

# Perceived value and behavioral intentions toward dining at Chinese restaurants in Bangladesh: the role of self-direction value and price fairness

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## Abstract

**Purpose** – This paper investigates the effect of perceived value (hedonic value, utilitarian value, and conditional value) on customers' behavioral intentions toward dining at Chinese restaurants in Bangladesh. Moreover, this study examines the mediating effect of self-direction value and the moderating effect of price fairness on the association between perceived value and behavioral intentions.

**Design/methodology/approach** – The proposed model was empirically tested by collecting 390 useable responses from full-table service restaurants in Bangladesh via personal interview. Data were analyzed by testing the measurement model, predictive relevance, effect size and structural model using SMART PLS 3.

**Findings** – The research findings suggest that hedonic, utilitarian and conditional values significantly influence customers' behavioral intentions toward dining at Chinese restaurants. Moreover, self-direction value partially mediates, and price fairness strongly moderates the linkage between perceived value and behavioral intentions.

**Practical implications** – This study offers useful insights for managers who want to know the factors influencing behavioral intentions toward dining at Chinese restaurants. The findings also assist restaurant practitioners in knowing that customers' perceived value via self-direction value (personal value) and price fairness strongly predict behavioral intentions.

**Originality/value** – To the best of the author's knowledge, this research is the first attempt to delve into customers' behavioral intentions toward dining at Chinese restaurants with the proposed model.

**Keywords** Perceived value, Self-direction value, Price fairness, Behavioral intentions, Chinese restaurants, Bangladesh

**Paper type** Research paper

## Introduction

In the hospitality industry, especially in the Chinese restaurant business, perceived value is crucial for managers to increase customers' positive intentions because Chinese restaurants do not solely sell food but rather an experience. To seek new experiences and recreations, today's people choose to dine out (Yost and Cheng, 2021). This way, they decide to eat in full-service Chinese restaurants. The customers' interest in dining out at full-service Chinese restaurants in Bangladesh may increase due to Chinese restaurants' food taste, healthy food options, escape from ordinary life, ethnic culture, dining conditions (ambiance), food discounts and price fairness, availability and customers' independent thought and self-reliance.



Bangladesh first introduced Chinese restaurants in the 1960s through the cafe China, located at Shegunbagicha in Dhaka (Kanya, 2020). Consequently, most of the hotels above two stars have Chinese restaurant wing/s or Chinese food. Regarding the restaurant industry is now booming pace in Bangladesh, with the national income in the hotel and restaurant sector was 7.28% in 2017–2018 and 7.57% in 2018–2019, and the volume of business in this sector was BDT (Bangladesh taka) 73.16bn in 2017–2018 and BDT 78.70bn in 2018–2019 FY (fiscal year) (B.B.S, 2021).

Despite the rapid growth of the Chinese restaurant industry, Bangladesh lags compared to the global consumer market contributing only 0.74% in FY 2018–2019 to the hotel and restaurant sector (Uddin, 2019). This underdeveloped condition in the Chinese restaurant industry in Bangladesh is due to the lack of proper understanding of customers' perceived value (hedonic, utilitarian and conditional) and personal value (self-direction value), price fairness and poor management policies. More specifically, today's customers in Bangladesh have become more sophisticated and familiar with ethnic cuisine, preferring healthy and spicy foods, a variety of food menus, independent thought and self-reliance, aesthetic dining conditions and food fair prices and discounts (Ha and Jang, 2010). As a result, Chinese restaurants' success does not merely depend on food quality and service quality. An excellent understanding of customers' perceived value via personal value with price fairness needs to be examined to increase their positive dining intentions at Chinese restaurants. However, it is still not empirically tested whether customers' intentions are primarily driven by food subsidy or discounts, restaurants' availability, reasonable and acceptable pricing or independent thought and self-reliance.

Understating customers' perceived and personal value and price fairness have become the core marketing priorities since they are prerequisites for customers' intentions (Konuk, 2019; Alniacik *et al.*, 2020). Thus, it is assumed that Chinese restaurants' business success depends on customers' positive perceived and personal value and the restaurants' fair pricing practices. Notably, customers consider three value dimensions (hedonic, utilitarian and conditional value) as critical components of customers' perceived value and self-direction value as a personal value in evaluating dining intentions at Chinese restaurants (Konuk, 2019; Alniacik *et al.*, 2020). A proper combination of these value dimensions and price fairness can adequately measure the customer's behavioral intentions toward dining at Chinese restaurants. However, to the best knowledge, no prior study investigated the influence of these three dimensions' value on behavioral intentions with intervening variables-self-direction value and price fairness.

Literature has discussed the impact of customers' perceived and personal value and price fairness on intentions in the services industry (Konuk, 2019; Alniacik *et al.*, 2020). Several previous studies identified that perceived value has significantly influenced customers' behavioral intentions toward restaurants (Hyun *et al.*, 2011; Ryu *et al.*, 2008; Hasan, 2021). However, few studies examined conditional and self-direction value and price fairness as antecedents of intentions (Um and Yoon, 2021; Ettis, 2021; Konuk, 2019). Moreover, no previous study uncovered the impact of perceived value on self-direction value (personal value).

Although the hospitality industry, especially the Chinese restaurant sector, is consistently growing, few researchers have paid attention to this sector. Despite the importance of perceived and personal value and price fairness, academics and Chinese restaurant practitioners know little about the effects of three-dimensional perceived value (hedonic, utilitarian and conditional), eliciting self-direction value on behavioral intentions intervened by price fairness. To the best of my knowledge, no previous studies measured the influence of three-dimensional value on behavioral intentions toward dining at Chinese restaurants. In addition, no previous research has investigated the mediating effect of self-direction value in linking three dimensions of perceived value and behavioral intentions. Moreover, the moderating effect of price fairness on the relationship between perceived value and intentions

has been hardly examined, even though the price is a fundamental determinant of customers' intentions. As a result, the present study aims to bridge these gaps by developing an integrated model which explicitly considers the three dimensions of perceived value, self-direction value, price fairness and behavioral intentions toward dining at Chinese restaurants.

The present study is critical from both theoretical and practical perspectives. Theoretically, this study developed a model of three dimensions of perceived value, self-direction value and price fairness, which influence customers' intentions. Practically, the current study may provide several insights into the vital role of three dimensions of perceived value, self-direction value and price fairness on the customers' dining intentions at Chinese restaurants.

## Literature review

### *Behavioral intentions*

Behavioral intention is a plan to perform a particular acceptable behavior and perhaps the most crucial factor for directly predicting behavior (Hasan *et al.*, 2020). Zhu (2022) defined behavioral intentions as the likelihood of engaging in a particular behavior in the Chinese restaurant context. Behavioral intention, developed by Ajzen and Fishbein (1969), is the outcome variable of the theory of reasoned action (TRA), defined as how a person formulates a plan to perform a specific performance in their future behavior. The theory of planned behavior (TPB), the extension of TRA, states that behavioral intentions stimulate future behaviors (Ajzen, 1991). Zhu (2022) mentioned that positive behavioral intentions result from customers' perceptions of Chinese restaurants. Importantly, Itani *et al.* (2019) explained that customers show positive intentions toward Chinese restaurants when they hold strong personal values and perceive that these restaurants are practicing fair price policies (Zhu, 2022) pointed out that intentions are the most immediate predictor of a customer's actual behavior. Thus, evaluating intentions regarding perceived and personal value and price fairness might be crucial decisions in the Chinese restaurant context.

### *Perceived value*

The perceived value, a widely accepted marketing concept, refers to products/services' performance/quality and price (Konuk, 2019). Perceived value relates to customers' judgments or valuations of products/services' utility compared to perceived sacrifices/costs of those products/services (Riva *et al.*, 2022). In the Chinese restaurants' context, a customer's perceived value of a product/service differs due to an individual's feelings and life, mood and needs (hedonic), financial resources (utilitarian), situational (conditional) aspects, personal values and products/services' price (price fairness). Perceived value is vital in the hospitality industry, especially in the Chinese restaurants' context, because customers' dining intentions at Chinese restaurants are influenced by restaurants' interior design, feeling of escape from ordinary life, mood and aesthetic aspects, food taste and portion, healthy food options, dining conditions (ambiance), food subsidy and discounts and availability. Perceived value has multi-dimensional constructs, where Soltani *et al.* (2020) and Um and Yoon (2021) discussed perceived value as functional (utilitarian), emotional (hedonic) and conditional value. Durna *et al.* (2015) described perceived value through emotional and cognitive perspectives. Tuncer *et al.* (2021) pointed out that perceived value had a significant impact on intentions toward restaurants. Teng and Wu (2019) also mentioned that perceived values significantly explained behavioral intentions toward green restaurants. Further, Riva *et al.* (2022) identified that intention is most significantly impacted by perceived value in the restaurant business. Thus, the discussions of perceived value, self-direction value (personal value) and price fairness are very much crucial because these may simultaneously influence

customers' dining intentions at Chinese restaurants. To prove these casual relationships, the study formulated a research framework depicted in Figure 1.

*Hedonic value and behavioral intentions*

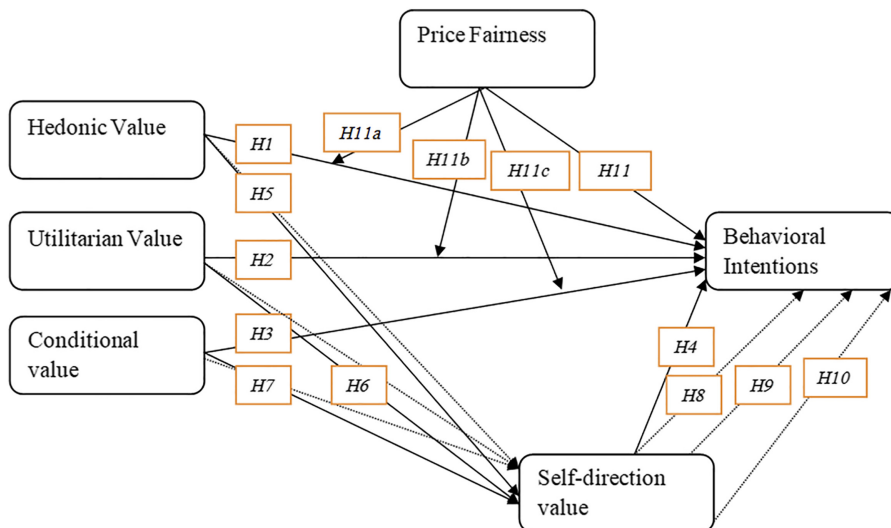
Hedonic value refers to the difference between experiential benefits and sacrifices for an object/thing (Chen and Peng, 2018). It comes from consumption experiences regarding products/services' uniqueness, imagery and symbolic meaning. Previous studies examined hedonic value in different perspectives such as online retailing, offline retailing, banking, tourism and the restaurant industry (Ozturk et al., 2016; Biswas et al., 2020). Among the most cited studies (Liu et al., 2021) explained, the hedonic value in terms of restaurants as affective and emotional aspects such as feelings, fun and excitement. Thus, hedonic aspects of Chinese restaurants consist of Chinese restaurants interior design, fleeing of escape from ordinary life, mood and aesthetic facilities (Choi et al., 2020).

In previous literature, Liu et al. (2021) examined the relationship between hedonic value and behavioral intentions toward restaurants. Pizam and Tasci (2019) pointed out that customers' motivations such as fun, aesthetic views, taste and social interactions in Chinese restaurants are directly related to dining intentions at restaurants. However, Quan et al. (2021) found an insignificant impact of hedonic value on intentions toward restaurants. Further, a study in the USA found that perceived affective aspects (hedonic) influence behavioral intentions (Lee and Kim, 2018). Regarding this, it is pertinent to examine the relationship between hedonic value and behavioral intentions toward dining at Chinese restaurants. Thus, it was hypothesized that:

H1. Hedonic value significantly influences behavioral intentions.

*Utilitarian value and behavioral intentions*

Utilitarian value refers to the difference between overall functional benefits obtained from a product or service and the sacrifice for a product/service (Shahzadi et al., 2018). It includes



Source(s): Author

Figure 1. Proposed research framework

cognitive aspects of attitudes such as time savings, the economic value of money and convenience judgments found in the previous marketing literature (Lee and Kim, 2018; Hwang *et al.*, 2021). Thus, it can be approached that Chinese restaurants' utilitarian value dimension scales may include four aspects of services: food taste, food portion, variety of menu choices and healthy food options. Through these criteria, customers can compare the quality of food and services over the money spent on food and services, resulting in perceptions of utilitarian value at Chinese restaurants. From the perspective of the Chinese restaurant, Islam *et al.* (2018) mentioned that perceived functional benefits (utilitarian value) dominantly influence customers' intentions toward restaurants. However, a study conducted by Kim *et al.* (2012) revealed that utilitarian value had an insignificant impact on dining intentions at restaurants. In research, Liu *et al.* (2021) claimed that utilitarian value (functionality, convenience and efficiency) affects customers' intentions. Hence, the relationship between utilitarian value and behavioral intentions toward dining at Chinese restaurants has been regarded as crucial to be examined. Therefore, the following hypothesis has been proposed:

*H2. Utilitarian value significantly affects behavioral intentions.*

#### *Conditional value and behavioral intentions*

Conditional value refers to perceived utility derived from particular attributes, situations, stimuli, times and places (Um and Yoon, 2021). The most important conditional value is situational variables that incorporate circumstances surrounding individuals responding to stimuli relevant to their wants and needs. Conditional value can attract more customers toward Chinese restaurants because it comprises restaurants' dining conditions, food subsidies and discounts and availability aspects. Based on this, it can infer that customers' dining intentions rely on Chinese restaurants' dining conditions (ambiance), food subsidy and discounts and availability.

In a study, Um and Yoon (2021) explained that conditional value results of situational variables predict customers' choice behavior. Chuah *et al.* (2021) also examined the strength of the relationship between conditional value and behavioral intentions in the restaurant industry. Thus, the conditional value could be a significant predictor of behavioral intentions toward dining at Chinese restaurants, and consequently, the study proposes the following hypothesis:

*H3. Conditional value significantly affects behavioral intentions.*

#### *Self-direction value and behavioral intentions*

Self-direction value comes from personal value developed by Schwartz (1992) and refers to an individual's independent thought, freedom, autonomy, independence and self-respect. An individual's self-direction value suggests their willingness to explore other things in life, not necessarily in a guided way. Thus, self-direction value at Chinese restaurants can be characterized by the principles: of independent thought, self-reliance and belief in independence. Based on these principles, individuals can form positive or negative intentions toward dining at Chinese restaurants. In previous literature, Youn *et al.* (2020) mentioned that customers' intentions toward restaurants are significantly explained by self-direction value, hedonism and stimulation. However, self-direction value, including other personal values (stimulation, power, achievement and etc.), insignificantly influences customers' behavioral intentions (Maio and Olson, 1995). Youn *et al.* (2021) argued that customers' independent thought and actions, exploring new experiences and self-sufficiency motivations inevitably affect customers' intentions toward restaurants. Therefore, examining the relationship between self-direction value and behavioral intentions toward dining at Chinese restaurants is pertinent. Consequently, the study proposes the following hypothesis:

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H4. Self-direction value positively affects behavioral intentions.

*Hedonic, utilitarian, conditional and self-direction value*

Although several studies examined the relationship between hedonic, utilitarian and conditional value and behavioral intentions toward Chinese restaurants, little effort was given to investigating the impact of hedonic, utilitarian and conditional value on self-direction value. Lu *et al.* (2020) mentioned that hedonic, utilitarian and conditional values influence customers' independent thought (beliefs and motivations). Further, Uzarska *et al.* (2021) pointed out that customer's self-direction value (independent thought and decisions) is explained by their value perceptions toward restaurants. Based on these, it could be inferred that perceived value dimensions (hedonic, utilitarian and conditional) may dominantly influence customers' self-direction value in the Chinese restaurant context. Consequently, it is important and pertinent to explore the relationship between hedonic, utilitarian and conditional value and self-direction value. Therefore, the following hypotheses have been proposed:

- H5. Hedonic value significantly affects self-direction value.
- H6. Utilitarian value significantly affects self-direction value.
- H7. Conditional value significantly affects self-direction value.

*The mediating role of self-direction value*

Self-direction value seems more important than perceived value (hedonic, utilitarian, conditional, etc.) in services marketing. This is because self-direction value is closely related to customers' emotions and attitudes, which mainly form customers' intentions (Youn *et al.*, 2021). Despite the importance, a limited effort was given to explore the mediating effect of self-direction value on behavioral intentions toward Chinese restaurants. However, several studies examined the mediating effect of other value dimensions on behavioral intentions such as Cheng *et al.* (2019) examined the mediating effect of perceived value in the tourist sector, and Tsaour *et al.* (2021) also evaluated the mediating impact of perceived value. Based on studies mentioned above, it is crucial and pertinent to investigate the mediating effect of self-direction value on behavioral intentions toward dining at Chinese restaurants. Therefore, the following hypotheses have been proposed:

- H8. Self-direction value mediates the relationship between hedonic value and behavioral intentions.
- H9. Self-direction value mediates the relationship between utilitarian value and behavioral intentions.
- H10. Self-direction value mediates the relationship between conditional value and behavioral intentions.

*The moderating role of price fairness*

Price is what customers sacrifice for a product/service. It indicates extrinsic cues that actively guide customers to determine a product/service quality (Konuk, 2019). Although price is an essential indicator of a product/service quality, customers' products/services acquisition intentions mainly depend on how judgmentally set (Konuk, 2019). This judgmental setting of price is called price fairness (PF). Fair prices at a Chinese restaurant can be evaluated in terms of customers' evaluations or assessments of the seller's price, which is reasonable, acceptable and fair or not. The empirical evidence of previous studies exerts that price fairness has a

strong moderating effect on the relationship between perceived value and behavioral intentions. A study in Ghana examined the moderating effect of price fairness on customer satisfaction and loyalty (Opata *et al.*, 2019).

Similarly, a study in China measured the moderating effect of price fairness in the link between brand awareness and perceived quality (Xu *et al.*, 2015). Based on these, the present study investigated price fairness as a moderator on the association between perceived value and behavioral intentions toward dining at Chinese restaurants. Therefore, that the following hypotheses have been proposed:

*H11.* Price fairness significantly affects behavioral intentions.

*H11a.* Price fairness moderates the relationship between hedonic value and behavioral intentions.

*H11b.* Price fairness moderates the relationship between utilitarian value and behavioral intentions.

*H11c.* Price fairness moderates the relationship between conditional value and behavioral intentions.

## Method

### *Measurement*

The survey measurement scales of self-direction value were developed based on previous literature reviews, and other constructs' items were adapted from prior validated scales.

*Self-direction value.* The measurement scales of self-direction value were developed through previous literature (Youn *et al.*, 2020, 2021), and expert opinions, scale items and wordings were considered. A focus group discussion was conducted to elicit the measurement items. The focus group consisted of Chinese restaurant managers, Chinese restaurant customers and academicians, where customers' independent thought, autonomy, self-reliance and belief in independence were discussed. In addition, the focus group participants were also asked to complete an open-ended questionnaire. Based on these, initially, 10 measurement items were constructed. After that, the questionnaire was refined through the experts' review. A subsequent pilot study was conducted among 40 hospitality academics and Chinese restaurant customers, revealing adequate reliability and question clarity. Finally, three measurement items were used to examine the customers' self-direction value through a five-point Likert scale, where "1" indicates strongly disagree, and "5" indicates strongly agree.

*Measures for other constructs.* Multiple validated items from prior studies were borrowed and slightly modified to fit the research context. In this regard, four items (Chinese restaurant's interior design, escape from ordinary life, mood and aesthetics) of hedonic value; four items (Chinese restaurant's food taste, food portion, variety of menu and healthy food options) of utilitarian value; and four items (dine again, visiting frequency, positive word of mouth and recommending others) of behavioral intentions were adapted from Ha and Jang (2010) and Ryu *et al.* (2010). Similarly, three items (reasonable price, fair price and acceptable price) suggested by Konuk (2019) were adapted to measure price fairness. Finally, Lin and Huang (2012) suggested four items (Chinese restaurants' conditions, food subsidy, discounts for promotion and availability) adapted to measure conditional value in this research context. All constructs' responses were evaluated with five-point Likert scales, where 1 denotes strongly disagree, and 5 denotes strongly agree.

### *Procedure and sampling*

The current study designed a quantitative approach to collect data through written, structured questionnaires from Chinese restaurant customers in Dhaka, Bangladesh. Dhaka was chosen as

a study area due to more than 50% of the total Chinese restaurants in Bangladesh. This study considered respondents who had previously visited locally branded Chinese restaurants that offered full-table service. Data were collected from customers waiting for checks after dinner using a convenience sampling approach distributed randomly to 10 locally branded Chinese restaurants with more or less similar food menus and average pricing policies. The 10 sample restaurants were selected based on daily visitors and their popularity among customers. The survey was carried out from November 2020 to January 2021 and September 2021 (in these periods, the Bangladesh government opened all restaurants due to a few COVID-19-affected patients), and respondents were asked to participate voluntarily. A total of 700 questionnaires were distributed, and 433 of them were returned. Of 433 returned surveys, 390 were used for analysis, excluding 43 questionnaires due to incomplete responses (Krejcie and Morgan, 1970). Among these 390 participants, 53.33% were female, 55.64% were married, all were above 18 years old or above, and most (63.85%) were aged between 25 and 40, with an average age of 33.03 years. In addition, 48.98% were graduates, and 34.87% had income below BDT.30000, while 28.98% had an income higher than BDT.60000.

#### *Data analysis*

The current study first analyzed a confirmatory factor analysis (CFA) as a part of the two-step approach suggested by Anderson and Gerbing (1988) to determine whether the observed variables reflected the hypothesized latent variables using the covariance matrix. The study also computed composite reliability and Cronbach's alpha to check the reliability of measurements. In addition, factor loadings and average variance extracted (AVE) were checked to test the convergent validity and discriminant validity. Hypothesis testing was then examined through PLS-SEM to identify the constructs' relationships after confirming the model, predictive relevance, effect size measurement and path coefficients. This study used SMART PLS 3 software for statistical analysis.

### **Results**

Regarding the two-stage procedures, the measurement model was first assessed and followed by the structural model to examine the hypothesized relationships. Additionally, the structural model was used to perform moderation analysis.

#### *Measurement model*

CFA estimated the overall fit of the measurement model. Figure 2 and Table 1 show the measurement properties, where Cronbach's alpha and composite reliability measured the constructs' reliability. The alpha and composite reliability values of all constructs were sequentially ranged from 0.876 to 0.966 and 0.915 to 0.975, which exceeds the minimum requirement of alpha of 0.60 and composite reliability of 0.70, indicating high reliability for measuring each construct (Hair *et al.*, 1998; Fornell and Larcker, 1981). In addition, each item's factor loading and AVE for each construct assessed convergent validity. All measurement items' factor loadings ranged from 0.757 to 0.971, significant at the alpha level of 0.01 (Anderson and Gerbing, 1988). Each construct's AVE ranged from 0.731 to 0.906 exceeding the generally recommended value of 0.5 (Hair *et al.*, 1998). Moreover, comparing the AVEs with the squared correlations between constructs assessed the discriminant validity (Fornell and Larcker, 1981). Two constructs' squared correlations were less than the AVEs, ensuring construct discriminant validity. The constructs' correlations are presented in Table 2.

#### *Structural model*

Structural equation modeling (SEM) tested the model's validity and hypothesis. Due to this fact, the structural model examined collinearity before testing the model's predictive



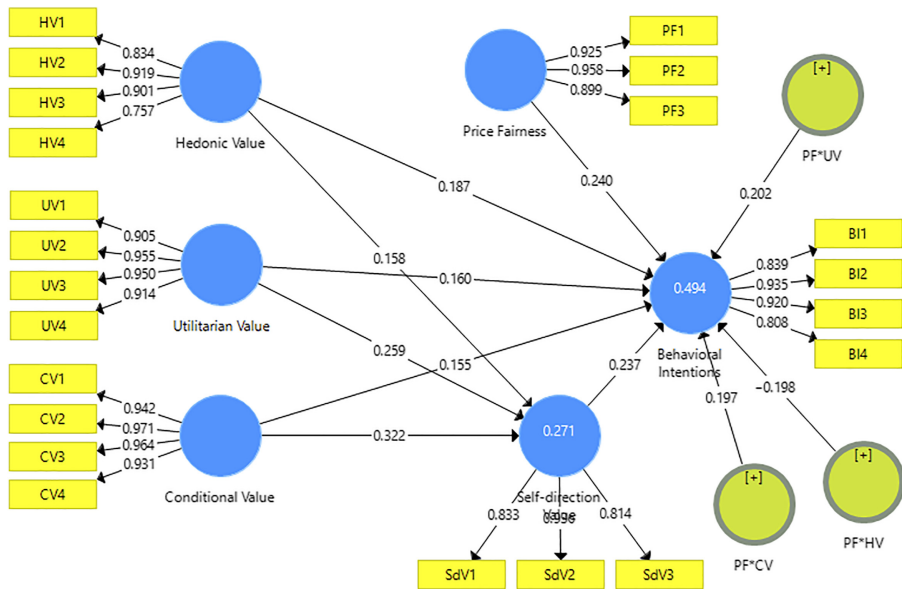


Figure 2. Measurement model

relevance, effect size and hypothesis testing. The collinearity is important since the path coefficients are estimated based on ordinary least squares regression (Hair et al., 2014). All constructs' VIF scores presented in Table 2 indicate the range between 1.215 and 1.760, below 3.3. According to Kock (2017), this study has no method bias or biasing data.

The model's predictive relevance is measured using cross-validated redundancy ( $Q^2$ ), a supplementary assessment recommended by Henseler and Sarstedt (2013) when the goodness-of-fit index is not appropriate for model validation of its inseparable characteristics between valid and invalid models. Table 3 shows the cross-validated redundancy ( $Q^2$ ) result, which indicates that  $Q^2 = 0.358$  for BI (behavioral intentions) and  $Q^2 = 0.196$  for SdV (self-direction value) greater than zero. Thus, Henseler et al. (2009) suggested that this model has predictive relevance. In addition, effect size ( $f^2$ ) measures the quantitative effect of stimulus variables on organism variables regarding variation in  $R^2$ . Cohen (1988) suggested using the following formula to compute the effect size.

$$\text{Effect size } f^2 = \frac{R^2 \text{ Inclusive} - R^2 \text{ Exclusive}}{1 - R^2 \text{ Inclusive}}$$

Table 4 reveals that the effect size of hedonic, utilitarian, conditional and self-direction value and price fairness on behavioral intentions is consecutively 0.05, 0.03, 0.02, 0.07, and 0.07. Additionally, the effect size of the hedonic value, utilitarian value, conditional value, respectively is 0.03, 0.08, and 0.13 which reflects a small effect size as Cohen (1988) suggested that the value of 0.02, 0.15 and 0.35 or above represent small, medium and large effect size.

Regarding the hypothesized relationships (Figure 3 and Table 5) between the predictive and outcome variables, a hedonic value significantly influences behavioral intentions ( $\beta = 0.187, t = 4.502, p = 0.000$ ), supporting H1. This indicates that Chinese restaurants' interior design, food and aesthetic influence forming positive intentions. In addition, the relationship between utilitarian value and behavioral intentions revealed a significant result ( $\beta = 0.160, t = 3.155, p = 0.002$ ), supporting H2. Thus, it indicates that customers' are

Constructs/Items	Factor loadings	Cronbach's alpha ( $\alpha$ )	Composite reliability (CR)	Average variance extracted (AVE)
<i>Hedonic value</i>				
The interior design of the Chinese restaurant made me feel Chinese culture	0.834	0.876	0.915	0.731
Traditional aspects of Chinese foods made me feel like an escape from ordinary life	0.919			
The mood of the Chinese restaurant made me feel exotic	0.901			
The layout and facilities aesthetics of the Chinese restaurant were fun and unique to me	0.757			
<i>Utilitarian value</i>				
The foods I had were tasty, so I enjoyed it	0.905	0.949	0.963	0.867
The food portion in the Chinese restaurant was enough, satisfying my hunger	0.955			
I liked the variety of menu choices in the Chinese restaurant	0.950			
I liked healthy food options in the Chinese restaurant	0.914			
<i>Conditional value</i>				
I would go to a Chinese restaurant instead of a conventional restaurant under worsening dining conditions	0.942	0.966	0.975	0.906
I would go to a Chinese restaurant instead of a conventional restaurant when there is a Chinese food subsidy	0.971			
I would go to a Chinese restaurant instead of a conventional restaurant when there are discount rates for Chinese food or promotional activity	0.964			
I would go to a Chinese restaurant instead of a conventional restaurant when Chinese restaurants are available	0.931			
<i>Self-direction value</i>				
I have autonomy in my thought	0.833	0.825	0.897	0.744
I am self-reliant	0.936			
I believe in independence	0.814			
<i>Price fairness</i>				
The price of food in a Chinese restaurant is reasonable	0.925	0.919	0.949	0.860
The price of food in a Chinese restaurant is fair	0.958			
The price of food in a Chinese restaurant is acceptable	0.899			

(continued)

**Table 1.**  
Measurement model  
results

Table 1.

Constructs/Items	Factor loadings	Cronbach's alpha ( $\alpha$ )	Composite reliability (CR)	Average variance extracted (AVE)
<i>Behavioral intentions</i>				
I want to dine out in this Chinese restaurant again	0.839	0.899	0.930	0.769
I would more frequently visit this Chinese restaurant	0.935			
I want to spread positive things about this Chinese restaurant to others	0.920			
I want to recommend this Chinese restaurant to others	0.808			

Table 2.  
Results of discriminant validity and collinearity

	HV	UV	CV	SdV	PF	BI
HV	0.855					
UV	0.263	0.931				
CV	0.285	0.146	0.952			
SdV	0.318	0.348	0.404	0.862		
PF	0.184	0.420	0.400	0.303	0.928	
BI	0.369	0.350	0.369	0.498	0.469	0.877
VIF	1.215	1.569	1.760	1.586	1.491	1.346

**Note(s):** HV = hedonic value, UV = utilitarian value, CV = conditional value, SdV = self-direction value, PF = price fairness, BI = behavioral intentions

Table 3.  
Blindfolding results

Total	SSO	SSE	$Q^2(=1-SSE/SSO)$
BI	1,560	1001.835	0.358
SdV	1,170	940.775	0.196

**Note(s):** BI = behavioral intentions, SdV = self-direction value

Table 4.  
Effect size

Latent variables	Outcome variable	$f^2$	Decision
HV	BI	0.05	Small
UV	BI	0.03	Small
CV	BI	0.02	Small
SdV	BI	0.07	Small
PF	BI	0.07	Small
HV	SdV	0.03	Small
UV	SdV	0.08	Small
CV	SdV	0.13	Small

**Note(s):** HV = hedonic value, UV = utilitarian value, CV = conditional value, SdV = self-direction value, PF = price fairness, BI = behavioral intentions

positively inclined to Chinese restaurants due to their food taste, food portion, variety of menu and healthy food options. The corresponding estimate supported the positive relationship between conditional value and behavioral intentions ( $\beta = 0.155, t = 3.150, p = 0.002$ ); thus, it supports H3. These results indicate that Chinese restaurants' dining conditions, food subsidies and discounts and availability positively influence customers' dining intentions.

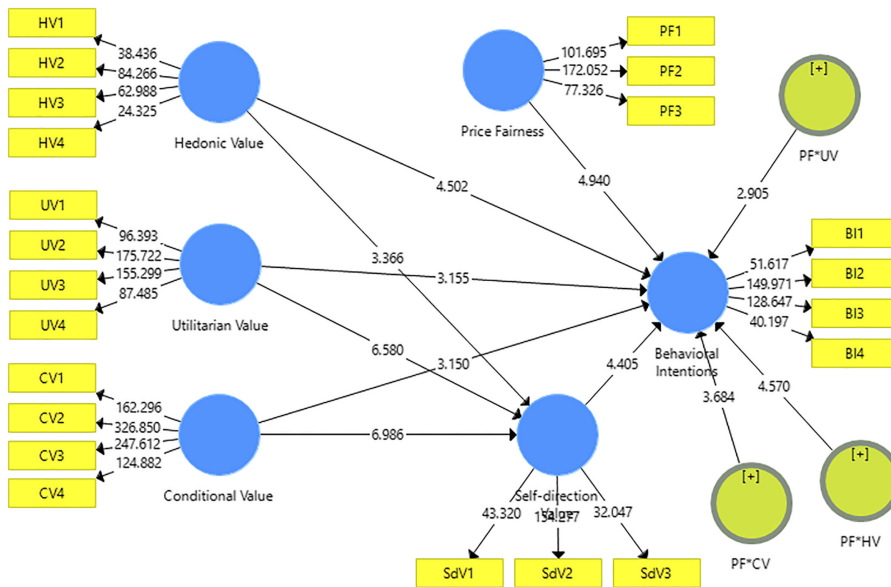


Figure 3. Structural model

Hypothesis	Relationships	Beta	T-Statistics	p-Values	Decisions
H1	Hedonic Value → Behavioral Intentions	0.187	4.502	0.000	Supported
H2	Utilitarian Value → Behavioral Intentions	0.160	3.155	0.002	Supported
H3	Conditional Value → Behavioral Intentions	0.155	3.150	0.002	Supported
H4	Self-direction Value → Behavioral Intentions	0.237	4.405	0.000	Supported
H5	Hedonic Value → Self-direction Value	0.158	3.366	0.001	Supported
H6	Utilitarian Value → Self-direction Value	0.259	6.580	0.000	Supported
H7	Conditional Value → Self-direction Value	0.322	6.986	0.000	Supported
H8	Hedonic Value → Self-direction Value → Behavioral Intentions	0.037	2.648	0.008	Supported
H9	Utilitarian Value → Self-direction Value → Behavioral Intentions	0.061	3.493	0.000	Supported
H10	Conditional Value → Self-direction Value → Behavioral Intentions	0.076	3.823	0.000	Supported
H11	Price Fairness → Behavioral Intentions	0.240	4.940	0.000	Supported
H11a	PF × HV → Behavioral Intentions	-0.198	4.570	0.000	Supported
H11b	PF × UV → Behavioral Intentions	0.202	2.905	0.004	Supported
H11c	PF × CV → Behavioral Intentions	0.197	3.684	0.000	Supported

Note(s): HV = hedonic value, UV = utilitarian value, CV = conditional value, PF = price fairness

Table 5. Path coefficients and hypothesis testing

Moreover, the strength of relationship between self-direction value and behavioral intentions (H4) was significant ( $\beta = 0.237, t = 4.405, p = 0.000$ ); which supports H4. This indicates that whether a customer intends to dine at a Chinese restaurant depends on an individual's independent thought, self-reliance and belief in independence.

In line with these, the relationship between (H5) hedonic value and self-direction value (H6), utilitarian value and self-direction value and (H7) conditional value and self-direction

value were found significant, respectively ( $\beta = 0.158, t = 3.366, p = 0.001$ ), ( $\beta = 0.259, t = 6.580, p = 0.000$ ) and ( $\beta = 0.322, t = 6.986, p = 0.000$ ), which supports [H5](#), [H6](#) and [H7](#).

#### *Mediating effect of self-direction value*

The current study examined the mediating effect of self-direction value in between hedonic value and behavioral intentions ([H8](#)), utilitarian value and behavioral intentions ([H9](#)) and conditional value and behavioral intentions ([H10](#)) were, respectively, found significant ( $\beta = 0.037, t = 2.648, p = 0.008$ ), ( $\beta = 0.061, t = 3.493, p = 0.000$ ) and ( $\beta = 0.076, t = 3.823, p = 0.000$ ), supporting [H8](#), [H9](#) and [H10](#). Based on these results, it can be concluded that self-direction value partially mediates the link between perceived value (hedonic, utilitarian and conditional) and behavioral intentions.

#### *Moderating effect of price fairness*

The study focused on investigating the moderating effect of price fairness on the association between behavioral intentions and their antecedents. Before measuring the moderation effects, the controlled direct influence ([H11](#)) of price fairness on behavioral intentions indicated that price fairness had a significant ( $\beta = 0.240, t = 4.940, p = 0.000$ ) impact on behavioral intentions toward dining in Chinese restaurants; thus, it supports [H11](#) ([Table 5](#)). [Table 5](#) also shows the effect of price fairness on the interaction between predictive and outcome variables. [H11a](#) indicates that price fairness significantly ( $\beta = -0.198, t = 4.570, p = 0.000$ ) moderates the relationship between hedonic value and behavioral intentions, supporting [H11a](#). In addition, [H11b](#) revealed that the association between utilitarian value and behavioral intentions is significant ( $\beta = 0.202, t = 2.905, p = 0.004$ ) moderated by price fairness, supporting [H11b](#). Moreover, in [H11c](#), the strength of the relationship between conditional value and behavioral intentions is significant ( $\beta = 0.197, t = 3.684, p = 0.000$ ) moderated by price fairness, supporting [H11c](#). These results support price fairness as a moderator in this model, suggesting that a high level of price fairness strengthens the association between hedonic value, utilitarian value, conditional value and behavioral intentions toward dining at Chinese restaurants.

## **Discussion and conclusions**

This study examined the relationships among hedonic, utilitarian, conditional value and behavioral intentions with the mediating effect of self-direction value and the moderating effect of price fairness in the Chinese restaurant context, uncovering theoretical and practical implications.

#### *Theoretical implications*

This study offers theoretical implications, where hedonic, utilitarian, conditional and self-direction values are significantly related to behavioral intentions toward dining at Chinese restaurants. Following these findings, [Calza et al. \(2020\)](#) state that behavioral intentions toward Chinese restaurants are influenced by customers' internal stimulus (hedonic value). This implies that Chinese restaurants' interior design and aesthetic facilities influence customers' intentions. [Konuk \(2019\)](#) also confirmed that the external stimulus (utilitarian value) positively impacted the organism (behavioral intentions). Thus, the study pointed out that those Chinese restaurants' food taste and portion, variety of food menu and healthy food options influence customers'. [Roberts et al. \(2021\)](#) mentioned those Chinese restaurants' dining conditions, food subsidies, discounts and availability (conditional value) allure to dining at Chinese restaurants are consistent with this study's results. Moreover, this study contributed to marketing literature by uncovering that independent thought, self-reliance

and belief in independence (self-direction value) inspire to dine at Chinese restaurants. Interestingly, this finding is new to the Chinese restaurant literature.

In line with these contributions, the present study revealed the new findings contributed to hospitality literature, especially restaurant literature, that self-direction value mediates the association between perceived value and behavioral intentions toward dining at Chinese restaurants. These findings imply that customers' self-direction value is the immediate predictor of intentions. Thus, future research can verify these findings in different contexts. Another important new contribution to restaurant literature is that price fairness influences Chinese restaurants' dining intentions. However, no previous study tested the moderating role of price fairness in dining intentions at Chinese restaurants. Based on the notion that individuals have different price fairness levels, the study assumed that Chinese restaurants' customer intentions would vary depending on their price fairness level. Results regarding the moderating role of price fairness partly confirmed that perceived value influenced intentions depending on price fairness.

#### *Managerial implications*

Regarding the practical implications, hedonic, utilitarian, conditional and self-direction value and price fairness positively influence the intentions toward Chinese restaurants. Thus, this study suggests that Chinese restaurant managers enhance the restaurant's interior design more aesthetically. A perfect combination of food taste, healthy food options and food discounts should be emphasized. Also, Chinese restaurant managers should emphasize customers' independence in their eating food and time. In line with these, Chinese restaurant managers must be concerned that the perceived value is not the mere independent precedent of a customer's intentions. Instead, in the future, managers should emphasize self-direction value because self-direction value is more closely related to customers' intentions than perceived value. In addition, Chinese restaurant managers should emphasize reasonable pricing policies that may influence customers' intentions toward Chinese restaurants. These could be the best marketing strategies for Chinese restaurants in Bangladesh.

#### *Limitations and future research*

Although the study had uncovered unique contributions to the hospitality literature, especially restaurant literature, it has some limitations. This study conducted surveys on only selected Chinese restaurants using convenience sampling. In contrast, further studies can use longitudinal studies to measure the customers' behavioral intentions for a long time. Moreover, the current research considers hedonic, utilitarian, conditional and self-direction values to measure intentions. Thus, further research can add more perceived value, such as novelty and emotional value, to predict dining intentions at Chinese restaurants and other industries.

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**Appendix**

Perceived value and behavioral intentions toward dining at Chinese restaurants in Bangladesh: The mediating role of self-direction value and the moderating role of price fairness.

Respondent's Name:

Mobile no:

Email:

**NB:** Please fill up the following questionnaires voluntarily, making me grateful to you.

**Demographic information**

- (1) Gender:
  - Male
  - Female
- (2) Age (years)
  - 18–24
  - 25–40
  - 41–65
- (3) Educational qualifications
  - HSC or below
  - Graduate
  - Postgraduate
- (4) Monthly income (BDT)
  - Below 30,000
  - 30,000–60,000
  - Above 60,000

**Specific questions regarding the constructs/variables**

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
<i>Hedonic value</i>	1	2	3	4	5
The interior design of the Chinese restaurant made me feel Chinese culture	1	2	3	4	5
Traditional aspects of Chinese foods made me feel like an escape from ordinary life	1	2	3	4	5
The mood of the Chinese restaurant made me feel exotic	1	2	3	4	5
The layout and facilities aesthetics of the Chinese restaurant were fun and unique to me	1	2	3	4	5
<i>Utilitarian value</i>	1	2	3	4	5
The foods I had were tasty, so I enjoyed it	1	2	3	4	5
The food portion in the Chinese restaurant was enough, satisfying my hunger	1	2	3	4	5
I liked the variety of menu choices in the Chinese restaurant	1	2	3	4	5
I liked healthy food options in the Chinese restaurant	1	2	3	4	5
<i>Conditional value</i>	1	2	3	4	5
I would go to a Chinese restaurant instead of a conventional restaurant under worsening dining conditions	1	2	3	4	5
I would go to a Chinese restaurant instead of a conventional restaurant when there is a Chinese food subsidy	1	2	3	4	5
I would go to a Chinese restaurant instead of a conventional restaurant when there are discount rates for Chinese food or promotional activity	1	2	3	4	5
I would go to a Chinese restaurant instead of a conventional restaurant when Chinese restaurants are available	1	2	3	4	5
<i>Self-direction value</i>	1	2	3	4	5
I have autonomy in my thought	1	2	3	4	5
I am self-reliant	1	2	3	4	5
I believe in independence	1	2	3	4	5
<i>Price fairness</i>	1	2	3	4	5
The price of food in a Chinese restaurant is reasonable	1	2	3	4	5
The price of food in a Chinese restaurant is fair	1	2	3	4	5
The price of food in a Chinese restaurant is acceptable	1	2	3	4	5
<i>Behavioral intentions</i>	1	2	3	4	5
I want to dine out in this Chinese restaurant again	1	2	3	4	5
I would more frequently visit this Chinese restaurant	1	2	3	4	5
I want to spread positive things about this Chinese restaurant to others	1	2	3	4	5
I want to recommend this Chinese restaurant to others	1	2	3	4	5

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