

What drivers variety seeking intentions of restaurant diners

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ABSTRACT

Key personal inputs to decision-making processes reside in expectations about whether a purchase will make one feel better. Integrating several theoretical reflections, this study seeks to probe into internally and externally motivated factors that impact the variety-seeking intentions of customers in restaurants. Data were collected from 243 restaurant customers by using a convenience sampling technique. A self-administrated questionnaire based on well-established sales was used to collect data. Data were analyzed by adopting a series of data analysis tools, for instance, descriptive, correlation, and structural equation modeling. Results favor the proposed theoretical paths and establish that internal and external motivated factors significantly contribute to developing variety-seeking intentions. Furthermore, from the results, personality is a significant moderator between motivation (internal and external) and variety-seeking intentions. This study provides useful academic and managerial implications to understand better factors influencing intentions to seek variety.

Keywords: Variety seeking behavior, satisfaction, perceived value, available alternatives, sales promotions, personality, the optimal stimulation level

1. Introduction

The restaurant industry is experiencing significant expansion worldwide. In the United States of America, there are approximately eight million restaurant franchises with varying sizes, including small, medium, and large establishments. Among them are multinational chains that operate thousands of outlets globally (Ha & Jang, 2013, Kim et al., 2022). The increasing popularity of dining out in Pakistan has seen a remarkable surge which accounted for extensive development of the restaurant industry has developed extensively in Pakistan (Ehsan, 2012, Satti et al., 2022). In Pakistan, people go for dinners in

restaurants as it has become a source of entertainment and refreshment for them; thus the number of restaurants is increasing daily in Pakistan. There are many restaurants available, so people have multiple choices when deciding where to eat (Kwon & Jain, 2009). People usually choose what they think is the best choice. But if they have a bad experience at a restaurant or if they make the same purchases often, they might choose something else instead (Kwon et al., 2013). Caracciolo et al. (2022) said it is human nature to search for variety if they use a product or service repeatedly; external or internal motivations may encourage individuals to search and try something new. This concept recommends that diversity seeking is a significant factor in understanding customers' restaurant choice intentions.

The theory of optimum stimulation (OSL) is related to intentions for searching for variety and is determined as an acceptable approach to examining variety-seeking intentions (Cotte & Wood 2004). OSL states that every individual has different stimulation standard level. When the stimulation level of an individual is lower than the optimum level, the person gets bored and satiated, and then they try to raise their stimulation level to a desired level by seeking something new (de Aldecoa et al., 2022).

Variety-seeking behavior is classified into two categories: direct change-seeking behavior and derived varied behavior (McAlister & Pessemer, 1982). Givon (1984) said that different behaviors shown by consumers suggest that they are looking for variety. These behaviors are influenced by external factors like the presence of other options and special offers. At the same time, consumers' internal motivations, such as the need for variety, customer satisfaction and personal values, prompt true variety-seeking behavior. In this study, both direct variety seeking and derived varied behavior are considered and internal and external motivations for variety seeking behavior will be examined (Shah et al., 2016).

This study analyzed external and internal motivational drivers for restaurant choice situations. As the study is in the services context, the factor that impact the variety-seeking intentions of customers in restaurant choice would be varied from general goods (Ha & Jang, 2011). Therefore the main purpose of this study is to determine those internal and external factors which are basic reason for variety seeking. More specifically this research paper focused on that variety seeking intentions are engendered by the internal motivation of consumer such as need for variety (Tang & chin, 2008) and customer's satisfaction of a prior dining experience (Jones et al., 2006) and consumer values specifically utilitarian and hedonic value (Park, 2004; Tang & Chin, 2008). In addition to this external motivational factors from environment which is being considered in this study and which have impact on variety seeking intentions are availability of alternatives (Givon, 1984) and sales promotional deals (Azim, 2013).

Each consumer's level of optimal stimulation is also significantly associated with characteristics of individual's personality (Raju, 1980). Therefore this paper also tried to examine intentions of seeking change and variety from the view of every individual's characteristics. In this study allocentric personality type of individuals are used as moderator to the internally motivated factors as well to the externally motivated factors (Ha & Jang, 2013). The composite effect of personality characteristics as a moderator on internally motivated and externally motivated factors are examined in this study to better understand impact of characteristics of individuals on the relationship among internal and external motivational factors and variety seeking intentions.

2. Literature review

2.1. Variety seeking intentions

Variety seeking refers to an individual's tendency to look for different options when choosing where or what to buy (Kahn, 1995). Previous studies have highlighted it as an important aspect of customer behavior. From a customer's perspective, seeking variety means buying different goods or trying various services. People develop variety-seeking intentions when they become bored or dissatisfied with the attributes of the goods or services they have been using (Galak et al., 2009). Therefore, if someone keeps going to the same restaurant repeatedly, their preference for that restaurant may weaken over time. This research focuses on understanding why customers seek variety in the restaurant industry, and it identifies internal and external motivational factors that drive this behavior (Kim et al., 2023). In this context, the intention to seek variety can be defined as the desire to choose a different restaurant from a known list of alternatives or to select a completely new restaurant. Intention to search for variety measures how motivated and determined an individual is to find something new and different (Cui et al., 2023, Kwon & Jain, 2009).

2.2. Customer Satisfaction

Shukla (2004) confirmed there is an inverse relationship between satisfaction and perceptible purchase dissonance. Festinger (1962) defined cognitive dissonance as the uncomfortable condition of the mind caused by inconsistent thoughts. He said that the cognitive dissonance of consumers is also termed as the inverse of customer satisfaction. Bigne et al. (2009) empirically test that there is no significant relationship between dissonance and satisfaction when customers are satisfied, and when customers are dissatisfied or have low level of satisfaction than the relationship between dissonance and satisfaction is inversely related. These results conclude that customer dissonance occurs when there is low satisfaction

and customers do not feel dissonance if they are satisfied (Mahmood et al., 2014). Thus, lower satisfaction or dissatisfaction causes higher dissonance, leading to the customer's behavioral intention meant to reduce the conflict. Thus it is proved from previous literature that satisfaction influence variety seeking intentions negatively (Sweeny et al., 2010; Shukla. 2004; Ha & Jang 2013).

2.3. Utilitarian value

Consumers look for practical benefits when they buy things or have experienced. For example, when people eat at restaurants, they consider the functionality and cost-effectiveness of the dining experience (Park 2004). If someone is focused on getting practical value from their meal, they are more likely to look for restaurants that offer benefits like saving time or money. These consumers explore different restaurants to satisfy their needs and preferences (Ha & Jang, 2013)). While the desire for practical value doesn't necessarily come from repeat purchases or boredom like the desire for pleasure, it is still an important factor in seeking variety in restaurant choices (Moon et al.,2017).

2.4. Hedonic Value

In simple terms, Zeithaml (1988) explains that value is how customers determine the worth of a product based on their personal beliefs and preferences, considering all the important factors for evaluation. Ryu et al. (2010) found that customer value affects their choices as buyers and is an important factor in their decision-making. When it comes to dining out, consumers have specific values such as seeking enjoyment and practicality. Hirschman and Holbrook (1982) define hedonism as the emotions and feelings that arise from buying a product or service. Park (2004) suggests that consumer hedonic value is associated with the happiness and enjoyment people experience when going out for a meal.

Previous studies have shown a strong link between consumers' desire for variety in food choices and their hedonistic enjoyment of food, such as happiness, fun, and sensory attributes (Lahteenmaki & Van Trijp, 1995; Inman, 2001). Empirical evidence supports the relationship between hedonic value and variety-seeking intentions, as highlighted by Van Trijp et al. (1996). They found that if customers primarily seek hedonic experiences from a product or service, they are more likely to seek out variety.

2.5. Availability of Alternatives

The availability of alternatives is an external factor influencing customers' derived variety-seeking behavior (Givon, 1984). Theories related to exploratory customer behavior suggested an optimum standard of stimulation, Bansal et al. (2005) argued that upward variation or down variation in eco-friendly stimuli, if continued for a specific span of time, may change the optimum level downward

or upward. It showed, if there are more alternative of goods or services available in the market and more variety is provided in a particular group, the occurrence will raise need of buyers for stimulation in that particular group, even if customers are offered with an opportunity of repeat purchases (Kahn 1995). In addition to this perspective Tuu and Olsen(2013)said that high variety of products or service providers gives customers opportunities to enjoy a diversification of options; hence variety behavior has more chances to be induced in customers. Kahn and Lehmann (1998) highlighted in their study that a diversified collection of choices provides superior variety to customers, thus allowing them to alternate among different alternatives. Therefore it is hypothesized that a number of available alternatives influence the customers' need for variety in choices and hence influence variety seeking intention of customers (Tang & Chin 2008). Moreover, Tsao and Chen (2005) argued that when the number of alternatives increases the switching cost from one alternative to another decreases and this decreases the customer's loyalty to a brand and he/she can easily move away to another alternative available.

2.6. Sales promotional deals

Sales promotions are one of the important factors in influencing variety-seeking intentions of customers from the external environment thus it means that sales promotions are external motivations to affect consumers' evaluations of their purchases (Kahn, 1995). Chandon et al. (2000) defined sales promotions as provisional and concrete monetary and nonmonetary benefits aimed to influence consumer behavior directly. Nonmonetary promotions can be defined as to add some value to products or services for example sweepstakes and bonus packs while monetary promotions are well-defined as cutting down the cost for example discounts, rebates and sales promotional deals (Campbell & Diamond, 1990). Sales promotional deal is one of the tools used in sales promotions techniques (Lee et al., 2013). Dotson and Hyatt (2001) give definition of sales promotional deals offer reduction in price and price cut offs on goods or services through special packages at the time of purchase.

Kwunet al. (2013) argued that many restaurants mostly used promotional offer such as coupons, happy hours, two for one offers, and consumer deals to attract new customers. Thus consumers are attracted to those promotional offers and select those alternative restaurants which are offering sales promotional deals, thus promotional deals motivate variety-seeking intentions among consumers (Azim, 2013; Myung et al., 2006). Mohan et al. (2012) found that the tendency of consumers toward promotional deals leads to customers' intentions of seeking variety. Hawkes (2009) found that sales promotion affects customers' purchase patterns by influencing the restaurants' choices of customers and motivating them to eat more in restaurants.

2.7. Personality Characteristics

Personality can be defined as one's constant response to external stimuli related to environment (Hall & Lindzey, 1957). Previous literature showed that personality characteristics of an individual influence customer's intentions of variety seeking (Eertmans et al., 2005; Sharma 2010). Studies of Chen (2007) and Yáñez et al. (2010) showed that particular personality characteristics of individuals have impact on consumer behavior of variety seeking. Hoyer and Ridgway (1984) argued in their study that some people with particular personality characteristics have high change-pursuing behavior.

2.7.1. Allocentric personality Type

Plog (1974, 1991, 2001) introduced a personality category named as allocentric, which has been extensively used in the tourist industry to check the influence of personality characteristics on motivations of tourists and their selection of destination (Griffith and Albanese, 1996; Madrigal, 1995). Plog (1991) defined allocentric personality as individuals, who are self-confident, out-going and their attitude is toward seeking more variety and something new. Ha and Jang (2013) used allocentric personality type in the context of restaurants to examine the influence of these personality characteristics on variety seeking intentions of consumers.

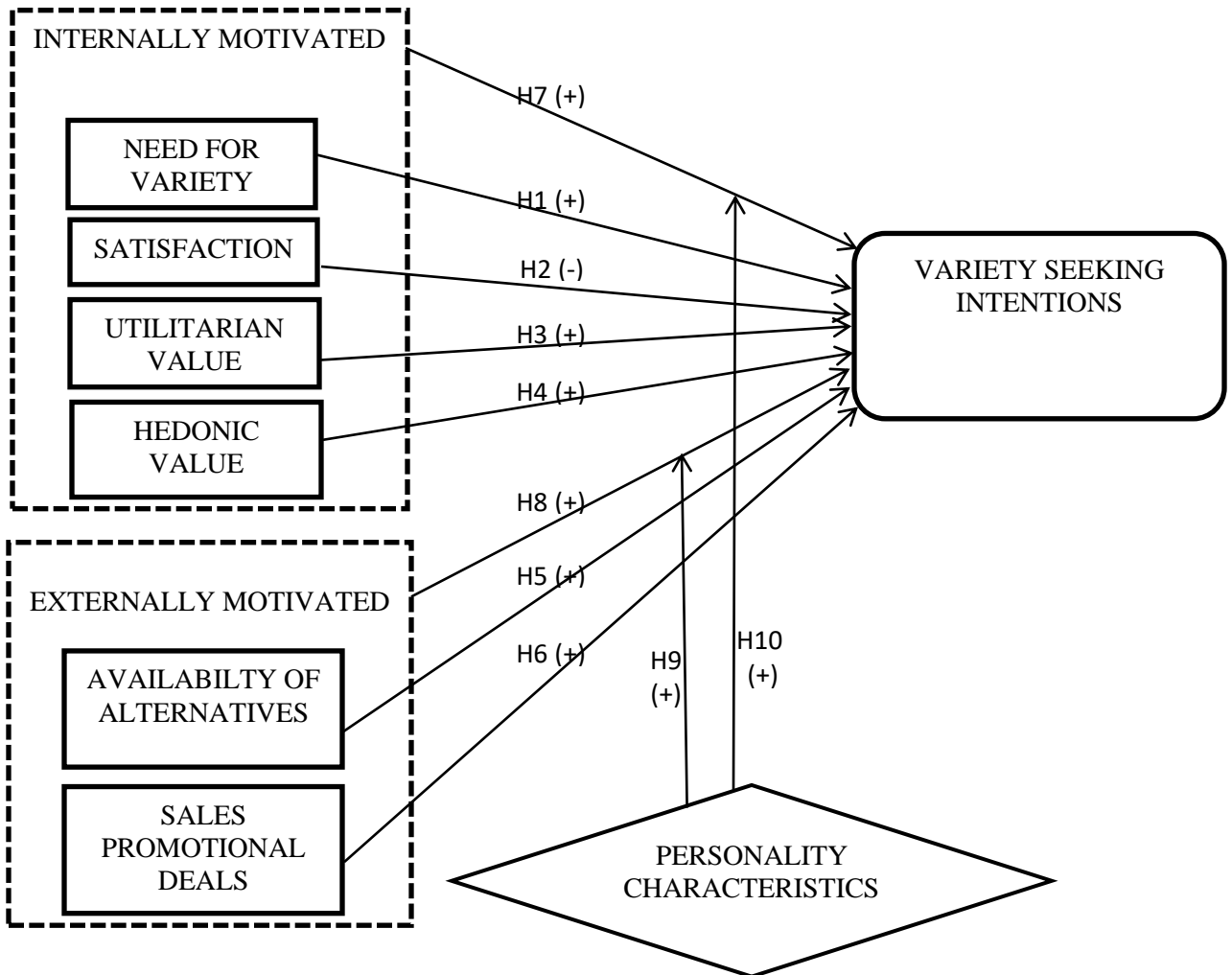
2.7.2. Moderating role of personality characteristics

As discussed above that the characteristics of customer's personality affect their buying behaviour (Dibb et al., 2006; Hassan et al., 2003). Previously many studies have investigated that individual with additional traits of exploring innovativeness are more engaged in searching change in their purchases (Dodd et al., 1996; Bamgartner & Stenkamp, 1996; Raju, 1980). Moreover Swait (2011) argued that individuals' reactions differ with various characteristics of personality and these reactions actually affect variety and change seeking which are dependent on the personal characteristics linked with exploration behaviour. Though internal motivated drivers such as need for variety, utilitarian, hedonic value, and satisfaction with the prior experience impact intentions to seek variety. But their intensity of impact on intention to seek variety might be changed relying on the personal characteristics of individuals (Verain et al., 2012). In accordance with this concept it is inferred that the relationship between external motivational stimuli such as availability of alternatives and sales promotional deals which affect customer's intentions to seek variety are also influenced by the personal characteristics of individuals (Trivedi, 1999; Orth 2005). Thus in this research it is proposed that allocentric personality type plays a moderating part between internally motivated factors and intention to search variety.

Hypotheses

- H1:** Need for variety positively and significantly influence intentions of consumers to seek variety.
- H2:** Satisfaction negatively and significantly impact intentions of consumers to seek variety.
- H3:** Utilitarian value positively and significantly affects intentions of consumers to seek variety.
- H4:** Hedonism value positively and significantly influences intentions of consumers to seek variety.
- H5:** Availability of alternatives positively and significantly affects intentions of consumers to seek variety.
- H6:** Sales promotional deals positively and significantly influence intentions of consumers to seek variety.
- H7:** Internally motivated factors positively and significantly affects intentions of consumers to seek variety.
- H8:** Externally motivated factors positively and significantly influence intentions of consumers to seek variety.
- H9:** Personality characteristics significantly moderate the relationship of internally motivated factors and intentions of consumers to seek variety.
- H10:** Personality characteristics significantly moderate the relationship of externally motivated factors and intentions of consumers to seek variety.

Figure 1 *Theoretical Model*



3. Reserch methodology

This research study aims to understand the relationship between various factors that influence people's desire to try different options. The study focuses on internal factors, such as the need for change, satisfaction, and enjoyment, and external factors like the availability of alternatives and promotional deals. To gather data for the study, a questionnaire was created and distributed to customers of electronic restaurants. The study used a cross-sectional design, meaning that data was collected at a specific point

in time. The researchers collected responses from a sample of 244 restaurant customers using convenient sampling. Out of the 280 questionnaires distributed, 244 usable ones were received.

The frequency distribution showed that 46.9% percent respondents were male and 53.1% were female. 30 % respondents were below the age of 25, 44 % respondents were of age group 25 to 30. 16.5% were of age group 30 to 35 and 16.4 % were above the age of 35. Out of 244 respondents, 23.5% had Graduation, 42.0% had Masters and 34% had M.Phil/ PhD. Income profile of the sample indicated that 13.6% were earning below dependent on parents income , 16.9% respondents had the income between 20000 to 40000 rupee, 21.0% were earning rupees 40000 to 60000 and 48.6 % were earning above 60000. The Data was analyzed using SSPS 25.0 packages.

3.1. Measurement of variables

To measure the constructs existing scale were adapted from various sources and modified according to the nature of study. The scale regarding need for variety is adapted from Tang and Chin (2007) consisting of six items. The scale of hedonic and utilitarian value is adapted from the study of Park (2004) which consists of 4 and 3 items respectively. Satisfaction scale is taken from the study of Ha and Jang (2011). Moreover scale of moderator which is allocentric personality type is adapted from the study of Plog (1991) which includes 3 items of it. The scale of sale promotional deals is adapted from the study of Burton et al. (1998) which consist of six items in it. The scale regarding availability of alternatives is adapted from Jain and Srinivasan (1990) consisted of 4 items in this construct. Scale of variety seeking is adapted from study of Van Trijp et al. (1996) which have 3 items in it.

4. Data analysis

Factor analysis was conducted to ensure the validity and reliability of the measures. The principal component analysis was used to check factor loadings of the items and to ensure that all the

concerned items were properly loaded on a single variable. It is checked through principal component analyses, whether any item reduction occurs or not. The results of factor loading are represented in (Table 1).

Table depicts that all the items have factor loading greater than 0.4 except one item of need for variety that is item number six. Thus sixth item of need for verity is dropped and did not include in further analysis. Chronbach's was computed for the internal consistence of the constructs. The minimum standerized vale for Cronbach alpha is 0.70 (Nunnally, 1978). According to Hier et al. (2006) cut off value of 0.60 is also accepted. The estimated Cronbach's alphas for all the constructs were greater than 0.70 which shows the reliability of the scale.

Table 1.
Factors loads of constructs

	NV	SAT	HVAL	UVAL	SPD	AA	PER	VSI
Item1	.670	.845	.779	.775	.889	.822	.896	.815
Item2	.790	.829	.882	.873	.880	.675	.901	.785
Item3	.773	.818	.774	.836	.871	.730	.860	.799
Item4	.655	.877	.641		.877	.676		
Item5	.721				.890			
Item6	-				.874			
Cronbach Alpha	0.768	0.853	0.771	0.796	0.942	0.701	0.86	0.75

4.1. Demographics

The detail of the demographics of the respondents is given in table 3.

		Freq	Perc	Valid Perc	CumulPerc
Gender	Male	114	46.9	46.9	46.9
	Female	129	53.1	53.1	100
	Total	243	100	100	
Status	Single	181	74.5	74.5	74.5
	Married	62	25.5	25.5	100.0
	Total	243	100	100	
Age	Less than 20	73	30.0	30.0	30.0
	20-30	107	44.0	44.0	74.1
	31-40	40	16.5	16.5	90.5
	Above 40	23	9.5	9.5	100.0
	Total	243	100.0	100.0	
Edu	Bachelor	57	23.5	23.5	23.5
	Masters	102	42.0	42.0	65.4
	MS	81	33.3	33.3	98.8
	Phd	3	1.2	1.2	100.0
	Total	243	100.0	100.0	
Income	Dependent	33	13.6	13.6	13.6
	20000-39999	41	16.9	16.9	30.5
	40000-59999	51	21.0	21.0	51.4
	More than 60000	118	48.6	48.6	100.0
	Total	243	100.0	100.0	

Demographic analysis is performed to have a look on the characteristics of the respondents.

Demographics showed that among sample size of 243, male respondents were 46 percent and female respondents were 53 percent. Marital status of respondents showed that 74.5 percent were single and 25.5 percent were married. About 30 percent of respondents were less than 20 years of age, 44 percent

were from 20 to 30 years range, 16.5 percent were belong to the category of 31 to 40 years range and only 9.5 percent respondents were above forty.

The 23.5 percent of the respondents were graduates, 42 percent of respondent were from Masters, and 33 percent were studying in mphill and only 1 percent were in Phd. Monthly income percentage shows that 13.6 percent respondents were dependent on their parents income, 17 percent from the range of 20000-39999, 21 percent ranged from 40000-59999, 48.6 were from above the category of 60000.

4.3 Descriptives

Descriptive analysis is performed to have an overview of the responses of the respondents. The result of descriptive analysis is shown in table 4.

Table. Descriptive Analysis

	Minimum	Maximum	Mean	Std. Dev
NV	1.00	5.00	3.53	.73768
SAT	1.00	5.00	2.49	.84351
HV	1.00	5.00	3.32	.82658
UT	1.67	5.00	3.20	.72406
SPD	1.83	5.00	4.00	.79285
AVA	1.00	5.00	3.59	.72490
PER	1.00	5.00	2.89	.46756
VSI	2.33	5.00	4.01	.40559

Descriptive analysis is performed to have an overview of the responses of the respondents. From descriptive analysis it can be observed that mean value need for variety is 3.537 which shows that overall responses towards agree side. Mean value of satisfaction is 2.56 which shows that most of the responses of the consumers were towards neutral and moving towards agree side. Mean value of

hedonism and utilitarian is 3.32 and 3.20 which also shows that overall responses for these two constructs are towards agree side.

The mean of promotional deals, availability of alternatives, personality and diversity seeking intentions are 4.00, 3.59, 2.89 and 4.01 in an orderly manner which shows the presence of positive responses from the consumers.

4.4 Correlation

Correlation determines the relationship between different variables. Pearson product-moment correlation is used to determine the relationship between the variables. It helps to check out that how much variables are relevant to each other and their coherence with each other. Results of Pearson correlation are given in the table 5.

Table 5.
Correlation Analysis of constructs

Constructs	NV	SAT	HVAL	UVAL	SPD	AA	PER	VSI
NV	1							
SAT	.100	1						
HVAL	.450**	.017	1					
UVAL	.039	-.199**	.081	1				
SPD	.087	-.172*	.113*	.116*	1			
AA	-.020	-.184**	.097	.183**	.126*	1		
PER	.506**	-.428**	.588**	.436**	.373**	.393**	1	
VSI	.461**	-.327**	.570**	.311**	.353**	.395**	.395**	1

Notes:n= 243,**Significant at $p < .01$ level; *Significant at $p < 0.05$ level

The results shown in table 5 illustrate that all the independent variables that is need for variety, satisfaction, hedonic value and utilitarian value, availability of alternatives and sales promotional deals are strongly correlated with dependent variable that is intentions to seek variety at 1 percent level of significance. Moreover independent variables shows significant correlations with each other and values

of predictor variables are less than 0.90 which means there is no multicollinearity in data (Blalock, 1963).

4.5 Regression Analysis

In order to test the hypotheses proposed multiple regression analysis is performed in a steps proposed by Barron and Kenny (1986). Firstly in order to test the direct relationship of the independent variables with intentions to seek variety, multiple regression analysis is performed. The first regression model of this study is given in table 6 which shows the effect of independent variables on dependent variables.

Table 6.
Multiple Liner Regression Analysis of independent variables on variety seeking intentions

Model	B	t	Sig.
NV	.193	3.197	.002
SAT	-.246	-6.013	.000
HVAL	.356	5.881	.000
UVAL	.171	4.203	.000
SPD	.275	6.932	.000
AA	.286	6.990	.000

Notes: n = 243, R = .797, R square = .636, adjusted R square = .626; F(6, 242) = 68.644 (p < 0.01);

**Significance, p < .01

The results for multiple regression analysis to check the direct influence of independent variables on dependent variables are shown in (table 6). From the regression analyses a significant model emerged. From the value of R Square (0.636) it can be concluded that the approximately 63 per cent variation in intentions to seek variety is explained by the regression model. The F- value is 68.64 which show significance at level of $p < .01$ it showed that model is best fitted. The beta coefficients of all the variables significant as p- values for all the variables are less than 0.01. According to Pallant, 2001 beta coefficient is significant if p-value $< .005$ (George and Kate, 2006). And significance level of 0.01 shows that all independent variables are significantly influencing intentions to seek variety.

From the results shown in the table 6 it can be concluded for the hypothesis that need for variety positively effect the intents to search variety, the standardized beta is .193 t stat is 3.197 and p value is 0.002 which is less than 0.01, which showed that relationship between them is highly significant, it means that positive and significant impact of need for variety exist on the purchase intention of seeking change. Thus H1 is accepted. Now for the second variable that is satisfaction which effect the intent to search variety negatively and significantly, the sign of the standardized beta is negative which shows that influence of satisfaction on intentions to search variety is negative. Value of beta is equal to -0.246, t stat is -6.01 and significance value is 0.000 which is less than 0.01, which showed that relationship between them is highly significant but it is negative. Thus the H2 proposed is also accepted. Now seeing the results of hedonic value on intentions to search variety, the standardized beta is .356, t stat is 5.88 and p value is 0.000 which is less than 0.01, which showed that relationship between them is highly significant; it means that positive and significant impact of hedonic value exists on intention of seeking change. thus H3 is also accepted.

For utilitarian value $B = .171$, $t = 4.203$ and $p = 0.000 < 0.01$ which were statistical highly significant, means utilitarian value effect the change seeking intention significantly H4 is also accepted.

For sales promotional deals $B=.275$, $t = 6.932$ and $p = 0.000 < 0.01$ which were statistical highly significant, means sales promotional deals effect variety seeking intention significantly. H5 is also accepted. For availability of alternatives $\beta=.286$, $t = 6.990$ and $p = 0.000 < 0.01$ which were statistical highly significant, means availability of alternatives effect the purchase intention significantly, H6 is also accepted. R^2 is interpreted as that 63 percent of the variation in the dependent variable is caused by the direct impact of need for change, satisfaction, hedonic and utilitarian value, availability of alternatives and sales promotional deals. The t stat of all independent variables is showing the significance of the individual variables in the model. And standardized beta showed that all variables are influencing dependent variable positively except satisfactions which affect is negative. Value of beta infers that one unit rise in the independent variable cause how much change in the variety pursuing intentions.

In the second model of multiple-regression the composite affect of internally motivated factors and externally motivated factors on the dependent variables have been tested. For this purpose the mean of need for change, satisfaction, utilitarian and hedonic value have computed and for internally motivated factors and mean of availability of alternatives and promotional deals have calculated to determine the externally motivated factors. The results of this step are given in table 7.

Value of R Square 0.627 is explained in this model that the approximately 62 per cent variation in intentions to seek variety is explained by the regression model. The F- value is 201.91 which show significance at level of $p < .01$ it showed that model is best fitted. The beta coefficient for the internally motivated factors 0.606 which is significant at 0.000 level less than 0.01. The t value 15.05 shows that internally motivated factors significantly influence intend to search for variety. The beta coefficient for the externally motivated factors 0.397 which is significant at 0.000 level less than 0.01. The t value for EM factors is 9.83 which showed that internally motivated factors significantly influence intentions to

search for variety. Thus hypotheses, H7 and H8 that internally motivated factors and externally motivated factors has positive and significant impact on intentions to search for change is accepted.

Table 7.
Multiple Liner Regression Analysis for composite influence of IM and EM on variety seeking intentions

Model	B	t	Sig.
IM	.607**	15.05	.000
EM	.397**	9.835	.000

Notes: n = 243, R = .792, R square = .627, adjusted R square = .624; F(2, 242) = 201.81 (p < 0.01);
**Significance, p < .01

In the next step, multiple regression analyses carried out to check the composite moderation of allocentric personality type on internally motivated factors first. The results for this step are given in the table 8. The moderation is run in four step model of Barron and Kenny. In the first step direct influence of internally motivated factors is checked on dependent variable that is change seeking intentions. Step 1 results showed that R^2 is .477 which means that there is 47 percent variation in the dependent variable by internally motivated factors. The beta value for step 1 is significant at 0.000 level less than 0.01 which means that there is a positive significant relationship exist among internally motivated factors and intentions to seek variety. In the second step relationship between internally motivated factors and personality has been checked by running a multiple linear regression. The results of second step showed that the value of $R^2 = .65$ and beta = .80** and F stat value is 454.04 which is significant at level less than 0.01 which means that model is best fitted. The results of third step showed that the value of $R^2 =$

.482 and beta = .695** and F stat value is 224.04 which is significant at level less than 0.01. In the last step interaction term of personality with internally motivated factors is regressed on dependent variable. The results of fourth step showed that $R^2 = .516$ and beta = .694** and F stat value is 256.84** which is also significant <0.01 . By comparing the last step with the first step it is inferred that in fourth step the value of R^2 increases as well value of beta is also increased slightly. This means that there exist a moderation of personality among internally motivated factors and intentions to search variety because of significant impact of new interaction term. Thus H9 is also accepted. The VIF showed that there is no multicollinearity in variables as all values of VIF is less than 10

Table 8.*Regression Analysis for the moderation effect of IM on VSI by PER*

	Predicator	R²	Adj.R²	B	F stat	VIF
Step1 Dependent Variable: VSI	IM	.477	.474	.690**	219.423**	1.072
Step2 Dependent Variable: PER	IM	.653	.652	.808**	454.040**	1.019
Step3 Dependent Variable: VSI	PER	.482	.480	.695**	224.605**	1.084
Step4 Dependent Variable: VSI	IM*PER	.516	.514	.694**	256.840**	1.088

** Significance level $p < 0.01$

In the next step, multiple regression analyses carried out to check the composite moderation of allocentric personality type on externally motivated factors. The results for this step are given in the table 9. The moderation is run in four step model of Barron and Kenny. In the first step direct influence of externally motivated factors is checked on dependent variable that is change seeking intentions. Step 1 results showed that R^2 is .273 which means that there is 27 percent variation in the dependent variable by externally motivated factors. The beta value for step 1 is significant at 0.000 level less than 0.01 which means that there is a positive significant relationship exist among externally motivated factors and

intentions to seek variety. In the second step relationship between externally motivated factors and personality has been checked by running a multiple linear regression.

The results of second step showed that the value of $R^2 = .28$ and $\beta = .538^{**}$ and F stat value is 98.42 which is significant at level less than 0.01 which means that model is best fitted. The results of third step showed that the value of $R^2 = .482$ and $\beta = .695^{**}$ and F stat value is 224.04 which is significant at level less than 0.01. In the last step interaction term of personality with externally motivated factors is regressed on dependent variable. The results of fourth step showed that $R^2 = .443$ and $\beta = .694^{**}$ and F stat value is 224.60^{**} which is also significant <0.01. By comparing the last step with the first step it is inferred that in fourth step the value of R^2 increases as well value of β is also increased. This means that there exist a moderation of personality among externally motivated factors and intentions to seek variety because of significant impact of new interaction term. Thus H10 is also accepted. The VIF showed that there is no multicollinearity in variables as all values of VIF is less than 10

Table 9.
Regression Analysis for the moderation effect of EM on VSI by PER

	Predicator	R²	Adj.R²	B	F stat	VIF
Step1 Dependent Variable: VSI	EM	.276	.273	.525 ^{**}	91.807 ^{**}	1.047
Step2 Dependent Variable: PER	EM	.290	.287	.538 ^{**}	98.421 ^{**}	1.000
Step3 Dependent Variable: VSI	PER	.482	.480	.695 ^{**}	224.605 ^{**}	1.890
Step4 Dependent Variable: VSI	EM*PER	.443	.440	.665 ^{**}	191.395 ^{**}	1.028

** Significance level $p < 0.01$

5. Discussion and research findings

First multiple-regression model in this study have shown that all independent variables have significant impact on intentions to search change and variety. Need for variety, hedonism, utilitarian, satisfaction, availability of substitutes and promotional deals have significantly influencing variety seeking decisions of diners in Pakistan. As well as externally motivated factors which have less empirical support in past literature also influence change seeking intentions significantly.

As from regression analysis it is concluded that all hypotheses proposed by literature is perfectly supported. H1 statement was that need for variety impact customers intentions of variety seeking in restaurants and results showed that this hypothesis is accepted which means that customers in Pakistan have higher need for variety which affect their purchase decisions and urge them to search for change ,diversity and variety in their food choices.

H2 statement was that satisfaction negatively and significantly impact on intentions to seek diversity. Thus results of regression analyses proved the hypothesis proposed. This means that in Pakistan when customers are satisfied, they will not switch to other alternatives and less tends to seek variety in their consumption situations. Thus there exist inverse relationship between satisfaction and variety seeking behaviour. H3, H4 hypotheses were that hedonic value and utilitarian value have positive and significant impact on intentions to seek variety. And in the first model of this research paper analyses both of these hypotheses have been accepted. This interprets in the society of Pakistan people are conscious about price aspect of their purchase decisions thus utilitarian value affect their choice of restaurants.

Moreover this shows that it has become trend of people in Pakistan that they associate restaurant dining experiences with their pleasure, fun and entertainment. H5 and H6 consider externally motivated

factors which urge customers to search variety. Results showed that there is positive significant influence of availability of alternatives and promotional deals on seeking behaviour of change. Thus it is inferred that if customers are offered sales promotional deals they will more tend to alternate among different restaurants same as the case with availability of alternatives. It is concluded that more number of alternatives available motivates customers of restaurants to seek change.

Likewise H9 and H10 have examined moderating role of personality among internally motivated factors and internal motivational factors with intentions to search variety. Thus these hypotheses results showed that people related with exploratory behaviour are more involved in searching alternatives available and change. The moderation Hypotheses were also accepted in this research paper.

According to Ha and Jang (2013) external motivational factors that drives varied behaviour need more empirical support. According To this study results it is shown that external motivational aspects have significant impact on seeking intentions but internal motivational factor more significantly impact intentions to seek variety. As B value and t value for internally motivated factors such as, inherent requirement for change, satisfaction, utilitarian and hedonic value is significant than externally motivated factors. In results of this paper it is concluded that people with more personality characteristics of allocentric personality such as more adventurous, fun loving and risk takers more tend to search for change in the restaurants industry.

Limitations and Future Recommendations

Although a keen attempt is made to be prudent and objective in this survey but this study has its limitations, such as sample size is relatively low for the evaluation of Pakistani consumer seeking intentions. Data is collected from few universities and only from two cities of Pakistan that is Islamabad and RawalPindi . This study provides the results of respondents belonging from collectivistic culture only. Similarly, only restaurant industry is considered in this research. So the results of this study should

be interpreted carefully for generalization purposes. Future studies should investigate these determinants in any other city of Pakistan. The determinants might differ because of the cultural differences. Future studies should investigate effect of income of individuals on variety seeking as this has significant impact on the change seeking behaviour (Givon, 1982) but in literature there are little empirical evidences for impact of income on change seeking intentions. Moreover there are many other internal as well situational aspects that future studies should incorporate to better understand variety and change seeking intentions such as energy of individuals, time available and purchasing power of individuals. Moreover future studies should consider any other personality type and then check their moderating impact on the relationships advanced.

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