Jomat

Journal of multidisciplinary academic tourism
2024, 9 (1): 127-144
https://doi.org/10.31822/jomat.2024-9-2-127

ISSN: 2645-9078

Organic dining behaviour in British restaurants

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Keywords:
Organic food consumption,
Restaurant,
Consumer behaviour.

Article History:
Submitted: 23.08.2023
Revised:27.10.2023
Accepted: 27.11.2023
Published Online: 15.12.2023

ABSTRACT

The organic food market has experienced significant growth in recent decades all over the world. Within the context of the UK, a remarkable rise can be seen considering the recent popularisation of organic food products. With these trends in mind, the aim of this research is to develop better understanding of organic dining behaviour in British restaurants. To achieve this aim, this research used questionnaire technique and analyse the data using SEM. The key findings of the research confirmed that a range of factors, including advertisements through social media, knowledge, price, taste, quality, availability, and labelling, all significantly influence consumer intention to consume organic food in restaurants. In consideration of all the above-mentioned relationships, this research developed and tested a model which summarises consumers' organic food dining behaviour in restaurants covering influencing factors, consumer intention and actual behaviour of organic dining. Finally, this research provided theoretical and practical implications.

1. Introduction

Recently , the food industry has faced numerous instances of food safety issues, making it harder for consumers to assess the quality of food. Nowadays, consumers are more likely to select nutritious and high-quality food. The organic food market has grown significantly in recent years (Teng & Lu, 2016). Consumers in Western and Eastern countries have higher awareness of the broader advantages of organic food consumption and have a positive attitude towards organic food due to its healthier and eco-friendly features (Frewer & Van Trijp, 2006; Lin, Guo, Turel, & Liu, 2020).

With the rising consumer interest in natural, organic and locally-produced food, consumers tend to seek more local food in restaurants and are willing to pay more for local produce (Harvey, 2021a; Jayawardena, Wijesundara, & Herath, 2022). Harvey (2021b) pointed out that diners have a genuine desire to understand the production process, the ingredients and origin of their food, and its effects on their personal health and the environment, among other concerns. The appreciation of good quality food has significantly risen among the consumers as they spend more time and effort to plan their menus and choices which enable them to get inspired by organic recipes (Bioecoactual, 2021). However, the primary focal point in the advancement of the organic food sector revolves around the imperative query of formulating specific marketing strategies that encompass a holistic perspective while incorporating scientific principles (Teng & Lu, 2016). Thus, there is a need to provide a better understanding of consumer behaviour to rise market share of the organic food in food industry (Rong-Da Liang & Lim, 2020).

Based on the literature, this research believes that there are to research gaps that needs to be filled. Firstly, considerable research aiming to understand predictors of consumer purchase intentions for organic food has been undertaken (Aertsens, Mondelaers, Verbeke, Buysse, & Van Huylenbroeck, 2011; Filimonau & Grant, 2017; Honkanen, Verplanken, & Olsen, 2006; Jayawardena, Wijesundara, & Herath, 2022; Lockie, Lyons, Lawrence, & Grice, 2004; Magnusson, Arvola, Koivisto Hursti, Åberg, & Sjödén, 2001; Padel & Foster, 2005). Previous studies have investigated different aspects of organic food consumption and identified various motivational factors. However, such studies focus on more internal reasons and limited research considers external reasons such as restaurant factors. Therefore, given the accelerating demand for organic food products, it is necessary to analyse factors influencing consumers' organic dining behaviour in restaurants. Also, the research on consumers' organic dining behaviour in UK-based restaurants is limited as many studies focus on consumer behaviours from other countries, including the USA, Australia and Germany (Filimonau & Grant, 2017; Lu & Gursoy, 2017).

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Based on the literature review, there is a growing organic dining trend, and this trend is clear in the UK context as well. Despite its significance in terms of both academic and public interest, the UK context of organic dining in restaurants has remained almost intact. The research on consumers' organic dining behaviour in UK-based restaurants is limited as many studies focus on consumer behaviours from other countries, including the USA, Australia and Germany (Filimonau & Grant, 2017; Lu & Gursoy, 2017). Such a negligence is critical when considering the size and importance of UK organic dining in restaurants. Thus, it is clear that more research in the UK context as one of the world's largest organic food markets is required to have a comprehensive understanding of the organic dining trend.

Secondly, A small number of research adopted theoretical viewpoints, such as value–attitude–behaviour model and S-O-R (Cheung & To, 2019; A. R.-D. Liang & Lim, 2021). Academics highlighted that future research must provide solid theoretical underpinning for explaining the outcomes of consumer buying decisions (A. R.-D. Liang & Lim, 2021; Xie, Wang, Yang, Wang, & Zhang, 2015a)..Consumers' organic dining behaviour involves a complex decision-making process, this research therefore endeavours to establish a comprehensive framework investigating the interconnections among various factors, including availability, health consciousness, environmental concern, knowledge of organic food, labelling, availability, peer pressure, media, social media, price, quality, taste, buying intention and behaviour based on previous research. To further enhance the research on organic dining behaviour, this research proposes the theory of planned behaviour as a useful theory to estimate consumers organic dining behaviour.

2. Literature review

The theory of planned behaviour

The theory of reasoned action (TRA), which is grounded in theories of social psychology and proposed by Fishbein and Ajzen in 1967, was the first cognitive theory to focus on consumer attitude and behaviour (C.-T. Chen, Lee, Chang, & Cheng, 2015). According to the TRA (Ajzen & Fishbein, 1980), attitude towards behaviour and subjective norms are the antecedent elements influencing behavioural intention. Ajzen's (1985) TRA extended and enhanced the Theory of Planned Behaviour, which is one of the most studied and effective theories to forecast social behaviour, based on the limitation of the theory of reasoned action (Ajzen, 1991; Collins & Carey, 2007; Fielding, Terry, Masser, & Hogg, 2008). There are three key variables in the TPB proposed by Ajzen (1991) to predict buying intention and behaviour: attitude, subjective norms and behavioural control. The general assumption which underlies the TPB framework is that three predictor variables meaningfully govern behavioural intention (Ajzen, 1991). According to Ajzen (1991), consumer behavioural beliefs determined by outcome judgements refer to consumer attitude. The assumption of the model is that both the positive and negative implications of a particular action by an individual generate attitude. Subjective norms relate to normative and social influences or beliefs determined by a motivation of the person to comply (Ajzen, 1996). Behavioural intention is directly affected by perceived behavioural control, which relates to a persons' view of the ease or difficulty of performing the behaviour; complete set of accessible control beliefs govern perceived behavioural belief. As a result, behavioural intention, which influences behaviour, is also influenced by subjective norms, attitudes and perceived behavioural control (Lam & Hsu, 2006).

Researchers have widely used the TPB to investigate consumers' buying intention and behaviour in food studies. The model has demonstrated aneffective forecasting power. In the field of organic food consumption, several researchers have successfully used the TPB (Aungatichart, Fukushige, & Aryupong, 2020; Guàrdia, Guerrero, Gelabert, Gou, & Arnau, 2006; Li & Jaharuddin, 2020; Lobb, Mazzocchi, & Traill, 2007; Mahon, Cowan, & McCarthy, 2006; Pang, Tan, & Lau, 2021; Shin, Im, Jung, & Severt, 2018; Sultan, Tarafder, Pearson, & Henryks, 2020). The results of various studies that have adopted TPB identified the power of subjective norms to forecast consumer attitudes (Li & Jaharuddin, 2020; Singh & Verma, 2017). In the same vein, the research on factors influencing organic consumption, found that consumers' organic food consumption intention is affected by subjective norms and attitudes towards organic food (Pang, Tan, & Lau, 2021).

As discussed above, researchers have widely applied the TPB in many organic research studies, thus it can be adapted to forecast consumers' buying intentions and behaviour in relation to organic foods (Mhlophe, 2015). Montano et al., (1997) suggest that the TPB has been proven to provide an excellent framework in conceptualizing, testing and determining elements to identify behavioural intentions and behaviour (Kasprzyk, Montaño, & Fishbein, 1998; Pang, Tan, & Lau, 2021; Sultan et al., 2020). Therefore, the TPB is employed in this study to investigate consumers' intentions and actual buying behaviour towards organic food when dining out. These behaviours are investigated in terms of how consumers' perceived of health consciousness, environmental concern, knowledge of organic food, labelling, peer pressure, Media, social media, price, quality, taste, availability, buying intention and behaviour.

Dining out organically in the UK

The organic market has experienced the highest year-on-year growth in 15 years and its value has now reached £3 billion (SoilAssociation, 2022). There has been a significant rise in the appreciation of good quality food for consumers and they have more time to plan their menus

and choices which enables them to be inspired by organic recipes (Bioecoactual, 2021). Consumers' consciousness is notably increasing around food production processes, quality and safety (Sidali, Kastenholz, & Bianchi, 2015). Organic food consumption has boomed in recent years in the UK. People have begun to cook at home more and higher quality food is sought by consumers, leading to a rise in organic food consumption (Harvey, 2021a). Research conducted to understand young organic food consumers' attitudes and behaviour in the UK and Poland showed that green consumption consciousness is significantly stronger among young Brits, who have a stronger environmental attitude intensity than Polish consumers. A stronger pro-environmental attitude is more likely to result in organic food consumption (Kowalska, Ratajczyk, Manning, Bieniek, & Mącik, 2021). Filimonau and Grant (2017) point out, the UK national statistics surveys draw attention to the growing and promising trend of consuming organic food at home and when eating out.

Hypotheses development

This section presents how the hypotheses for the current research were developed. Health-related benefits from organic food are one of the main reasons for consumers buying organic food, and there is a positive correlation between health awareness and buying intention (Konuk, 2018; Lian, 2017; Nafees, Hyatt, Garber Jr, Das, & Boya, 2021; D. C. Petrescu, Petrescu-Mag, Burny, & Azadi, 2017; Rong-Da Liang & Lim, 2020). health variables have a considerable influence on consumer attitudes (Ghali-Zinoubi & Toukabri, 2019; Liu, 2007). Health awareness has been approved by the vast majority of previous studies as one of the strongest predictors of consumer buying intentions for organic food (Bonn, Cronin Jr, & Cho, 2016; Hutchins & Greenhalgh, 1995; Shin, Im, Jung, & Severt, 2019; Singh & Verma, 2017; Zanoli & Naspetti, 2002). As a result, based on the above discussion and previous empirical evidence, the following hypothesis is proposed:

H1: Health consciousness has a positive influence on consumers' intention towards organic food when dining out.

The relationship between environmental concerns and consumer buying intentions has been extensively studied in marketing literature. Many studies show a positive correlation between positive attitude towards environmental issues and consumer buying of organic foodstuff and the frequency of buying (Gagić & Mikšić, 2015; Grzybowska-Brzezinska, Grzywinska-Rapca, Zuchowski, & Bórawski, 2017; Oroian et al., 2017; Wunderlich & Gatto, 2016). The environment is one of the primary motives to purchase organic food (Cerjak, Mesić, Kopić, Kovačić, & Markovina, 2010; Li & Jaharuddin, 2021; Loureiro, McCluskey, & Mittelhammer, 2001). Having more environmental concern assists in creating positive intentions towards organic food and increases consumers' likelihood of buying such produce (Mhlophe, 2015). Drawing from the above discussion empirical backing, the following hypothesis is presented:

H2: Environmental concerns influence consumers' intention towards organic food when dining out.

Subjective norms theory, developed by Ajzen (1991), emphasized the significance of reference groups – whether such people approve or disapprove of a certain conduct. Individuals' intentions to buy organic food may be reinforced by a large number of reference groups such as family members, peers and other significant individuals (Ajzen, 1991; Dean, Raats, & Shepherd, 2008; Li & Jaharuddin, 2021; Pomsanam, Napompech, & Suwanmaneepong, 2014). There is a remarkable correlation between subjective norms and buying intentions (Aungatichart, Fukushige, & Aryupong, 2020; Pang, Tan, & Lau, 2021; Scalco, Noventa, Sartori, & Ceschi, 2017). As a result, subjective norms can be seen as a substantial antecedent of consumer purchase intentions in the model for this research. Based on the discussion above, the following hypotheses are suggested:

H3: Family influences consumers' intentions towards organic food when dining out.

H4: Peer groups influence consumers' intentions towards organic food when dining out.

There has been little research undertaken to understand the role of the media on organic food consumption. Some researchers have highlighted media as an essential factor influencing consumers' organic food purchasing (Dumortier, Evans, Grebitus, & Martin, 2017; Filimonau & Grant, 2017; Hill & Lynchehaun, 2002; Hughner, McDonagh, Prothero, Shultz, & Stanton, 2007; Ramsden, 2014). Research by Pham et al., (2018) suggests that consumers who are exposed to food messages by the media are more likely to develop a positive attitude towards organic food. According to Xiang, Magnini, and Fesenmaier (2015), in the tourist manners of the way searching and using information has changed with widespread of influence of social media. The increase of using social media can be ascribed to its effective influence on moulding peoples perceptions, emotions and experiences (Luo & Zhong, 2015), therefore, it is substantial source of information during the tourist decision-making process (Usui, Wei, & Funck, 2018). Dumortier et al., (2017) support the notion that consumer behaviour might be significantly influenced by general trust in media as a source of information about organic foodstuff. Drawing on the above discussion, the following hypothesis is proposed:

H5: Media influences consumer's intentions towards organic food when dining out.

H6: Social media influences consumer's intentions towards organic food when dining out.

Extensive studies have attempted to understand the relationship between consumers' knowledge of organic

food and buying behaviour. Several studies have highlighted that knowledge of organic food has an influence on consumer decisions to buy organic produce (Carlson, Vincent, Hardesty, & Bearden, 2008; Gracia Royo & de-Magistris, 2007; Li & Jaharuddin, 2020; Martić Kuran & Mihić, 2014; Nguyen, Nguyen, Nguyen, Lobo, & Vu, 2019; Pang, Tan, & Lau, 2021). Recent evidence provided by Li and Jaharuddin (2020) identified that knowledge of organic food has a significant influence on consumers' attitude towards buying organic. Based on the above discussion and review of the literature, the following hypothesis is proposed:

H7: Consumers' knowledge of organic food has a positive influence on their intentions towards organic food when dining out.

There is a significant correlation between price of organic food and buying behaviour (Ghali-Zinoubi & Toukabri, 2019; Koen, Wentzel-Viljoen, & Blaauw, 2018). The effect of the price has been tested by Smith et al. (2009) and Filimanou and Grant (2016) who demonstrate that consumer intention to purchase organic food is not significantly affected by price (Filimonau & Grant, 2017; Smith, Huang, & Lin, 2009). Accordingly, current research presents the following hypothesis:

H8: Price influences consumers' intentions towards organic food when dining out.

Flavour and odour of organic food are the most substantial influencing factors that drive consumers' buying intentions (Asioli et al., 2014; D. C. Petrescu et al., 2017). consumer perceptions of the quality of organic food are becoming increasingly significant in the purchase of organic food (Magnusson et al., 2001; Padel & Foster, 2005). Accordingly, the following hypotheses are presented:

H9: Taste of organic food influences consumers' intentions towards organic food when dining out.

H10: Quality of organic food influences consumers' intentions towards organic food when dining out.

According to Darsono, Yahya, Muzammil, Musnadi, Anwar, and Irawati (2019), intention is the direct antecedent of actual purchase behaviour. Sultan et al. (2020) found that consumers' organic food consumption behaviour is significantly and positively influenced by behavioural intention. The association between factors impacting organic consumption and purchase behaviour is mediated by consumers' intentions and attitude towards organic food (Aungatichart, Fukushige, & Aryupong, 2020; Darsono et al., 2019; Li & Jaharuddin, 2020; Singh & Verma, 2017). Based on the above discussion, following hypotheses are presented:

H11: Intentions have a positive impact on actual purchase behaviour.

Availability of organic food is a significant elements that can be used in forecasting consumers' purchasing intentions (Mhlophe, 2015). Previous studies have found that perceived availability is a major criterion influencing consumers' organic food purchases (Akbar, Ali, Ahmad, Akbar, & Danish, 2019). Consumers' organic buying decisions can be indirectly and adversely affected by their lower availability (Aslihan Nasir & Karakaya, 2014; Xie, Wang, Yang, Wang, & Zhang, 2015b). Following hypothesis is developed based on the discussion.

H12: Availability of organic food has an influence on consumers' intention towards organic food when dining out.

Labelling is highlighted in previous literature as a significant factor affecting consumers organic food consumption behaviour. When organic food labels provide a greater knowledge of information, it positively intensifies the consumers attitudes and intention to buy organic food (Teng & Wang, 2015). Similarly, the study found that labelling can be one of the significant antecedents to explain consumers buying intention (R.-D. Liang, 2016). Rong-Da Liang and Lim (2020) showed that the most important element affecting positive attitude to organic food is attitudes to organic food labelling. Based on the discussion above, the following hypothesis is developed.

H13: Labelling of organic food influences consumers' intentions towards organic food when dining out.

3. Methodology

This research used quantitative methods to explore the relationships between variables, such as health concerns, prices and organic food purchases in restaurants, by employing various statistical analysis techniques. Previous studies suggested that there are four steps for development of questionnaire (Bandara, Leckie, Lobo, & Hewege, 2017; Tariq, Wang, Tanveer, Akram, & Akram, 2019). (1) High reliability and validity items from previous research were adapted for the current study tailoring them based on the features of the organic food sector (see Table 1). (2). The researcher conducted a pilot study with 5 participants and were given suggestions for improvement of the questions. After that, based on the respondents' comments, the questions were reworded and modified. (3) second pilot study was conducted with forty-two consumers which is sufficient to test the dimensions of reliability test. The results of the Cronbach's α of each dimension was higher than 0.7 providing sufficient value for reliability test. After that, the researcher developed the final questionnaire based on this. (4) The questionnaire was dived into five sections, including socio-demographic characteristics of participants, such as gender, age, education and income, to identify the influence of such factors on diner's organic food buying in restaurants; the other four sections represented the main body of the questionnaire, measuring the elements of the theoretical model (motivational factors, behavioural intentions, and actual buying behaviour). These four sections were designed based on the previous studies to measure the effect of variables such as price,

availability and health concerns on consumers' organic food consumption behaviour in restaurants.

Sampling process

Casual and fine dining restaurant diners in London, Edinburgh and Cardiff represent the population of this research. A convenience sampling method was used to collect primary data from casual and fine dining restaurant diners. Three capital cities in the UK – London, Edinburgh and Cardiff – were chosen to represent consumers' insights of organic food consumption in restaurants in the UK regions. The data collection process was completed between 24th April and 18th December 2020. During the data collection process, a total of 747 questionnaire were distributed and 541 usable questionnaires were obtained. London, Edinburgh and Cardiff were selected to collect primary data because these three capital cities are some of the biggest, most crowded cities in the UK. People from around the UK visit such cities for education, employment and tourism. The researcher assumed that the sample represents consumers from different British locations, cultures and backgrounds. The research targeted organic diners aged 18 and over. The questionnaire was distributed in several organic restaurants and on online social networking groups specifically formed around organic food and dining. The researcher approached restaurant customers at the entrance of restaurants and asked if they would be part of the research. Once they agreed to take the questionnaire, it was distributed to them (n=297). Some of the respondents were reached through online platforms (facebook), by posting online questionnaire links with a description of the study on organic food group pages and forums(n=244).

Table 1: Constructs, items and scales used in the questionnaire

Constructs	Items	Sources
Section 1 Socio-demographics	1-) Age 2-) Gender 3-) Income 4-) Education	
Section 2 Attitude (1–7 scale; 1=strongly disagree, 7=strongly agree)	Health consciousness 1-) I am concerned about the type and amount of nutrition in the food 2-) Dining organically is healthier for my body compared to conventional menu items 3-) I think organic menu items were more nutritious than conventional food 4-) I order food with organic ingredients to avoid pesticides, antibiotics, growth hormones, etc. 5-) I dine organically because I am concerned about the presence of food additives 6-) I order organic menu items because organic food is more environmentally friendly as organic production uses no/less chemical residues, growth hormones	Sign and Verma (2015) Lu and Gursoy (2017) Mhlophe (2015) Robbins (2015)
	Environmental concern 1-) I order organic menu items because my eating organic food supports a better environment 2-) I order organic menu items because my eating organic food supports ethical practice of raising animals. 3-) I order organic menu items because I am greatly concerned about the harm being done to plant and animal life	Mhlophe (2015) Robbins (2015)
Section 3 Subjective norms (1–7 scale: 1=strongly disagree, 7=strongly agree)	Family 1-) My family regards organic food as a better alternative to conventional food 2-) My family think I should consume organic menu items when I dine out 3-) My family order organic menu options when dining out. Peer influence 1-) People who are important to me regard organic food as a better alternative to conventional food 2-) People who are important to me think I should consume organic menu items when I dine out. 3-) I am feeling respected by people who are important to me when I ordered organic dishes at restaurants 4-) Most people who are important to me order organic menu items.	Mhlophe (2015) Robbins (2015) Sign and Verma (2015) Teng and Wang (2015)
	Media 1-) (17) The media conveys that organic food is a better alternative to conventional food. 2-) The media conveys that organic food benefits to sustainable development. 3-) The media (the cookery TV programs, magazines, new articles, celebrity chefs etc.) conveys that I should eat organic food 4-) My awareness of dining organically is positively influenced by media (the cookery TV programs, magazines, new articles, celebrity chefs etc.). Social media 1-) Social media posts have positive impact on my intention to consuming organic food 2-) Social media advertisement increases my interest towards organic food 3-) I always check the menu on the internet (restaurant websites, review blogs) and look for the organic options before eating out	Robbins (2015)

Table 1: Constructs, items and scales used in the questionnaire (continued)

Section 4 Perceived behavioural control (1–7 scale: 1=strongly disagree, 7=strongly agree)	**Knowledge of organic food** 1-) I have information about how good organic food is for environment 2-) If I have more knowledge about organic food, I can consume more organic items when I dine out 3-) I have adequate knowledge about organic food production process	Mhlophe (2015) Sign and Verma (2015) Teng and Wang (2015)
	Labelling 1-) It is important to see the organic label on the menu if the ingredients are organic 2-) When I see the organic label on the menu, I tend to order organic food more	Teng and Wang (2015)
	Price of organic food 1-) The price of organic menu items is more expensive than conventional menu items 2-) The price of the organic food is important for me to order organic menu items 3-) Having organic menu items is the right thing to do even if they cost more 4-) I am willing to pay more for organic food options over conventional foods at a restaurant because the benefits outweigh the cost.	Lu and Gursoy (2017) Mhlophe (2015) Robbins (2015)
	Taste 1-) Taste of the food is important to me 2-) Organic ingredients make my meal tastier 3-) When I order organic food at a restaurant, I believe the dish made from organic ingredients is tastier Quality 1-) Quality of food is important to me. 2-) Organic ingredients increase the quality of my food 3-) Having organic menu items is the right thing to do because of its quality 4-) When I order organic food at a restaurant, I believe organic foods have a unique and superior quality.	Lu and Gursoy (2017) Teng and Wang (2015) Robbins (2015)
	Availability 1-) It is important to me that organic food options are offered in the dining facilities. 2-) I consume organic food when I dine out as long as organic items are available in the menus. 3-) Organic food is sufficiently available at restaurants where I dine out.	Sign and Verma (2015) Mhlophe (2015) Robbins (2015)
Section 5 Intention (1–7 scale: 1=strongly disagree, 7=strongly agree)	**Consumer organic food intention** 1-) I am interested in consuming organic food when I dine out 2-) I will expend effort on choosing organic menu items when I dine out in the future. 3-) I intend to consider organic food menu items "as my first choice. 4-) I still order dish made with organic ingredients even though other alternatives are cheaper	Sign and Verma (2015) Mhlophe (2015) Robbins (2015) Teng and Wang (2015)
	Actual buying behaviour 1-) I am always willing to pay more for organic menu items when I dine out. 2-) I am a regular consumer of organic food when I dine out	Sign and Verma (2015) Mhlophe (2015)

Source: Elaborated by Authors

Measurement model

Evaluation of the reflective measurement models comprises composite reliability for the assessment of internal consistency, individual indicator reliability, and average variance extracted (AVE) for evaluation of convergent validity. Discriminant validity is the main component of the assessment of the reflective measurement models. Measurement of discriminant validity includes the Fornell-Larcker, cross loadings, and especially the heterotrait-monotrait (HTMT) ratio of correlation (Hair Jr, Hult, Ringle, & Sarstedt, 2014a).

Satisfactory internal consistency reliability is provided for the measurement items of the reflective constructs used in this research. The value of coefficients varies from 0.734 to 0.945, and those values exceed the recommended threshold value of 0.7.

Table 3: Cronbach's Alpha and composite reliabilities of reflective constructs

Construct	Cronbach's Alpha	Composite Reliability
Availability	0.787	0.903
Actual Behaviour	0.898	0.937
Environment	0.923	0.945
Family	0.871	0.921
Health	0.849	0.893
Intention	0.910	0.943
Knowledge	0.734	0.850
Label	0.819	0.915
Media	0.864	0.905
Peer pressure	0.878	0.917
Price	0.820	0.917
Quality	0.902	0.939
Social media	0.812	0.887
Taste	0.935	0.969

Source: Elaborated by Authors

Regarding outer loading results, the satisfactory indicator reliability is provided.

As for the convergent validity, the common rule is that an AVE value of at least 0.5 or above shows sufficient convergent validity. The values of AVE for the reflective constructs are showed adequate AVE value which is shown in table below.

Table 5: AVE values of reflective measurement model

Construct	Average Variance Extracted (AVE)	Construct	Average Variance Extracted (AVE)
Availability	0.824	Knowledge	0.655
Behaviour	0.831	Label	0.844
Environment	0.812	Media	0.704
Family	0.796	Peer pressure	0.734
Health	0.628	Price	0.846
Intention	0.847	Social media	0.723
Taste	0.939	Quality	0.836

Source: Elaborated by Authors

Traditionally, two measures of discriminant validity have been used to evaluate the discriminant validity of the constructs: cross loadings; and Fornell and Larcker. The cross loadings of the variables examination provided satisfying results for the first measure of discriminant validity. Fornell and Larcker met the criterion of both measures of the discriminant validity of the reflective measurement models. Discriminant validity has been accomplished in this research.

Table 4 : Results of the outer loadings

Latent Variable	Indicators	Outer Loading	Latent Variable	Indicators	Outer Loading
Health	Health1	0.623	Environmental concerns	Environment1	0.913
	Health2	0.763		Environment2	0.882
	Health3	0.867		Environment3	0.918
	Health4	0.827		Environment4	0.890
	Health5	0.858	Peer pressure	Peer1	0.877
Family	Family1	0.886		Peer2	0.906
	Family2	0.930		Peer3	0.827
	Family3	0.860		Peer4	0.814
Price	Price3	0.903			
			Labelling	Labelling1	0.892
	Price4	0.936		Labelling2	0.944
Media	Media1	0.802	Social media	Social media1	0.810
	Media2	0.873		Social media2	0.884
	Media3	0.863		Social media3	0.855
	Media4	0.816	Knowledge	Knowledge1	0.824
Availability	Availability2	0.892		Knowledge2	0.866
				Knowledge3	0.731
	Availability3	0.923			
Intention	Intention1	0.897	Behaviour	Behaviour1	0.891
	Intention2	0.939		Behaviour2	0.926
	Intention3	0.925		Behaviour3	0.918
Taste	Taste2	0.969			
	Taste3	0.970			
Quality	Quality 2	0.913			
	Quality 3	0.919			
	Quality 4	0.910			

Source: Elaborated by Authors

Assessment of structural model

Since the measurement model assessment shows satisfactory quality for constructs, the next step is to move to an evaluation of the structural model results that includes the predictive capabilities of the model and the associations between variables (Hair Jr, Hult, Ringle, & Sarstedt, 2016; Sarstedt, Ringle, & Hair, 2017). In first step the collinearity assessment was tested. VIF values suggest that VIF value needs to be 5 or 0.2 or higher for tolerance levels, are applied as in assessment of the reflective measurement models. Based on the results, all the constructs have a sufficient VIF value which all constructs are below indicating that there is no collinearity problem among the latent variables in the structural model.

Table 6 Collinearity assessment of the structural model

First Set		Second Set		Third Set	
Constructs	VIF	Constructs	VIF	Constructs	VIF
Health	2.791	Knowledge	1.548	Intention	3.419
Environment	2.073	Price	1.802		
Family	2.865	Taste	2.267		
Peer pressure	3.183	Quality	2.898		
Media	1.335	Availability	2.744		
Advertising through social media	1.939				
Knowledge	1.835				
Price	1.771				
Taste	2.270				
Quality	3.222				
Availability	2.573				
Labelling	2.157				

Source: Elaborated by Authors

In second stage, the structural model is assessed via Coefficient of determination test that is a measure of the model's predictive ability. To generate a satisfactory PLS model, endogenous constructs with minimum R^2 values should be provided in the PLS model (Roldán & Sánchez-Franco, 2012). The R^2 value ranges from 0 to 1. Higher levels increase the levels of predictive accuracy.

Table 7 : Coefficients of determination (R^2)

Endogenous Latent Variables	R^2 Value
Intention	0.732
Behaviour	0.742

Source: Elaborated by Authors

It is noted that the R^2 value of the variables are satisfactory, which is at a substantial level, showing that there is no indicative problem. Acceptable predictive validity for the model is therefore proven.

Through the measure of f^2 effect size, the researcher assessed the inner-model changes and associations. According to the guidelines for assessment of the f^2 provided by Cohen (2013), values of 0.35, 0.15, and 0.02 are respectively described as large, medium, and small effects of exogenous latent constructs. Values of less than 0.02 for independent exogenous latent variables show there is no effect, however, Cohen (2013) highlighted that independent latent with a small f^2 does not necessarily signify an unimportant effect. Table 8 shows the f^2 values of latent variables of the model.

Table 8 Effect sizes f^2 of the latent variables

Structural Path	R^2 excluded	Effect size f^2	Rating
Availability → intention	0.699	0.125	Medium
Environment → intention	0.732	0.000	Very small effect
Family → intention	0.730	0.005	Very small effect
Health → intention	0.731	0.002	Very small effect
Knowledge → intention	0.728	0.015	Very small effect
Label → intention	0.725	0.027	Small
Media →intention	0.732	0.002	Small
Peer → intention	0.732	0.001	Very small effect
Price → intention	0.720	0.044	Small
Quality → intention	0.729	0.012	Very small effect
Social media → intention	0.728	0.017	Very small effect
Taste → intention	0.723	0.030	Small
Availability → behaviour	0.603	0.011	Very small effect
Knowledge → behaviour	0.627	0.017	Very small effect
Price → behaviour	0.578	0.125	Small
Quality → behaviour	0.642	0.001	Very small effect
Taste → behaviour	0.639	0.001	Very small effect

Source: Elaborated by Authors

In fourth steps of assessment of structural model, It is recommended that researcher should examine Stone-Geisser's Q^2 value, which is defined as an indicator of the model's predictive power, as another evaluation of the structural model (Geisser, 1975; Stone, 1974). Q^2 values higher than zero for a certain reflective endogenous variable indicate predictive relevance, while values of 0 and below suggest that the model does not have predictive relevance (Hair Jr et al., 2016; Henseler, Ringle, & Sinkovics, 2009; Roldán & Sánchez-Franco, 2012). The results indicate that all the Q^2 values are larger than zero, showing clear support for the path models' predictive relevance in relation to dependent variables.

Table 9 Values of predictive relevance (Q^2)

Endogenous Latent Variables	Q^2 Value
Intention	0.607
Behaviour	0.609

Source: Elaborated by Authors

Assessment of the path coefficients on the proposed relationships among the variables based on first order construct model, the researcher can determine the relationship among the variables in the theoretical model by accepting or rejecting the proposed hypothesis.

In this research, the path coefficients, the t-values, their significance levels, and p-values were obtained through running a bootstrapping procedure with a typical 5,000 subsamples. Table 11 below shows the results of the bootstrapping procedure. As indicated in the results,

Table 10: Effect size q² of the latent variables

Structural Path	Q² excluded	Effect size	Rating
Health → intention	0.608	0.002	Very small effect
Environment → intention	0.607	0.000	Very small effect
Peer → intention	0.607	0.000	Very small effect
Family → intention	0.606	0.002	Very small effect
Price → intention	0.598	0.022	Small
Label → intention	0.601	0.015	Very small effect
Taste → intention	0.601	0.015	Very small effect
Quality → intention	0.605	0.005	Very small effect
Knowledge → intention	0.604	0.007	Very small effect
Availability → intention	0.578	0.073	Small
Media → intention	0.607	0.000	Very small effect
Social media → intention	0.605	0.005	Very small effect
Availability → behaviour	0.497	0.070	Small
Taste → behaviour	0.527	0.006	Very small effect
Price → behaviour	0.475	0.117	Small
Knowledge → behaviour	0.513	0.036	Small

Source: Elaborated by Authors

whereas the relationships between the constructs, 11constructs had a p-value smaller than the 0.005 alpha value, indicating a significant association between the constructs, the relationship between the constructs Environment → Intention, Family → Intention, Health → Intention, Label → Actual buying behaviour, Media → Intention, Peer Pressure → Intention, Quality → Actual buying behaviour, and Taste → Actual buying behaviour were calculated to be statistically insignificant. Regarding the 19 group relationships, the path coefficient varies between 0.004 and 0.588, with a significant level of 5% ($p<0.05$). Overall, the significance test confirmed and established the 11 associations. See table 11.

Table 11: Significance testing results of the structural model path coefficients

Structural path	Sample mean	T Statistics	P Values	2.5%	97.5%
Availability → Actual buying behaviour	0.096	2.130	0.033	0.004	0.181
Availability → Intention	0.293	5.834	0.000	0.196	0.390
Environment → Intention	-0.004	0.101	0.920	-0.076	0.072
Family → Intention	0.063	1.515	0.130	-0.015	0.148
Health → Intention	0.036	0.871	0.384	-0.045	0.117
Intention → Actual buying behaviour	0.588	11.559	0.000	0.488	0.687
Knowledge → Actual buying behaviour	0.091	2.933	0.003	0.029	0.151
Knowledge → Intention	0.085	2.480	0.013	0.019	0.152
Label → Actual buying behaviour	-0.043	0.992	0.321	-0.126	0.042
Label → Intention	0.125	3.159	0.002	0.048	0.203
Media → Intention	-0.024	0.855	0.393	-0.081	0.029
Peer Pressure → Intention	0.034	0.836	0.403	-0.049	0.111
Price → Actual buying behaviour	0.244	6.573	0.000	0.174	0.318
Price → Intention	0.144	4.009	0.000	0.074	0.218
Quality → Actual buying behaviour	-0.026	0.509	0.611	-0.126	0.074
Quality → Intention	0.102	2.026	0.043	0.005	0.204
Social media → Intention	0.093	2.843	0.004	0.031	0.158
Taste → Actual buying behaviour	0.019	0.473	0.637	-0.058	0.101
Taste → Intention	0.135	3.505	0,000	0.060	0.212

Source: Elaborated by Authors

4. Discussion

Following the testing of research hypotheses that were developed based on the TPB, and assessment of the path coefficients on the proposed relationships among the variables based on first order construct model, the researcher can determine the relationship among the variables in the theoretical model by accepting or rejecting the proposed hypothesis. In this section, each hypothesis under study is tested and discussed in reference to previous literature.

H1: Health consciousness has a positive influence on consumers' intention towards organic food when dining out (rejected).

The results showed that Hypothesis 1, that posited a direct positive relationship between health consciousness and consumers' intention towards organic food, was rejected (β=0.036, t=0.871, p>0.05). Whereas the results of the study is consistent with previous research findings reported that health is always a considerable factor for human life. The perceived health benefits of organic have a substantial influence on consumers' organic consumption (Konuk, 2018; Lian, 2017; D. C. Petrescu et al., 2017). Health awareness was found to be the least significant driver in shaping the behaviour of consumers toward organic food and there were no significant association found between health concerns and organic consumption behaviour (Azam, Othman, Musa, AbdulFatah, & Awal, 2012; Hossain & Lim, 2016).

H2: Environmental concerns influence consumers' intentions towards organic food when dining out (rejected).

Hypothesis 2 was, β=-0.04, t=0.101, p>0.05. Environmental concerns do not have an influence on consumers' intentions towards organic food when dining out. The results of the tests support findings of previous studies which showed that environmental concerns are not a significant reason for choosing organic food (Bruschi, Shershneva, Dolgopolova, Canavari, & Teuber, 2015; Hossain & Lim, 2016). On the other hand, some research found that Consumers consider that when food is produced in natural ways, the damage to the environment is minimal (Grzybowska-Brzezinska et al., 2017; Torres-Ruiz, Vega-Zamora, & Parras-Rosa, 2018).

H3: Family influences consumers' intentions towards organic food when dining out (rejected).

H4: Peer groups influence consumers' intentions towards organic food when dining out (rejected).

Hypothesis H3 was rejected (β=0.063, t=1.515, p>0.05), as was Hypothesis H4 (β=0.034, t=0.836, p>0.05). The current study's findings differ from some published finding that people's about the influence of social groups such as family members, peer groups and other significant individuals on organic food intentions (Ajzen, 1991; Dean, Raats, & Shepherd, 2008; Pomsanam, Napompech, & Suwanmaneepong, 2014). The significant relationship between subjective norms and organic food purchase intention is highlighted by several researchers (M.-F. Chen, 2007; Dean, Raats, & Shepherd, 2008; Thogersen, 2009). As such, while subsidiary socialisation agents such as work environment do not have a significant impact on the formation of individuals' attitudes towards organic food, primary socialisation components such as values and norms gained at home predominantly shape positive behaviours towards organic food (Gotschi, Vogel, & Lindenthal, 2007).

H5: Media influences consumers' intentions towards organic food when dining out (rejected).

H6: Advertising through social media influences consumers' intention towards organic food when dining out (accepted).

The study did not identify a significant relationship between influence of the media and consumers' intention towards organic when dining out which resulted in rejection of the Hypothesis H5 (β=-0.024, t=0.855, p>0.05). Hypothesis H2d, which argued for an association between advertising though social media and consumers' intentions to consume organic food in restaurants, found support in the data (β=0.093, t=2.843, p<0.05).

Whereas H5 is contradicted by earlier findings, H6 corroborates previous results reported in the literature. For example, some studies identified the media as a substantial influential factor and should not be neglected (Filimonau & Grant, 2017; Hill & Lynchehaun, 2002). Interest in organic food has been rising on popular media in terms of its effect around health and environmental issues such as pesticides, genetically-modified organisms, and food safety (Hughner et al., 2007).

Also, due to the impact of the media on consumers, consuming organic is more likely considered to be trendy and fashionable in some regions (D. Petrescu & Petrescu-Mag, 2015). Hill and Lynchehaun (2002) argued that due to significant coverage of organic food in the media, some people perceive organic food to be fashionable. Furthermore, Pham, Nguyen, Phan, and Nguyen (2018) supported the idea that exposure to media food messages has an important influence on the formation of attitudes towards organic food (Filimonau & Grant, 2017).

H7: Consumers' knowledge of organic food has a positive influence on their intentions towards organic food when dining out (accepted).

H7 was accepted since there is direct influence between consumers' knowledge of organic and their intention to consume organic when dining out (β= -0.085, t=2.480, p<0.01,). Greater knowledge may lead to an increased probability of purchasing organic in other words, consumers who have higher knowledge about organic may tend to consume more organic when dining out (Hossain & Lim, 2016; Singh & Verma, 2017; Teng & Wang, 2015).

H8: Price influences consumers' intentions towards organic food when dining out (accepted).

The association between price and consumers' intention towards organic menu items when dining out is supported at β=0.144, t=4.009, p<0.05, thus H3b was accepted. The findings were consistent with those of previous research. Although some research findings revealed price of the organic food to be a significant factor influencing consumers' intentions to consume organic (Singh & Verma, 2017), for example, conventional and organic consumers found the price premium for organic food to be acceptable due to its lower yield and higher production costs (Hossain & Lim, 2016; R. Kim, Suwunnamek, & Toyoda, 2008), other research found the price of organic food was not the main driver of consumers' organic food consumption. For instance, D. C. Petrescu et al. (2017) found that the organic price premium has a negative impact on consumers organic buying behaviour. According to the research, most consumers are not willing to pay a price premium for organic food (Atalay, Olhan, & Ataseven, 2019; D'Souza, Taghian, & Lamb, 2006; Hossain & Lim, 2016; S.-W. Kim, Brorsen, & Lusk, 2018).

H9: Taste of organic food influences consumers' intentions towards organic food when dining out (accepted).

The research detected positive correlations between the taste of organic food and diners' intention to consume organic when dining out β=0.135, t=3.505, p<0.05). It has been argued that organic food tastes better than conventional food and that this has an influence on organic food consumption (Price et al., 2016). Some researchers argue that flavour and odour are the most important factors influencing consumers' choices of organic (Asioli et al., 2014; D. C. Petrescu et al., 2017). However, Zhao, Chambers IV, Matta, Loughin, and Carey (2007) conducted a sensory analysis on foods grown organically and conventionally: the results showed that most consumers perceived organic food to be healthier and more eco-friendly, but only a small number considered organically produce food to be tastier.

H10: Quality of organic food influences consumers' intentions towards organic food when dining out (accepted).

Hypothesis H10 was accepted (β=0.102, t=2.026, p<0.01). The current study agree with the previous literature that finds a significant relationship between quality and intention. For example, having fewer pesticides and more superior features for creating a quality meal, such as better taste and quality, are common beliefs about organic food. Fine gastronomic experiences created by organic ingredients are one of the main reasons behind using organic food, according to chefs (Poulston & Yiu, 2011). Also, a number of studies have highlighted how quality of food is s significant factor in influencing consumers' restaurant choices (Bonn, Cronin Jr, & Cho, 2016; Dolezalová, Pícha, Navrátil, Veselá, & Svec, 2016; Frash Jr, DiPietro, & Smith, 2015; Rana & Paul, 2017; Saleki & Seyedsaleki, 2012). According to Bruschi et al. (2015), consumers consider organic food has a higher quality than conventional food. As highlighted by Poulston and Yiu (2011), Harrington et al., (2012) said that high-quality food is important in creating a memorable dining experience and enhancing customer loyalty. Gassler, Fronzeck, and Spiller (2019) investigated the effect of taste and quality perception on willingness to pay organic wines and highlighted that when the wines are marketed as organic consumers perceive wine to be tastier, and of premium quality and value.

H11: Intentions have a positive impact on actual purchase behaviour (accepted).

Hypothesis 11 was accepted, meaning that there is a positive relationship between consumers' intentions and their actual buying behaviour (β=0.588, t=11.559, p<0.05). This significant association indicates that when consumers have positive intentions towards organic their intention is more likely to turn into actual organic consumption behaviour. These results agree with a number of studies. Ajzen (1991) argued that consumers' intentions are a significant factor in predicting buying behaviour. there is a significant association between intention and organic food buying behaviour (Darsono et al., 2019; Humaira & Hudrasyah, 2016). In the same vein, several studies in previous literature show that intention has a significant positive impact on actual buying behaviour of organic food (Coleman, Bahnan, Kelkar, & Curry, 2011; Effendi, Ginting, Lubis, & Fachruddin, 2015; H. Y. Kim & Chung, 2011; Wee, Ariff, Zakuan, Tajudin, Ismail, & Ishak, 2014).

However, current research findings contradict some previous results. According to some studies, consumer intention does not necessarily bring about actual buying behaviour. This attitude-behaviour gap is stressed by the findings of many studies (Hibbert, Dickinson, Gössling, & Curtin, 2013; Hughner et al., 2007; Vermeir & Verbeke, 2006). For instance, Hughner et al. (2007) found no significant actual buying behaviour even if consumers had a highly positive attitude towards consuming organic food. Nevertheless, the analyses in this study reveal that intentions influence actual buying behaviour.

H12: Availability of organic food influences consumers' intentions towards organic food when dining out (accepted).

The influence of the availability of organic food on consumers' intention was confirmed to be significant (β=0.293, t=5.834, p<0.05). The study findings confirm that the availability of organic food is a significant antecedent that influences intentions to consume organic and is employed in predicting consumers' intentions to buy organic (Mhlophe, 2015; Rana & Paul, 2017; Sierra, Turri, & Taute, 2015) Organic buying intention is motivated by the availability of organic food, meaning that consumers

can be encouraged to consume more organic by providing more organic options. Easy access to organic for consumers increases the probability of its consumption (Hossain & Lim, 2016). On the other hand, the current research findings did not share similarities with some previous research that found accessibility of organic food does not have a significant influence on consumers' organic food intention (Magnusson et al., 2001; Singh & Verma, 2017).

H13: Labelling of organic food influences consumers' intentions towards organic food when dining out (accepted).

Hypothesis 13, which claimed a direct positive relationship between organic label and consumers intention to consume organic (β=0.125, t=3.159, $p<0.05$) was accepted showing labelling practices of restaurants influence actual consumption behaviour significantly. Research finding is consistent with previous literature showing that showed that the most important element affecting positive attitude to organic food is attitudes to organic food labelling (R.-D. Liang, 2016; Rong-Da Liang & Lim, 2020; Teng & Wang, 2015).

5. Conclusionand Implications

This article used the theory of planned behaviour model as the theoretical foundation to provide a better understanding consumer decision-making regarding organic food purchase behaviour in restaurants. According to the results, a range of factors, including advertisements through social media, knowledge, price, taste, quality, availability, and labelling, all significantly influence consumer intention to consume organic food in restaurants. Health consciousness, environmental concern, family, peer pressure, media does not have any significant effect on consumers organic consumption behaviour. In the light of the Through results of this research, researchers will be able to better understand consumers buying intention towards organic food. For instance, the results of the study indicated that advertising through social media influences consumers' intention towards organic food when dining out. This study has two theoretical contributions. Considering that UK restaurants are an under-researched context, the findings of the study make a contribution to research on consumers' organic dining behaviour in restaurants by considering several factors influencing consumers' consumption behaviour towards organic food and providing better understanding of actual consumers' behaviour regarding organic food in restaurants. This research is one of the first attempts to investigate the consumers' organic dining behaviour in the British restaurant sector through the Theory of Planned behaviour (TPB). The TPB provides this study theoretical base to choose different factors that influence consumers' organic dining behaviour and research design. In other words, this research developed and tested a model which summarises consumers' organic food dining behaviour in restaurants covering influencing factors, consumer intention and actual behaviour of organic dining.

Because of the theory of planned behaviour, it was showed that advertisements through social media, knowledge, price, taste, quality, availability, and labelling, all significantly influence consumer intention to consume organic food in restaurants. Diners' organic dining behaviour in restaurants is largely determined by their knowledge about organic food. Moreover, price is identified as one of the most substantial factors influencing consumers' organic dining behaviour. Taste and quality of organic food plays a significant role on diners organic dining behaviour. The influence of availability of organic food on consumers' organic dining behaviour was verified.

Table 12: Summary of hypotheses testing

No	Hypothesis	Results
	Attitude	
H1	Health consciousness has a positive influence on consumers' intentions towards organic food when dining out	Rejected
H2	Environmental concerns influence consumers' intentions towards organic food when dining out	Rejected
	Subjective norms	
H3	Family influences consumers' intentions towards organic food when dining out	Rejected
H4	Peer groups influence consumers' intentions towards organic food when dining out	Rejected
H5	Media influences consumers' intention towards organic food when dining out	Rejected
H6	Advertising through social media influences consumers' intention towards organic food when dining out	Accepted
	Perceived behavioural control	
H7	Consumers' knowledge of organic food has a positive influence on their intentions towards organic food when dining out	Accepted
H8	Price influences consumers' intentions towards organic food when dining out	Accepted
H9	Taste of organic food influences consumers' intentions towards organic food when dining out	Accepted
H10	Quality of organic food influences consumers' intentions towards organic food when dining out	Accepted
	Intentions	
H11	Intentions have a positive impact on actual purchase behaviour.	Accepted
H12	Availability of organic food has an influence on consumers' intention towards organic food when dining out.	Accepted
H13	Labelling of organic food influences consumers' intentions towards organic food when dining out.	Accepted

Source: Elaborated by Authors

Furthermore, labelling of organic menu items was a key determinant of consumers' organic dining behaviour, reinforcing positive intentions towards organic food and increasing the probability of organic food consumption in restaurants. Intention played a key role in turning consumers' initial and abstract thoughts about organic food into action. In consideration of all the above-mentioned relationships. See the model below.

As regards to practical implications of the research, The research findings showed that consumers are significantly influenced by advertising through social media. It can be said that consumers, in general, follow social media platforms as sources of information. For example, consumers tend to check restaurants' website before they dine out. Therefore, it would seem advisable that restaurateurs highlight organic food and provide more systematic information about organic food on their websites and social media platforms. For instance, they can add details of their organic menu on their Instagram pages or bios of their establishments. Also, they should predominantly promote organic ingredients through their social media marketing platforms such as TripAdvisor and Yellow Pages. These kinds of platforms have check lists for specific searches, such as 'vegan' and 'vegetarian', and organic could be added as an option. This could be a better marketing strategy for restaurants to reach more customers. Also, the price of organic food is more important for consumers when dining out (Lockie et al., 2004; Radman, 2005; Saleki & Seyedsaleki, 2012; Tshuma, Makhathini, Siketile, Mushunje, & Taruvinga, 2010). Even though they consider having organic menu items the right thing to do, they are not willing to pay price premiums for organic food (Atalay, Olhan, & Ataseven, 2019; D'Souza, Taghian, & Lamb, 2006; Hossain & Lim, 2016; S.-W. Kim, Brorsen, & Lusk, 2018). Therefore, restaurants managers may increase market share by developing an effective pricing strategy. For instance, they can provide different incentives, such as promotions and discounts for organic menu options to increase consumers' demand for organic food.

Three recommendations are made for further investigation in this study. First, as highlighted in literature UK is one of promising organic food market. Investigating UK organic food consumption in restaurant industry could be the first step in determining its growth across the UK. Future researchers should expand the diversity of the data by collecting data from different segments of the restaurant industry such as ethnic or fast-food restaurants and regions. Second, some factors influencing consumer organic dining might be omitted in the theoretical model presented in this research. In particular, following a review of previous literature, some factors like government policy, trust, past experience are likely to influence consumers' organic dining behaviour. Hence, future research should

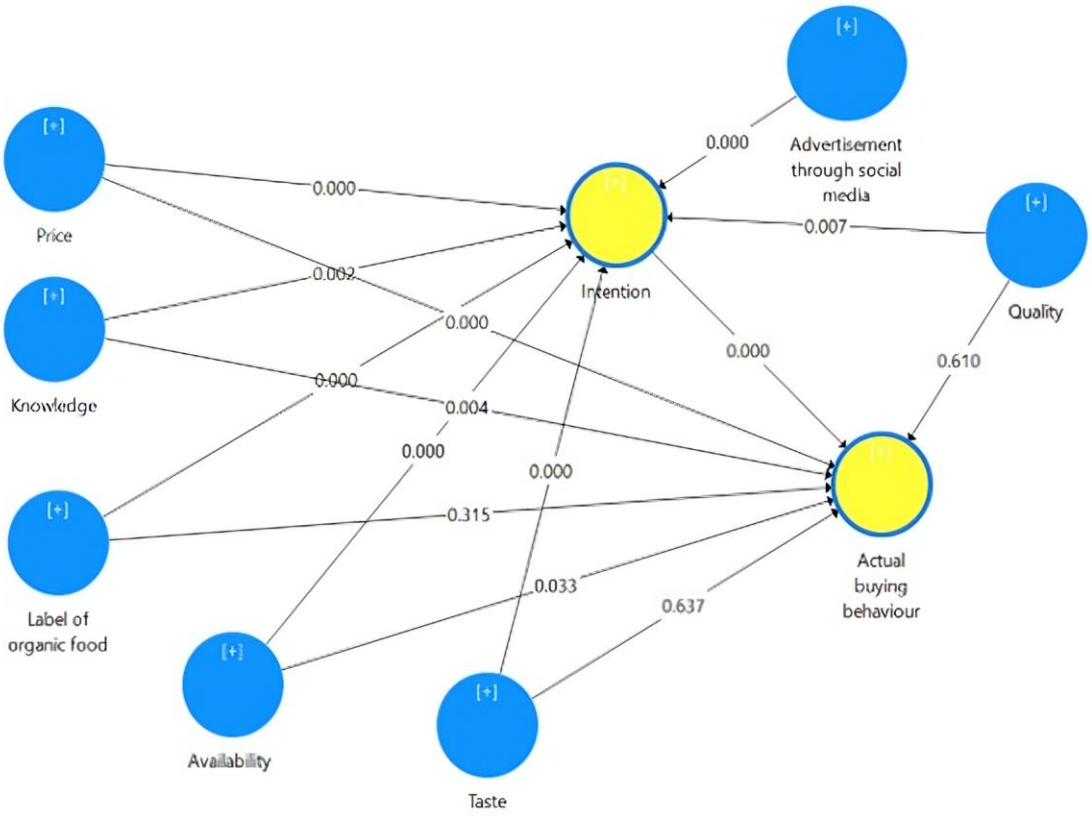

Figure1: Model of consumers' organic dining behaviour

Source: Elaborated by Authors

incorporate factors such as government policy, trust, and past experience and propose a more comprehensive model and focus on testing when investigating consumers' organic dining out behaviour. Third, the convenience sampling method and sample size of the research are relatively small. Future studies should be concerned with employing a bigger sample and better methods which would be more comprehensive and systematic.

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Jomat

Journal of multidisciplinary academic tourism

ISSN: 2645-9078

2024, 9 (2): 127-144

https://doi.org/10.31822/jomat.2024-9-2-127

INFO PAGE

Organic dining behaviour in British restaurants

Abstract

The organic food market has experienced significant growth in recent decades all over the world. Within the context of the UK, a remarkable rise can be seen considering the recent popularisation of organic food products. With these trends in mind, the aim of this research is to develop better understanding of organic dining behaviour in British restaurants. To achieve this aim, this research used questionnaire technique and analyse the data using SEM. The key findings of the research confirmed that a range of factors, including advertisements through social media, knowledge, price, taste, quality, availability, and labelling, all significantly influence consumer intention to consume organic food in restaurants. In consideration of all the above-mentioned relationships, this research developed and tested a model which summarises consumers' organic food dining behaviour in restaurants covering influencing factors, consumer intention and actual behaviour of organic dining. Finally, this research provided theoretical and practical implications.

Keywords: *Organic food consumption, Restaurant, Consumer behaviour*

Authors

Full Name	Author contribution roles	Contribution rate
Lokman Dinc:	*Indonesian Listed Firms Data Collection, Discussion, SPSS Application, Paper Preparation*	*80%*
Rong Huang:	*Literature Review, Turkish Listed data collection, Discussion, Conclusion*	*20%*

Author statement: *Author(s) declare(s) that All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and/or national research committee and with the 1964 Helsinki declaration and its later amendments or comparable ethical standards.* ***Declaration of Conflicting Interests:*** *The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article*

Ethics Committee Satatement: Ethics committee report is available for this research and it has been documented to the journal.

Ethics committee: *University of Plymouth Faculty Research Ethics & Integrity Committee*

Date of ethics committee decision: *20/01/2020*

Ethics committee decision number: *FREIC1920.10*