Hyper-local restaurants: A market segmentation study

Why would consumers opt for hyper-local restaurants for the first time?

ABSTRACT

Bachelor thesis Marketing and Consumer Behaviour

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Preface

In front of you is the thesis 'Hyper-local restaurants: A market segmentation study'. The basis of this research originally stemmed from my interest in social responsibility in the hospitality industry. This thesis was written as part of my graduation from the Bachelor Management and Consumer Studies at Wageningen University and Research.

I would like to thank my supervisor dr. M. (Marcel) Kornelis and second reviewer dr. I.A.C.M. (Ivo) van der Lans for their guidance and support during this process. Writing this thesis has taught me a lot about persevering and critical thinking.

Finally, I would like to thank my friends and parents. Their wisdom and motivational words helped me to finish this thesis successfully.

I hope you enjoy reading this paper.

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Abstract

The concept of hyper-local restaurants is relatively new and is becoming increasingly popular. There is limited research on the type of consumers interested in hyper-local restaurants. Therefore, the objective of this study was to investigate which restaurant choice motives were most important for consumers interested in visiting a hyper-local restaurant. A survey based on food-specific restaurant-specific and psychographic attributes that are seen as important indicators for restaurant choice was administered. The results of the analysis show differences between consumers that are not interested, could be made interested and highly interested in visiting a hyper-local restaurant. Looks and presentation of the food, service and ambience were seen as most important to all segments when choosing a restaurant. The segments significantly differed in mean importance ratings for natural content, known ingredients, nutrients, seasonal menu and social responsibility. All segments considered presentation of the food, service and ambience as most important factors when choosing a new restaurant. Furthermore, reasons for eating out and with whom differed for the medium and highly interested segments. Motivations for not eating at a hyper-local restaurant were also found. Integrating these findings in promotions leads to more targeted and effective marketing, increasing consumers interest for hyper-local restaurant.

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1. Introduction

In recent years, there has been an increasing consumer interest in knowing how food is grown, where it comes from and how it is processed (Trivette, 2012). Interest in this topic has led to a better understanding of the environmental and social problems of eating food that has been imported from all over the world (Trivette, 2012). Increasing awareness of climate change among consumers also plays a role in this trend (Wells et al., 2011). This results in a consumers shift to eat more locally produced food (Bianchi & Mortimer, 2015; Pollan, 2006). After all, one way to reduce global warming is to consume local products and thereby significantly reduce transport-related CO2 production compared to imported products.

This increasing interest in local food is also prominent in restaurants (Alfnes & Sharma, 2010). In some cases, restaurants take local sourcing to a next level and start providing hyper-local food (De Chabert-Rios & Deale, 2018). The term 'hyper-local' refers to hyper-local sourcing, meaning that food that is used in the restaurant is sourced form its own properties (Knudson, 2014). Restaurants go beyond buying local products and add a whole side business to their restaurant that require other skills than a regular foodservice (De Chabert-Rios & Deale, 2018). This approach can be seen as a form of vertical integration, meaning that a company that makes products also owns its supply chain. Examples are ownership of farmland, roof top gardens, cattle, beehives and greenhouses. Hyper-local restaurants are also gaining popularity in the Netherlands. Examples are Villa Augusts and The Green House with their own vegetable garden and greenhouse and DLC Restaurant that has their own vegetable garden and works with local farmers for meat, honey and dairy. Important to mention is that hyper-local restaurants are full-service restaurants. A full-service restaurant is characterized by waited table service for customers, guests are seated by a host, payments occurs after the meal is completed and typically a tip is given for service (Spears & Gregoire, 2010). A fast-food restaurant does not have all these services.

Every restaurant attracts different types of customers with their own, specific motivations to choose a particular restaurant (Jang & Namkung, 2009). These motivations are based on attributes consumers find important when choosing a restaurant. Since hyper-local restaurants are becoming a big trend (National Restaurant Association, 2019; FSR magazine, 2017), more consumers start to show interest in visiting this type of restaurant, generating new customers. Understanding what type of consumers are interested in a hyper-local restaurant and their motivation when choosing a new restaurant can help hyper-local restaurant owners to target and attract more new potential customers. A way to build a complete profile of these consumers is to combine relevant demographic and psychographic information with an understanding of what interests (or does not interest) consumers in choosing a hyper-local restaurant. This can be done by segmenting the restaurant market. This marketing principle

provides insights in different consumers profiles, the attributes they find important and explains their motivations in visiting certain types of restaurants. A major approach to applied market segmentation, help identify and explain consumers motivations, is based on values and lifestyles (Wedel & Kamakura, 2012). These are covered under the term psychographics. Values are the definition of what is important for people's self-concept (Rokeach, 1973). Lifestyle is the way people spend their money and time, split up into activities, interests and opinions (Plummer, 1974). The basic principle of lifestyle segmentation is 'the better you know and understand your consumers lifestyle, the more effective the marketing and communication to the consumer will be.' (Plummer, 1974). By combining this with important literature on consumers' restaurant choices, it helps clarify what different groups of restaurant customers consider to be important.

Since this study focusses on a relatively new upcoming market, something important to take into account, apart from the restaurant choice motives, is the adoption intention of consumers. Finding motivations of consumers to visit certain restaurants is only useful when motivations can be linked to actual adoption intention. In this context meaning an individual's decision to visit a hyper-local restaurant. Literature about diffusion of innovation (DOI) is important to identify the adoption intention, since an innovation is defined as an idea (or product/practice) perceived as new by individuals (Rogers & Shoemaker, 1971). Restaurants that meet the attributes on which consumers base their restaurant choice motives are in consumers' consideration sets (Horowitz & Louviere, 1995). These are likely to become the restaurant of choice.

Restaurant choice motives have received much attention in literature. According to Auty (1992), food type and food quality are the primary determinants of restaurant choice between restaurants in the same price range. When those determinants are fulfilled, atmosphere and restaurant style become the deciding factors. To support this, Kivela (1997) stated that restaurant owners revealed that their marketing strategies are not dependent on the quality and style of food only. Attributes such as ambience and atmosphere were just as important. Finkelstein (1989) also states that the ambience in a restaurant has to do with the preparation of the diner's expectations and experiences. While this is all about segmenting a restaurant market, it is about restaurants in general. Hyper-local restaurants are not discussed in these articles and because of their original concept, consumers' motivations to eat at such a restaurant could differ from other restaurants.

Limited research has been conducted on hyper-local restaurant customers. A case study (De Chabert-Rios & Deale, 2018) about hyper-local restaurants focussed on the motivations of restaurant owners to enter the hyper-local restaurant market. Kim et al., (2020) found that online reviews on hyper-local restaurants mainly focused on overall quality, taste, price, region of origin and menu information. While

this gives some useful information, it is about consumers that have already visited a hyper-local restaurant and not about why these consumers choose to visit the restaurant beforehand. Therefore, the question of why consumers would opt for hyper-local restaurants for the first time will be examined in this dissertation.

To find an answer to this question, possible restaurant motivations have to be split up into three different levels of possible choice motives: food-specific, restaurant-specific and psychographics. A possible means to use is the food choice questionnaire (FCQ) of Steptoe, Pollard, & Wardle (1995). This questionnaire comprises a broad spectrum of food-choice motives. Another important existing questionnaire is the DINESERV questionnaire (Stevens et al., 1995) that measures the service quality in restaurants. Since service, ambience and food quality are main factors in restaurant satisfaction (Jang & Namkung, 2009), these should also be taken into account. This study does specifically focus on hyper-local restaurants and not on restaurants in general. Therefore, consumers adoption intentions and their likeliness of opting or non-opting for a hyper-local restaurant should be included to find what attributes are important for full-service restaurants in general and which are more specific for hyper-local restaurants. By finding which restaurants are also in consumers consideration sets, a complete consumer profile can be made and possible competitors or complementors of hyper-local restaurants can be found. To segment the market, a segmentation strategy to profile different segments has to be explained based on the segmentation criteria of Wedel & Kamakura (2012) as well.

The insights of this study could be interesting for hyper-local restaurant owners. Information and results can be used in the marketing strategy of hyper-local restaurants to target and attract new potential customers.

2. Literature review

In this chapter, relevant literature and theories will be discussed. This study examines what the restaurant choice motives are of consumers that include a hyper-local restaurant in their consideration set. As mentioned in the introduction, consideration sets are an indicator of preferences (Horowitz & Louviere, 1995). It is important to find what other restaurants are in consumers' consideration sets to get a better understanding of the type of consumers that are interested in hyper-local restaurants; and to build a complete profile of these consumers. Consideration sets have been the focus of various research investigations and play an integral role in choice modelling research (Brown & Wildt, 1992). To understand which restaurants are in consumers consideration sets, the different attributes that could be of importance for restaurant choice have to be looked into. Restaurant selection criteria are the most important attributes that consumers use in their decision to choose where to dine-out. Every customer may apply different criteria in evaluating the importance of attributes that are affecting their restaurant choice.

It is necessary to distinguish the observable and unobservable variables to segment a market. Observable variables can be observed and directly measured. However, more important are the unobservable variables, also known as latent variables, since these are consumers' motivations to eat at a restaurant. These motivations can be assigned to the importance people place on certain attributes. Attributes can be described and explained by overarching constructs. All the constructs together cover the possible restaurant choice motives of consumers visiting a new type of restaurant for the first time. The constructs used are divided in three categories; food-specific, restaurant-specific and psychographics of consumers.

Values and lifestyles

To further elaborate on the different constructs, two important concepts that need to be explained first are values and lifestyles, since most constructs are partially based on these two concepts and will be used to substantiate some questions in the questionnaire. Values and lifestyles are important to discuss because understanding consumers values and knowing their lifestyle helps with better understanding their restaurant choice motivations.

Values are central to people's self-concept (Steenkamp & Ter Hofstede, 2002). Values have been found to influence interests, time use and roles that influence consumer behaviour. This is consistent with the Means-End Chain model of (Gutman, 1982) that tries to explain how the choice of a product or of services (or a brand) facilitates the achievement of a desired end state. Such a model consists of elements that represent the most important consumer processes that links attributes to consequences

of behaviour and to personal values. This study addresses the link between attributes of a hyper-local restaurant to the values that can be achieved by visiting a hyper-local restaurant. Research on values has been shown to be beneficial in segmentation of a market, since the function of marketing is to help consumers fulfil their values (Kahle & Kennedy, 1988).

There are multiple lists that provide the different values. These lists range from 9 values (Kahle, 1986) to 44-value lists (Schwartz, 1992). The nine item list can be used to classify people on Maslow's (1954) hierarchy and they relate closely to the values of life's major roles such as marriage, daily consumption and leisure (Kahle et al., 1986). While this list is thus rather compact, it still covers most of the values of consumers and will be used for further research in this paper.

The nine values (Kahle, 1986) are self-respect, security, warm relationships with others, sense of accomplishment, self-fulfilment, being well-respected, sense of belonging, fun - enjoyment and excitement.

Blose & Litvin (2005) found that not all of these values are of importance for consumers' local restaurant choice. While there was a significant difference between heavy and light restaurant users for the values excitement and fun and enjoyment in life, other values scored the same for different customers. Other higher-rated values were a sense of accomplishment; self-respect and being well respected. Since these values are of greatest importance for restaurant users and also applicable in this context, they will be taken into account in multiple constructs.

Values are personal and not closely related to product context (Steenkamp & Ter Hofstede, 2002), the relation between values and specific behaviour (such as going to a hyper-local restaurant) is most of the time weak and thus actionability (the ease of catering the values in order to increase consumption) is low (Pitts & Woodside, 1983). However, grouping consumers with similar values will provide groups with similar choice criteria and thus final behaviour which can help estimate how customers of hyper-local restaurants will react to certain promotions. When looking at the marketing mix, responsiveness to advertising is high (Steenkamp & Ter Hofstede, 2002). This can be appointed to the MECCAS-model (Reynolds & Gutman, 1984) which discusses the contributions that the earlier mentioned means-end chain model can make to creating promotions and images for products and services (in this case a hyper-local restaurant). When the types of representations that consumers have for hyper-local restaurants are clear, the linkages between personal lives of the interested consumers and hyper-local restaurants can be exploited to maximize the image of these restaurants. Therefore, looking at values for segmentation is relevant.

Besides values, lifestyle is also an important base to use (Steenkamp & Ter Hofstede, 2002). Lifestyles as a measure is recommended when segmenting a restaurant market (Swinyard & Struman, 1986), since

it tells more about the customer than only general demographic information. Lifestyles can be split up into four aspects (Plummer, 1974): *Activities,* how consumers spend their time in activities and hobbies. In this dissertation, activities are about membership of an organisation/charity, social events and commitment for the local community; *Interests*, what the consumer is interested in the most. Here mostly related to environment and nature since that is described in literature as an interest of consumers visiting a hyper-local restaurant (Edwards-Jones, 2010) (*Local Food*, 2009). But also applicable to family (the presence of children can change the type of restaurant that is preferred), health and work; *Opinions*, views and opinions about the self and their surroundings. In this context about topics such as the importance of freshness of food, price of food and ambience in restaurants since this is related to (hyper-local) restaurant choice motives (Finkelstein, 1989; Steptoe et al., 1995); *Demographics*, basic demographics that will be asked in this questionnaire are age, gender, educational level and family composition.

Table 2, derived from Plummer (1974), further elements of each dimension can be found. A disadvantage of lifestyle questionnaires is the broad domain of activities, interest and opinions that need to be covered (Wedel & Kamakura, 2012). While this can be a challenge, lifestyles should still be included because segments that can be distinguished are substantial and accessible for promotional activities (Steenkamp & Ter Hofstede, 2002).

Table 2: life style dimensions according to Plummer (1974)

Activities	*Interests*	*Opinions*	*Demographics*
Work	Family	Themselves	Age
Hobbies	Home	Social issues	Education
Social events	Job	Politics	Income
Vacation	Community	Business	Occupation
Entertainment	Recreation	Economics	Family size
Club membership	Fashion	Education	Dwelling
Community	Food	Products	Geography
Shopping	Media	Future	City size
Sports	Achievements	Culture	Stage in life cycle

Food specific constructs

Food specific attributes are attributes that identify consumers' preferences related to food. These attributes are natural content, sensory appeal and health. This category is important since a large part of customers restaurant choice is dependent on the food type and quality (Auty, 1992).

Natural content

Natural content is an important construct for a segmentation study. Jang et al. (2011) found that the use of natural/ organic ingredients in restaurants is an important attribute in the selection of green and local restaurants. Steptoe et al. (1995) also mention natural content as an important factor in food-choice. Natural content means that food does not contain additives or artificial ingredients, contains biological ingredients without the use of fertilizer, chemical pesticides and GMO's; and often apply the method of crop rotation (Brain, 2012; *Local Food*, 2009). This helps with reducing the use of pollutants and pesticides. Typically, hyper-local restaurants apply daily fresh concepts, prepare most of their food themselves on the day the ingredients are harvested and additives or added artificial ingredients are thus not necessarily used. This construct can also be classified under interests in the lifestyle dimensions of Plummer (1974). Natural content is therefore mentioned as an important attribute for restaurant choice.

Sensory appeal/taste

Sensory appeal is about appearance, taste and aroma of food (Clark, 1998). A pleasant sensory appeal is a must for consumers to buy food (Steptoe et al., 1995). This construct is based on the study of Jang et al. (2011) that measure the quality of food based on freshness, visual presentation and taste. Kim et al. (2020) found that taste was one of the most important variables of hyper-local restaurant customers in online reviews. Frash et al. (2015) supports this by suggesting that taste and freshness is an essential attribute for restaurants using local products. When sensory appeal is linked to the construct of hyper-local food, it can be found that consumers find that the word *local* basically means the same as *freshness* (Knudson, 2014). In accordance with Knudson, a research on a sample of 500 households (Center, 2001) found that two of the top three reasons for consuming locally grown/ produced products were freshness and better taste. Roininen et al., (2006) found that during a laddering interview, locally produced food was associated with 'tastes good' and 'stays fresh'. This makes it a substantial construct for restaurant choice.

Health

Food that is locally produced is often described by consumers as more nutritious and contributing to better health (*Local Food*, 2009). Other studies (Brain, 2012; Martinez, 2010; Roininen et al., 2006) found that respondents associated local food with the avoidance of diseases, better nutrition, obesity prevention and reduced risk of diet-related chronical diseases. Previous research found that health benefit is an important attribute in choosing food (Steptoe et al., 1995). Others argue that health and nutrition are important in (local) restaurant choice (Frash et al., 2015; McBean, 1988) and consumers want a healthy/nutritional menu when choosing a green restaurant (Jang et al., 2011). However,

according to the latest research on hyper-local restaurant reviews (Kim et al., 2020), health benefit was not found as an important variable. Whether to use the construct health was therefore debatable. Different studies (Alonso et al., 2013; Namkung & Jang, 2007) concluded that healthy options were not a strong predictor of consumer satisfaction, however they influenced their behavioural intentions (Ajzen, 1991), which explains the conclusion of Kim et al. (2020). Since this study focusses on the intentions of consumers to visit a hyper-local restaurant for the first time, the construct health will be adopted as an important construct for restaurant choice.

Restaurant specific constructs

Restaurant specific constructs cover all constructs that influence restaurant choice on attributes aside from food. Consumers do not only choose a restaurant based on food but also on convenience, perceived value, options, ambience and overall quality (Finkelstein, 1989; Kivela, 1997).

Convenience

The first construct that appears in literature for restaurant-specific constructs is convenience. Based on the pioneering study of Steptoe et al. (1995), consumer choices among food can be distinguished into nine factors. One of these factors is convenience. While convenience is mostly focussed on food aspects such as 'easy to prepare, can be cooked very simply, takes no time to prepare', it can still be used in the context of restaurant choice. The ease of getting to a restaurant can be an important factor for consumers in choosing a restaurant (Almanza et al., 1994; Kim & Kim, 2004). Other studies (Jang et al., 2011; Swinyard & Struman, 1986) also state that convenient location is fundamental for a restaurant choice. Because of this and the growing demand for convenience as related to food (McBean, 1988), convenience is adopted as a construct.

Perceived value

Earlier research (Iglesias & Guillén, 2004; Jung et al., 2015; Steptoe et al., 1995) suggested that price is one of the most important determinants regarding consumers' restaurant choice motives and restaurant satisfaction apart from food quality and service quality. Price and perceived value is also included in the DINESERV scale to measure customers' expectations of quality in restaurants (Stevens et al., 1995; Swinyard & Struman, 1986). The most recent study of Kim et al. (2020) found that price is an important variable of hyper-local restaurant reviews. In a restaurant market segmentation study of Swinyard & Struman (1986), good value for money is also mentioned as an important attribute for consumers. Furthermore, willingness to pay premium and value reliability were important in a study concerning the behavioural intentions of going to green restaurants of generation Y consumers i.e. roughly defined as people born in the 1980s and 1990s (Jang et al., 2011). According to Feldmann &

Hamm (2015), local food is not perceived as expensive by consumers when looking at price to quality ratio. However, consumers were still willing to pay a premium for food that is locally produced. Projecting this on hyper-local restaurants, it is found that customers appear willing to pay more for healthier options (Hwang & Lorenzen, 2008). Perceived value of the restaurant is therefore an important construct to adopt for restaurant choice.

Menu Options

According to Kim et al. (2020), one of the important attributes mentioned in reviews of hyper-local restaurants is the information provided on the menu. Menu information includes a changing menu offering, great selections (drinks/food) of menu offering, quality of menu offering, variety of menu offering and seasonal menu, which can be summed up as the amount of options on the menu. Reviews regarding menu information had far more positive reviews than negative and should thus also be a construct in this study since customers of hyper-local restaurant find this important to mention. Other research (Alonso et al., 2013; Kivela, 1997; Swinyard & Struman, 1986) also mentioned that a wide selection of many different types of foods on the menu is an attribute used to segment a restaurant's market and critical to restaurant purchase behaviour. Since a hyper-local restaurant can only use products that are available at that moment of time, the menu changes every season and should also be taken into account. This characterizes a hyper-local restaurant and is thus a unique motivator to opt for such a restaurant. In addition to the great selection of options, there is also an unprecedented demand for meatless options on a menu due to the rise of vegetarian food among both vegetarians and non-vegetarians (Lanou, 2007). Whether a restaurant has this option could also be an important motivator to choose a restaurant and should therefore be taken into account in the questionnaire. The third variant of the construct is the option of take-away and home delivery, especially at the time this study was conducted, and the COVID-19 pandemic was at its high, it was considered that consumers might value options for take away and delivery. Therefore this option could be a motivator for consumers in their restaurant choice.

Ambience

As said before in the introduction (Auty, 1992) food type and food quality are the primary variables of restaurant choice when restaurants are in the same price range, however, when those are fulfilled, atmosphere and restaurant style become deciding factors. A more recent study on green restaurants (Jang et al., 2011) found that atmosphere was an important attribute in the selection of choosing a restaurant. Researchers argue that atmosphere is a feature of dining out that is equal in importance, if not more important, than the actual food that is served (Finkelstein, 1989; Kivela, 1997; Kwun et al., 2013; Sulek & Hensley, 2004). Ambience also determines which restaurants meet the quality and value

standards of consumers (Stevens et al., 1995). Studies show that the affective side of consumption and that the atmosphere of a restaurant is more about the customers' expectations and experiences than only the food itself (Finkelstein, 1989). The construct ambience is therefore of importance in restaurant choice.

Service quality

The construct service quality is derived from Kim et al. (2020) that found this as one of the important cues in hyper-local restaurant reviews. Service quality is also suggested by Jang & Namkung (2009) as one of the three factors determining perceived quality of restaurant experiences. In general, other studies fundamentally identify the service quality (Alonso et al., 2013; Hyun, 2010; Knutson et al., 2006) as an important factor when eating out. Therefore, the construct service quality should be adopted as an important motive for restaurant choice.

Social responsibility

Based on the article of Steptoe et al. (1995), the construct social responsibility is adopted as a construct. Social responsibility covers responsibility for the environment as well as the community. Steptoe describes this construct as ethical concern, meaning the political and environmental motivations in choosing food. Translating this to the context of restaurant choice, restaurants participating in pro-environmental activities (Frash et al., 2015; Jang et al., 2011) and supporting the community (Frash et al., 2015) are named as important attributes. According to Edwards-Jones et al., (2008) a presumption about local food is that it is responsible for releasing fewer greenhouse gasses in comparison with food that is not locally produced because of the reduced 'food miles'. This is in in accordance with Kim et al. (2020) who found that hyper-local customers associated local (region of origin) with sustainable. Furthermore, eating locally helps preserve local farmland and local framers are more likely to use environmentally friendly production practices (Brain, 2012; Martinez, 2010). Contini et al. (2017) introduced the term locavores, which are people that see eating local as a way to self-enhancement and conservation in the sense of respect for traditions and being members of their communities. This also explains why the values self-respect and sense of accomplishment (Blose & Litvin, 2005) are important for restaurant customers.

Psychographics

Psychographics is about constructs related to the development of consumers based on values, lifestyle choices, interests and the influence of their environment. This is also the most important regarding

lifestyles and values. Consumers choose a restaurant that fits with their stage of life and their surroundings (Kim & Geistfeld, 2003).

Subjective norm

Subjective norm is defined as 'a direct or indirect normative influence applied by perceived significant individuals such as friends, family or peers on a person's intention to perform a particular behaviour, which in turn affects the individual's attitude towards performing the behaviour' (Kim et al., 2013). Or in this context: the influence of opinions of others in relation to consumers' restaurant choice behaviour Based on the study of Blose & Litvin (2005), one of the important values of restaurant customers is 'being well respected', which can be converted into statements such as: 'Is recommended by people who are important to me' and 'people who are important to me say it has a good reputation'. Other studies also indicated the importance of the subjective norm. Jang et al. (2011) argued that restaurant reputation is an important attribute in choosing a local/green restaurant. Ha et al. (2016) found that online review ratings and crowdedness of a restaurant influences customers' intention to choose a restaurant. When a restaurant was crowded, consumers passing by assumed that it must be a nice restaurant in the opinion of others, or it would not be crowded. They stated that people, in general, follow each other's choices and opinions. Looking at the different lifestyle dimensions (Plummer, 1974), subjective norm is thus covered by opinions. Subjective norm is also an important construct in the Theory of Planned Behavior (Ajzen, 1991). This model is widely used as a predictor of consumer behavior, stating that attitude, subjective norm and perceived behavioral control together form an individual's intentions and behaviors. Based on this model, Kim et al. (2013) found that subjective norm was the best predictor of behavioral intentions to select an eco-friendly restaurant. Therefore, the construct subjective norm is adopted.

Enjoyment

Social activities like eating out with others have a positive effect on people's mood (Clark & Watson, 1988). The construct enjoyment is based on the factor mood from the Food-Choice Questionnaire (FCQ) of Steptoe et al. (1995). This factor includes aspects such as 'helps me relax, cheers me up and makes me feel good'. While the FCQ focussed on food, this can be converted to a restaurant choice motive. Going to a restaurant can make consumers feel more relaxed because it takes away the effort of cooking a meal at home. The DINESERV model (Stevens et al., 1995) includes emotions of restaurant customers as a measurement for perceived service quality. This model states that when a restaurant makes consumers feel special and gives them a comfortable and confident feeling, perceived quality goes up. Blose & Litvin (2005) found in their study that two important values for restaurant customers are enjoyment in life and excitement and fun. Auty (1992) also found that looking for a new experience is

seen as a reason for consumers to visit a new restaurant. Finding these new experiences bring pleasure and enjoyment and therefore the construct enjoyment is included.

Adoption intentions

All the constructs mentioned previously are independent variables. However, the overarching question is whether people would consider going to a hyper-local restaurant.

Innovation adoption research has considered why consumers adopt an innovation (Hasan et al., 2019), in this case the concept of hyper-local in restaurants. This is a broad area of research, with one stream focussing on the consumers (Rogers & Shoemaker, 1971). Models in this area are based on sociological theories of diffusion and on theories about consumer choices behaviour. The most important ones being the Diffusion of Innovation model (DOI) (Rogers & Shoemaker, 1971) and the theory of planned behaviour (Ajzen, 1991).

The diffusion of innovations model is originally concentrated on the innovation of technology. However, this could be converted to the hyper-local restaurant concept as well. Inwood et al. (2009) made use of this diffusion of innovation framework to find insights in the characteristics of chefs in relation to the adoption of local foods in restaurants and also what local food attributes were valued by restaurants. Elango et al. (2018) uses this framework to find factors that impact consumers' intention to use food delivery. Since this dissertation focusses on the variables that impact consumers' motivations for restaurant choice, their intention to choose (adopt) hyper-local restaurants should be made clear as well. Factors that are generally used for adoption intention are: Personal Innovativeness, Perceived Self-efficacy, Perceived Ease of Use, Perceived Usefulness, Social Influence, Behavioural Intention and Facilitating Conditions.

Personal Innovativeness is defined as the willingness of a consumer to try on all of new technology (Agarwal & Prasad, 1998). Put in current context, this is thus the willingness of a consumer to try the concept of hyper-local.

Perceived Self-efficacy can be described as consumers' confidence in the usage of innovation (Koksal, 2016). This factor will not be taken into account since it cannot be converted in trying a restaurant context.

Perceived Ease of Use can be described as an individual believes that using a particular innovation would be effortless (Püschel et al., 2010). Translated to the context of restaurant choice gives: the ease of accessing a restaurant. This factor is already taken into account under the construct Convenience.

Perceived Usefulness in restaurant context can be stated as the consumers' beliefs that their mood will enhance when eating at a hyper-local restaurant. This is taken into account under the construct Enjoyment and Pleasure.

Social Influence, also known as subjective norm, refers to the degree of individuals believe that important others would approve of certain behaviour (Koksal, 2016). In this context thus opting for dining at a hyper-local restaurant. This factor can also put under the construct Subjective Norm.

The next factor for adoption intention is Facilitating Conditions. This factor examines the extent to which a person believes that there is an infrastructure that supports the use of a new technology since this can bring a form of fear for new users (Venkatesh et al., 2003). This factor cannot be applied properly to the context of going to a hyper-local restaurant for the first time and is therefore not used.

The last factor influencing adoption intention is Behavioural Intention (Ajzen, 1991). In this context, this is the degree of intention of a consumer to eat at a hyper-local restaurant. This is not yet taken into account in one of the constructs and will therefore be adopted separately.

Segmentation criteria

As this study is a segmentation study, the criteria commonly used to evaluate segmentation bases has to be named. Wedel & Kamakura (2012) distinguished six criteria: *identifiability* (the extent to which segments can be identified), *substantiality* (are the segments substantial in size), *accessibility* (the degree to which segments can be reached via promotional efforts), *stability* (the temporal dynamics of distinguished segments), *actionability* (how much do the segments provide a basis for the formulation of effective marketing strategies) and *responsiveness* (whether segments respond uniquely to targeted marketing efforts). These criteria will later be discussed on the segments used in this study.

3. Method

Operationalisation

The important constructs for restaurant choice motivations have been discussed in the literature. Table 1 displays all these constructs with items used to measure these constructs. The items that are underlined are considered as characteristic for a hyper-local restaurant. It is important to mention that the attributes used for the questionnaire are all measured for full-service restaurant, since a hyper-local restaurant is classified as such. Consumers selection criteria for full-service restaurants may namely differ from fast-food restaurants. Table 1 also shows what other questions were asked in the questionnaire to segment the market and to further profile the segments.

Table 1 *Statements used for existing constructs*

Construct name	Importance statements (on a scale of 1 to 7 where 1 = completely disagree and 7 = completely agree)	References
Food specific		
Natural Content	*It is important to me that a new, unknown restaurant* 1. Only uses biological products (without the use of fertilizer, chemical pesticides and GMO's); 2. Only uses natural products (without artificial colours, flavours and fragrances)	(Jang et al., 2011; Steptoe et al., 1995)
Sensory Appeal/Taste	*It is important to me that a new, unknown restaurant* 1. Serves fresh food that is harvested on the day itself; 2. Has a visually attractive presentation of the food; *3.* Serves meals that taste exactly the same every time I order them *4.* Serves meals with exotic ingredients *5.* Serves meals with only familiar ingredients	(Frash et al., 2015; Kim et al., 2020; Steptoe et al., 1995)
Health	*It is important to me that a new, unknown restaurant* 1. offers nutritional meals (containing a lot of vitamins/minerals); 2. takes diets into account (low in salt, no added sugars)	(Frash et al., 2015; Jang et al., 2011; Kim et al., 2020; Steptoe et al., 1995)
Restaurant specific		
Convenience	*It is important to me that a new, unknown restaurant* 1. Has little travel time; *2.* Is located near the place I live/work *3.* Always has a table available (no need to make a reservation) *4.* Has an online menu to look at beforehand	(Almanza et al., 1994; Kim & Kim, 2004; Rogers & Shoemaker, 1971; Steptoe et al., 1995)
Perceived Value	*It is important to me that a new, unknown restaurant* 1. Is relatively cheap *2.* Has discount options (e.g. special student deals, children's menus)	(Jang et al., 2011; Jung et al., 2015; Steptoe et al., 1995; Stevens et al., 1995)
Menu options	*It is important to me that a new, unknown restaurant* 1. Has a changing menu offering based on available products from the season in which they are harvested; 2. Has a great selection of many different dishes on the menu (wide variety);	(Alonso et al., 2013; Kim et al., 2020; Kivela, 1997)

	3. Offers vegetarian/ vegan options; 4. Has take-away and home delivery options	
Ambience	*It is important to me that a new, unknown restaurant* 1. Has visually attractive parking areas and building exteriors; 2. Has a visually attractive dining area; 3. Has a lively environment (e.g. music in the background); *4.* Is a good place for meeting people	(Auty, 1992; Finkelstein, 1989; Jang et al., 2011; Kivela, 1997; Stevens et al., 1995)
Service quality	*It is important to me that a new, unknown restaurant* 1. Has staff that gives customers individual and caring attention; 2. Has staff that has a neat and professional appearance 3. Has quick service; *4.* Has staff that provide information about menu items, their ingredients and method of preparation; *5.* Has staff that puts extra effort for handling special requests	(Alonso et al., 2013; Jang & Namkung, 2009; Kim et al., 2020; Knutson et al., 2006; Stevens et al., 1995)
Social responsibility	*It is important to me that a new, unknown restaurant* 1. Uses products that are locally produced; 2. Uses products that are produced in a sustainable/ environmentally friendly way; 3. See equal importance in economic growth and environmental responsibility 4. Uses products from animals that are treated well 5. Are committed to the local community; *6.* Show how the products used in restaurant meals are grown	(Contini et al., 2017; Frash et al., 2015; Kim et al., 2020; Steptoe et al., 1995)
Psychographics		
Values		
Subjective Norm	*It is important to me that a new, unknown restaurant* 1. Is recommended by people who are important to me; 2. has a good reputation according to people who are important to me;	(Ajzen, 1991; Ha et al., 2016; Jang et al., 2011; Kim et al., 2013; Rogers & Shoemaker, 1971)
Enjoyment & Pleasure	*It is important to me that a new, unknow restaurant* 1. makes me feel special 2. gives me a comfortable and confident feeling 3. is a new experience	(Auty, 1992; Blose & Litvin, 2005; Rogers & Shoemaker, 1971; Steptoe et al., 1995; Stevens et al., 1995)
Lifestyles	*How much do you like going to a restaurant?* *Are you a member of an organisation or charity? (e.g. Rode Kruis, Clini Clowns, Wakker Dier, Wereld Natuur Fonds)* Yes, namely…. No *With whom do you eat out most frequently?* - Friends - Family - Partner - Colleagues - Alone *How much are you willing to pay for a restaurant meal? (excluding drinks)* - Less than €30 per person - €30 to €60 per person	

	- €60 to €90 per person - More than €90 per person *What is mostly the reason for eating out?* - The type of food I want to eat is not cooked or available at home - Special occasion - For enjoyment and fun - To spend time with family - To spend time with friends - For work - During travelling time - Other, namely…
Adoption intention	*Imagine you could choose the following restaurants when eating out. They are all nearby and have no travel time.* *How likely is it that you would visit the following restaurants in the coming weeks? (scale of 0% to 100% likeliness)* 1. Ethnic restaurant (e.g. French, Italian) 2. Hyper-local restaurants (restaurants that source all their products from their own property or close by) 3. Vegetarian/ vegan restaurant 4. Buffet/ all-you-can-eat *Could you explain why you most likely would not go to a hyper-local restaurant (you voted less than 30%)* *What kind of restaurant did you visit last?* 1. Ethnic restaurant (e.g. French, Italian) 2. Hyper-local restaurants (restaurants that source all their products from their own property or close by) 3. Vegetarian/ vegan restaurant 4. Buffet/ all-you-can-eat 5. Other, namely… *I was satisfied with this restaurant*
Corona	*(1= completely disagree, 7 = completely agree)* *Since the Corona crisis, I* 1. Feel comfortable having dinner at a restaurant; 2. Make more use of home delivery/ take away options
Demographics	1. Age 2. Gender 3. Highest education 4. What describes your household best? 5. Living region - City - Countryside - Village

The survey questionnaire consisted of five parts. The first part was designed to identify food-specific restaurant choice motives: Natural content, Sensory appeal and Health. To measure Natural content and Sensory appeal, the items used by Jang et al. (2011) were adopted and slightly modified to fit in the questionnaire of this study. Since sensory appeal is a comprehensive construct that covers all senses, some are harder to measure than others. For example, the actual taste of food is only measurable after a restaurant visit and not beforehand, therefore items about taste are split up preference of ingredients and the constancy of taste. For Health, items were based on the Food Choice Questionnaire of Steptoe et al. (1995).

The second part of the questionnaire measured the restaurant-specific choice motives: Convenience, Perceived value, Menu options, Ambience, Service Quality and Social responsibility. The items for Convenience were adopted and modified from Jang et al. (2011). Perceived value is based on the factor price of the Food Choice Questionnaire of Steptoe et al. (1995). The items for the construct Menu options were measured on the basis of importance statements from Kim et al. (2020). Ambience and Service quality items were adapted from the DINESERV questionnaire of Stevens et al. (1995). Items that measured Social responsibility were based on Frash et al. (2015) and modified for this study.

The third part of the questionnaire measured psychographic choice motives. The constructs were Subjective norm and Enjoyment & Pleasure. Attributes of Subjective norm ware based on the study of Jang et al. (2011) and Enjoyment & Pleasure items were adopted from the DINESERV questionnaire (Stevens et al., 1995). Other questions in this part were to measure lifestyle items related to eating out behaviour. These items were: restaurant liking, membership of organisation/ charity, company when dining out, willingness to pay, reason for eating out and adoption intention of different restaurants.

As data was collected during the pandemic of COVID-19, two items measuring restaurant motives regarding the virus were also added. With the perspective of the coronavirus lasting until a vaccine of some sort is found (Roser et al., 2020), restaurants have to take restrictions and measures into account. This also means that it is unclear how customer demand will be affected. The uncertainty threatens the viability of the regular (pre-coronavirus) idea of a dine-in restaurant. Because of this, it is important to find out how safe consumers feel about eating in restaurants and whether their eating out behaviour changed.

The last part of the questionnaire consists of general demographic questions that could be of importance when profiling the segments.

Since this study is a segmentation study, a question in the questionnaire concerning adoption intention was added as a way to segment the respondents. This construct is measured by the following question in the questionnaire: *Imagine you could choose the following restaurants when eating out. They are all nearby and have no travel time. How likely is it that you would visit the following restaurants in the*

coming weeks? Respondents had to indicate the likeliness on a slider from 0% (not at all likely) to 100% (highly likely). Based on the answers of this question, three segments were distinguished. These segments are named 'not interested in visiting a hyper-local restaurant' with a percentage of likeliness of <30%, 'could be made interested in visiting a hyper-local restaurant' with a percentage of likeliness of 30% to 80% and 'highly interested in visiting a hyper-local restaurant' with a percentage of likeliness of ≥80%. This is based on an intent scale translation (Risen & Risen, 2008), where less than 30% is no chance to slight possibility to visiting a hyper-local restaurant, 30% to 80% is some possibility to probable chance of visiting a hyper-local restaurant and more than 80% is very probable to certain chance of visiting. This segmentation basis is further called '*intent scale segments*'. Because this segmentation basis will likely have more respondents in the middle segment compared to the other two segments, the same analysis will also be executed on segments with percentage of likeliness of respectively <40%, 40% to 75% and ≥75% and is further called '*control scale segments'* to see if this would make a difference. This comparison will be discussed in a separate chapter.

Sample and data collection

The survey was administered to 13 – 85-year old consumers in The Netherlands. The minimum age of thirteen years old was chosen for this study because it is stated that adolescents do have an influence on the decision making process of a household and also play an important role in restaurant choice (Labrecque & Ricard, 2001; Lee & Beatty, 2002). While adolescents are not always paying for dinner, their opinion on restaurants and their taste preferences are taken into account in deciding where to eat. The questionnaires were distributed via social media platforms WhatsApp, Facebook and Messenger. Information pertaining to perceptions of importance placed upon food specific attributes, restaurant specific attributes, individual attributes and demographic data was obtained over 7 days from 29 June to 5 July 2020. Respondents were asked voluntarily to fill out the questionnaire via an online link that led to the questionnaire. 165 questionnaires were (partially) submitted. After deleting 34 incomplete responses, 131 complete questionnaires remained. Of those respondents, two had already been to a hyper-local restaurant. Since this study focusses on potential new customers, these were also discarded. In total, 129 complete and suitable responses were taken into account for further analyses.

Data analysis

The statistical analysis procedures employed in this study were descriptive statistics, a reliability analysis, a one-way ANOVA including post hoc pairwise comparisons.

First, descriptive statistics such as frequencies and mean values were computed on the demographic items for the whole sample. Then, data was segmented into three main groups based on the question 'How likely are you to visit a hyper-local restaurant in the upcoming weeks?'. Since the segments were predetermined on the basis of the answers on this question, this is an a priori segmentation strategy. It is also is in line with the segmentation strategies of Wedel & Kamakura (2012) since segments are identifiable, substantial and accessible.

Subsequently, Cronbach's Alpha reliability analysis was used to find the items of table 1 that could be made into constructs for the data. Thereafter, significant differences between the identified consumer groups were assessed by a one-way analysis of variance (ANOVA) for items and constructs. Tukey's honestly significant difference (HSD) test was used as a post hoc test to assess the pairwise comparisons between the three segments. To measure significant differences between demographics, the items 'With whom do you eat out most frequently', 'How much are you willing to pay for a restaurant meal', 'What is mostly the reason for eating out' and 'What describes your household best' was coded with a dummy variable. Thereafter, a one-way analysis of variance was also assessed for these dummy's and other demographics.

Standardization of data

Apart from the different segmentation bases, data was also analysed in standardized and unstandardized form to see if it this would make a difference in the outcome of the data. This was done by standardizing all the importance scores respondents gave to the statements that measured the constructs. Standardization was carried out because it would give an overview of the relative importance of consumers' restaurant-choice motives. While some consumers might find all motives important or find it hard to give a very outspoken opinion on the motives, all respondents still have to make a trade-off between the motives in their decision making process (Kornelis et al., 2010). Standardizing the data diminishes the effect of consumer fatigue that could lead to potential response style biases (Cleaver & Wedel, 2001; van Ittersum et al., 2003).

4. Results

General overview

The sample was comprised of 34.1% men, 65.1% women and 0.8% other/rather not tell. There were no responses that showed deviant behaviour. In total, respondents had a mean age of 30.2 (SD = 14.52) with a range of 14 to 73 years old. Compared to population statistics this is below the mean age of 42.0 (CBS, 2019), however a lower mean was expected since consumers older than 85 were not asked to fill in the questionnaire. With regard to classification, the education level of most respondents (44.2%) was research university (WO), followed by college education (HBO, 37.2%) and junior college (MBO, 7%). The percentages are not representative for The Netherlands since 30% of the Dutch population has completed at least college education (CBS, 2018), and therefore this study has a higher education bias.

Reliability test

The results of the reliability test are shown in table 3. Constructs with $\alpha \geq 0.600$ were considered reliable (Ursachi et al., 2015). Constructs with $\alpha < 0.600$ were separated and items were analysed individually. The constructs 'natural content', 'convenience', 'ambience', 'service', 'social responsibility' and 'subjective norm' were considered reliable.

There was no underlying construct found for 'sensory appeal', 'health', 'options' and 'enjoyment' and therefore the individual item questions of these subjects are included as individual variables for profiling the segments. The reason for 'sensory appeal' having a low alpha (Table 3) is because, while all statements cover the subject (Clark, 1998), it is logical that respondents can have a completely different opinion about the use of exotic ingredients in their meals and whether meals have to taste the same every time it is ordered as was expected in the theoretical framework. The second low alpha was 'health', while both statements in this construct were about health, not all people that value nutrient rich food also find a diet important and the other way around. This explains why respondents could fill in two completely different scores for both statements. This makes that these statements were not merged together as one construct 'health' and are looked at separately.

Next, 'options' also had a low alpha, for the same reason as 'sensory appeal'. Consumers can find it very important to have a seasonal menu but that does not mean they also want to have vegetarian or take away options. This was also expected in the literature review. The last construct with a low alpha was 'enjoyment'. This is mainly due to the statement 'It is important to me that a new, unknow restaurant is a new experience'. Without this statement, the alpha would have been much higher, and the construct would be reliable. An explanation for this could be that a new experience does not necessarily mean enjoyment for people and can therefore score different than the other statements. The construct

'enjoyment is therefore not used, and the statements of this construct are included as individual variables.

The size of the segments

In total, three consumer segments were predetermined, namely not interested (likeliness <30%), could be made interested (likeliness ≥30 and <80) and highly interested (likeliness ≥80%) in visiting a hyper-local restaurant. Table 3 presents the size of the three segments and their mean relative importance ratings for each construct. The 'not interested' segment counts for 27.9% of the respondents, the 'could be made interested' segment for 51.2% and the 'highly interested' segment represents 20.9% of respondents, making all segments substantial in size. However, not every segment has more than fifty respondents, which makes the segments on the smaller side.

Table 3.
Mean Scores (Standard Deviations) of Restaurant Constructs Unstandardized

Restaurant Constructs (Alpha)	Intent scale segments (n)		
	Not interested in HL-restaurants (36)	Could be made interested in HL-restaurants (66)	Highly interested in HL-restaurants (27)
Natural content (.730)	2.71 (1.78)[a]	3.50 (1.40)[b]	4.07 (1.17)[c]
Sensory appeal (.250)			
- Freshly harvested	3.69 (1.60)	4.44 (1.55)	4.19 (1.69)
- Looks good	5.86 (1.36)	5.95 (0.81)	6.15 (0.91)
- Tastes the same	5.14 (1.78)	4.80 (1.48)	4.70 (1.66)
- Exotic ingredients	3.11 (1.90)	3.85 (1.48)	3.56 (1.40)
- Known ingredients	2.78 (1.69)[c]	2.02 (1.03)[b]	1.89 (0.80)[a]
Health (.550)			
- Nutrient rich	3.97 (1.92)[a]	4.79 (1.39)[b]	5.11 (1.05)[c]
- Dietary attention	4.72 (1.91)	4.67 (1.81)	5.26 (1.48)
Convenience (.666)	4.74 (1.01)	4.38 (1.22)	4.78 (1.12)
Value (.582)			
- Relatively cheap	4.61 (1.55)	4.15 (1.23)	4.22 (1.12)
- Discount options	3.97 (1.95)	3.77 (1.67)	3.81 (1.80)
Options (.187)			
- Seasonal menu	4.89 (1.94)[a]	5.21 (1.20)[ab]	5.96 (0.94)[b]
- Wide range	5.03 (1.80)	4.76 (1.35)	4.15 (1.85)
- Vegan/ vegetarian	4.61 (2.09)	5.24 (1.84)	5.33 (1.57)
- Delivery and takeaway	3.56 (1.81)	3.12 (1.56)	2.93 (1.75)
Ambience (.641)	5.61 (0.90)	5.35 (0.90)	5.53 (0.74)
Service (.643)	5.80 (0.88)	5.88 (0.68)	6.02 (0.56)
Social responsibility (.859)	4.07 (1.51)[a]	4.68 (0.98)[b]	5.45 (0.78)[c]
Subjective norm (.889)	5.13 (1.30)	5.05 (1.30)	5.11 (1.44)
Enjoyment (.507)			
- Special feeling	4.58 (1.34)	5.11 (1.17)	5.04 (0.98)
- Comfortable	4.92 (1.27)	5.32 (1.26)	5.63 (1.01)
- New experience	4.75 (1.60)	5.11 (1.41)	5.22 (1.05)

Note: "Alpha" denotes "Cronbach's alpha." All p values < .001 for all associated F-tests. The alphabetical order of the superscripts represents the ascending order of the significantly different means following Tukey's HSD test (all p values < .05).

ANOVA

The results of the ANOVA tests can be found in Table 3. First, in relation to the importance of restaurant choice attributes, respondents considered 'the meal served looks good' (M = 5.97, SD = 1.01), 'Service' (mean = 5.89, SD = 0.72) and 'ambience' (mean = 5.46, SD = 0.87) generally as the most important. However, there were significant differences across two constructs and three variables: 'natural content', 'known ingredients', 'nutrient rich', 'seasonal menu' and 'social responsibility'.

The segment 'not interested in visiting hyper-local restaurants', showed the highest mean score on 'known ingredients' (mean = 2.78, SD = 1.69). They significantly showed the lowest scores on all other attributes compared to the other two segments. The group 'could be made interested in visiting hyper-local restaurants' presented significantly higher scores on 'natural content' (mean = 3.50, SD = 1.40), 'nutrient rich' (mean = 4.79, SD = 1.39) and 'social responsibility' (mean = 4.68, SD = 0.98) compared to the segment 'not interested in hyper-local restaurants. However, this segment did not score highest on any of the attributes and showed no significant difference on 'seasonal menu' while the other segments did. Lastly, the segment 'highly interested in visiting hyper-local restaurants' had highest mean scores for 'natural content' (mean = 4.07, SD = 1.17), 'nutrient rich' (mean = 5.11, SD = 1.05), 'seasonal menu' (mean = 5.96, SD = 0.94) and social responsibility (mean = 5.45, SD = 0.78). They scored lowest on 'known ingredients' (mean = 1.89, SD = 0.80).

Profiles of the segments

For dining-out liking in general, 91.4% scored a 5 or higher on the 7-point scale, meaning that most respondents liked to go to a restaurant. Each of the segments can be characterized by their pattern of means for the importance ratings on the different attributes (Table 3) in combination with its socio-demographic profile as presented in Table 4 and other variables important for eating-out behaviour in Table 5.

Table 4.
Socio-demographic profiles of the segments

	Segments		
	Not interested	Could be made interested	Highly interested
Age (mean in years)	27.8	29.9	34.0
Gender (% of males)	38.9	30.3	37.0
Member of organisation/ charity (%)	8.3[a]	33.3[b]	22.2[ab]
Living in city (%)	66.6	75.8	74.1
At least college education (%)	86.1	80.3	77.8

The alphabetical order of the superscripts represents the ascending order of the significantly different means following Tukey's HSD test (all p values < .05).

Table 5.
Eating out variables for the intent scale segments

	Intent scale segments		
Variables (%)	Not interested	Could be made interested	Highly interested
Reasons for not willing to visit a HL-restaurant			
- Not in my area of interest	40.0		
- Not my taste	11.4		
- Do not value local food/ do not care about local food	11.4		
- Limited options	8.6		
- More expensive	8.6		
- Prefer other restaurants more	5.7		
- Not many known restaurants	5.7		
- No reason	8.6		
With whom do you eat out most often?			
- Family	47.2[b]	39.4[ab]	18.5[a]
- Friends	36.1	36.4	33.3
- Partner	11.1[a]	21.2[a]	48.1[b]
- Colleagues	5.6	3.0	0.0
Willingness to pay			
- Less than €30 per person	47.2[b]	33.3	18.5[a]
- €30 to €60 per person	44.4	63.6	63.0
- €60 to €90 per person	8.3[ab]	1.5[a]	14.8[b]
- More than €90 per person	0.0	1.5	3.7
Reason for eating out			
- For pleasure/ enjoyment	36.1	40.1	51.9
- Special occasion	44.4[b]	33.3[ab]	14.8[a]
- To spend time with friends	13.9	19.7	25.9
- To spend time with family	5.6	3.0	7.4
- Food cannot be made at home	0.0	3.0	0.0
Household			
- Roommates	44.4	43.9	37.0
- Partner and children	5.6	16.7	14.8
- Parents	30.6	16.7	14.8
- Partner	5.6[a]	10.6[ab]	25.9[b]
- Alone	8.3	10.6	3.7
- Children	2.8	0.0	3.7
- Other/ rather not say	2.8	1.5	0.0
How interested in visiting other restaurants? (≥80%)[a]			
- Ethnic restaurant	30.8	53.0	71.9
- Vegan/vegetarian restaurant	5.6	21.2	18.5
- Buffet/ all-you-can-eat	13.9	6.0	0.0

The alphabetical order of the superscripts represents the ascending order of the significantly different means following Tukey's HSD test (all p values <.05)
[a] Based on the intent scale translation where ≥80% is highly likely, these percentages are not dependent on each other and therefore do not round up to 100%.

The segment 'not interested in visiting a hyper-local restaurant' represents 27.9% of respondents and did not place much value on attributes specific to a hyper-local restaurant. The number of respondents that were member of an organisation is lower than for the other segments. Most named reason for not

eating out is 'not in my area of interest'. This segment mostly eats out with family which they do significantly more than the 'highly interested' segment. Their willingness to pay for a restaurant is mostly not more than €30 or between €30 and €60. On average, they are willing to spend less on a restaurant meal than the highly interested segment. The most named reason for eating out is for a special occasion which was mentioned significantly more compared to the other segments. The household of this segments can mostly be described as 'living with roommates' or 'living with parents'. While this segment scored low (<30%) on the likeliness of visiting a hyper-local restaurant, they generally did not indicate high scores for other restaurants as well. The restaurant type with the highest mean was an ethnic restaurant which is therefore more considered for this group than a hyper-local restaurant.

The segment 'could be made interested in visiting a hyper-local restaurant' represents 51.2% of respondents what makes it the biggest segment. This segment finds presentation of the food, ambience and service important. It distinguishes itself with the highest share of members of an organisation/charity. This group dines most of the time with family or friends. Willingness to pay of this segment is average compared to the other two segments. Reason for eating out is mostly for pleasure or special occasion. Most respondents in this segment indicated living with roommates, followed by partner and children and parents. An ethnic restaurant was also in their consideration set whereas all-you-can-eat/buffet was almost never in their consideration sets.

The segment most interested in visiting a hyper-local restaurant (20.9% of respondents) distinguishes itself by willing to pay significantly more for a meal compared to respondents not interested in a hyper-local restaurant. This segment values the attributes characteristic for a hyper-local restaurant in particular (natural content, a seasonal menu and social responsibility). Respondents mostly dine with a partner which is significantly higher for this segment compared to the other two segments. They also lived more with a partner. While the other two segments indicated 'special occasion' as an important reason for eating out, this segment did significantly less and mostly name pleasure/enjoyment or spending time with family as reasons for eating out. An ethnic restaurant was also mostly in this segments' consideration set. A buffet/all-you-can-eat restaurant was never in their consideration set.

No significant differences were found for age, living region or education level.

Segment accessibility

Since a segment is only useful if it is accessible (the degree to which segments can be reached via promotional efforts), this was examined as well by looking at whom the segments mostly eat out with, whether they are member of an organisation and social norm.

All segments indicated that social norm was important in their restaurant choice. Therefore, opinions of others are seen as important and can be used in accessing the different segments by combining this knowledge with the company they most eat out with. The three segments are not equally important for

accessibility since the segment 'not interested' has no big potential to be new customers of a hyper-local restaurant, however, this segment can be reached through social media if necessary. The 'could be made interested' segment indicated to mostly eat out with family and could therefore best be reached out to via social media platforms or family-friendly sites and newsletters. This segment can be found by looking at social media accounts that are followed much by families and partnering with these so-called influencers. This segment also differentiated itself from the other two segments by having significantly more members of an organisation/ charity so accessing this group is also possible via popular organisations/ charities. The segment 'highly interested' indicated to mostly dine with their partner which is different from the other segments. This information can be used to access this segment via social media promoting the hyper-local restaurant as an ideal place for dates and using hashtags that are relevant for this audience. Collaborating with couples promoting their relation on social media can increase interest in seeing a hyper-local restaurant as a good place to have dinner and create restaurant awareness.

Since hyper-local restaurants are located through all of The Netherlands, only focussing on consumers living in a city or a specific part of the country is not necessary and does therefore not influence accessibility.

Controlling segmentation basis

As mentioned earlier, a variation on the original segmentation basis (intent scale segments) was executed to check the robustness of the results. This second segmentation basis was named 'control scale segments' and outcomes of this segmentation basis can be found in Table 6 and 7 of the appendices. The comparison of these two bases indicated no differences in the general conclusions on constructs, meaning that for both segmentation bases, the differences were found in the constructs Natural content, Known ingredients, Nutrient rich, Seasonal menu and Social responsibility. However, the segmentation bases differed in the details between the groups within a construct. For Natural content, Nutrient rich and Social responsibility, significant differences for the 'could be made interested' segment were found for the intent scale segments but not for the control scale segments. For example, looking at the construct natural content, there were significant differences between the groups 'not interested' - 'highly interested' and 'not interested' - 'could be made interested' for the 'intent scale segments', while the 'control scale segment' only found a significant difference between 'not interested' – 'highly interested'.

Apart from the constructs, less significant differences for the controlling scale segments were found for willingness to pay, household, whom respondents eat out with and whether respondents were member of an organization/charity. While significant differences were found for the 'intent scale segments',

these results were not found for the 'control scale segments'. This could be due to the fact that the 'could be made interested' group was twice as large as the other two segments for the intent scale translation, while respondents were more evenly distributed for the 'control scale segments'.

Benchmark

Another variation apart from the segmentation bases was the standardization of data. Results of this analysis can be found in Table 8 and 9 in the appendix. While some differences occurred when using different segmentation bases, it did not matter whether data was standardized or unstandardized for the significant differences. Both varieties gave the same outcome. The only difference was found in the reliability check. The construct Value was considered as reliable for standardized data (.600) but not for unstandardized data (.582). The small difference of .018 was just enough to make it reliable however still with a low score. Since this did not have an impact on the significant differences and further outcomes of the data, it is not something to look further into.

COVID-19 pandemic

As stated in the method, two items about the COVID-19 pandemic were added to the questionnaire. Figure 1 displays answers to the statement 'Since COVID-19, I steel feel comfortable eating at a restaurant. 63.4% of respondents indicated that they still felt safe eating at a restaurant to some extent and 17.1% were neutral. This means that for 19.5% they did not feel safe eating at a restaurant during the pandemic, this could influence their eating out behaviour and their restaurant choices. The scores on the statement 'Since COVID-19, I make more use of home delivery and take away' (Figure 2) are more evenly distributed, meaning that approximately half of respondents have chosen restaurants based on whether they offer this service which could have influenced restaurant choice as well.

Figure 1: Since COVID-19, I still feel comfortable eating at a restaurant

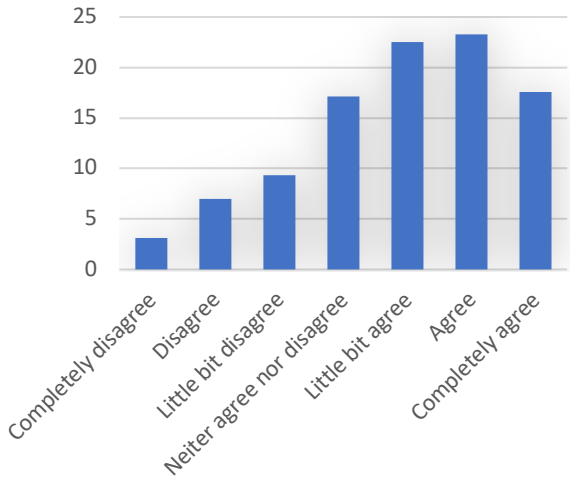
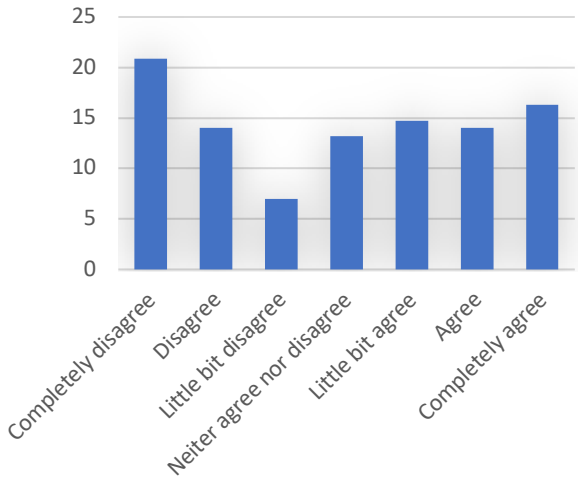


Figure 2: Since COVID-19, I make more use of home delivery and take away



5. Discussion

Important concepts and constructs mentioned in the discussed literature, which, however, did not emerge in the results, are further considered in this chapter. Next, the limitations of this research are discussed.

Key concepts and construct

As mentioned in some literature (Frash et al., 2015), an important variable for consumers opting to consume local food is freshness of the food. However, freshness of food was not seen as an important variable for restaurant choice. This is more in line with the latest research regarding hyper-local restaurants (Kim et al., 2020). One explanation could be that freshness of food is not a positive motivator in itself. However, the lack of freshness does lead to a negative choice.

Furthermore, literature stated that price is an important motivator for restaurant choice (Iglesias & Guillén, 2004; Jung et al., 2015; Steptoe et al., 1995) and that consumers were willing to pay a premium for food that is locally produced (Feldmann & Hamm, 2015). According to the "intent scale segments," respondents highly interested in hyper-local restaurants were willing to pay more for a restaurant visit than uninterested respondents. However, no significant differences were found between the different groups for the control scale segments. Whilst highly interested respondents found all variables of social responsibility significantly more important, their willingness to pay for a restaurant was not higher than that of uninterested respondents, which is not in line with what was expected. An explanation could be that in previous research (Alfnes & Sharma, 2010; Contini et al., 2017), restaurant customers were only more interested in paying a premium for locally-produced food when a price signal supported the local/non-local food labelling. Meaning that the local quality was supported by a higher price. When the comparison with non-local, regularly priced food could not be made, consumers' interest in paying a premium decreased. Since a hyper-local restaurant only provides menus with locally sourced ingredients, this comparison cannot be made. This could explain why willingness to pay indicated no significant differences for the control scale segments.

Convenience was not seen as significantly important for any of the segments. While this was expected to be an important factor in literature (Almanza et al., 1994; Kim & Kim, 2004), respondents did not strongly base their restaurant choice on the effort necessary to visit a restaurant. An explanation for this could be that eating out is mostly not done on a daily basis. Therefore consumers are willing to make more effort to visit a new restaurant in terms of travelling longer or making a reservation. This is especially applicable for the 'could be made interested and 'not interested' segments that indicated that eating out is often for a special occasion.

The literature on Adoption Intention indicates that the constructs Convenience, Enjoyment/Pleasure and Subjective Norm were important for the likeliness of an innovation adoption (Ajzen, 1991; Hasan et al., 2019; Rogers & Shoemaker, 1971). These conclusions for Subjective norm and Enjoyment/Pleasure are in line with the findings of this study, scoring relatively high for all segments when indicating what they found important for going to a new restaurant. However, Convenience was thus not seen as an important factor when opting for a new restaurant.

As mentioned before, consideration sets are indicators of preferences and of great use for restaurant owners (Horowitz & Louviere, 1995). This study identified which respondents considered a hyper-local restaurant in their consideration set and what other restaurants were also of interest. The current study distinguished consideration sets for the different segments. This was regarding different restaurant types, namely, almost always an ethnic restaurant, half of the time a vegetarian/ vegan restaurant and never an all-you-can-eat/ buffet type of restaurant. This is useful for further developments in making promotions and targeting the right consumers.

This study used observable variables to measure different constructs and to find the underlying unobservable variables that could explain consumers' motivations to opt for a hyper-local restaurant. The general observable variables regarding demographics such as age, education and gender did not significantly differ between segments. However, all other attributes regarding food-specific, restaurant-specific and psychographic variables were a good indicator of respondents' interests to visit a hyper-local restaurant. The higher the scores on the variables that are characteristic for a hyper-local restaurant, the more likely that they would opt for visiting a hyper-local restaurant.

Previously, it was explained whether the segments are accessible and substantial in size. According to Wedel & Kamakura (2012) other determinants of segmentation effectiveness include stability, responsiveness and actionability. The stability of the segments is based on the stability of their identifiers. The restaurant choice motives and eating-out behaviour can be related to peoples' values and lifestyles as was stated before in literature (Blose & Litvin, 2005; Steenkamp & Ter Hofstede, 2002; Swinyard & Struman, 1986). As these are central to consumers self-concept, they are generally stable (Burgess, 1992). It can therefore be assumed that the segments are expected to be stable enough for the implementation in promotions and target marketing. Whether the segments will perform well on responsiveness and actionability depends on the type of hyper-local restaurant and their goal. However, since restaurant choice motives are made clear and can be linked to adoption intention of hyper-local restaurants, this segmentation will likely have a good performance. The combination of food-specific,

restaurant-specific and psychographic attributes constitutes to an effective segmentation strategy for promotions and target marketing.

Limitations

This study has some limitations. First, the sample size is relatively small. In total 129 questionnaires were suitable for use. The minimum level of fifty respondents per segment was therefore not feasible and statistical power was limited. A greater statistical power would ensure that all differences are found, and the conclusions would also be supported by a larger sample.

Another limitation of this study is that the segment 'could be made interested' is perhaps too large as consumer needs are diverse; and they cannot all be satisfied through mass marketing. The group is too diverse in a sense that all respondents with different lifestyles, values and possible preferences are combined in one segment. Splitting this group into smaller clusters could possibly give more insights in the different importance attributes for consumers that could be made interested. A suggestion for this would be to make clusters using a latent class model. This model assumes that segments of the population have different choice behaviours because of different preferences (Greene & Hensher, 2003). By using the latent class model, it is possible to analyse the heterogeneity of consumers' preferences while obtaining a segmentation of consumers with similar preferences into groups.

A third limitation is that 48,1% of all respondents were aged between twenty and twenty-two years. On the contrary, the group aged forty to fifty years is underrepresented with only accounting 4% of all respondents. This is because respondents were mainly from own networks which made it difficult to find more respondents from the ages forty to fifty. More respondents of this age could have influenced the results significantly. Since the group aged forty to fifty years generally has a higher income than younger generations (Tempo team, 2019) the average willingness to pay for a restaurant could become higher. Kearney et al. (1998) states that interest in nutrition and health increases with age. A higher share of older respondents could influence the data by giving more importance to the constructs 'natural content' and 'health'. A good representation of all consumers is therefore not guaranteed and generalizing the conclusions of this study should be made with caution.

6. Conclusion

In this study, the market of restaurant customers was segmented with regards to their adoption intention towards visiting a hyper-local restaurant. Three segments were distinguished, all had the highest appreciation for the looks and presentation of the food, as well as all were scoring high on service and ambience. These results are consistent with previous findings considering service, ambience and food quality as the most important factors for restaurant choice (Auty, 1992; Jang & Namkung, 2009). As expected, all groups also scored relatively high on subjective norm, which is in agreement with previous literature stating the importance of other people's opinions when making a decision (Ajzen, 1991; Kim et al., 2013; Rogers & Shoemaker, 1971).

For the segmentation of the market, two segmentation bases were used to see if this would make a difference in the structure and significance of the groups. It was found that overall conclusions regarding the importance of statements did not change. However, less significant differences were found for the control scale segments regarding willingness to pay, household, whom respondents eat out with and whether respondents were member of a health, welfare or environmental related organization/charity. This could be due to the fact that the intent scale segments had twice as many respondents in the 'could be made interested' group compared to the other two segments, whereas the respondents in the control scale segment were more evenly distributed among the three segments. This is due to the relatively small sample size and the uneven number of percent per segment.

For further research, it is recommended to use both segmentation bases again on a larger sample to see if this would make a difference. If only one segmentation basis can be used, the intent scale segmentation basis would be advised. This is because the group of consumers not interested in visiting a hyper-local restaurant is labelled as not interesting for marketing and targeting. Excluding everyone that states <40% on visiting a hyper-local restaurant is excluding a big part of respondents. This can lead to missing potential new customers and therefore 30% is more suitable as a limit. Also, the segmentation basis recommended is based on the intent scale translation which is a mathematical technique that is widely used in marketing research to convert stated purchase/visiting intentions into actual probabilities (Risen & Risen, 2008).

Respondents highly interested in visiting a hyper-local restaurant scored significantly higher on the attributes that are distinctive for a hyper-local restaurant; Natural content, a Seasonal menu and Social Responsibility which explains why these respondents are so interested in visiting. Their restaurant choice attributes correspond with the characteristics of a hyper-local restaurant making their adoption intention very high. This segment mostly visited a restaurant with their partner or with friends which corresponds with partner and roommates as most named description of household. The reason mostly

named for eating out was for pleasure/enjoyment. Compared to the other two segments, this segment did not indicate special occasion as a reason for going out as much. They are willing to pay more for a restaurant meal compared to consumers not interested in a hyper-local restaurant. This segment was most interested in hyper-local restaurants. They also indicated to be the most interested in visiting an ethnic restaurant. On the other hand, of all segments, this segment was the least interested in visiting an all-you-can-eat/buffet.

The second segment discussed is the group not highly likely yet to visit a hyper-local restaurant but could be made interested through targeted promotions. This segment is perhaps the most interesting for restaurant owners This segment indicated to eat out mostly with family or friends. A third was a member of an organisation/ charity, which is significantly more compared to the other two segments. It is indicated that the presentation of the food, service and ambience are most important for this group, just like the other two segments. They are more likely to give priority to nutrient-rich meals and social responsibility than the group that is not interested in visiting a hyper-local restaurant. However, social responsibility was still among the lesser considered factors for this group. This is in agreement with Alonso et al. (2013) that state that the use of local food and produce in menu development is among the least considered factors in restaurant choice.
Reasons for this segment to eat at a restaurant is mostly for their enjoyment or a special occasion. This is in line with research of Arora et al. (2014) that conclude that most consumers dine out for enjoyment and fun on special occasions. This segment mostly dines with family or friends and also lives mostly with family or roommates.
Furthermore, the 'could be made interested' group indicated that an ethnic restaurant was in the consideration set of most respondents and that a vegetarian/vegan restaurant was included almost half of the time as well with a quarter of the segment indicating to be highly interested.

Compared to the other two segments, 'not interested in visiting a hyper-local restaurant' respondents scored significantly higher on finding it important to eat meals with (to them) known products. While this is interesting, the mean score is still very low for this group and will probably not influence their restaurant choice in the first place. They scored significantly lower on Natural content, Nutrient rich, Seasonal menu and Social responsibility compared to the highly interested segment. Since these constructs are all characteristic for a hyper-local restaurant, the reason this segment had low interest in visiting such a restaurant can be based on these results. The most important reasons named for not being interested in visiting a hyper-local restaurant were 'not in my area of interest', 'not my taste' and 'do not value/ care about local food'. Reasons for eating out and with whom correspond to the scores of the 'could be made interested' segment. While this segment indicated to show the least interest in

visiting a hyper-local restaurant, they also displayed the least interest in other types of restaurants. However, compared to the other two segments showed slightly more interest in visiting an all-you-can-eat/buffet restaurant.

This study also found that the COVID-19 pandemic influences consumers' eating-out behaviour which is in line with what was expected. Almost a quarter of respondents indicated that they did not feel comfortable eating at a restaurant to some extent. Good communication about the precautions taken in a restaurant to ensure consumers' safety and health could influence their decisions in choosing a restaurant and adoption intention. Furthermore, almost half of the respondents stated that they made more use of home delivery and take away. Offering these services as a hyper-local restaurant might also be an opportunity to attract new customers by presenting their meals and options online.

Looking back at the research question: 'What are the restaurant choice motives of consumers opting for a hyper-local restaurant?', it can be concluded that most attention is drawn to service, ambience and presentation of the food. Subjective norm also influences restaurant choice to some extent. Hyper-local restaurants are a relatively new trend and consumers that highly intend on visiting a hyper-local restaurant also score high on hyper-local specific attributes in their restaurant choice. Combining these attributes with the fact that this segment mostly visits restaurants with their partner and the reasons for eating out are mostly enjoyment and spending time with friends gives a clear and accessible target group. Consumers that show a medium interest in hyper-local restaurants could also be attracted by emphasizing service and food quality, ambience (looks and atmosphere) and visual presentation of the food. This segment mostly visits a restaurant with family and was often a member of an organisation/charity. Their reason for eating out was enjoyment and special occasion which can be used when accessing this segment. Most named choice motives for not opting for a hyper-local restaurant were not interested in or not caring about local food. Demographics of consumers not interested in visiting a hyper-local restaurant were similar to that of consumers that could be made interested.

Implications

The findings of this study have contributed to the market segmentation regarding hyper-local restaurant interest in the Netherlands as no study as such has been attempted before. The findings reinforce the importance of segmenting the market and marketing towards the target segments. The target segments being the 'could be made interested' group and in second place the 'highly interested' group because their adoption intentions are high enough to have potential in visiting. Restaurant owners may use the profiles of the segments by highlighting the aspects found most important and using demographics and

psychographics tactically, this way making more consumers interested in this relatively new restaurant trend.

Recommendations on targeting the 'highly interested' segment and 'could be made interested' can be made on the basis of these findings.

For the highly interested group, not a lot of promotion is necessary since planning on visiting is already highly likely. However, when promotions are made, mentioning the seasonal menu, natural content and their social responsibility is important, as well as the general assurance of good service, ambience and looks of the food. Since this group is mostly accompanied by partner and friends, this can be used as a focus in their promotions, targeting couples and friend-groups. Since this segment is willing to pay more for a meal compared to consumers not interested, focus should lay on the great quality and not necessary the price to quality ratio.

As stated before, the 'could be made interested' segment is most interesting since their adoption intention of hyper-local restaurants is not highly likely yet, but this segment can be made more interested by using the right marketing. Auty (1992) states that food type and food quality are the primary variables of restaurant choice. When those are fulfilled, the atmosphere and restaurant-style become the deciding factors. Combining this research with the findings regarding this segment, it is advised for hyper-local restaurants to emphasize their relatively new and unique style to distinguish themselves from other restaurants. Emphasizing the good food quality (daily fresh, nutrient rich, biologically produced) and therefore contribution to good health and wellbeing, could make this segment more interested in visiting. Also, pointing out the unique ambience of hyper-local restaurants because of their extensive gardens could make potential customers more interested and distinguish hyper-local restaurants from other restaurants. Since this segment also indicated to mostly eat out for enjoyment/pleasure and a special occasion, promoting the hyper-local restaurant as a special place to celebrate a special occasion because of their unique ambience may also be effective in interesting consumers.

All segments stated that the opinions of others also played an important role in their restaurant choice. Hyper-local restaurants could use subjective norm in their promotions by highlighting good reviews and making good use of social media by collaborating with social influences that are followed by consumers in the target groups.

Furthermore, for both interested segments, ethnic restaurants were also ranked high in their consideration set, making these restaurants competitors of a hyper-local restaurant. Emphasizing that meals made with local products can also be an internationally oriented menu may give hyper-local restaurants competitive advantage.

Making special promotions for the 'not interested' segment is high in efforts since chances are small that promotion will change their opinions. Apart from the main reason 'not in my interest' reasons named for not visiting a hyper-local restaurant were 'high price', 'prefer other restaurants more' and 'low availability' which are also mentioned in literature as reasons for not visiting for similar types of restaurants (Jang et al., 2011). While making promotions for this group is thus not advised, taking away some misconceptions about a hyper-local restaurant can raise interest in this group. An example is that hyper-local food is perceived as more expensive. Comparing prices of a hyper-local restaurant to other restaurants serving similar meals shows that prices are not higher at a hyper-local restaurant. Stating this in your promotions could increase interest. The same could be done for the reason 'not my taste' by showing how diverse hyper-local meals can be.

Further research

It is recommended that future studies should be undertaken in the following areas: 1) expanding to a bigger and more diverse sample size, 2) investigate why consumers that have visited a hyper-local restaurant chose that particular restaurant, 3) investigate the different clusters of consumers within the group 'could be made interested', 4) investigate how best to use the information of this study for target marketing.

The first recommendation for further research is that more consumers aged thirty years and older should be taken into account to increase statistical power. A larger sample size could lead to more reliable constructs that were not or weakly supported in this study. It could also influence what restaurant choice motives are considered most important, since consumers in their thirties or older have different values and lifestyles than people in their twenties (Kahle & Kennedy, 1988; Steenkamp & Ter Hofstede, 2002). A bigger sample size will also increase generalizability and give better insights in the robustness of the segmentation basis.

The second suggestion for further research is to compare the results of this study to the attributes hyper-local restaurant customers actually based their restaurant choice on. It could be that consumers might think that they find a certain attribute important but in reality, base their choice on something else. For example, consumers claim to find service really important when choosing a restaurant, but in reality, they base their restaurant choice on opinions of friends. Making this comparison possibly gives interesting additional insights.

A third recommendation for further research is to investigate the 'could be made interested' segment by splitting it up into smaller clusters. Since this group is relatively large, not all respondents might share

the same values, lifestyles and preferences. Finding different clusters in this segment makes it possible to develop more targeted promotions. This is more effective than one mass marketing for the segment as a whole. As indicated in the limitation section, a way to do this is by using the latent class model (Greene & Hensher, 2003).

The last recommendation is to explore the best way to use the results of this study. For example, by using the means-end theory/MECCAS model (Reynolds & Gutman, 1984). This model uses the types of representations consumers have for hyper-local restaurants to link the image of the restaurant to the interests of the consumer. The insights regarding the restaurant choice motives gained from this study are informative for this model and contribute to the development of an effective advertising strategy.

7. References

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8. Appendix

Table 6 to 8 show the different outcomes of standardized and unstandardized data combined with the two different segmentation bases.

Table 6 combines the control scale segments with the unstandardized data, showing differences in significant details compared to Table 5 regarding Natural content, Nutrient rich and Seasonal menu.

Table 6.
Mean Scores (Standard Deviations) of Restaurant Constructs Unstandardized

Restaurant Constructs (Alpha)	Control scale segments (n)		
	Not interested in HL-restaurants (41)	Could be made interested in HL-restaurants (54)	Highly interested in HL-restaurants (34)
Natural content (.730)	2.88 (1.73)[a]	3.46 (1.46)[ab]	3.93 (1.23)[b]
Sensory appeal (.250)			
- Freshly harvested	3.76 (1.58)	4.39 (1.60)	4.35 (1.63)
- Looks good	5.88 (1.29)	5.89 (0.84)	6.21 (0.85)
- Tastes the same	5.12 (1.71)	4.76 (1.45)	4.76 (1.71)
- Exotic ingredients	3.22 (1.81)	3.85 (1.60)	3.59 (1.31)
- Known ingredients	2.68 (1.62)[c]	2.02 (1.07)[b]	1.91 (0.83)[a]
Health (.550)			
- Nutrient rich	4.02 (1.86)[a]	4.74 (1.43)[ab]	5.18 (1.00)[b]
- Dietary attention	4.76 (1.84)	4.48 (1.84)	5.38 (1.48)
Convenience (.666)	4.61 (1.11)	4.40 (1.20)	4.78 (1.10)
Value (.582)			
- Relatively cheap	4.59 (1.52)	4.07 (1.26)	4.29 (1.09)
- Discount options	3.98 (1.93)	3.65 (1.64)	3.97 (1.78)
Options (.187)			
- Seasonal menu	4.95 (1.83)[a]	5.19 (1.26)[ab]	5.82 (1.00)[b]
- Wide range	4.98 (1.73)	4.85 (1.40)	4.15 (1.71)
- Vegan/ vegetarian	4.78 (2.03)	5.22 (1.92)	5.24 (1.58)
- Delivery and takeaway	3.49 (1.78)	3.11 (1.62)	3.00 (1.65)
Ambience (.641)	5.55 (0.87)	5.35 (0.94)	5.53 (0.73)
Service (.643)	5.81 (0.83)	5.89 (0.68)	5.98 (0.64)
Social responsibility (.859)	4.18 (1.44)[a]	4.60 (1.04)[b]	5.37 (0.75)[c]
Subjective norm (.889)	5.09 (1.23)	5.00 (1.39)	5.21 (1.32)
Enjoyment (.507)			
- Special feeling	4.63 (1.28)	5.09 (1.23)	5.09 (0.97)
- Comfortable	4.93 (1.31)	5.33 (1.26)	5.59 (0.99)
- New experience	4.85 (1.56)	5.00 (1.45)	5.29 (1.06)

Note: "Alpha" denotes "Cronbach's alpha." All p values < .001 for all associated F-tests. The alphabetical order of the superscripts represents the ascending order of the significantly different means following Tukey's HSD test (all p values < .05).

Table 7.
Eating out variables tested for the control scale segments

Variables (%)	Not interested	Could be made interested	Highly interested
With whom do you eat out most often?			
- Family	41.5	42.6	23.5
- Friends	41.5	31.5	35.3
- Partner	12.2[a]	24.1[ab]	38.2[b]
- Colleagues	4.9	1.9	2.9
Willingness to pay			
- Less than €30 per person	43.9	31.5	26.5
- €30 to €60 per person	48.8	64.8	58.8
- €60 to €90 per person	7.3	1.9	11.8
- More than €90 per person	0.0	1.9	2.9
Reason for eating out			
- For pleasure/ enjoyment	34.1	40.7	52.9
- Special occasion	43.9[b]	33.3[ab]	17.6[a]
- To spend time with friends	17.1	20.4	20.6
- To spend time with family	4.9	3.7	5.9
- Food cannot be made at home	0.0	1.9	2.9
Household			
- Roommates	46.3	42.6	38.2
- Partner and children	7.3	19.0	11.8
- Parents	29.3	15.2	17.6
- Partner	4.9	13.3	20.6
- Alone	7.3	8.0	5.9
- Children	2.4	0.0	5.9
- Other/ rather not say	2.4	1.9	0.0

The alphabetical order of the superscripts represents the ascending order of the significantly different means following Tukey's HSD test (all p values < .05).

As can be seen in Table 8, whether data was unstandardized or standardized for the intent scale segments did not make a difference compared to the outcomes of Table 5.

Table 8.
Mean Scores (Standard Deviations) of Restaurant Constructs Standardized

Restaurant Constructs (Alpha)	Intent scale segments (n)		
	Not interested in HL-restaurants (36)	Could be made interested in HL-restaurants (66)	Highly interested in HL-restaurants (27)
Natural content (.733)	-.400 (1.03)[a]	0.06 (0.80)[b]	0.38 (0.69)[c]
Sensory appeal (.221)			
- Freshly harvested	-0.30 (0.99)	0.16 (0.96)	0.00 (1.05)
- Looks good	-0.11 (1.35)	-0.01 (0.81)	0.18 (0.90)
- Tastes the same	0.16 (1.11)	-0.05 (0.92)	-0.11 (1.04)
- Exotic ingredients	-0.29 (1.18)	0.17 (0.92)	-0.02 (0.87)
- Known ingredients	0.46 (1.34)[c]	-0.15 (0.82)[b]	-0.25 (0.64)[a]
Health (.554)			
- Nutrient rich	-0.42 (1.24)[a]	0.10 (0.90)[b]	0.31 (0.68)[c]
- Dietary attention	-0.5 (1.07)	-0.08 (1.02)	0.25 (0.83)
Convenience (.660)	0.11 (0.62)	-0.11 (0.75)	0.13 (0.68)
Value (.600)	0.16 (0.96)	-0.07 (0.80)	-0.03 (0.80)
Options (.178)			
- Seasonal menu	-0.27 (1.35)[a]	-0.05 (0.83)[ab]	0.47 (0.65)[b]
- Wide range	0.20 (1.11)	0.03 (0.84)	-0.35 (1.15)
- Vegan/ vegetarian	-0.25 (1.12)	0.08 (0.98)	0.13 (0.84)
- Delivery and takeaway	0.21 (1.08)	-0.05 (0.93)	-0.16 (1.04)
Ambience (.675)	0.12 (0.73)	-0.10 (0.74)	0.07 (0.61)
Service (.651)	-0.07 (0.78)	-0.01 (0.62)	0.11 (0.50)
Social responsibility (.858)	-0.38 (0.96)[a]	0.00 (0.62)[b]	0.49 (0.50)[c]
Subjective norm (.891)	0.03 (0.94)	-0.02 (0.94)	0.02 (1.03)
Enjoyment (.529)			
- Special feeling	-0.30 (1.12)	0.13 (0.98)	0.08 (0.82)
- Comfortable	-0.29 (1.04)	0.04 (1.02)	0.29 (0.82)
- New experience	-0.20 (1.14)	0.05 (1.01)	0.14 (0.75)

Note: "Alpha" denotes "Cronbach's alpha." All p values < .001 for all associated F-tests. The alphabetical order of the superscripts represents the ascending order of the significantly different means following Tukey's HSD test (all p values < .05).

Table 9 confirms the conclusions drawn from Table 6 and 7, showing that there standardizing the data made no difference in outcomes but using the different segmentation basis did.

Table 9.
Mean Scores (Standard Deviations) of Restaurant Constructs standardized

Restaurant Constructs (Alpha)	Control scale segments (n)		
	Not interested in HL-restaurants (41)	Could be made interested in HL-restaurants (54)	Highly interested in HL-restaurants (34)
Natural content (.733)	-0.30 (1.00)[a]	0.04 (0.84)[ab]	0.30 (0.72)[b]
Sensory appeal (.221)			
- Freshly harvested	-0.26 (0.98)	0.13 (0.99)	0.11 (1.01)
- Looks good	-0.09 (1.28)	-0.08 (0.83)	0.24 (0.84)
- Tastes the same	0.15 (1.07)	-0.07 (0.91)	-0.07 (1.07)
- Exotic ingredients	-0.22 (1.12)	0.17 (0.99)	0.00 (0.81)
- Known ingredients	0.38 (1.29)[c]	-1.15 (0.85)[a]	-0.23 (0.66)[b]
Health (.554)			
- Nutrient rich	-0.39 (1.21)[a]	0.07 (0.92)[ab]	0.35 (0.65)[b]
- Dietary attention	-0.03 (1.04)	-0.18 (1.04)	0.32 (0.83)
Convenience (.660)	0.03 (0.68)	-0.10 (0.73)	0.13 (0.68)
Value (.600)	0.15 (0.95)	-0.14 (0.80)	0.04 (0.77)
Options (.178)			
- Seasonal menu	-0.23 (1.27)[a]	-0.07 (0.87)[ab]	0.38 (0.69)[b]
- Wide range	0.17 (1.07)	0.09 (0.86)	-0.35 (1.06)
- Vegan/ vegetarian	-0.16 (1.09)	0.07 (1.03)	0.08 (0.84)
- Delivery and takeaway	0.17 (1.06)	-0.05 (0.97)	-0.12 (0.98)
Ambience (.675)	0.08 (0.71)	-0.09 (0.77)	0.06 (0.62)
Service (.651)	-0.07 (0.75)	0.00 (0.61)	0.08 (0.57)
Social responsibility (.858)	-0.31 (0.92)[a]	-0.05 (0.66)[b]	0.44 (0.48)[c]
Subjective norm (.891)	0.00 (0.89)	-0.06 (1.00)	0.09 (0.96)
Enjoyment (.529)			
- Special feeling	-0.26 (1.07)	0.12 (1.03)	0.12 (0.81)
- Comfortable	-0.28 (1.07)	0.05 (1.02)	0.26 (0.80)
- New experience	-0.13 (1.12)	-0.02 (1.04)	0.19 (0.76)

Note: "Alpha" denotes "Cronbach's alpha." All p values < .001 for all associated F-tests. The alphabetical order of the superscripts represents the ascending order of the significantly different means following Tukey's HSD test (all p values < .05).