. Along with this, I later found another paradox in my way of thinking. A study by Restaurant Brokers' found that up to 90 percent of independent establishments close during the first year, and the remaining restaurants will have an average five-year lifespan (Wickford, 2018). While I was studying at Nord University, I also observed there are quite a few restaurants shut their door and identified as bankrupt. This undesirable incident also sparked my interest in consumer psychology, specifically in the restaurant industry. The idea and motivation to study the intentions of the customers of restaurants came to form after discussing with my supervisor by narrowing down on the specific problem. With the guidance of my supervisor, I started to study the determinants of the restaurant-goers' intentions.

The most important product that should be highlighted is that the results of research should benefit the community (Zain et al., 2011). If the findings do not bring any benefits to society, that study will become a fruit without any nutrients. By shedding some light on the macro point of view and by understanding the intention of customers of restaurants, restaurant owners in Bodø will be assisted in understanding the current traits of their customers more effectively and more closely. On the other hand, there will be a new opening for comparison studies of South-East Asian and Western restaurant businesses. Moreover, Bangladeshi restaurant businesses will be able to address the opportunity that is yet to come in the restaurant industry as the whole world is becoming like one single village, where different trends and ways of life are spreading and getting accepted by the global community.

Due to the importance of this industry in the global economy, many researchers have studied different aspects of the restaurant business. Like any other industry, this industry also saw many changes throughout the decades and generations. Changes took place in almost every corner of restaurant businesses, such as restaurant offerings, business strategies, customers' values, and

especially consumer behavior. To accommodate those changes, researchers have been studied in different areas within this industry. To name a few, a recent study by (Elkhwesky et al., 2022) discussed restaurant business performance, whereas (Cantele & Cassia, 2020) studied sustainability implementation in restaurants. Along with this (Agnihotri et al., 2022), (Chen & Tung, 2014) and (Shishan et al., 2021) studied various aspects of green restaurants as these restaurants are gaining preference among climate-concerned restaurant-goers and diners. There are also many recent studies that examined different impacts on restaurant businesses due to the COVID-19 pandemic. Jeong et al., 2021, studied the factors that affect the US restaurant-goers' dining behavior during the COVID pandemic. Along with understanding consumer behavior during the pandemic, some researchers also shed some light on the ways to fight and curb the impact and enhance the consumption intention (Chou et al., 2021). To find the post-COVID recovery in the restaurant industry, (Sun et al., 2022) examined the salience theory to find a way out. Moreover, there are many kinds of research that have studied different micro stages and factors in the restaurant industry, even as micro as the quality of menu translations in southern Spanish restaurants (Fuentes-Luque, 2016). Surprisingly enough, however, there is not enough recent study from the macro point of view to understand consumer behavior in the restaurant industry.

As Miles, 2017 addressed the research gap in his paper, most research of any endeavor is attributed to the development of the research gap, which is a primary basis in the investigation of any problem, phenomenon, or scientific question. He also stated research gaps should be structured and characterized based on their functionality which provides researchers with a basic framework for identifying them in the literature investigation. Research gaps can vary according to the scope, possibility, and previous studies in that specific domain (Miles, 2017). This study also developed and tried to address three different types of research gaps. There are some studies that have been conducted on consumer behavior in the restaurant industry, unfortunately, the bigger picture of the development of consumer intention is mostly left behind. (Koay & Cheah, 2022), (Song & Yang, 2022), (Souki et al., 2022), (Canny, 2014), and (Jin et al., 2015) respectively studied revisiting, outdoor decoration, Word of Mouth through social media, customer satisfaction, and Brand Prestige. However, all of these studies focused on specific factors and their impact on the restaurant industry. There are very few studies that focus on the factors and consumer behavior from the macro point of view to understand the determinants of consumers' intention to go to restaurants. According to Miles, 2017, (as cited in Müller-Bloch & Kranz, 2015), this kind of research gap is an example of the knowledge gap,

where knowledge may not exist in the actual field to theories and literature from related research domains. Along with the knowledge gap, there is another research gap that has not been addressed. In the literature search, I only came across one research paper by (Jensen & Hansen, 2007) about restaurant consumer values that studied the Norwegian market by focusing on two cities in southern Norway. Miles, 2017, (as cited in Müller-Bloch & Kranz, 2015) addressed this kind of research gap as a population gap. This paper also aims to fill the population gap by studying and analyzing Norwegian consumer behavior in the restaurant industry.

To understand the determinants of consumer intention to go to restaurants, in this study, I came across the Theory of Planned Behavior (TPB), which is suitable for predicting intentions to perform behaviors of different kinds with high accuracy from attitudes toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). To adapt the theory properly, I overserved a theoretical gap in the theory. In this study, I also aim to add three additional components to the theory to enhance adaptability.

While most of the research on the restaurant industry focuses on micro functions in this domain, a big question arises on the other hand about the general understanding of consumers' intention-making process. The restaurant industry as a whole also needs to understand the factors or determinants that work behind the consumers' intention to go to restaurants. This understanding will not only help the industry as a whole to adapt and be flexible but also help restaurants target their customer base to work with those intention-making factors in order to have a higher customer visit. Thus, this study aims to answer the following research question.

*What are the determinants of restaurant diners' intention to go to restaurants?*

As (Miller, 2012) addressed, the Theory of Planned Behavior (TPB) has been one of the most successful social and behavioral science theories in the prediction of psychological and behavioral phenomena across all behavioral domains. A lot of behavioral studies have used TPB to understand different types of human behavior. Basically, TPB is a structured theoretical model that illustrates how and what influences us to form the intention to act or to behave in a certain way. TPB basically predicts behavior by assessing attitudes, norms, behavioral control, and intention to find the linkage between the variables. However, TPB is an extension of the theory of reasoned action (TRA) (Fishbein & Ajzen, 1975; Ajzen & Fishbein, 1980) made necessary by the original model's limitations in dealing with behaviors over which people have incomplete volitional control (Ajzen, 1991).



Along with TPB, there are some other theories in social science that specialize in different contexts of problems to understand intentions and behaviors. While Ajzen, 1991, stated TPB is designed to predict and explain human behavior in specific contexts, other theories focus on human behavior in the context of health, social influence, and self-confidence. For study in the health sector, The Health Belief Model (HBM) was originally formulated to explain health behavior (Rosenstock, 1974). There is very little to no connection between consumer behavior and HBM rather than TPB. On the other hand, Bandura, 1977, proposed Self-efficacy: Theory of Behavioral Change. In theory, Bandura, 1977, explained how from four principal sources of information, such as performance accomplishments, vicarious experience, verbal persuasion, and physiological states, personal efficacy is derived and how personal efficacy leads to psychological changes. Bandura, 1977, also addressed that expectations of personal efficacy determine whether coping behavior will be initiated, how much effort will be expended, and how long it will be sustained in the face of obstacles and aversive experiences. While Self-efficacy: Theory of Behavioral Change aims for psychological changes with the help of self-efficacy, this study aims to understand the factors that work in the consumer decision-making process, not to understand the determinants of any psychological changes. In addition, Eastman & Marzillier, 1984, concluded that self-efficacy theory is conceptually problematic in their study.

Morwitz & Munz, 2020, define an intention or “behavioral intention” as the degree to which a person resolves to act in a certain way. They also found in most theories that an intention is the immediate conceptual antecedent of a behavior, mediating the relationship between attitude and action. In business, consumers also make up intentions before buying any product or service, and that's what makes consumer intention so crucial to all businesses in order to read the customer more efficiently. However, intention works not only in consumer psychology but also in various domains of our daily lives, from politics to the kids' gaming world. To understand and forecast the behavior, we always need to understand the intention first. Intentions are important because, in general, people do what they intend to do, or at least they try to (Bagozzi et al., 1989; Bagozzi & Warshaw, 1990). So, it is really important to understand the customer first in order to survive in the competition. The same goes for the restaurant business as restaurant diners make the intention before visiting restaurants. By understanding restaurant diners' intentions, restaurant owners can focus on their targeted customers with more in-depth knowledge. As Morwitz & Munz, 2020, addressed, many operationalizations of intentions, particularly in consumer settings, include a likelihood or probability component. For example,

a survey may ask potential customers how likely they are to purchase a given product (Morwitz, 1997). Measuring intentions in this way also assumes a motivational component. From this perspective, “intentions are assumed to capture the motivational factors that influence a behavior; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, in order to perform the behavior” (Ajzen, 1991, p. 181).

Due to suitability and intense previous research work in the behavioral domain, for this study, I integrate consumer psychology into the Theory of Planned Behavior (Ajzen, 1991) to understand the determinants of consumers’ intention to go to restaurants. However, due to more appropriateness and to understand and study my research question precisely, I have added three more variables to the theory. Nevertheless, the TPB is, in principle, open to the inclusion of additional predictors. Just as the theory of reasoned action (TRA) was expanded to produce the TPB by adding actual and perceived behavioral control, it is possible to include other predictor variables not already part of the theory (Ajzen, 2020). However, the earlier theory, the theory of reasoned action (TRA), was proposed by Ajzen & Fishbein, 1980, as a response to the observed lack of correspondence between general dispositions, such as racial or religious attitudes, and actual behavior (Ajzen & Gilbert Cote, 2008).

In the next chapter, I discussed the theoretical framework in depth along with the proposed research model. In the third and fourth chapters, I talked respectively about research methodology and data analysis. The final chapter reflects the conclusion and recommendations.

## **2.0 Theoretical Perspective**

Every journey in academic research starts with a predecessor theory or previous understanding in literature, and gradually, new concepts form as the different new findings add up to the earlier understanding, which helps researchers to come up with a unique solution, formula, model, or theory. Educational theory explains the underlying mechanisms involved in learning and teaching (Ormrod, 2011). Artino & Konopasky, 2018, added that such theories tell us why and under what circumstances specific learning strategies and teaching methods work while others do not. The importance of theories is also reflected in the paper of Lewin, 1943, as he observed that nothing is as practical as a good theory. To understand theory in the context of determinants of restaurant diners' intention in-depth, I will discuss the Consumer Intention Building Process and Consumer Behavior, the Theory of Planned Behavior, Intention, Attitude, Subjective Norm, Perceived Behavioral Control, Habit, External Reinforcement, Incompetence, and proposed hypotheses.

### **2.1 Consumer Intention Building Process and Consumer Behavior**

The field of consumer behavior covers a lot of ground (Solomon & Al, 2016), addressing everything consumers do, think, expect, react to, perceive, and review. As consumers hold most of the power at the bargaining table, consumers become one of the most essential and sophisticated elements in every business. Likewise, in the restaurant industry, consumers play the most crucial role. Most of the time, competition and rivalry between restaurants intend to capture more consumers and market share instead of the development or differentiation of products and services between the competitors. It is also apparent that to succeed in the business, restaurant managers need to understand consumers well. Due to the importance of consumers in the restaurant industry, researchers are very concerned and devoted to this topic, which generates plenty of research focusing on different consumer groups and societies. To understand the diverse consumer group and their different perception of products, researchers of the school of hospitality are studying other aspects of consumer behavior in various contexts, especially in micro concepts. The studies on various micro-consumer behavior concepts help researchers and restaurant managers to understand their consumers more closely. The ability to properly understand the consumers can make an actual difference between restaurant rivals.

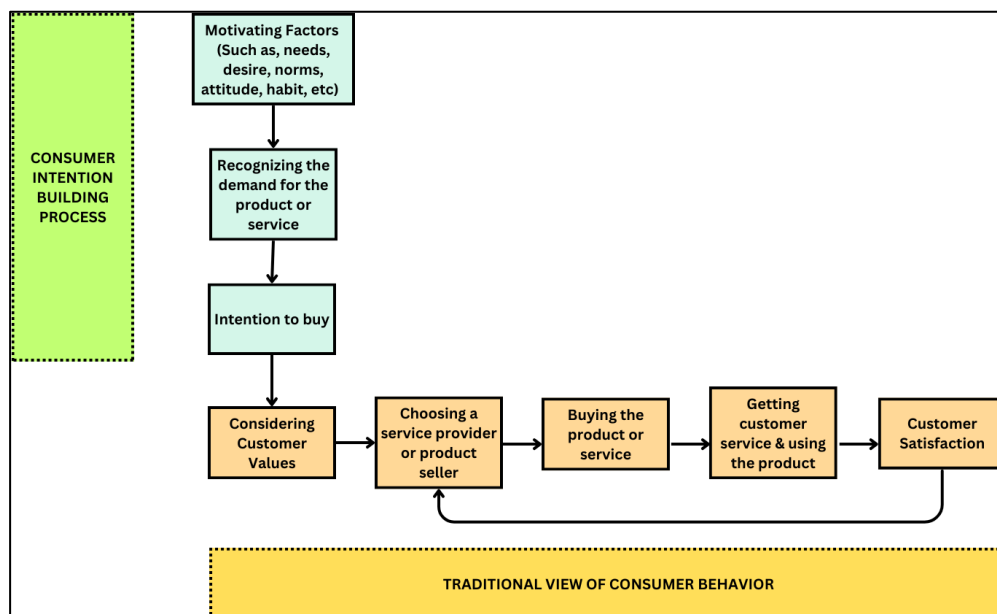
In the midst of different astonishing new findings on consumer behavior, in this paper, I would like to address the other side of consumer behavior. Consumer behavior is not only a single concept that has some factors that drive consumers to behave in a certain way, but it represents the complete journey, which starts with consumers' realization of the need or desire for the products or services, in this case, the need or desire to go to restaurants. It ends with consumer satisfaction with the products or services.

In literature, many researchers addressed and defined consumer behavior from many points of view while understanding various concepts. Nassè, 2021, also discovered disparities in researchers' interpretations of consumer behavior that differ from one region to another. Nassè, 2021, also cited Western researchers who understand consumer behavior as exactly how and why individuals consume some given products or services. However, the concept of consumer behavior, studied by Western researchers, is too narrow, and it does not bring out the motives around consumption (Bergadaà et al., 1995; Essoo & Dibb, 2004). Nassè, 2021, also argued that consumers' motives around consumption are lacking not only in the context of Western consumption research but also in Asian or African contexts.

As the demand of this study is to understand the factors and determinants of restaurant diners' intention to go to restaurants, it requires understanding the motives of restaurant diners' around consumption, in other words, motivational factors (Ajzen, 1991) that develop the intention of restaurant diners to go to restaurants. To make the concept more straightforward, in this paper, I will address this concept as the Consumer Intention-Building Process.

Consumer behavior studies the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires (Solomon & Al, 2016). Kotler & Keller, 2012, also cited (Solomon, 2011) in their book, consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. A similar kind of understanding of the definition from, and acknowledged by, different prominent researchers in this domain represents the mentioned definition as strongly as the proved theory. However, the researchers also addressed that the field of consumer behavior covers a lot of ground (Solomon & Al, 2016), which provides space to add up new findings and enrich the understanding of consumer behavior. With the continuous significant new understandings of consumer behavior, I also want to address consumer behavior from a macro-level perspective. The traditional

consumer behavior understanding starts with purchasing actions by consumers, which is undoubtedly the proper start for understanding consumer behavior on a micro level by failing to consider the entire spectrum of consumers' intention formation. While, in the businesses' perspective, the engagement between consumers and businesses initiates with a purchase, on the other hand, it commences much earlier in the process from the consumer's perspective. In consumer psychology, there are some pre-setted themes that consumers share, respond to, and correspond to different products and services. Each of us carries a set of attributes and traits that help us to identify, represent, and distinguish ourselves among people. These set of properties function as motivational factors in the context of the consumer intention-building process. Along with these motivational factors, in our daily lives, we come across many occasions and remember things that we love or care about, which helps us to recognize the need or demand for any products or services. With the level of necessity of fulfilling the needs or demands, we may intend to buy products and services. In the following flow chart, a consumer's journey will be easily understandable by following the steps that consumers walk on in the circle of the consumer behavior model.



*Figure 1: Holistic Outlook of Consumer Behavior*

To facilitate understanding, the flow chart is divided into two sections. The first section, in green-blue, illustrates the process of consumer intention-building process, and the other, in yellow, represents the traditional point of view of consumer behavior.

It is always better to understand something with a proper example that thoroughly explains the complexity. For a better understanding of the importance and linkage between the two sections, I also present the following flowchart with a real-life example.

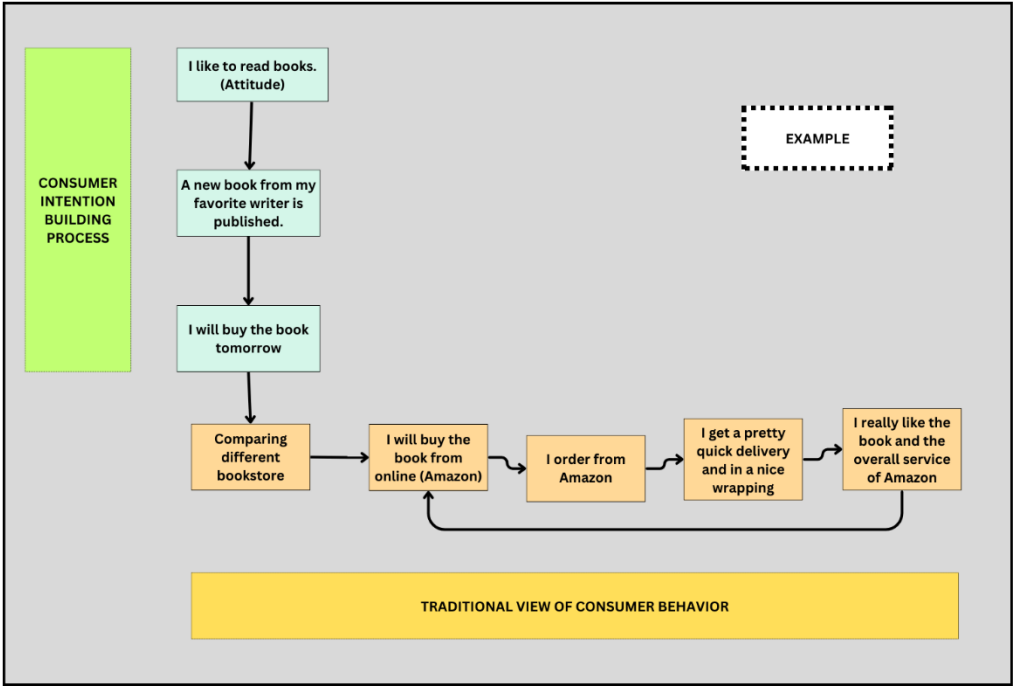


Figure 2: Holistic Outlook of Consumer Behaviour with example

The understanding of consumers’ intention-building process won’t impact any specific business instantly; in the long run, the industry, as a whole, will benefit by unlocking the factors that make up the consumers’ intention to buy. The implication of the understanding of this process will positively impact the whole industry. It is clear to observe that there is minimal benefit that any single business can take by implementing and analyzing their customers through the lens of this process. However, to benefit the whole community and industry, business societies or trade associations can take action by understanding the consumer intention-building mechanism to flourish industry.

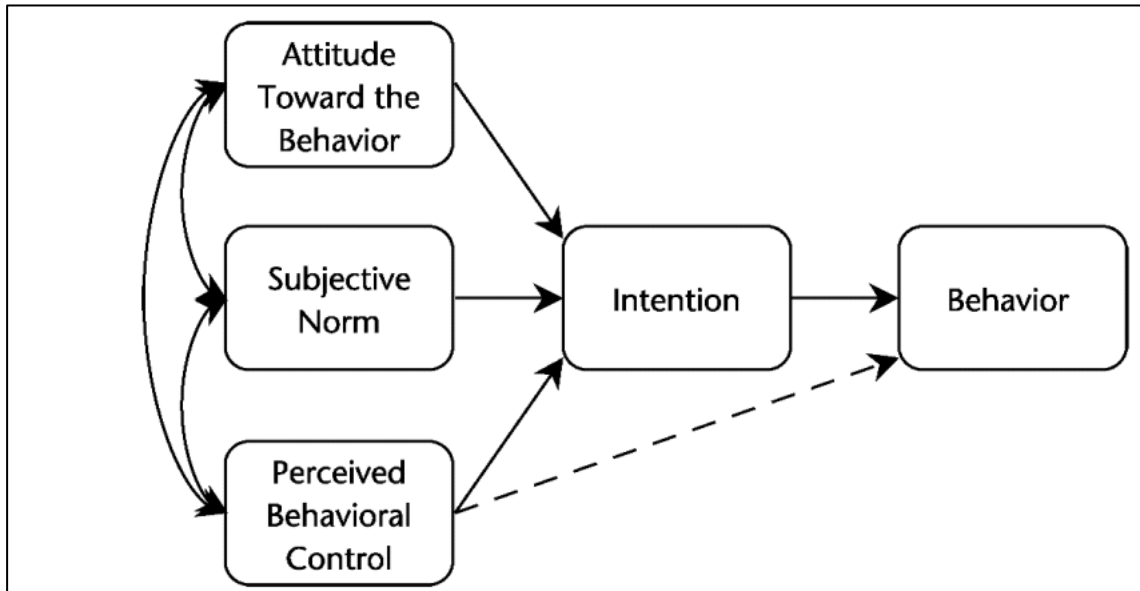
## 2.2 Theory of Planned Behavior

To understand consumer behavior and intention, many theories have been proposed, used, and analyzed. Some theories are widely accepted in almost every sector of study. In contrast, other theories have been specially developed to find and understand consumer behavior in specific domains. As I have discussed in the previous chapter about other possible theories that have been proved in different domains of study, the Theory of Planned Behavior is one of the most prominent theories among possible behavioral theories that fit in all in this context.

The theory of planned behavior (Ajzen, 1991) was first proposed by Icek Ajzen in 1991, which is an extended version of another theory by the same scholar, the theory of reasoned action (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975). Even though I applied the theory of planned behavior (TPB) in this paper, it is essential to establish a correlation between both theories to have a comprehensive understanding. As TPB is the extended version of the theory of reasoned action (TRA), there is not much difference in the model and in the argument. In order to attain better results in predicting intention and behavior, TPB was added by only one more determinant in the model.

“According to the theory of reasoned action, a person’s intention is a function of two basic determinants, one personal in nature and the other reflecting social influence. The personal factor is the individual’s positive or negative evaluation of performing the behavior; this factor is termed attitude toward the behavior. It simply refers to the person’s judgment that performing the behavior is good or bad, that he is in favor of or against performing the behavior. The second determinant of intention is the person’s perception of the social pressures put on him to perform or not perform the behavior in question. Since it deals with perceived prescription, this factor is termed subjective norm” (Ajzen & Fishbein, 1980). Ajzen, 2020, pointed out that in the formulation of TRA, they proposed that people are inclined to perform a behavior of interest and people could easily refrain from doing so if they decided against it; while working on the theory for several years, Ajzen realized that the assumption of perfect volitional control placed severe limitations on the theory's ability to deal with behaviors that pose difficulty of execution; people can face problems or be prevented from acting on intentions to perform. He also indicated that to overcome this limitation, he added perceived behavioral control, defined as people's perceptions of their ability to perform a given behavior, as a third determinant of intention. Therefore, the main difference between the two theories is that the TPB includes

actual and perceived behavioral control as additional determinants of intentions and behavior (Ajzen, 2020).



*Figure 3: Theory of Planned Behavior*

As in the original theory of reasoned action, a central factor in the theory of planned behavior is the individual's intention to perform a given behavior (Ajzen, 1991). The immediate antecedent of behavior in the TPB is the intention to perform the behavior in question; the stronger the intention, the more likely it is that the behavior will follow (Ajzen, 2020). "The theory of planned behavior postulates three conceptually independent determinants of intention. The first is the attitude toward the behavior and refers to the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question" (Ajzen, 1991). According to the theory, attitudes are a function of beliefs. A person who believes that performing a given behavior will lead to mostly positive outcomes will hold a favorable attitude toward performing the behavior, while a person who believes that performing the behavior will lead to mostly negative outcomes will hold an unfavorable attitude. The beliefs that underlie a person's attitude toward the behavior are termed behavioral beliefs (Ajzen & Fishbein, 1980). The second predictor is a social factor termed subjective norm; it refers to the perceived social pressure to perform or not to perform the behavior. Subjective norms are also a function of beliefs, but beliefs of a different kind, namely the person's belief that specific individuals or groups think he should or should not perform the behavior. These beliefs underlying a person's



subjective norm are termed normative beliefs (Ajzen & Fishbein, 1980). The third antecedent of intention is the degree of perceived behavioral control, which refers to the perceived ease or difficulty of performing the behavior, and it is assumed to reflect anticipated impediments and obstacles. As a general rule, the more favorable the attitude and subjective norm with respect to a behavior, and the greater the perceived behavioral control, the stronger an individual's intention to perform the behavior under consideration (Ajzen, 1991). The beliefs that underlie a person's perceived behavioral control are termed control beliefs.

### **2.3 Intention**

Beck & Ajzen, 1991, addressed that a central factor in the theory of planned behavior is the individual's intention to perform a given behavior, while in the case of this paper, it is restaurant diners' intention. Restaurant diners' intentions are assumed to capture the motivational factors that influence a behavior like going to restaurants; they are indications of how hard restaurant consumers are willing to try and how much of an effort they are planning to exert, in order to perform the behavior (Beck & Ajzen, 1991).

According to the TPB, behavioral intentions are determined by three factors: attitude toward the behavior, subjective norm concerning the behavior, and perceived behavioral control, in which, a favorable attitude and a supportive subjective norm provide the motivation to engage in the behavior but a concrete intention to do so is formed only when perceived control over the behavior is sufficiently strong (Ajzen, 2020). "Note that the predictors in the theory of planned behavior are assumed to be sufficient to account for intentions and actions, but neither they are not all necessary in any given application, nor are they enough in any given application. The degree of success will depend not only on one's desire or intention but also on such partly nonmotivational factors as availability of requisite opportunities and resources (e.g., time, money, etc.)" (Beck & Ajzen, 1991).

Individuals with a greater determination to dine out are more inclined to engage in the behavior. Intentions and behavior are supposed to have a strong relationship if they are measured in the same context and timeframes (Fishbein & Ajzen, 1975). To predict intention, a significant number of studies have provided strong support for the proposition that intentions to perform a behavior can be predicted from attitudes toward the behavior, subjective norms, and perceptions of behavioral control (Ajzen, 2005)

## **2.4 Attitude toward the behavior and intention to go to restaurants**

Attitude toward the behavior is assumed to be a function of readily accessible beliefs regarding the behavior's likely consequences, termed behavioral beliefs. A behavioral belief is the person's subjective probability that performing a behavior of interest will lead to a certain outcome or provide a certain experience (Ajzen, 2020). Thus, the formation of beliefs about the possible consequences of the behavior and the evaluations of these consequences instinctively produce an overall positive or negative evaluation of the behavior, which may influence the behavioral intention (Fishbein & Ajzen, 2010).

As Ajzen, 2020) addressed, behavioral beliefs are theorized to produce a positive or negative attitude toward the behavior; understanding the beliefs is more like a prerequisite to understand the individuals' attitude toward the behavior. Beliefs refer to a person's subjective probability judgments concerning some discriminable aspect of his world; they deal with the person's understanding of himself and his environment (Fishbein & Ajzen, 1975).

In this case, restaurant diners' readily accessible beliefs help to form attitudes about going to restaurants, and the beliefs formed with the help of subjective probability judgments that going to restaurants will bring positive outcomes or positive experiences. Therefore, these behavioral beliefs can produce positive or negative attitudes toward going to restaurants, and positive or negative attitudes can significantly impact the intention and the behavior; and these beliefs can originate from personal experiences, education, radio, newspapers, the internet and other media (Buhalis, 2000; Middleton, 2017; Fishbein & Ajzen, 2010).

Although going to restaurants is very common in our daily lives, it has reasons to happen in this way, and one of the indicators is people's attitude toward going to restaurants. Many people are inclined to enjoy their weekends with family and friends, and some may think it is also a pleasant way of spending time due to the comforting atmosphere and being able to meet and eat with family and friends.

The theory argues that restaurant diners, who have positive attitudes toward going to restaurants, would more likely go to restaurants within the next two weeks. Based on this, I formulated the following hypothesis:

*Hypothesis 1: A positive relationship exists between the attitude toward going to restaurants and the intention to go to restaurants within the next two weeks.*

## **2.5 Subjective Norms and Intention to go to restaurants**

“The second or normative component of the theory deals with the influence of the social environment on intentions and behavior. It refers to the person’s subjective norm, that is, his perception that most people who are important to him think he should or should not perform the behavior in question. The subjective norm, however, refers to the person’s perception that important others desire that performance or nonperformance of a specific behavior; this perception may or may not reflect what the important others actually think he should do” (Ajzen & Fishbein, 1980).

Ajzen & Fishbein, 1980, also added that according to the theory, the more a person perceives that others who are important to him think he should perform a behavior, the more he will intend to do so. Conversely, if a person believes important others think that person should not perform a behavior, he or she will usually intend not to do so.

In this study, restaurant diners’ also perceive some normative beliefs towards visiting restaurants. When the important people in our lives impact on our behavior of going to restaurants, that influence acts as subjective norms in this case. This influence or normative beliefs can also be two types: injunctive normative beliefs and descriptive normative beliefs (Fishbein & Ajzen, 2010). Ajzen, 2020, addressed that an injunctive normative belief is the expectation or subjective probability that a given referent individual or group (e.g., friends, family, spouse, coworkers, one's physician, or supervisor) approves or disapproves of going to restaurants, which can influence people to go to restaurants. For example, If my friends go to restaurants a lot and they think it is an excellent way to spend time, it will eventually influence in my personal life to decide to go to restaurants to enjoy some time. On the other hand, descriptive normative beliefs, are beliefs as to whether important others themselves perform the behavior. Both types of beliefs contribute to the overall perceived social pressure to engage in the behavior or subjective norm (Ajzen, 2020). Litvin et al., 2008, imply that the word of mouth (WOM) substantially influences behavior if it comes from family, other relatives, and friends. WOM from strangers and acquaintances have a weaker influence. Though in general, by WOM we get influenced to go to any specific restaurant, but going to any restaurant also impacts on the overall intention to go to restaurants, which implies that a more favorable WOM increases the tourist’s behavior to visit a destination.

As the theory argues that restaurant diners believe that the feedback and recommendations from important others are essential, therefore it is rational to assume that restaurant diners would have a stronger intention to go to restaurants within the next two weeks. Based on this, I formulated the following hypothesis:

*Hypothesis 2: A positive relationship exists between subjective norms and the intention to go to restaurants within the next two weeks.*

## **2.6 Perceived Behavioral Control and Intention to go to restaurants**

Perceived Behavioral Control (PBC) refers to the perceived ease or difficulty of performing the behavior and it is assumed to reflect past experience as well as anticipated impediments and obstacles (Ajzen, 1991). Just like the previous two factors of TPB, perceived behavioral control (PBC) is also assumed to be based on accessible control beliefs. “These beliefs are concerned with the presence of factors that can facilitate or impede the performance of the behavior. Control factors include required skills and abilities; availability or lack of time, money, and other resources; cooperation by other people; and so forth” (Ajzen, 2020).

Beck & Ajzen, 1991, addressed in their paper about the usability of PBC, such as, when there is a relationship between perceptions of control and the person’s actual control over the behavior, perceived behavioral control (PBC) is supposed to make a greater impact on behavior. In many situations perceived behavioral control may not be particularly realistic due to being it perceived behavioral control rather than being actual behavioral control. This is likely to be the case when the individual has relatively little information about the behavior, when requirements or available resources have changed, or when new and unfamiliar elements have entered into the situation. Under those conditions, a measure of perceived behavioral control may add little to the accuracy of behavioral prediction.

The intention of going to restaurants can be reversed even if someone has a positive attitude and subjective norms towards this behavior. Lack of time or money can become an obstacle in forming the intention to go to restaurants. Similarly, the PBC can influence individuals not just in the development of the intention to act but also in the execution of such behavior. The ability to perform any specific behavior can also negatively affect the completion of the behavior. We frequently encounter such situations where our plans to go to restaurants and enjoy the

weekends are disrupted—whether due to illness or other more pressing commitments that prevent us from dining out.

The more favorable the attitude and subjective norm with respect to going to restaurants, and the greater the perceived behavioral control, the stronger should be an individual's intention to go to restaurants (Ajzen, 1991). The author also stated that the stronger the intention to go to restaurants, the more likely it should be its performance.

According to the theory restaurant diners may think they possess required resources and opportunities, and have few barriers to go restaurants. Therefore it is rational to assume that the restaurant diners will have a stronger intention to go to restaurants within the next two weeks. Based on this, I proposed the following hypothesis:

*Hypothesis 3: A positive relationship exists between perceived behavioral control (PBC) and the intention to go to restaurants within the next two weeks.*

## **2.7 Habit and Intention to go to restaurants**

A habit is formed by doing any specific task or by performing any specific behavior in a repetitive and continuous manner, in other words, any particular repetitive past behavior can be possessed as a habit. From this understanding, in this paper, habit and the term “repetitive past behavior” can be used interchangeably. Though Habit is not an original part of the theory of planned behavior (TPB), in this paper, I tested the relationship between Habit and Intention due to its importance in psychological study, which is acknowledged by de Bruijn et al., 2009, when studying bicycle use; Norman, 2011, when studying binge drinking among undergraduate students; and by many other researchers.

Beck & Ajzen, 1991, also discussed the significance of habit to predict the future, such as, if all factors, internal to the individual as well as external that determine a given behavior are known, then the behavior can be predicted; so long as this set of factors remains unchanged, the behavior also remains stable over time. So, when these conditions are met, the dictum “past behavior is the best predictor of future behavior” will be realized. Moreover, the proposition of the interaction of habit and intention was suggested over 40 years ago by Triandis, 1979. To understand the determinants of the intention of going to restaurants, some other variables like Habit can enhance the ability to predict the intention in questions due to applicability in the

context of restaurant dining intention. The appropriateness of adding the Habit factor into the model can also be understood by the study of Conner & Armitage, (1998), in which they estimated that past behavior explains, on average, an additional 13% of the variance in future behavior over and above the influence of the TPB. Ouellette & Wood, 1998 and Aarts et al., 1998, also argued that strong habits put a boundary limitation on the applicability of reasoned-action models, such as the theory of planned behavior.

However, the importance of understanding Habit as a determinant is not limited only to this study but this factor also impacts many social behaviors. By adding this determinant to the framework of TPB, we can also improve the accuracy of predicting the intention and behavior. However, there are some requirements that Fishbein & Ajzen (2010) suggest that need to be met before any inclusion of determinants in the framework of TPB.

Firstly, the proposed determinants need to be behavior-specific and should be able to be defined and measured. By following the first criteria, Habit is behavior-specific, and it was defined and measured in many previous studies mentioned earlier in this section. Secondly, the proposed determinants need to be a causal factor, which means any changes in those proposed factors can lead to changes in the intention and behavior. Though it can only be observed after empirical tests, theoretically, having a habit of going to restaurants can motivate people to go to restaurants to enjoy their spare time; on the other hand, not having a habit of going to restaurants can be the less motivating factor to go to restaurants, which might make significant changes in the final intention. Thirdly, the proposed factors need to be conceptually independent rather than redundant. In this criteria, Habit is an independent factor, which does not share any theoretical understanding with any other factor. Fourthly, the proposed factors should be considered as potentially applicable to a wide range of behavior studies by social scientists. Having said that, Habit is already studied in many social behavior studies that I have mentioned earlier in this section. Lastly, the proposed factors should consistently improve the prediction of intention and behavior, which can only be understood by studying the proposed factors in future studies.

Nowadays, going to restaurants is not a pre-planned occasion but rather a regular thing to happen in daily life. Along with frequent dining out in restaurants, some other factors, such as inability to cook or lack of time to cook, make it more like a habit for many restaurant diners, which is hard to predict by the TPB framework. By adding the Habit factor into the TPB

framework, this paper will analyze the effect and impact of habit on the intention to go to restaurants.

According to the theory, people who has habit of going to restaurants would more likely intend to go to restaurants within next two weeks. Therefore I deduce the following hypothesis:

*Hypothesis 4: A positive relationship exists between habit and the intention to go to restaurants within the next two weeks.*

## **2.8 External Reinforcement and Intention to go to restaurants**

In our complex human psychology, we develop our intention toward behavior with the help of many determinants. Theory of Planned Behavior (TPB) is the guideline that I used for this paper to understand consumer behavior and consumers' intention building process. As TPB has three factors that helps us to predict intention and behavior, there is also significant scope to extend the theory to understand any specific matter. Ajzen, (2020) also keep the door open by stating that the TPB is, in principle, open to the inclusion of additional predictors.

While in the previous section, I discussed the reasoning, importance, and applicability of adding Habit as an additional factor, in this section, I discussed about External Reinforcement, which is first proposed by Rotter, (1954).

“A, reinforcement is something that changes behavior in some observable way by either increasing or decreasing the potentiality of its occurrence. Reinforcement can be disguised into two types as the subject experiences it. The former refers to as internal reinforcement; the latter, as external reinforcement. Internal reinforcement may be ideally defined as a subject's experience (or perception) that an event has occurred which has some value for him. Positive or negative value is determined by the resultant effects upon behavior. External reinforcement is the occurrence of an event or act that is known to have predictable reinforcement value for the group or culture to which the subject belongs. Examples are: praising an adolescent for demonstrated skill in games, giving affection to a group of children who are suffering from Love Deprivation” (Rotter, 1954, pp. 112–113).

For this paper, I assume a strong correlation between External Reinforcement and Intention, which can be tested by adding External reinforcement to the theory as one of the additional determinants of intention. Later Rotter (1966) also studied another paper that addressed the concept of reinforcement, where he changed the term name from Internal reinforcement to Internal control and from External reinforcement to External control. He addressed External control as when a reinforcement is perceived by the subject as following some action of his own but not being entirely contingent upon his action, then, in our culture, it is typically perceived as the result of luck, chance, fate, as under the control of powerful others, or as unpredictable because of the great complexity of the forces surrounding him; and when the event is interpreted in this way by an individual, we have labeled this a belief in external control.

In the context of going to restaurants, consumers also encounter external reinforcement, which motivate them to form the intention to go to restaurants. As Rotter (1966), stated that “when reinforcement is perceived by the subject as following some action of his own but not being entirely contingent upon his action”, which can be compared with a consumer who is getting various offers and discounts from restaurants due to being a frequent restaurant diner, but getting those offers and discounts is not under his/her complete control. Rotter (1966), termed this kind of reinforcement as “External Reinforcement”.

To get a clear point of view of external reinforcement in this context, it is better to portray a scenario. When we get different offers and discounts from restaurants on our social media, or in any other medium, and we find it a good offer, some of us form the intention to go to those restaurants; and when we have free time and available offers we go to those restaurants. From this scenario, we can see there is an external reinforcement in this case it is the marketing campaigns and promotional discounts from restaurants, that motivate consumers to develop the intention to go to restaurants.

Likewise, the previously proposed factor Habit, External Reinforcement also meets the criteria that Fishbein & Ajzen, (2010), proposed in their paper. Firstly, this factor is behavior specific and it directly affects human behavior. Secondly, it is a causal factor. With the influence of restaurants’ offers and discounts, many of us might intend to go to restaurants even though we haven’t had any intention to go to restaurants before addressed by external reinforcement. This cause-and-effect relationship helps us to understand this factor as a causal factor. Thirdly, it is an independent factor, which does not share any theoretical foundation with any other factors. Though this factor might be misunderstood with Subjective Norm, both factor serves different



motivating issues towards the intention. By subjective norm, we capture the perspective of society and by external reinforcement, we capture the influence of any certain entity. Fourthly, this factor is been in used to predict human behavior since 1954. Finally, by analyzing this factor in more and more research projects, we can observe the consistency in the improvement of predicting intention and behavior.

As this determinant complies with all criteria I propose to add External Reinforcement in the TPB framework to understand the restaurant diners' intentions and behavior more accurately. According to the theory, people who are influenced by external reinforcement of going to restaurants would more likely intend to go to restaurants within the next two weeks. Therefore, I deduce the following hypothesis:

*Hypothesis 5: A positive relationship exists between external reinforcement and the intention to go to restaurants within the next two weeks.*

## **2.9 Incompetence and Intention to go to restaurants**

The final additional determinant does not come from any specific research literature in the field of consumer behavior or behavioral social science, but from the open interview with some of my close friends who go to restaurants very often. To understand the context's cause and effect more deeply, I asked a few of my friends about the issues or any motivating factors that motivate them to intend to go to restaurants.

In the open structured interview, I asked just one question about the motivating factors for better prediction of intention and behavior of going to restaurants. The purpose of the interview is to provide some additional important determinants so that I can test those determinants that make an impact when it comes to the intention of going to restaurants. In this way, I was also able to study some motivational factors that might be missed or untouched in the previous literature. The asked question was the following:

*“What could be the issues or motivating factors that motivate you to make up your mind to go to restaurants?”*

In four of the responses to the interview, respondents identified many reasons that motivate them to go to restaurants. While most of the factors is covered by the Theory of Planned

Behavior and proposed additional motivational factors, unwillingness and inability to cook and prepare food were unique, which haven't been studied extensively with shed of the TPB.

In response to the question of the open interview, one of the respondents answered the following:

*“As you know I usually cook at home and my wife is not a good cook, so when I don't want to cook or like I am not at home then we either go to restaurants or she orders food from restaurants.”*

From the statement, we can find two motivational factors that motivate them to develop the intention and later to go to restaurants. In this statement, “I don't want to cook” represents the unwillingness, and “my wife is not a good cook” represents the inability to make good food. However, unwillingness and inability to cook and prepare food is a factor that serves two different factors: unwillingness and inability. Not only this factor is difficult to study from a theoretical perspective, but this factor is also not properly suited for a wide range of social science studies. To accommodate this factor with the TPB and to make this factor adaptive in many social studies, I propose to term this determinant as Incompetence. By saying Incompetence, I mean those reasons for which we do not perform any specific behavior. In many ways in our daily lives, incompetence motivates us to perform any specific action or behavior as a substitute behavior in order to compensate for not performing the action or behavior that we are supposed to do. For some examples of incompetence, we can also think of people who cannot drive, they have to take a taxi or catch a bus or any other transportation to go from one place to another. However, in most of the bad or negative behavior that people perform, they usually somehow get motivated to make the intention to do that with the help of incompetence. If we think about cheating in school tests, or telling a lie, and many others that has an impact of incompetence.

However, the ideology of incompetence is also studied in different research paper by stating it in different names, due to its diverse usage, this determinant was not established as a part of the theoretical model like TPB. King et al., (1998) addressed incompetence as the perceived lack of ability, and they identified the perceived lack of ability as a determinant of intervention in the physical activity of the older adult population. Aurigemma et al., (2017) address incompetence as low self-efficacy, and they identified low self-efficacy as a determinant of preventing people from using a certain mobile application.

Likewise, the other two proposed determinants of the extended TPB, incompetence, also comply with all the criteria that Fishbein & Ajzen, (2010) addressed. Firstly, incompetence is completely behavior related as it refers to not performing a certain behavior; and to compensate people usually perform another behavior. It is also definable and measurable by the methodology of TPB. Secondly, this determinant can be a causal factor in any behavior. Like in this study, when people do not want to make the food by themselves, they usually make up their minds to go to restaurants. On the other hand, when people make the food at home, there is little to no chance that they will make up their intention to go to restaurants. By this example, it is easily understandable the cause-and-effect relationship between incompetence and intention. Thirdly, this motivational factor is independent and does not share any attributes with any other determinants. Fourth, as I present the example of cheating on school tests and going to restaurants, there is plenty of scope to apply this factor in a wide range of social studies to predict intention and behavior. Finally, by studying incompetence in coming studies, we can observe the improvement whether it is consistent or not.

As incompetence complies with all criteria, I propose to add Incompetence in the TPB framework to understand the restaurant diners' intentions and behavior more accurately and precisely. According to the theory, people who are motivated by incompetence in cooking or making food at home would be more likely to intend to go to restaurants within the next two weeks. Therefore, I deduce the following hypothesis:

*Hypothesis 6: A positive relationship exists between incompetence and the intention to go to restaurants within the next two weeks.*

## **2.10 The Proposed Research Model**

The aim of this paper is to understand the motivating factors of consumers' intention to go to restaurants. In this research, I incorporate the Theory of Planned Behavior (TPB) since it is a prominent theory used for predicting human behavior. According to the TPB, attitude, subjective norm, and perceived behavioral control are the lone predictors or intention; and intention and actual control are the only factors determining behavior. Though Ajzen, (2020) affirmed that these three factor is enough to secure accurate prediction of intention, he also kept the door open to the inclusion of additional predictors if the additional factors meet the criteria

of assumption of sufficiency. In previous sections of this chapter, I discussed about the additional predictors and how they met the criteria of assumption of sufficiency.

To address the research query, What are the determinants of restaurant diners' intention to go to restaurants?, the subsequent research model will be employed.

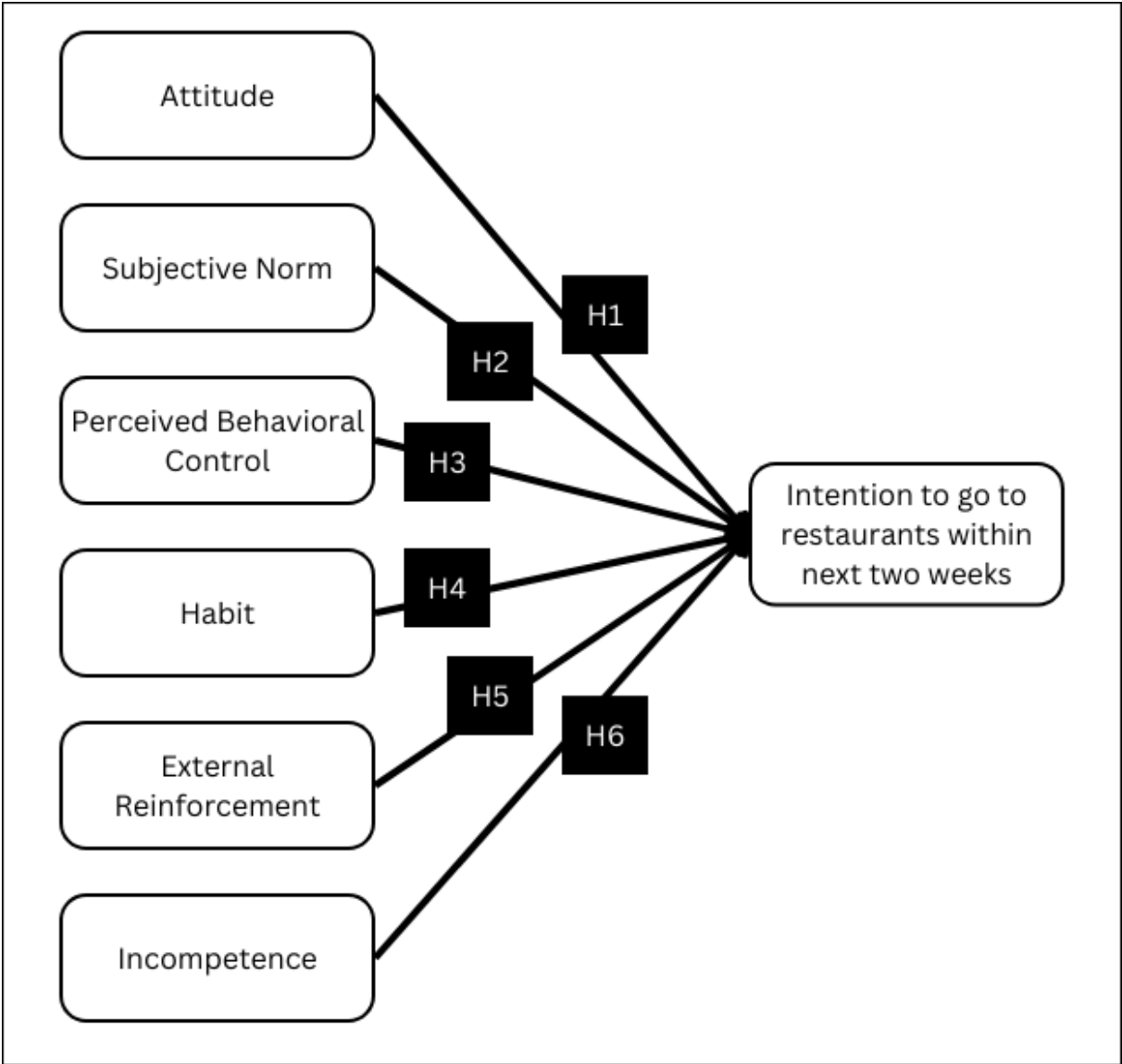


Figure 4: Proposed Research Model

According to the TPB, Ajzen (1991), the dependent variable is Intention and the independent variable is three motivating factors proposed by Ajzen and three additional proposed motivating factors by this paper - attitude toward going to restaurants, subjective norms, perceived

behavioral control, habit, external reinforcement, and incompetence. Thus, this research model posits that a positive correlation between intention and six independent variables increases the likelihood that consumers will visit restaurants within the next two weeks.

In this chapter of the paper, I described the theoretical perspective of TPB and the additional proposed determinants of extended TPB to understand the intentions and behavior of restaurant diners. Along with this, I also highlighted the proposed hypothesis at the end of every section on motivational factors. With the understanding of the theoretical perspective, I want to draw attention to the next chapter, in which I will discuss about research methodology, research design, measurements, pre-test, data collection, reliability, and validity.

## **3.0 Research Methodology**

“Research methodology is a way to solve the research problem systematically. It may be understood as a science of studying how research is done scientifically. In it, we study the various steps a researcher generally adopts in learning his research problem and the logic behind them” (Kothari, 2004). This chapter of the study describes the research design, sampling design, pre-test, measurement of concepts, and research credibility. Later in the chapter, a concise overview of the analysis method employed and a portrayal of sample data will be provided.

### **3.1 Research Design**

Kerlinger, (1986) understood research design as a plan, structure, and strategy of investigation that is adopted with the aim of obtaining answers to research questions with optimal control of variables. “Research design is the overall plan for connecting the conceptual research problems to the pertinent and achievable empirical research. This is a step-by-step procedure that a researcher adopts before the data collection and analysis process commences to achieve the research objective validly. The essence of research design is to translate a research problem into data for analysis to provide relevant answers to research questions at a minimum cost” (Asenahabi, 2019). Establishing an effective research design begins with prioritizing the research question, as the entire research process and methods employed hinge on the nature of the research question being explored. Berry & Otley, (2004); Saunders et al., (2009); and Yin, (2012) expressed a similar understanding by stating that research purpose and research questions are the suggested starting points to develop a research design because they provide important clues about the substance that a researcher is aiming to assess.

As addressed before about the research question of this thesis, this paper seeks to understand the determinants of intention to go to restaurants. In this study, the nature of the research question itself dictates the selection of the appropriate and proper research method among the available research methods. For crafting a reasonable research design, researchers should let the research question guide the selection of the appropriate research method. To address this matter, Jongbo (2014) also stated that if a researcher collects data before thinking through the research design matters and what information is required to answer the research questions, the

conclusions drawn will most likely be weak and unconvincing in the end, fail to obtain the research objective. As this study centers on comprehending consumer intentions and the factors that vary among individuals, opting for the quantitative research method is suitable. This approach enables the analysis of a substantial number of samples from the population, providing a more accurate representation of the actual scenario, better prediction, influencing factors, and correlation between them. Quantitative research calls for typical research designs where the focus of research is to describe, explain, and predict phenomena, uses probability sampling, and relies on larger sample sizes as compared to qualitative research designs (Cooper & Schindler, 2006). Khalid et al., (2012) added that quantitative research quantifies relationships between different variables by using particular methodologies and techniques.

On the other hand, qualitative research design suits those studies, which demands exploring and understanding the meaning that a person or group of people ascribe to a social or human problem (Creswell, 2014). Qualitative research design lacks the ability to quantify the data using open-ended questions; hence, it values individuality, culture, and social justice by using the data collecting methods like interviews, observation, and participation (Asenahabi, 2019).

Quantitative research is divided into non-experimental research and experimental research designs (Asenahabi, 2019). From two different research designs, this thesis suits more non-experimental research design because of the purpose of this research is to examine the whole sample with the focus on understanding the determinants of intention to go to restaurants, not to examine two different samples with the focus of understanding the cause and effect relationship of any specific factors. In non-experimental research design, researchers can gather the data from the sample in many different ways based on the given situation, ability, and resources. Picking and applying the most effective approach to collect data mainly depends on the research's purpose and resource availability.

Clark (2005, pp. 57–73) simply describes secondary data as information that has already been collected by someone else and is available for the researcher to use. Due to the unavailability of secondary data in the context of restaurant dining intention in Norway, I choose to use primary data for testing hypotheses. Among from different methods of collecting primary data, due to the suitability, I will use the survey method to collect data from the sample size. As this paper seeks to understand the motivating factors and their effect on the development of intention to go to restaurants, it is required to assess the impact of different determinants of intention statistically. With only statistical analysis and the result in hand, it is possible to test

the hypotheses and find out the factors that motivate us to form the intention to go to restaurants. In support of this understanding, Mcneill & Chapman (2005) also stated that it is a method of obtaining large amounts of data, usually in a statistical form, from a large number of people in a relatively short time using closed-ended questions. Moreover, Mugenda & Mugenda (2003) also point out that the survey method is the process of collecting data from a sample group so as to determine the status of that group at that time with respect to one or more variables.

As this research was carried out by observing and collecting data within a single time frame, an explanatory cross-sectional research design was implemented by using the questionnaire format for primary data collection. Asenahabi (2019) also addressed the ways to conduct the questionnaire format survey to collect data. Various methods are available for administering surveys; however, the most popular are face-to-face, telephone, internet surveys, and mail. The sample was gathered to measure and examine potential relationships between the independent variables and intention (Easterby-Smith et al., 2012).

### **3.2 Sampling Design**

In most of the research, when researchers study any specific domain, the research question usually represents a massive number of entities or objects that need to be observed to answer the research question. To make the research process more feasible, practical, and accurate, researchers select a few from the massive number of entities or objects to represent the total population in the research; the chosen few observee is called Sample. Saunders et al., (2009) describe the sampling technique as it provides a range of methods that enable you to reduce the amount of data you need to collect by considering only data from a sub-group rather than all possible cases or elements.

In the context of this research, the population in the sampling design encompasses individuals in Bodø who frequently dine at restaurants. With a population of over 50,000 in Bodø, the number of restaurant diners is substantially large, which actually portrays that the population in question is quite large to observe.

The sampling techniques can be categorized into two types. In the probability sampling technique, the chance, or probability, of each case being selected from the population is known and is usually equal for all cases (Saunders et al., 2009). Probability sampling is a best fit for



research which has a considerably small population to observe. On the other hand, in the non-probability sampling technique, the probability of each case being selected from the total population is not known (Saunders et al., 2009). For a study like this, which represents a massive population in sampling design needs to be designed with the non-probability sampling technique. However, the argument arises with the recommended or accepted sample size in order to properly represent the complete population. As Saunders et al., (2009) also argue that for the non-probability sampling techniques, the issue of sample size is ambiguous and, there are no rules; rather the logical relationship between your sample selection technique and the purpose and focus of your research is important. However, after getting valuable instructions from the supervisor, I aimed to collect at least 200 survey responses in order to reflect a closer scenario of the whole population.

Though the picture of the total population can be portrayed better by using the quota sampling technique, due to time constraints and other limitations, I used the convenience sampling technique in which I randomly approached people who agreed and were available to participate in the survey in that given time and place. When the study's objective is theory testing, as was the focus of this research, the sample only needs respondents who can provide an accurate representation of the theory being tested (Calder et al., 1981).

Due to the accessibility, I designed a self-administered survey with the help of Google Forms, where the complete online survey questionnaire was hosted. As I recorded and conducted the survey, I could see the total number of people who participated and their responses. Though I had access to the results of respondents' answers, the survey was anonymous so the data and information can not be traced to any respondents. As the survey was conducted in the convenience sampling technique and because of the possibility of misunderstanding of context, I asked one check-up question about whether or not being a frequent restaurant diner. If the answer came negative, the hosting system automatically stopped the respondents from responding to any more questions. The purpose of the check-up question is to increase the accuracy and minimize the error. The question was asked is following:

*Do you consider yourself as a regular restaurant-goer or diner?*

As this study focuses on understanding the determinants of intention in a Norwegian context, more specifically, the Northern Norwegian context, the sample group should be drawn within Northern Norway. However, due to time limitations and limited resources, collecting data from every city in Northern Norway is not feasible. To represent the adequate population of Northern

Norway, I choose to draw a sample group from one of the biggest cities in Northern Norway, Bodø. Due to the popularity and high usage of social media among people, at first, I decided to collect data from different Bodø based Facebook groups where people communicate with each other. Along with a very low survey completion rate in the first two weeks, I decided not to use data from the online funnel to avoid bias, misleading data, and a higher risk of error in the findings. To conduct the survey, I started using the face-to-face method in different places in Bodø to collect data. As a student, I first conducted some of the surveys on the university campus, cafeteria, library, and other places in Bodø. Due to the face-to-face method, there was minimal possibility of misunderstanding the survey question by any respondents. Along with misinterpretation, the time string required to complete the survey can also affect the result; as the required time to complete the survey increases, the quality of the responses will also be decreased due to boredom and changes in the respondents' focus. With keep in mind I tried to make the survey question as simple and precise as possible. On average, it took respondents around 2 to 3 minutes to complete the survey.

While Comrey & Lee (1992); Cudeck & O'Dell (1994); Kline (1994); MacCallum et al. (1999); and Velicer et al. (1982), suggested to get a larger sample size for research projects to get accepted, Gorsuch, (1983) and Kline (1994) recommend a minimum sample size of at least 100, whereas Comrey & Lee (1992) said 50 is very poor, 100 is poor, 200 is fair, 300 is good, 500 is very good, and 1,000 is excellent. With keep the suggestion from my supervisor and literature in mind, I conducted survey for around two weeks in different places of Bodø; and I collected data of total 208 respondents, in which 19 of the respondents responde unfavourably to the check-up control question. The total valid questionnaire I received was from 189 respondents for analysing the data.

### **3.3 Pre-test**

“Pretesting the questionnaire is a vital consideration of the survey questionnaire construction process. Although a more careful examination of the literature on pretesting survey questions has revealed a paradox, pretesting is the only technique to evaluate in advance whether a questionnaire poses problems for the interviewers or respondents. Therefore, it is recommended to find some people, including a subset of the population, to have their general impression and to gather their feedback on the questionnaire without being influenced by researchers” (Ikart,

2019). The same pre-testing procedure was applied to reduce the errors and paradoxes in this questionnaire. My supervisor conducted the initial screening of the questions and their purpose in relation to the context and addressed the proper way to develop the questionnaire. After the repetitive follow-up revision of the questionnaire, I conducted another pre-test on 7 of my colleagues to gather their feedback and impression on the simplicity and understandability of the questions asked in the questionnaire, in which the suggestion was to rephrase some parts of questions to have a clear understanding. Considering the suggestions from both pre-tests, I revised and developed the final questionnaire, which has been used in the data collection process.

### **3.4 Measurement of the concepts**

Measurement is often viewed as the basis of all scientific inquiry, and measurement techniques and strategies are essential to research methodology (Festinger et al., 2005). Kaplan (1964), and Pedhazur & Schmelkin (1991) stated that a critical juncture between scientific theory and application, measurement, can be defined as a process through which researchers describe, explain, and predict the phenomena and constructs of our daily existence. The questionnaire is designed to investigate the intention to go to restaurants within the next two weeks, attitudes toward the behavior, subjective norm, perceived behavioral control, habit, external reinforcement, and incompetence of the sample. In addition to that, demographic information like age group, gender, and relationship status were also investigated as control variables to observe the effect between factors in the presence of control variables. To measure every phenomenon, I used three standard questions, except intention, where I used only two questions to assess the intention to go to restaurants. In order to make the questionnaire less time-consuming, the questionnaire only asked 26 mandatory questions to answer, which takes around 2 to 3 minutes. For measuring each of the variables, I used the 7-point Likert scale developed by Likert (1932). "Likert scale is used to measure attitude, its usual or standard format consists of a series of statements to which a respondent is to indicate a degree of agreement or disagreement using the following options: strongly disagree (1), disagree (2), somewhat disagree (3), neither agree nor disagree (4), somewhat agree (5), agree (6), strongly agree (7). As such the scale purports to measure direction (by 'agree/disagree) and intensity (by \*strongly or not) of attitude. This level-of-measurement characteristic together with ease of

administration and response explains its popularity in marketing research applications” (Albaum, 1997).

### **3.4.1 Intention**

Intention was measured as dependent variable to find out the level of the intention that respondents have to go to restaurants within next two weeks. As going to restaurants is a much more common thing to do than doing something once or twice a year, I asked about their own prediction for next two weeks about their own intention to go restaurants. Ajzen (1991) pointed out intention to perform a given behavior as a central factor in the TPB. He also points out that intentions are assumed to capture the motivational factors that influence a behavior; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, in order to perform the behavior. From the guideline of Ajzen (2002), I developed two questions to measure respondents’ intention to go to restaurants.

- I intend to go to restaurant within next two weeks.
- I am sure I will go to restaurant within next two weeks.

### **3.4.2 Attitude**

Attitude represents a person’s general feeling of favorableness or unfavorableness toward some stimulus object; and in the framework of TPB, as a person forms beliefs about an object, he automatically and simultaneously acquire an attitude toward that object; each belief links the object to some attribute (Fishbein & Ajzen, 1975). The questions for measuring attitude was adapted from the study of Han et al. (2010), which also utilized in the study of Chen & Tung (2014). Though Chen & Tung (2014) used seven different measurement entities to measure respondents’ attitude, in this paper I used three measurement entities, which is most related with this context.

- For me, going to restaurants is a desirable thing to do.
- For me, going to restaurants is a pleasant thing to do.
- For me, going to restaurants is an enjoyable thing to do.

### **3.4.3 Subjective Norm**

Subjective norm develops from the society and people we live in. The atmosphere around us sometimes forces us to think in a certain way. The norm helps us to understand if we will be accepted by the people that we care for doing or acting in a certain way. The same goes for the context of going to a restaurant. To measure subjective norms, I used three different measuring entities, in which the first two of the measuring statements adapted from the understanding of Ajzen (2020) as he describes two different types of normative belief, one is concerned about what people think and the other one is concerned about what people do. The last measuring entity was developed by Han et al. (2010) and also used by Chen & Tung (2014) to determine the factors that work behind having an intention to go to green restaurants in their paper. The statements related to subjective norms in the questionnaire are as follows:

- My close and loved ones go to restaurants to enjoy spare times.
- My close and loved ones think going out to restaurants is a good way of enjoying spare times.
- My close and loved ones would prefer me to go to restaurants to enjoy my spare times.

### **3.4.4 Perceived Behavioral Control (PBC)**

In our inner self, we make wishes or intents and in some cases, we also resist ourselves from doing or acting in such a way. Though PBC has two types of impact in the theory, one is the determinant of the intention and the other is the determinant of the behavior. I addressed PBC as a determinant of having an intention. To measure the Perceived Behavioral Control (PBC) I use three measuring entities, one of them was developed by Han et al. (2010) and examined by Chen & Tung (2014). The statement is as follows:

- I have resources, time, and opportunities to visit restaurants whenever I want to.

Another concept was developed and used by Beck & Ajzen (1991) in which it was asked to the respondents about the specific actions if they had done so, even if they had not planned to. The statement is as follows:

- I can imagine times when I visited restaurants even if I had not planned to.

The same study by Beck & Ajzen (1991) also indicated the control of respondents over certain actions. Robinson, (2015) developed and tested a statement about the control of respondents, which was based on the study of Lam & Hsu, (2006), Ajzen, (2002). However, due to contradicting negative relationship of this statement with intention, I will reverse and recode the data of this statement. Therefore from these papers, I developed the following statements:

- Regardless of my ability and opportunity, I observe and control my eating out expenses.

### **3.4.5 Habit**

The concept of habit is relatively underrepresented in social-psychological determinants research (Aarts et al., 1998), presumably because the measurement of habit has long been an underdeveloped issue (Verplanken & Orbell, 2003). De Bruijn et al. (2007) addressed that though the reasoned action perspective of the TPB does not see a necessary link between the frequency of past behaviour and the habitual level of that behaviour, Trafimow (2000) argued for the addition of habit.

Traditionally, habit has been measured by the number of times that behaviour has already been performed in the past by an individual (Triandis, 1977). However, Verplanken & Orbell (2003) have argued that habit is a psychological construct rather than behavioural recurrence and, Bargh (1994), and Verplanken & Aarts (1999) indicated that habit is a mental construct that involves a lack of awareness, difficulty in control, mental efficiency, and repetition. In accordance, Verplanken and Orbell (2003) developed the Self-Reported Habit Index (SRHI), a 12-item measure constructed to tap these four dimensions indicated by Bargh (1994), and Verplanken & Aarts (1999). Habit strength related to fruit consumption was assessed using the 12 items from the SRHI (Verplanken & Orbell, 2003). the assessed statements are the following: Eating fruit is something that (1) I do regularly, (2) I do automatically, (3) I do without having to consciously remember, (4) that makes me feel weird if I do not do it, (5) I do without thinking, (6) that would require effort not to do it, (7) that belongs to my routine, (8) I start doing before I realize I am doing it, (9) I would find hard not to do, (10) I have no need to think about doing, (11) that is typically me, and (12) I have been doing for a long time.

However, in the context of this study, I found very little to no connection between mental efficiency and habit and more connection with lack of thinking than lack of awareness. First of all, mental efficiency represents a dimension in which people are mentally efficient to act or do a certain thing, which motivates them to do that thing more often. For example, some people have a very strong debating and logic-building ability, due to this mental efficiency those people may be prone to argue with logic even in normal discussions. However, in the context of going to a restaurant does not require any mental strength or efficiency, which makes this dimension unnecessary to this context. For this reason, I did not consider asking any questions regarding mental efficiency in this questionnaire. Secondly, lack of thinking portrays the concept better than lack of awareness. In this context of going to restaurants, people who carry a habit of going to restaurants often might not think in beforehand about going to restaurants, but going to restaurants without having awareness does not fit in this context. For example: we sometimes do things without being aware of, like eating sweets or sodas, could be an action that an obese person could do without having prior awareness, but after doing so he or she will realize or be reminded about any regulations or restrictions if he/she have. On the other hand, people do not go to restaurants without being aware because simply it is not a very common place to walk in everyday for people, but, in reality, it is possible that people go to restaurants without prior planning or thinking. For example: People might go to restaurants on the way back from work, even if they had not planned to go to restaurants after work.

Due to these two reasons, I have changed the choice of word in one dimension, and I did not adapt another dimension due to inappropriateness to this context. From this understanding, I have developed three measuring statements based on three out of four dimensions indicated by Bargh (1994), and Verplanken & Aarts (1999); and tested by Verplanken and Orbell (2003). The statements are the following:

- I go to restaurants regularly.
- I usually go to restaurants without prior planning.
- I find it hard not to go to restaurants.

### **3.4.6 External Reinforcement**

As the concept of external reinforcement at first derived from the study of Rotter, (1954), it was also acknowledged and addressed by many studies like Rotter (1966), Ajzen, (2020), Kerr et al. (2018), Eccles & Wigfield (2020), and Schunk & DiBenedetto (2020). In the context of this study, external reinforcement of the intention of going to restaurants is slightly different. While the main study by Rotter, (1954) addressed external reinforcement as a reward or punishment to the object in order to make changes in the behavior, in this study, I focused on the perspective of reward as it serves the need to fulfill the understanding.

To understand the perspective of reward as an external reinforcement, I asked a few of my friends who usually go to restaurants frequently if they addressed any external reinforcement in the form of reward that motivates them to have the intention to go to restaurants. Some of the respondents addressed discounts and offers that appear on social media, the new opening of restaurants, and having respect and acknowledgment from society by helping and visiting local and small restaurants and cafes. To measure external reinforcement, I consider the discounts and offers from restaurants, new openings or renovation, and promotional activities, while keeping social acknowledgment aside due to its correlation with subjective norms, in which I asked about the effect preference of society in the development of intention of going to restaurants. With all these considerations, I developed three different measuring statements to measure external reinforcement. The statements are the following:

- Getting price reductions, discounts, or bulk buy offers by restaurants, motivates me to go to restaurants.
- When restaurants offers new renovations, new food menus, or any other new offerings I prefer to visit restaurants.
- Promotional and advertising activities by restaurants motivate me to go to restaurants.

### **3.4.7 Incompetence**

In human psychology, when we can not or do not want to perform any certain activities with having the desire or need to act in that certain way, we prefer to choose a substitute action to perform to fulfill that need or desire. The same concept goes for the context of going to



restaurants, which is termed as incompetence. As mentioned in the previous chapter, the concept of this determinant derived from an interview with one of my friends where I discovered the vacuum in the motivating factors that can be fulfilled by the concept of incompetence.

To measure incompetence, I borrowed the findings of the interview in which I found two different sub-concepts namely, unwillingness and inability to perform a certain behavior, which leads to performing another substitute behavior to fulfill the need. By addressing all the concepts, I developed three different measuring statements to measure incompetence. The statements are the following:

- I can not cook that's why I usually go to restaurants.
- When I don't want to cook, I usually go to restaurants.
- When I don't have enough time or I don't want to spend time on cooking, I usually go to restaurants.

### **3.4.8 Control Variable**

In the control variable, I asked three different questions, which are about respondents' age, gender, and relationship. Age of the respondents were asked to observe the age group, which is prone to go to restaurants. The question was asked with 5 options to answer, 15 - 25 years old, 25 - 35 years old, 35 - 45 years old, 45 - 60 years old, and More than 60 years old.

Gender of the respondents were asked to observe the gender, which is prone to go to restaurants. The question was asked with 4 options to answer, Male, Female, Others, and Prefer not to say.

Relationship of the respondents were asked to observe the relationship, which is prone to going to restaurants. The question was asked with 4 options to answer, Single, Dating, Married, and Divorced. The questions about the control variable are the following:

- In which age group do you belong?
- What is your gender?
- What is your relationship status?

### **3.5 Research Credibility**

Research credibility ensures the quality of the study by following certain processes namely research validity and research reliability. By different types of research credibility tests, researchers examine different dimensions of research. Throughout the research work, I always tried to ensure the research validity and research reliability in every part of the paper, from designing the research model to collecting data and analyzing them.

#### **3.5.1 Research Reliability**

Research reliability refers to the consistent of the result by applying the same model. As the model works as a solution towards a problem, the solution need to be consistent in its action, which actually represents by the research reliability. Saunders et al. (2009), also stated that Reliability refers to what extent the techniques for data collection or analysis procedures, will give consistent findings if it was repeated in other occasions. The main purpose of research reliability is to make the research more transparent, so that researchers can trust the model and findings of this paper to apply in their study in future. Saunders et al. (2009), also argued that even though the reliability is intended to enhance the quality of research, there remains a potential for biased quality that cannot be entirely ruled out. To reduce the biasness I developed the measuring statements from the previous studies in literature and from the interview of respondents which perfectly represent the population. (Ajzen, 2002; Ajzen, 2020; Bargh, 1994; Beck & Ajzen, 1991; Chen & Tung, 2014; Han et al., 2010; Lam & Hsu, 2006; Robinson, 2015; Rotter, 1954; Verplanken & Aarts, 1999; and Verplanken & Orbell, 2003)

To ensure the internal research reliability in this paper, I used Cronbach's Alpha coefficient in which it assesses the reliability of a composite scale based on the average correlation among the observed variables. The Cronbach's Alpha can vary from 0 to 1, in which a value over 0.7 indicates the acceptable level of reliability (Easterby-Smith et al., 2012). In this study, the internal reliability of each concept varied between a Cronbach alpha of 0.700 and 0.909, and it was well above the recommended level of 0.70. I have also attached the complete view of Cronbach alpha of each concept in appendix 2.

### **3.5.2 Research Validity**

Validity refers to what extent the measures and findings in the research provide an accurate representation, of what it is supposed to be describing (Saunders et al., 2009; Easterby-Smith et al., 2012). Research validity can be addressed and tested in four different ways, in which Easterby-Smith et al. (2012) discussed about external validity and internal validity, and Campbell & Fiske, (1959) discussed about convergent validity and discriminant validity.

External validity seeks the ability of the research to generalize in future studies. In other words, it refers to the validity by which researchers can easily understand whether or not they can apply the research model in their research. Due to the implication of the non-probability convenience sampling technique in this study, it is hard to claim the ability to generalize and be completely accurate as this sample represents a considerably huge number of population (Ringdal, 2013). However, to ensure the highest possible external validity, the data was collected by the face to face survey method to confirm that every respondents are aware and understood every questions that they have answered.

On the other hand, internal validity represents the assurance of correct results and conclusions by following the process of elimination of potential biases. In the process of developing the questionnaire, I have studied many peer reviewed articles in the domain of the theory of planned behavior, consumer behavior, intention, restaurant industry and in many other concerns. Due to the lackings of researches in literature specifically about intention building process in the context of restaurant business, I had to conduct some interview in initial stage to understand the actual factors in real life; and I tried to immense the concept of TPB with restaurant business. Along with this, I also tried to collect data from different kinds of respondents in regarding age and gender in order to ensure the proper distribution and highest possible reflection of the total population in the sample. I have also studied about the response rate of the survey, and about the ideal length of survey so that I ensure the maximum attention from the respondents when they are participating in the survey. Moreover, I also conducted a pre-test to identify any possible complexity and paradox in the questionnaire, to enhance the internal validity; along with this, I also measure the average response time by the pre-test, which was 3 minutes. By following all of this approaches, I tried to maintain the highest possible internal validity.

Convergent validity refers to which degree the measures of a concept are consistent with the concept it is assigned to (Hair et al., 2010). To examine the convergent validity in this research, I run the factor loadings for the indicators. The factor loadings of the indicators that I have tested was between 0.505 and 0.918, while Hair et al. (2010) recommended the least value of factor loading as 0.50 and a preferable value above 0.70. To have a better understanding of the results, readers can have a quick look over Appendix 2 and Appendix 3.

Discriminant validity refers to the measures of the seven different concepts intention, attitude, subjective norm, perceived behavioral control, habit, external reinforcement, and incompetence are independent of each other, and represent seven different phenomena (Hair et al. 2010). To test the discriminant validity I choose to run the correlation test in between seven factors that have been studied in this paper. As Hair et al. (2010) recommended the maximum level of values of correlation analysis is 0.80, none of the factors cross the maximum level of correlation in my test, which fulfills and meets the requirement of discriminant validity. The result of the correlation analysis is also illustrated in Appendix 5.

### **3.6 Analyse of data**

In this section of the paper, I describe the methods that I have used to analyse the data that I have retrieved from the survey. As this is a quantitative study, I choose to use the Google Sheets software and IBM's SPSS software to develop the findings. After collecting data from survey, I organised the raw numbers in Google Sheets in according to analyse exploratory factor analysis, reliability analysis ,correlation analysis, simple linear regression analysis, and multiple linear regression analysis in the SPSS software. To understand the analysis that have been applied in this paper, this contains a brief descriptive understanding of each analysis.

#### Exploratory Factor Analysis

Factor analysis refers to a set of statistical procedures designed to determine the number of distinct contracts needed to account for the pattern of correlations among a set of measures; in other words factor analysis is used to determine the number of distinct contracts assessed by a set of measures (Fabrigar & Wegener, 2012). Basically, the factor analysis try to find out whether the answers of different questions in survey share a correlation in between them and to what degree the answers have tendency to group together in order to form a factor. Gripsrud et

al. (2010) also added that factor analysis also revealed whether any variables load on different factors than expected, which helps me to understand if I need to keep an variables or not. To measure the appropriate number of factors that should have been in the analysis, factor analysis also illustrates the Eigenvalue, which can be found in Appendix 4, that tells us how many factors are relevant to this study. In addition, factor analysis also reports the total cumulative variance to understand how many factors captures how much variance in the dataset. In this paper, the Eigenvalue shows the recommended factors as six, but the seventh factor was just under the line. To clear this doubt, I checked the total variance, which shows 6 factors capture 72 % variance and 7 factors capture more than 76% of variance. However, in the factor loading it shows the intention and perceived behavioral control loads in the same factors, but due to core factors of the theory itself, I continued with 7 factors which captures 76% of the variance.

### Correlation Analysis

To measure the discriminant research validity, correlation analysis can be a solution to understand how every concepts is correlate with each other and to what degree. With a high correlation value, it indicates that both or those variables might represents same concepts thus represents poor validity. A correlation analysis usually measured with the correlation coefficient  $r$ , which varies between -1 to +1 (Hair et al. 2010).

### Multiple Linear Regression Analysis

“Regression analysis is a statistical technique for estimating the relationship among variables which have reason and result relation. Main focus of univariate regression is analyse the relationship between a dependent variable and one independent variable and formulates the linear relation equation between dependent and independent variable” (Uyanık & Güler, 2013). The regression using one single independent variable is called univariate regression analysis while the analysis using more than one independent variable is called multivariate regression analysis (Tabachnick & Fidell, 1996). In this paper I conducted multiple linear regression analysis to test the proposed hypothesis.

### 3.7 Sample

After conducting the survey, I was able to collect the response from 208 respondents. As it was face to face survey, I had to go different places in Bodø, namely university, shopping malls, and airport, which makes it bit slow process and pace of collecting data though this process enables me to ensure the validity of research. To make sure that the data was collected from the appropriate people who goes to restaurants usually, so that I can ensure better validity of the research. In order to follow this process, I asked one check-up question about, whether they usually go to restaurants or not, to make sure that sample is properly represents the population. After removing 19 responses from respondents who usually do not go to restaurants, I had 189 fully completed responses to analyse the data.

To all the respondents, I also asked few questions about the demographic information by maintaining anonymousness to analyse the impact by these control variables. I have gathered three different demographic information about the respondents namely, country of residence, age, gender, and relationship status. By country of residence, most of the residence identify the country of residence as Norway, only four of the respondents identified their residence as outside of Norway. The residence was important to narrow down and focus on a specific country or even in a specific society, due to enormous number of population that represents the concept that have been tested in this paper. For this paper, I have been focused on Northern Norway region and specifically in the city of Bodø. However, due to the very low number of respondents from the outside of Norway, I have integrated them in the sample. From total of 189 respondents, 185 of them from Norway, which represents 98% of total sample, and rest 2% of the total sample represents by the respondents who identify their residence as outside of Norway.

I have also asked about the gender of the respondents to observe if there was any relationship by gender of respondents. From total of 189 respondents, 74 of the respondents identify themselves as Male, which represents 39% of the sample; 111 of the respondents identify themselves as Female, which represents 59% of the sample; and 4 of the respondents did not want to say about gender, which represents 2% of the sample.

Another important control variable was asked to the respondents, which is about the age range. I have given the options, 15 to 25 years, 25 to 35 years, 35 to 45 years, 45 to 60 years, and more than 60 years old, for choosing the respondent's age. From 189 respondents 19 of them choose

15 to 25 years of age, which represents 10% of the sample; 89 of them choose 25 to 35 years of age, which represents 47% of the sample; 64 of them choose 35 to 45 years of age, which represents 34% of the sample; 16 of them choose 45 to 60 years of age, which represents 8% of the sample, and only 1 of them was more than 60 years of old, which represents 0.5%.

I also asked about the relationship status of the respondents', to observe the relationship status as a control variable. From 189 of the respondents, 38 of them identify themselves as Single, which represents 20% of the sample; 71 of them identify themselves as Dating, which represents 38% of the sample, 75 of them identified themselves as Married, which represents 40% of the sample, and only 5 of them identified themselves as Divorced, which represents 3% of the sample.

<b>Demographic analysis</b>			
	<b>Variable</b>	<b>Number</b>	<b>Percentage</b>
Country of residence	Norway	185	97.88%
	Outside of Norway	4	2.12%
<b>Total</b>		<b>189</b>	<b>100.00%</b>
Age	15-25 years old	19	10.05%
	25-35 years old	89	47.09%
	35-45 years old	64	33.86%
	45-60 years old	16	8.47%
	More than 60 years old	1	0.53%
<b>Total</b>		<b>189</b>	<b>100.00%</b>
Gender	Male	74	39.15%
	Female	111	58.73%
	Others	0	0.00%
	Prefer not to say	4	2.12%
<b>Total</b>		<b>189</b>	<b>100.00%</b>
Relationship status	Single	38	20.11%
	Dating	71	37.57%
	Married	75	39.68%
	Divorced	5	2.65%
<b>Total</b>		<b>189</b>	<b>100.00%</b>

## **4.0 Analysis and Discussion**

In this chapter, I illustrate and describe the analysis part of this paper. By starting with factor analysis and Cronbach' Alpha, I describe correlation analysis and simple and multiple linear regression analysis.

### **4.1 Factor Analysis and Cronbach's Alpha**

By doing factor analysis, I tried to observe the effects and tendency of variables in questions. As in the theoretical part, I developed the theoretical model to predict the intention of restaurant diners by analysing the underlying determinants. In the research model, I adapt the Theory of Planned Behavior (TPB) to understand and predict the intention of restaurant diners, however, in addition to the actual theory, I also added three more determinants to improve the prediction of the theory. However, the determinants also need to be tested whether they serves the purpose of what they supposed to. To understand and ensure about the validity of this model, I ran the factor analysis.

To run the factor analysis, I retrieved all the scores of every variable from Google Sheet, and paste the data to SPSS software, then under the Analyse section, I choose Dimention Reduction and then Factor analysis. I studied the factor analysis two times, firstly without any kind of rotation matrix, and later with varimax rotation matrix. In the first factor analysis, almost 55% of the factor loaded in a single component, however, only attitude loaded on two different component, other than all the factor load in combination in according to determinants. I also attached the first factor analysis in Appendix 7. To get a better and clearer picture of factor loadings, I added the varimax rotation matrix, which enables higher loadings on one factor, and lower loadings on the remaining factors (Robinson, 2015). In the second factor analysis, all of the factor loads in separate component except PBC and intention loaded in the same component, with having score more than 0.50, which is recommended. As discussed previously, by considering Eigenvalue, Toal variance, and Intention and PBC being the mandatory factor of theory itself, I decided to analyse the data under seven factors.



<b>Rotated Component Matrix</b>						
<b>Factor / Component</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
<b>Intention</b>						
I intend to go to restaurant within next two weeks.	0.843					
I am sure I will go to restaurant within next two weeks.	0.803					
<b>Attitude</b>						
For me, going to restaurants is a desirable thing to do.				0.589		
For me, going to restaurants is a pleasant thing to do.				0.908		
For me, going to restaurants is an enjoyable thing to do.				0.89		
<b>Subjective Norm</b>						
My close and loved ones go to restaurants to enjoy spare times.		0.863				
My close and loved ones think going out to restaurants is a good way of enjoying spare times.		0.876				
My close and loved ones would prefer me to go to restaurants to enjoy my spare times.		0.702				
<b>Perceived Behavioral Control</b>						
I have resources, time, and opportunities to visit restaurants whenever I want to.	0.751					
I can imagine times when I visited restaurants even if I had not planned to.	0.697					
Regardless of my ability and opportunity, I observe and control my eating out expenses.	0.505					
<b>Habit</b>						
I go to restaurants regularly.						0.918
I usually go to restaurants without prior planning.						0.821
I find it hard not to go to restaurants.						0.593
<b>External Reinforcement</b>						
Getting price reductions, discounts, or bulk buy offers by restaurants, motivates me to go to restaurants.					0.833	
When restaurants offers new renovations, new food menus, or any other new offerings I prefer to visit restaurants.					0.725	
Promotional and advertising activities by restaurants motivate me to go to restaurants.					0.827	

<b>Incompetence</b>						
I can not cook that's why I usually go to restaurants.			0.632			
When I don't want to cook, I usually go to restaurants.			0.882			
When I don't have enough time or I don't want to spend time on cooking, I usually go to restaurants.			0.834			

In addition to that I also analysed the Cronbach's Alpha to ensure the reliability of the model. Every determinants in the model scored in a satisfactory level and maintained the minimum level of 0.700 in value, which shows the assurance of the reliability of this model. The values of every determinants are following, intention scored 0.909, attitude scored 0.782, subjective norm scored 0.822, perceived behavioral control scored 0.729, habit scored 0.700, external reinforcement scored 0.763, and incompetence scored 0.776.

<b>Variables</b>	<b>Factor Loading</b>	<b>Cronbach's Alpha</b>
<b>Intention</b>		
I intend to go to restaurant within next two weeks.	0.843	0.909
I am sure I will go to restaurant within next two weeks.	0.803	
<b>Attitude</b>		
For me, going to restaurants is a desirable thing to do.	0.589	0.782
For me, going to restaurants is a pleasant thing to do.	0.908	
For me, going to restaurants is an enjoyable thing to do.	0.89	
<b>Subjective Norm</b>		
My close and loved ones go to restaurants to enjoy spare times.	0.863	0.822
My close and loved ones think going out to restaurants is a good way of enjoying spare times.	0.876	
My close and loved ones would prefer me to go to restaurants to enjoy my spare times.	0.702	
<b>Perceived Behavioral Control</b>		0.729

I have resources, time, and opportunities to visit restaurants whenever I want to.	0.751	
I can imagine times when I visited restaurants even if I had not planned to.	0.697	
Regardless of my ability and opportunity, I observe and control my eating out expenses.	0.505	
<b>Habit</b>		0.7
I go to restaurants regularly.	0.918	
I usually go to restaurants without prior planning.	0.821	
I find it hard not to go to restaurants.	0.593	
<b>External Reinforcement</b>		0.763
Getting price reductions, discounts, or bulk buy offers by restaurants, motivates me to go to restaurants.	0.833	
When restaurants offers new renovations, new food menus, or any other new offerings I prefer to visit restaurants.	0.725	
Promotional and advertising activities by restaurants motivate me to go to restaurants.	0.827	
<b>Incompetence</b>		0.776
I can not cook that's why I usually go to restaurants.	0.632	
When I don't want to cook, I usually go to restaurants.	0.882	
When I don't have enough time or I don't want to spend time on cooking, I usually go to restaurants.	0.834	

## 4.2 Correlation Analysis

To understand the discriminant validity and the relationship between variables, I ran the correlation analysis. In the correlation analysis, correlation coefficient represents with  $r$  and significance represents with  $\alpha$ .

The main purpose to draw correlation analysis was to observe if any variable correlates more than the maximum level which is 0.7 that can indicate that there would be problem of multicollinearity later in the multiple linear regression analysis, and on the other hand A  $r$  value

of 0,20 indicated weak correlations, a value of 0,30 to 0,40 were relatively strong correlations, whilst a value of 0,50 or higher indicated a very strong correlation (Johannessen, 2009).

However, in the correlation analysis, every correlation values lies in the recommended level, while the highest correlation was in between Habit and Perceived Behavioral Control, which might represents higher control over behavior may helps people to develop habit; and the lowest correlation was in between Habit and Subjective Norm, which might represents that people who have controlled by higher subjective norm does not build habit in that certain behavior.

Another observation was the relationship between Intention and other variables, in which every variable shows positive relationship, however, only Habit shows the most weak positive relationship. On the other hand, Perceived Behavioral Control (PBC) shows the most strong positive relationship with Intention. From this relationship between Intention of going to restaurants and Habit, Intention of going to restaurants and PBC, it is clear that only habit can not motivate people to go to restaurants with having a strong control over the behavior. Moreover, the overall positive and strong relationship between Intention and other motivating factors suggests that these proposed motivating factors combindly motivates people to go to restaurants.

<b>Correlation Analysis</b>							
	<b>Intention</b>	<b>Attitude</b>	<b>Subjective Norm</b>	<b>PBC</b>	<b>Habit</b>	<b>External Reinforcement</b>	<b>Incompetence</b>
<b>Intention</b>	1						
<b>Attitude</b>	0.34**	1					
<b>Subjective Norm</b>	0.383**	0.361**	1				
<b>PBC</b>	0.622**	0.278**	0.462**	1			
<b>Habit</b>	0.014	0.004	0.01	0.64	1		
<b>External Reinforcement</b>	0.361**	0.189**	0.117	0.143	0.25	1	
<b>Incompetence</b>	0.315**	0.114	0.263**	0.468**	0.34	0.133	1
** Correlation is significant at the 0.01 level (2-tailed)							

The correlation coefficients with \*\* represents a high level of significance.

### 4.3 Hypothesis Testing

In this section, I used simple linear regression analysis and multiple linear regression analysis to test the the proposed hypothesis. By analysing both kind of regression analysis, I tried to observe the difference in the results to interpret different findings. Along with that I also analyse multiple regression analysis with dataset that focused on only in TPB model, male respondents, only female respondents, only married respondents, only respondents who identified themselves as single and dating in relationship status. By analysing the simple linear regression analysis, I can have a clear picture of the cause and effect relationship for every variables, and the multiple linear regression analysis allowed me to solve all the multicollinearity problem and outliers issues, and most importantly to understand the effect of every variable to measure intention.

In the simple linear regression analysis, the Attitude variable were statistically significant but with a low  $r^2$  rate, which is 0.116; Subjective Norm were also statistically significant but with a low  $r^2$  rate, which is 0.147; Perceived Behavioral Control (PBC) were also statistically significant and with a satisfactory  $r^2$  value 0.387; Habit were neither statistically significant nor had a satisfactory  $r^2$  value; External Reinforcement were also statistically significant but with a low  $r^2$  value; and Incompetence were also statistically significant with a low  $r^2$  value. I found only Perceived Behavioral Control has  $r^2$  value more than minimum required value of 0.3 to be able to predict the Intention. However, except Habit, every variable was statistically significant with value  $<.001$ .

<b>Concepts</b>	<b><math>r^2</math></b>	<b><i>Sig</i></b>	<b><i>Correlation - coefficient</i></b>
Attitude	0.116	<.001	0.34
Subjective Norm	0.147	<.001	0.383
PBC	0.387	<.001	0.622
Habit	0	0.849	0.014
External Reinforcement	0.131	<.001	0.361
Incompetence	0.099	<.001	0.315

From this simple correlation analysis, it is clear that five of the six variable is statistically significant to predict the intention, while Habit failed to predict. However, except PBC, none of the variable are able to predict the Intention alone. In order to understand the ability to predict the Intention as a model with considering every variables, the Multi Linear Regression Analysis is needed.

Multiple linear regression allows the investigator to account for all of these potentially important factors in one model, and the advantages of this approach are that this may lead to a more accurate and precise understanding of the association of each individual factor with the outcome, which also yields an understanding of the association of all of the factors as a whole with the outcome, and the associations between the various predictor variables themselves (Marill, 2004). Along with this, multiple linear regression analysis also comes with few complex paradox that strictly need to maintain in order to get an accurate result and prediction. One of them is multicollinearity problem, which refers to tendency of strongly correlation among the variables, which makes it difficult for regression analysis to separate each variable to investigate the effect in intention. To find out the intense correlation between variables, I have checked few indicators which have indicated whether the variables are intercorrelated or not. One of the way to understand is by checking the correlation between the variables, which should be below of 0.70 in order to avoid the risk of having multicollinearity problem. By checking the Tolerance Level and VIF score in Collinerity Statistics, it is also possible to check multicollinearity problem. To ensure not having the risk of multicollinearity problem, the Tolerance Level should not goes below 0.01 and the VIF score should not goes above the score 10 (Pallant, 2013). Firstly, in this analysis, I have not found any intercorrelation between variables that exceeds the highest level of 0.7. Secondly, the Tolerance Level was higher than 0.01 and the VIF value also lower than 10.

In addition to multicollinearity problem, there is also an issue of Outlier problem, which can be identified by observing Scatterplot, Mahalanobis Distance, Cook's Distance. By observing the Scatterplot, I found nothing unusual in the graph, almost all the dots was in the frame, though some item had the tendency to move further away. To be sure about the Outlier problem, I also have checked Mahalanobis Distance, which suggests the maximum higher value for seven variables is 24.32. However, in my analysis, I have found the highest Mahalanobis Distance value is 20.73, which certainly assured about not having outlier problem. Along with this the Cook's Distance was also less than 1, which is recommended to avoid outlier issues. As I have

not found any paradoxical issues in the multiple linear regression analysis, therefore I continued to analyse the proposed model with Multiple Linear Regression Analysis.

Multiple Linear Regression Model			
Concepts	<i>b</i>	<i>t</i>	<i>Sig</i>
Attitude	0.123	2.108	0.036
Subjective Norm	0.067	1.076	0.283
PBC	0.519	7.81	<.001
Habit	-0.027	-0.509	0.611
External Reinforcement	0.256	4.686	<.001
Incompetence	0.008	0.124	0.901

**$r^2 = 0.485$**

In the analysis of multiple linear regression analysis, I analysed Intention as dependent variable, and Attitude, Subjective Norm, Perceived Behavioral Control (PBC), Habit, External Reinforcement, and Incompetence as independent variable.

The multiple linear regression analysis was tested to understand and find out the probability of predicting the intention by this model and testing the hypothesis of this paper. First of all, the  $r^2$  as 0.485 or 48.5% of the variance was represented by this model, which was more than the suggested level 0.30.

On the other hand, the hypothesis testing showed us the degree of effect of each variables or determinants in the model which can impact in the model. Hypothesis 1, which was proposed that A positive relationship exists between the attitude toward going to restaurants and the intention to go to restaurants within the next two weeks, is rejected by the findings of multiple linear regression analysis. There is no statistically significance and Attitude only represents 12% of the variance, which is below the acceptance rate.

The second hypothesis was proposed that A positive relationship exists between subjective norms and the intention to go to restaurants within the next two weeks, which is also rejected by the findings of multiple linear regression analysis. There is no statistically significance and Subjective Norm only represents 6.7% of the variance, which is below the acceptance rate.

The third hypothesis was proposed that A positive relationship exists between perceived behavioral control (PBC) and the intention to go to restaurants within the next two weeks, which is however supported by the findings of multiple linear regression analysis. PBC was also able

be statistically significant in the model by having the p score  $<.001$ . PBC represents almost 52% of the variance in the model, which is above the satisfactory acceptance rate of 0.3.

The fourth hypothesis was proposed that A positive relationship exists between habit and the intention to go to restaurants within the next two weeks, which is rejected by the findings of multiple linear regression analysis. There is no statistical significance and Habit only represents 2.7% of the variance, which is below the acceptance rate.

The fifth hypothesis was proposed that A positive relationship exists between external reinforcement and the intention to go to restaurants within the next two weeks, which is supported by the findings of multiple linear regression analysis. External Reinforcement was also able to be statistically significant in the model by having the p score  $<.001$ . External Reinforcement represents more than 25% of the variance in the model, which maintains a positive relationship with Intention and thus gets supported by the findings.

The final hypothesis was proposed that A positive relationship exists between incompetence and the intention to go to restaurants within the next two weeks, which is rejected by the findings of multiple linear regression analysis. There is no statistical significance and Incompetence only represents 0.8% of the variance, which is below the acceptance rate.

Though it is surprising that the main components of the Theory of Planned Behavior, Attitude and Subjective Norm get rejected by the findings of this paper, many researchers also stressed the same kind of findings from their papers. Lam and Hsu (2006) results showed that attitude did not have a significant effect on Taiwanese tourist's intention to visit Hong Kong. Sparks and Pan (2009) also found that attitude did not have a statistically significant impact on intention. Sparks (2007) found that subjective norm only partially supported the tourist's intention to visit a wine region. Also a study of Myers and Horswill (2006) indicated that subjective norm did not influence intention to use sun protection. Shen et al. (2009) found that both attitude and subjective norm, did not have a statistically significant effect on intention to visit world cultural heritage sites in China. Robinson, (2015) also studied the TPB in context of world heritage sites, in which found no significance with Attitude and Subjective Norm, but she found PBC as a statistically significant determinant. This problem can happen for many reasons, from the small sample size to any kind of errors.



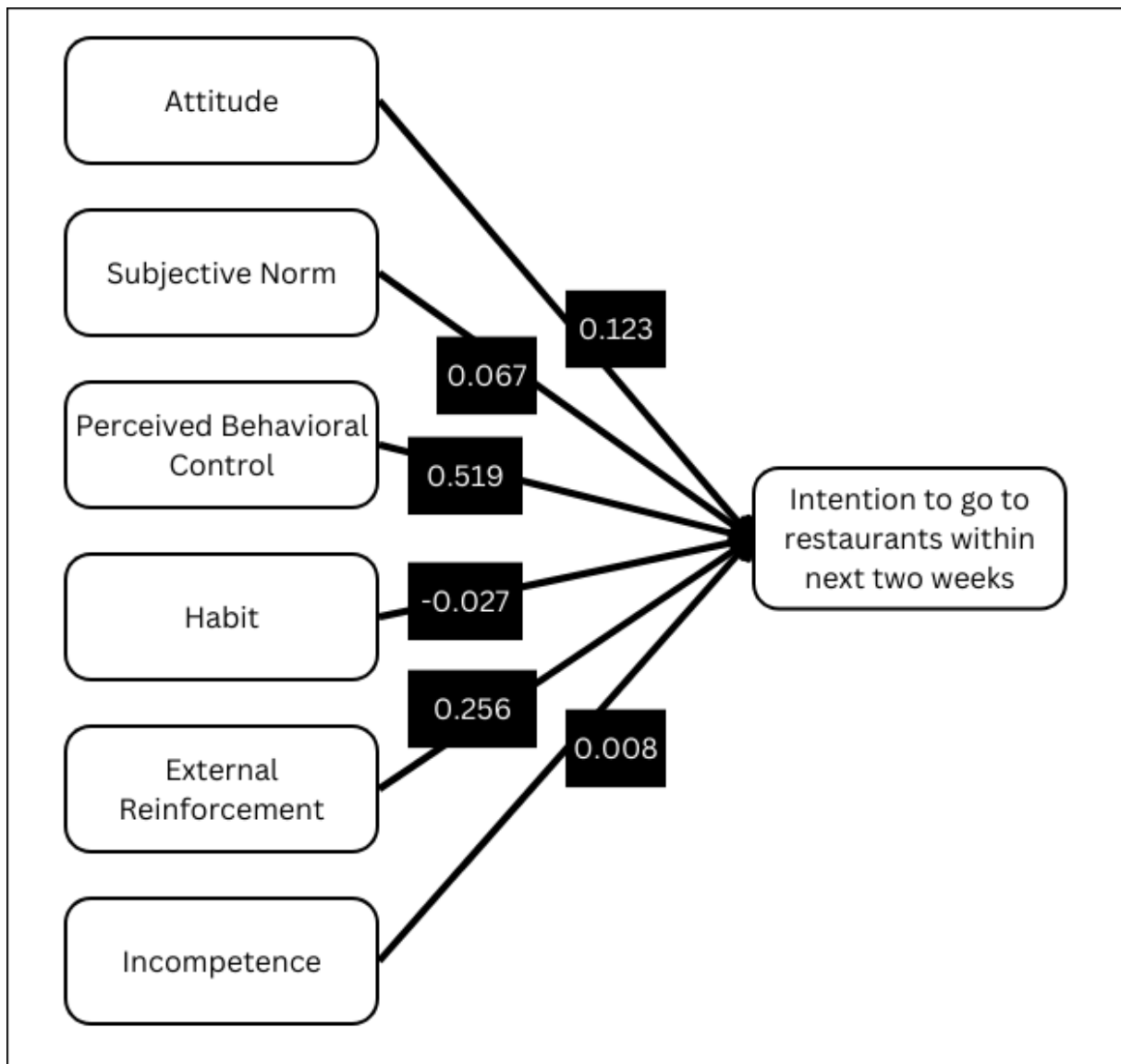


Figure 5: Proposed Research Model (with **b** value)

I have run multiple linear regression analysis based on the actual TPB framework, only male respondents, only female respondents, only married respondents, and only single and dating respondents. Though those findings did not shown up with any new changes in the significance of the factors, the  $r^2$  was different in every findings.

Differently focused data sets	$r^2$
TPB constructs	0.421
Male respondents	0.518
Female respondents	0.524
Married respondents	0.533
Single and dating respondents	0.496

From this findings, it can be understood that this model works better to target married and female customers towards developing the intention of going to restaurants.

However, this research was not portraying and considering the actual intention in its dataset, which does not completely represents the actual intention and behavior of going to restaurants. Though this research model was developed with considering the Theory of Planned Behavior (TPB) as main concept, which is a well known theory to predict human intention and behavior, the unfavorable findings of this paper does not conclude the possibility and ability to understanding human intention and behavior in different social contexts. It is also need to noted that the theory and the research model as a whole predicted the intention with a very satisfactory score. This predicted intention leads to understand the actual behavior of restaurant diners as Ajzen (1991) indicated that the stronger the intention of going to restaurants, most likely the restaurant diners will go to restaurants. Hence, it was logical to infer a robust relationship between the intention to visit restaurants and the subsequent behavior of actually dining at restaurants.

In summary, by this chapter I have analysed and discussed several findings of the dataset, that have been collected by survey from respondents. I have discussed about factor analysis, Cronbach's Alpha, correlation analysis, Simple and Multiple Linear Regression Analysis.

## **5.0 Conclusion & contribution, implications and further research**

### **5.1 Conclusion & contribution**

In the thesis, I have tried find out the answer of What are the determinants of restaurant diners' intention to go to restaurants?, which was the research question. In the way to investigate this concept, I found a research gap in the field of restaurant industry. Many researches was studied about the restaurant industry from different micro perspective, such as specific kind of restaurants, food quality, service quality, atmosphere of the restaurants, menus, and so on. However there was very little researches have been done, by focusing on the restaurant industry as a whole. It is impossible to capture all of the gest of restaurant industry in a single research paper, but there is also necessity of understanding the restaurant industry as a whole. Along with that in the concept of consumer behavior, I also found some improvements in regard with this paper, which is about the inclusion of Consumer Intention Building Process.

In the way of developing the theoretical model for this paper, I found necessity and scope of adding few more determinants to the Theory of Planned Behavior to maximize the ability to predict the intention. With three additional factors, I developed the conceptual framework in which Intention of going to restaurants was the dependent variable, and Attitude, Subjective Norm, Perceived Behavioral Control (PBC), Habit, External Reinforcement, and Incompetence was the independent variable. To collect the data set, I conducted the survey, in which I gather 189 valid and full response to analyse the data.

For analysing the data and testing the proposed six hypothesis, I have conducted Multiple Linear Regression Analysis. In the analysis, I considered Intention as dependent variable and all other six determinants as independent variable. In analysis, shows a moderate to strong ability to predict the intention of going to restaurants by those 6 determinants, in which 3 were from TPB and the other 3 determinants were additional factors. I also have tested few more Multiple regression analysis by some sorted data such as, data from only male, female, married, and single and dating people. In those analysis, it is found that this research model able to predict slightly better for female and married people.

This research also contributed in the literature in six different ways. Firstly, it fills the gap by addressing the macro perspective of restaurant industry. Secondly, it tested the Theory of Planned Behavior in the context of restaurant industry, which is very rarely addressed in

previous researches. Thirdly, this research was solely focus on Norwegian market specially on Northern norwegian market, which is the first of this kind of research in my knowledge. Fourthly, this paper proposed a extended view of Consumer Behavior, which addressed the Consumer Intention Building Process. Fifth, this paper have extended and tested the extended TPB by adding Habit, External Reinforcement, and In competence, which was not addressed in literature before. However, I also have found strong ability of External Reinforcement to predict the intention of going to restaurants that leads researchers to test the External Reinforcement further in different social contexts. Finally, this paper found that the intention of going to restaurants can be predicted by the obtained research model, which also leads researchers to test further in other social behavioral contexts.

## **5.2 Implications**

As I have discussed about the possible future implications in previous chapter, the implications of this paper can be two sided. The benefits of this paper can taken by the restaurant managers and also by the the unions of restaurants owners, or any associations where the restaurants owners tries to set up the market the for next 10 year. As this paper found strong positive perceived or actual behavioral control motivates people to go to restaurants, which refers when people have more control over their behavior, they tend to act in that certain way. For Example; it can be understood as, moderately old or mid aged female restaurant diners, who is early stage of their retirement program or financially completely freedom, usually have enough time and financial access that leads to strong control over the behavior, they can more prone to go to restaurants, which can a targeted customer base.

On the other side, External Reinforcement also shows the ability to predict the intention of going to restaurants, which can be understood as, there is a certain group of customer base, who get motivated by the discounts, offers, renovation of the restaurants, get motivated by the external reinforcement by the restaurant managers, thus managers can also target this customer group.

### **5.3 Limitations and future research**

Every research works comes with some limitations in different parts of the research, which can be improved and addressed by future researches. This study is no difference. The limitation can be found in the data sampling technique. Though it is always a better option to sample data by probability sampling technique, in this context it is a difficult call to collect the data from every people who go to restaurants usually in Northern Norway. The targeted area also represents another limitation, in a larger scale of research this issue can be improved and adjusted by using data from greater number respondents from all over the Norway or possibly from all over the scandinavia region. Another limitation can be found in data sampling and collecting methods, by collecting data in convenience sampling method, this paper also share a limitation of having a possibility of not representing the whole population. Quota sampling method can be adopted to collect the data from respondents, though it takes more work to do. As this study have been conducted by the dataset of frequently restaurant goers, the result might be different and improved if the data was collected from mass people. Moreover, there are different types of restaurants, bars and cafes, which have different customer values to offer; by addressing that it is clear that there might be different perceived understanding and definitions of restaurants by different respondents. Above of every limitation, limited time frame for this research effects most.

As the two out of three newly added determinants was rejected by the findings, there is certainly some other determinants that might effect the consumers intention, which can explored in the future research with having a greater sample size. However, despite of all the limitations, this study provides a model that can predict the intention of restaurant diners, and it also addressed the factors separately that effect the human intention and behavior in the context of going to restaurants.

## Appendix

### Appendix 1 : Demographic Analysis

<b>Demographic analysis</b>			
	<b>Variable</b>	<b>Number</b>	<b>Percentage</b>
Country of residence	Norway	185	97.88%
	Outside of Norway	4	2.12%
<b>Total</b>		<b>189</b>	<b>100.00%</b>
Age	15-25 years old	19	10.05%
	25-35 years old	89	47.09%
	35-45 years old	64	33.86%
	45-60 years old	16	8.47%
	More than 60 years old	1	0.53%
<b>Total</b>		<b>189</b>	<b>100.00%</b>
Gender	Male	74	39.15%
	Female	111	58.73%
	Others	0	0.00%
	Prefer not to say	4	2.12%
<b>Total</b>		<b>189</b>	<b>100.00%</b>
Relationship status	Single	38	20.11%
	Dating	71	37.57%
	Married	75	39.68%
	Divorced	5	2.65%
<b>Total</b>		<b>189</b>	<b>100.00%</b>

## Appendix 2 : Factor Analysis of each of seven concept

	<b>Factor Loading</b>	<b>Cronbach's Alpha</b>
<b>Intention</b>		
I intend to go to restaurant within next two weeks.	0.843	0.909
I am sure I will go to restaurant within next two weeks.	0.803	
<b>Atiitute</b>		
For me, going to restaurants is a desirable thing to do.	0.589	0.782
For me, going to restaurants is a pleasant thing to do.	0.908	
For me, going to restaurants is an enjoyable thing to do.	0.89	
<b>Subjective Norm</b>		
My close and loved ones go to restaurants to enjoy spare times.	0.863	0.822
My close and loved ones think going out to restaurants is a good way of enjoying spare times.	0.876	
My close and loved ones would prefer me to go to restaurants to enjoy my spare times.	0.702	
<b>Perceived Behavioral Control</b>		
I have resources, time, and opportunities to visit restaurants whenever I want to.	0.751	0.729
I can imagine times when I visited restaurants even if I had not planned to.	0.697	
Regardless of my ability and opportunity, I observe and control my eating out expenses.	0.505	
<b>Habit</b>		
I go to restaurants regularly.	0.918	0.7
I usually go to restaurants without prior planning.	0.821	
I find it hard not to go to restaurants.	0.593	
<b>External Reinforcement</b>		
Getting price reductions, discounts, or bulk buy offers by restaurants, motivates me to go to restaurants.	0.833	0.763

When restaurants offers new renovations, new food menus, or any other new offerings I prefer to visit restaurants.	0.725	
Promotional and advertising activities by restaurants motivate me to go to restaurants.	0.827	
<b>Incompetence</b>		0.776
I can not cook that's why I usually go to restaurants.	0.632	
When I don't want to cook, I usually go to restaurants.	0.882	
When I don't have enough time or I don't want to spend time on cooking, I usually go to restaurants.	0.834	

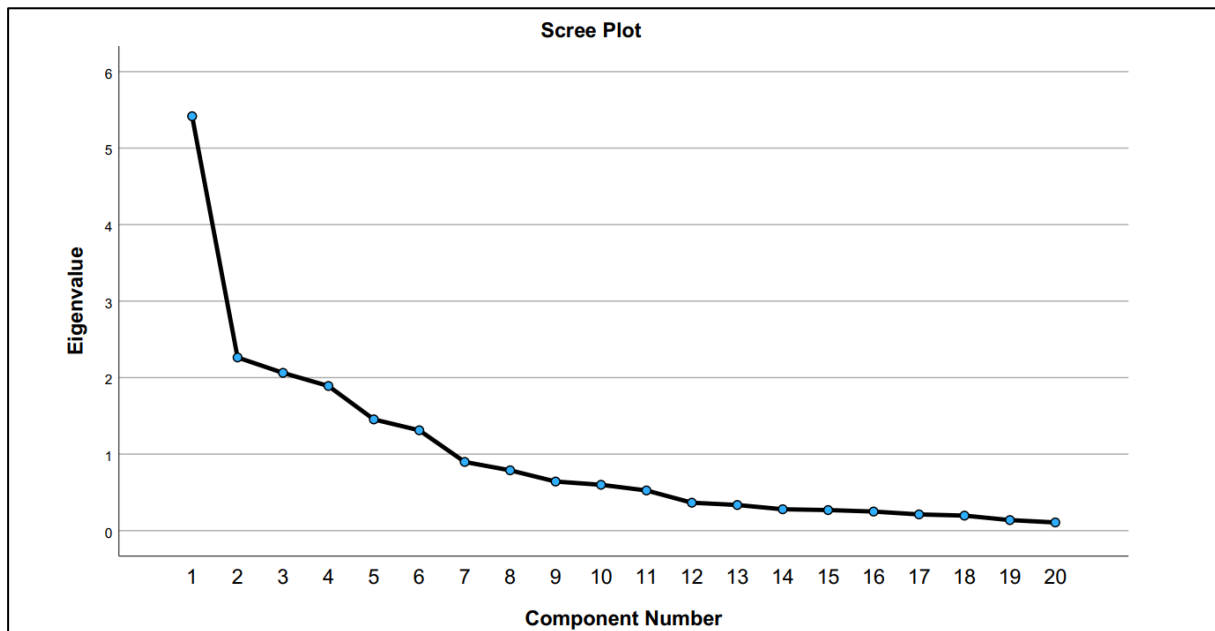
### Appendix 3 : Rotated Component Matrix

Rotated Component Matrix						
Factor / Component	1	2	3	4	5	6
<b>Intention</b>						
I intend to go to restaurant within next two weeks.	0.843					
I am sure I will go to restaurant within next two weeks.	0.803					
<b>Attitude</b>						
For me, going to restaurants is a desirable thing to do.				0.589		
For me, going to restaurants is a pleasant thing to do.				0.908		
For me, going to restaurants is an enjoyable thing to do.				0.89		
<b>Subjective Norm</b>						
My close and loved ones go to restaurants to enjoy spare times.		0.863				
My close and loved ones think going out to restaurants is a good way of enjoying spare times.		0.876				
My close and loved ones would prefer me to go to restaurants to enjoy my spare times.		0.702				
<b>Perceived Behavioral Control</b>						



I have resources, time, and opportunities to visit restaurants whenever I want to.	0.751					
I can imagine times when I visited restaurants even if I had not planned to.	0.697					
Regardless of my ability and opportunity, I observe and control my eating out expenses.	0.505					
<b>Habit</b>						
I go to restaurants regularly.						0.918
I usually go to restaurants without prior planning.						0.821
I find it hard not to go to restaurants.						0.593
<b>External Reinforcement</b>						
Getting price reductions, discounts, or bulk buy offers by restaurants, motivates me to go to restaurants.					0.833	
When restaurants offers new renovations, new food menus, or any other new offerings I prefer to visit restaurants.					0.725	
Promotional and advertising activities by restaurants motivate me to go to restaurants.					0.827	
<b>Incompetence</b>						
I can not cook that's why I usually go to restaurants.			0.632			
When I don't want to cook, I usually go to restaurants.			0.882			
When I don't have enough time or I don't want to spend time on cooking, I usually go to restaurants.			0.834			

## Appendix 4 : Eigenvalue



## Appendix 5 : Correlation Analysis

Correlation Analysis							
	Intention	Attitude	Subjective Norm	PBC	Habit	External Reinforcement	Incompetence
Intention	1						
Attitude	0.34**	1					
Subjective Norm	0.383**	0.361**	1				
PBC	0.622**	0.278**	0.462**	1			
Habit	0.014	0.004	0.01	0.64	1		
External Reinforcement	0.361**	0.189**	0.117	0.143	0.25	1	
Incompetence	0.315**	0.114	0.263**	0.468**	0.34	0.133	1

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

## Appendix 6 : Variance among factors in Factor analysis

Component	Total	Initial Eigenvalues	
		% of Variance	Cumulative %
1	5.417	27.083	27.083
2	2.263	11.317	38.400
3	2.062	10.311	48.711
4	1.891	9.453	58.164
5	1.454	7.269	65.433
6	1.311	6.557	71.990
7	.898	4.489	76.479
8	.788	3.941	80.421
9	.642	3.209	83.629
10	.599	2.995	86.624
11	.525	2.626	89.250
12	.365	1.824	91.074
13	.335	1.676	92.750
14	.279	1.396	94.146
15	.269	1.343	95.489
16	.249	1.247	96.736
17	.212	1.059	97.796
18	.196	.981	98.777
19	.138	.689	99.466
20	.107	.534	100.000

## Appendix 7 : First Factor Analysis

First Factor Analysis						
Factor / Component	1	2	3	4	5	6
<b>Intention</b>						
I intend to go to restaurant within next two weeks.	0.732					
I am sure I will go to restaurant within next two weeks.	0.767					
<b>Attitude</b>						
For me, going to restaurants is a desirable thing to do.	0.644					
For me, going to restaurants is a pleasant thing to do.		0.673				
For me, going to restaurants is an enjoyable thing to do.		0.636				
<b>Subjective Norm</b>						

My close and loved ones go to restaurants to enjoy spare times.	0.66					
My close and loved ones think going out to restaurants is a good way of enjoying spare times.	0.562					
My close and loved ones would prefer me to go to restaurants to enjoy my spare times.	0.602					
<b>Perceived Behavioral Control</b>						
I have resources, time, and opportunities to visit restaurants whenever I want to.	0.736					
I can imagine times when I visited restaurants even if I had not planned to.	0.576					
Regardless of my ability and opportunity, I observe and control my eating out expenses.	0.664					
<b>Habit</b>						
I go to restaurants regularly.				0.85		
I usually go to restaurants without prior planning.				0.7		
I find it hard not to go to restaurants.				0.584		
<b>External Reinforcement</b>						
Getting price reductions, discounts, or bulk buy offers by restaurants, motivates me to go to restaurants.			0.704			
When restaurants offers new renovations, new food menus, or any other new offerings I prefer to visit restaurants.			0.589			
Promotional and advertising activities by restaurants motivate me to go to restaurants.			0.631			
<b>Incompetence</b>						
I can not cook that's why I usually go to restaurants.						
When I don't want to cook, I usually go to restaurants.	0.534					
When I don't have enough time or I don't want to spend time on cooking, I usually go to restaurants.	0.511					

### Appendix 8 : Simple Linear Regression Analysis

Concepts	$r^2$	Sig	$b$
Attitude	0.116	<.001	0.34
Subjective Norm	0.147	<.001	0.383
PBC	0.387	<.001	0.622
Habit	0	0.849	0.014
External Reinforcement	0.131	<.001	0.361
Incompetence	0.099	<.001	0.315

### Appendix 9 : Multiple Linear Regression Analysis

Multiple Linear Regression Model			
Concepts	$b$	$t$	Sig
Attitude	0.123	2.108	0.036
Subjective Norm	0.067	1.076	0.283
PBC	0.519	7.81	<.001
Habit	-0.027	-0.509	0.611
External Reinforcement	0.256	4.686	<.001
Incompetence	0.008	0.124	0.901

### Appendix 10 : Results of Multiple Linear Regression Analysis from different sorted dataset

Differently focused data sets	$r^2$
TPB constructs	0.421
Male respondents	0.518
Female respondents	0.524
Married respondents	0.533
Single and dating respondents	0.496

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