Economic Researcher Review
ISSN: 2335-1748, EISSN: 2588-235X
VOL 13,N^{O} 2 (Year 2025)
Available online at https://www.asjp.cerist.dz/en/PresentationRevue/85

Customer perceived value and purchase intention of traditional dishes in restaurants: The moderation effect of personal values

Moumen CHAREF EDDINE [1]
[1] Constantine 1 University - Algeria
✉ charefeddine.moumen@umc.edu.dz
0000-0001-6487-7010

Knouch MOHAMED [2]
[2] Higher National School of tourism - Algeria
✉ mohamedknouch@gmail.com
0000-0002-4525-4579

Keskin GULAY [3]
[3] çanakkale Onsekiz Mart University -Türkiye
✉ gulaykeskin@comu.edu.tr
0000-0003-2706-8868

Received: 10-06-2025 **Accepted:** 12-02-2025 **Published:** 12-30 -2025

Abstract :

This study investigates the influence of personal values on customers' intention to buy traditional dishes at restaurants. Specifically, it examines how personal value orientation impacts the link between customers' perceived value and their purchase intention for these dishes. We focus on two types of personal value orientation: customers who are open to change, and those who are conservative. Data from 324 customers was collected via survey, and structural equation modeling was used to analyze it. The findings revealed that personal values influence the effect of perceived functional, emotional, and social value on purchase intention. However, no influence was noted in the effect of perceived economic value on purchase intention. Customers with an openness to change value orientation are interested in the functional value of traditional dishes, while those with a conservation value orientation are mainly interested in its emotional and social value. The study helps restaurants tailor marketing strategies for diverse customer segments by optimizing pricing, menu selections, and incorporating emotional and social elements.

Keywords: Traditional dishes; Personal values; Openness to change; Conservation; Perceived value; Purchase intention
Jel Classification Codes : M310; Z330

Cite this article
Moumen, C., Knouch , M., & Gulay, K. (2025). Customer perceived value and purchase intention of traditional dishes in restaurants: The moderation effect of personal values. Economic Researcher Review, 13(2),232–249.

This article is licensed under a Creative Commons Attribution-NonCommercial 4.0 International license

1. Introduction

Algeria has a diverse array of traditional dishes, including Rechta, Couscous, and Tajine Zitoun…etc. Recently, there has been a noticeable surge in the popularity of restaurants offering traditional dishes and an increase in customer demand. This marks a notable shift from the past, where traditional Algerian dishes were predominantly prepared at home (Zaroual et al.,2016). Therefore, understanding the perceptions of customers regarding traditional dishes offered in restaurants and how these perceptions influence their growing demand is of paramount importance .

From the viewpoint of consumers, Guerrero et al. (2009) defined traditional foods as those regularly consumed, often linked with particular festivities or times of the year, passed down through generations, and deeply rooted in gastronomic heritage. Many studies showed that customers may assign varying degrees of value to different facets of traditional dishes in restaurants. For instance, they may value nostalgia evoked by its consumption (Chen et al., 2020); the authenticity of traditional dishes (Zhang et al., 2021; Chung et al., 2018); perceive them as part of cultural, historical, and geographical identity (Almli et al. 2011; Vanhonacker et al., 2013); derive hedonic and emotional satisfaction from their consumption (Leong et al., 2020); or simply appreciate their utilitarian attributes such as taste, quality, and ingredient composition.

Personal values are one of the factors that can shape perception and behavior. According to Shwartz's (1992) theory of basic values, values are a criterion used in the perception of objects, people, and events to evaluate desirability. Research has demonstrated the significance of personal values in guiding behavior (Anliacik et al., 2020; Vermeir & Verbeke, 2008; Bardi & Schwartz, 2003).

Weber (2017) indicated that individuals' decisions and actions are often influenced by their specific values. They are not just an abstract concept but they may regulate the influence of attitude on purchase intention (Ajzen & Fishbein, 1980) .

Within this context, traditional dishes value perception and individual's purchase intention may be influenced by their personal values. Despite of some literature on traditional dish consumption and its influencing factors, there is a gap regarding how personal values may have an impact on the link between customers' perceived value of traditional dishes and their purchase intention. While studies have explored various attitudes and behaviors associated with traditional food consumption (Vanhonacker et al., 2010; Dagevos, 2005), there is a limited understanding of how personal values interact with traditional dishes perceptions to impact purchase intentions. Moreover, within the scope of the restaurant industry, studies have predominantly concentrated on the impact of physical stimuli on customers (Leong et al., 2020), and the nature of customers has not been investigated to explore its impact on behavior and perception, particularly in relation to traditional dishes. Hence the objective of this study is to investigate how personal values influence customers' perceptions of traditional dishes in restaurants and their purchase intentions. It aims to explore the impact of personal values on the relationship between customers' perceived value of traditional dishes and their purchase intentions.

The significance of this study lies in the increasing popularity of traditional foods such as Rechta, Couscous, and Tajine Zitoun in restaurants. As these dishes gain traction outside the home, it becomes essential for restaurateurs to understand consumer perceptions to effectively meet this demand. This research challenges the predominant focus on physical stimuli in the restaurant experience by shifting attention to the intrinsic characteristics of consumers themselves. By exploring personal values, the study contributes to a more comprehensive understanding of what influences consumer behavior and preferences regarding traditional foods in restaurants. The findings can provide valuable insights for restaurateurs and marketers to ensure growth in a growing competitive market.

2. Literature review and hypotheses

2.1. Personal values

Values are important concepts utilized in various disciplines, especially in psychology and sociology. In consumer research, there is a growing focus on understanding how values influence

consumer behavior in the marketplace. The predominant and widely embraced theoretical framework of values is expounded by Schwartz (1992) in his theory of personal values. It integrates five established theories to provide a comprehensive understanding of human behavior and societal values. It combines Kluckhohn and Strodtbeck's (1961) value orientation theory, Rokeach's (1973) theory of human values, Inglehart's (1981) theory of Post-Materialism, Hofstede's (2001) Cultural Dimensions Theory, and Kassin's (2003) trait Theory. This amalgamation offers insights into individual behaviors, cultural preferences, value shifts, and cross-cultural communication (Mubako et al., 2020).

Schwartz (1992) defined values as "desirable transsituational goals, varying in importance, that serve as guiding principles in the life of a person". This definition clarifies that values exert a profound impact on human behavior (Schwartz and Bilsky, 1987), and exhibit a distinctively individualistic character, and form a personality system (Schwartz and Sortheix, 2018; Ladhari and Tchetgna, 2015). This means that values are the basis of the development of attitude and a guiding principle of behavior; therefore, individuals tend to align their actions and behaviors in accordance with what they value the most (Schwartz, 2012). Individuals can hold multiple values, and the significance of these values can differ from person to person. What is highly important to one individual may not hold the same level of importance for another individual, even if they are part of the same organization or household (Weber, 2017).

Following Schwartz's (1992) theoretical framework, ten core values exist, namely: power, achievement, hedonism, stimulation, self-direction, universalism, benevolence, tradition, conformity, and security. They are closely connected and can either align or conflict with each other in terms of motivation (Schwartz,1994). These connections lead to a structure that is shaped like a circle characterized by two fundamental sets of opposites, resulting in four higher-order values called value orientation (Schwartz, 2012; Schwartz & Huismans, 1995; Schwartz, 1992). The contrasting dimension 'openness to change' versus 'conservation' value orientation and the second-dimension contrasts 'self-enhancement' versus 'self-transcendence' value orientation.

Openness to change versus conservation: Conservation value orientation encompasses tradition, conformity, and security values. It is motivated by the desire to keep things as they are, seeking predictability and avoiding risks, prioritizing order, adherence to established norms, preservation of heritage, and opposition to change (Levontin and Bardi, 2019). On the other hand, openness to change value orientation encompasses self-direction and stimulation. It emphasizes independent thinking, action, and the willingness to embrace change. It reflects a motivation for novelty and challenge and readiness for new experiences and ideas (Levontin and Bardi, 2019).

Self-transcendence versus self-enhancement: A self-transcendence value orientation encompasses universalism and benevolence values. This orientation is driven by the motivation to go beyond one's self-interest, prioritize the well-being of others (Levontin and Bardi, 2019), and care for others irrespective of their social position, principles of fairness, fidelity, and environmental concern (Roccas et al., 2010). It also encompasses biospheric and altruistic values (Choongo et al. 2018). On the other hand, the self-enhancement comprises power and achievement values. This orientation is motivated by the willingness to increase one's self-interest and exert dominance over others (Levontin & Bardi, 2019), achievement, and emphasis on pursuing individual interests and social position by asserting control over others and have assets to demonstrate accomplishment or capability as per societal norms (Roccas et al., 2010).

The opposing aspects of values becomes apparent when an individual is on the brink of making a decision, selecting an option, or revealing an attitude or intention (Bouman et al., 2018; Illes and Vogell, 2018; Fritzsche and Oz, 2007; Fritzsche, 1995). When individuals are faced with a decision-making scenario, their ultimate choice is often shaped by the value orientation that resonates most strongly with their beliefs. Even among individuals who exhibit a high degree of alignment with both sets of value orientations, the prioritization of one over the other comes into play when confronted with decisions characterized by conflicting considerations (Steenhaut and Kenhove, 2006; Schwartz, 1992).

The notion that a single value alone can rarely suffice to drive a decision or action stands as a recognized observation. Instead, the concept of value orientation assumes greater prominence in explaining decision-making and behavior (Rokeach, 1973).

2.2. Customer-perceived value CPV

The theoretical development of CPV can be attributed to the contributions of management scholars like Drucker (1986) and Porter (1985). Their insights into product value in the last century have been foundational in establishing CPV as a crucial component in marketing (Ge et al., 2021). Building on the concept of customer-based approach, Monroe & Krishnan, (1985) and Zeithaml (1988) further refined the concept of CPV. They proposed that consumers perceive greater value when their perceived gains exceed the perceived costs. Zeithaml's (1988) definition provided a foundational understanding of CPV, describing it as "the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given". Expanding on this, Gale (1994) and Dodds et al. (1991) provide complementary perspectives that enrich the discourse on consumer value perceptions. Dodds et al. (1991) conceptualize CPV as "a cognitive trade-off between perceived quality and sacrifice," emphasizing the cognitive process whereby consumers balance the product or service quality against required sacrifices, such as cost or effort (Dodds et al., 1991). Building on this, Gale (1994) offered a more nuanced interpretation of CPV, defining it as the perceived product or service quality adjusted for its price .

CPV is highly personal and subjective (Woodruff & Gardial, 1996), and varies significantly based on each customer's unique perspective. It can be seen from a unidimensional or multidimensional perspective, each contributing a unique insight into consumer valuation processes. The unidimensional approach is founded on utility theory and primarily focuses on the quality-price relationship (Tellis and Gaeth, 1990), or the consumer's general utility evaluation regarding a product (Zeithaml, 1988). A multidimensional approach focuses on incorporating various consumer values. These values are generally derived from Sheth et al. 's (1991) Theory of Consumption Value (TCV). It could include functional, epistemic, conditional, social, and emotional values (Sheth et al. 1991). It can vary according to context or product type (Zauner et al., 2015). Holbrook (1999) outlined eight distinct types of values, which he classified into four groups: altruistic value (spirituality, ethics), hedonic value (aesthetics, play), social value (esteem, status), and economic value (excellence, efficiency).

In this research, we approach CPV as a multidimensional concept, recognizing that traditional dishes in restaurants are evaluated from diverse perspectives. We align with the framework of Sweeney & Soutar, (2001) considering CPV as encompassing four dimensions: functional, economic, emotional, and social. This holistic perspective enables a deeper comprehension of how consumers value traditional culinary experiences in restaurant settings. Functional value, as described by Sheth et al. (1991), relates to perceived utility derived from a product in meeting physical, utilitarian, or functional requirements. This concept emphasizes the significance of quality perception and expected product performance in consumer evaluation (Sweeney & Soutar, 2001). It includes elements such as quality, availability, health benefits, safety…etc. Economic value refers to the financial aspect and cost-benefit analysis associated with a product's trade (Watanabe et al., 2020). It includes elements such as pricing, and whether the cost is often indicative of the product's quality (Cicia et al., 2002). Emotional value is centered on the feelings and affective states generated by a product (Sheth et al., 1991; Sweeney and Soutar, 2001). It includes elements such as enjoyment, self-satisfaction, convenience…etc. Social value refers to the benefits perceived by individuals when they associate with specific social or reference groups (Sheth et al., 1991). It aligns with maintaining an image consistent with the standards of one's social group or projecting a desired social image (Bearden and Netemeyer,1999).

2.3. Purchase intention

The concept of behavioral intention is pivotal in both management and research contexts, as it mirrors customer satisfaction. It's essentially an initial indication of real customer behavior (Kytö et al., 2019). It is the result of a cognitive process involving the evaluation of products or services (Ajzen, 1991; Dodds et al., 1991). Purchase intention is not just about the probability of a customer making a repeat purchase or recommending a product; it's also about their trust and preference for a brand or a product (Ge et al., 2021). It is explained by Zeithaml et al. (1996) as a range of elements such as the likelihood of repurchasing, recommending the product or service to others, demonstrating loyalty, making complaints, and showing sensitivity to price changes.

2.4. Hypotheses development

Values serve as a fundamental criterion guiding individuals in their perceptions and actions (Weber, 2017; Schwartz, 1992; Smith et al., 1956). According to Ajzen and Fishbein (1980), individuals' value priorities are involved in regulating the impact of attitudes on behavioral intentions. Numerous studies have underscored the significance of personal values as a determinant of consumer behavior (Vermeir & Verbeke, 2008; Bardi & Schwartz, 2003; Burgess, 1994). In addition, consumers' product perceptions can be impacted by their values (Horn, 2017). Within the context of the restaurant industry, insights from Ha and Jang (2010) and Erkmen and Hancer (2018) converge to affirm that perceived value influences behavioral intentions. Building on this foundation, it is crucial to recognize that prior studies have consistently shown the positive impact of value perception on customers' behavioral intentions (Tuncer et al., 2021; Pham and Ahammad, 2017; Rajaguru, 2016) .

For perceived functional value, studies have explored various aspects of customers' perceived functional value in the restaurant industry, such as food and service quality, convenience, and atmospheric dimensions (Zhong and Moon, 2020; Liu and Tse, 2018). Yang and Mattila (2016) observed a positive association between customers' functional value perception and their overall satisfaction. Shah et al. (2020) revealed the significant impact of food and service quality on customers' perceived value. Furthermore, traditional food served in restaurants is often perceived as healthy by consumers (Roseman et al., 2013). In turn, this perceived value was found to positively impact customers' purchase intentions. Muskat et al. (2019) and Ha and Jang (2010) found similar results concerning casual-dining ethnic restaurants.

Regarding perceived economic value, scholars have recognized various elements influencing customers' restaurant choices and perceptions, with particular attention paid to elements such as price and value (Zhong and Moon, 2020; Liu and Tse, 2018; Kim and Moon, 2009). Notably, a justifiable price has been linked to the value perception of a product (De Toni et al., 2018; Kukar-Kinney et al., 2007), which impacts both repurchase intention (Chen & Wang, 2016) and customer satisfaction (Slack et al., 2020; Konuk, 2019). Within the context of green restaurants, Teng & Wu (2019) showed that utilitarian values wield a positive and significant influence on behavioral intentions. Interestingly, Individuals express willingness to pay extra for products that align with and validate their prosocial interaction (Wei et al., 2023) .

Regarding perceived emotional value, Simonson (1992) and Zong et al. (2023) established that products featuring traditional and cultural symbols exert a positive impact on purchase intentions through emotional value. Other studies have consistently confirmed the impact of emotional value on both purchase intention (Liu et al., 2021; Watanabe et al., 2020) and customer satisfaction (Prebensen & Xie, 2017; Pena et al., 2012).

For the perceived social value, Ajzen, (1985) suggested that the social interpretation of products aligns with the theoretical framework provided by the theory of planned behavior. The act of consuming and purchasing products has the potential to derive value and fulfill cultural aspirations (Zong et al., 2023; Liu et al., 2021). Moreover, it establishes a connection between consumers and specific social groups (Williams & Soutar, 2009) that is dynamically influenced by personal values (Chowdhury, 2020; Schwartz, 2007). This linkage can enhance the social value perception of a

product, subsequently influencing purchase intention (Slack et al., 2020; Chae et al., 2020; Williams & Soutar, 2009).
Accordingly, the subsequent hypothesis is suggested :
H1: Personal value orientation moderates the link between perceived value and purchase intention of traditional dishes in restaurants in a way that :
H1a: The perceived functional and economic value of traditional dishes in restaurants will have a significant positive influence on purchase intention for customers who are open to change, however, this influence will not be significant for conservative customers.
H1b: The perceived emotional and social value of traditional dishes in restaurants will have a positive significant influence on purchase intention for conservative customers, however, this influence will not be significant for customers who are open to change.

3. Methodological approach

3.1 .Sample and data collection

This study centered on consumers who regularly dine on traditional dishes at restaurants in Algeria. There are several traditional dishes served in restaurants in Algeria, including Couscous, Chakhchoukha, Doubara, Rechta …etc. The widespread consumption of traditional dishes in restaurants in Algeria in recent years has spurred an inquisitive examination into how consumers perceive the value of traditional dishes. Consumers may comprise individuals steadfast in their dedication to traditional gastronomy, those who view such dishes as an aspect of their cultural and culinary heritage, and those who exhibit a keen interest in the diverse flavors or overall appeal of Algerian cuisine. The study's sample was limited to consumers actively engaging with traditional dishes in restaurants in Algeria.
The collection of data was carried out via in-person surveys conducted between March and June 2023. A sum of 332 questionnaires were collected, out of which 324 valid questionnaires were subjected to data analysis. A multistage sampling technique involving three sequential stages was employed:
Clustering restaurants in Algeria through area sampling (Stage 1): The authors identified three provinces (Constantine, Jijel, and Guelma) in the eastern region of Algeria. These provinces were selected because of their prominence in offering traditional cuisine in eastern Algeria.
Random sampling of clusters (Stage 2): Following the identification of the provinces, the authors randomly selected restaurants from each, ensuring a representative cross-section.
Customers convenience sampling from the selected restaurants (Stage 3): After restaurant selection, the authors personally visited the restaurants, engaged with customers, and invited them to voluntarily participate in the research.

3.2 .Measures

To assess the different constructs, the study adopted a survey questionnaire comprising three sections. The initial section included questions related to consumption behavior, such as the types of traditional foods preferred and the frequency of consumption. Section 2 assesses consumer's perceived value, purchase intention, and value orientation. The scale included items structured on a Likert-type scale from 1 (totally disagree) to 7 (totally agree) to measure consumers' perceived value and purchase intention.
The consumer's perceived value scale used in this study was derived from Sweeney and Soutar's (2001) scale which was adapted by Watanabe et al. (2020), encompassing a multidimensional approach to measuring perceived food products' value. The scale includes 17 items categorized into four dimensions: functional (seven items), economic (four items), emotional (three items), and social (three items) value perception. For purchase intention, this study employed the scale of Teng and Wang (2015), including three items. The phrasing of the two scales was adjusted to fit the traditional dishes context better.
To measure personal value orientation, the study used a six-point scale from Schwartz et al., (2001) Portrait Values Questionnaire (PVQ) derived from Schwartz's value theory. This scale has been

globally validated. (Schwartz, 2021; Rudnev et al. 2018; Schwartz 2012) and is legitimate for measuring and analyzing personal value orientation (Rickaby et al. 2020; Roccas et al. 2017; Seppälä et al. 2012). The PVQ primarily uses rating to gauge the absolute importance of values orientation (Schwartz, 2021). It enables researchers to investigate the link between values and other variables by examining the tradeoffs and priorities within values orientation. Also, it is efficient to assess personal values in samples that are less westernized (Schwartz; 2005).

For the current study, 12 items were selected for use, concentrating on two value orientations: Conservation and Openness to change. The selection of items was tailored to the specific research context. To measure Openness to change orientation, six items were employed, with two items each dedicated to Self-direction, Stimulation, and Hedonism. For measuring conservation orientation, six items were utilized, comprising two items for Security, three items for Conformity, and one item for Tradition .

Participants were provided with scale items that described a certain type of person. Participants were requested to self-assess their likeness to the given description using a rating scale from 1 (not like me at all) to 6 (very much like me). To determine value orientations, centered means were computed for each participant. This involved finding the average score for each participant, with the scores centered around the midpoint of the scale. The average of the centered means for the two value orientations was calculated afterward. Participants were then categorized into two groups: "Openness to change-oriented" and "Conservation-oriented." This categorization was determined by the importance and preferences that participants assigned for every value orientation, indicating whether they aligned more closely with values related to openness to change or conservation. The third section of this questionnaire included sociodemographic questions aimed to describe the study sample, such as sex and age .

The survey was designed in both French and Arabic languages, and respondents were provided with a questionnaire in their language of choice. The scales were submitted to a back-translation process. Two experts and some customers assessed the questionnaire for content and face validity, and a consensus affirmed its validity for the study.

4. Results

4.1. Demographics of the sample

The survey findings revealed that out of 324 respondents, 221 were male (69.2%) and 103 were female (31.8%). The age distribution indicates that 74.7% of the sample falls within the 20 to 40 years age range, followed by those aged between 41 and 50 years, accounting for 19.8%. In terms of dining habits, 27.5% indicated consuming traditional dishes in restaurants at least twice a week, and 28.5% reported a once-per-week frequency. Regarding expenditure, the majority of respondents (56.8%) reported spending between 500 to 1000 Algerian dinars per dish.

4.2 .Measurement Model

In order to evaluate the fit of the data to the model, a confirmatory factor analysis CFA was performed, including perceived value and purchase intention constructs. The statistical analysis revealed that the data fits the model well. Chi-square = 442.44 with 160 degrees of freedom ($p < .001$). Normed X2 = 2.765, Comparative fit index (CFI) = 0.915, Tucker-Lewis index (TLI) = 0.899, Standardized root mean squared residual (SRMR) = 0.057, Root mean square error of approximation (RMSEA) = 0.074. Table 1 presents the standardized maximum likelihood loadings, along with validity and reliability statistics. It shows significant factor loading, ranging from 0.661 to 0.903, above the recommended threshold of 0.5 (Hair et al., 2013). These loadings are distributed across five dimensions, and the Average Variance Extracted (AVE) values reported exceed the recommended threshold of 0.5 (Hair et al., 2013), affirming convergent validity. To examine discriminant validity, Maximum Shared Variance (MSV) values were found to be lower than AVE, and the inter-construct correlations illustrated in Table 2 were exceeded by the square root of AVEs (Fornell and Larcker, 1981) indicating no concerns regarding discriminant validity. For internal consistency, Composite

Reliability (CR) values surpass 0.7 for all constructs, indicating the reliability of each dimension (Hair et al., 2013). The findings validate Sweeney and Soutar's (2001) dimensions of customer perceived value in the specific context of this research. For personal value orientation, Table 3 displays the reliability of the scale, supported by acceptable Cronbach's alpha values, indicating internal consistency.

Table 1. Confirmatory factor analysis

	Standardized regression weights	*CR*	*AVE*	*MSV*
Perceived functional value		0.877	0.505	0.449
Traditional dishes are good for health	.685***			
Traditional dishes are well produced	.682***			
Traditional dishes are reliable	.779***			
Traditional dishes have acceptable standard of safety	.715***			
Traditional dishes have consistent quality	.693***			
Traditional dishes are tasty	.718***			
Traditional dishes have an acceptable standard of quality	.697***			
Perceived economic value		0.869	0.625	0.449
Traditional dishes are reasonably priced	.801***			
Traditional dishes provide value for money	.810***			
Traditional dishes are a good product for the price	.876***			
Traditional dishes are economical compared to other products	.661***			
Perceived emotional value		0.876	0.703	0.383
Consuming traditional dishes makes me feel well	.813***			
Consuming traditional dishes makes me want to use more	.795***			
Consuming traditional dishes is something that I enjoy	.903***			
Perceived social value		0.793	0.562	0.383
Consuming traditional dishes helps me feel acceptable	.817***			
Consuming traditional dishes leaves a positive impact on my family members.	.735***			
Consuming traditional dishes aligns with the culinary culture and tradition of my social circle	.691***			
Purchase intention		0.780	0.541	0.260
If traditional dishes were on the menu at restaurants, I would opt for them	.755***			
I am willing to buy traditional dishes even if they come with higher prices	.737***			
I'm highly likely to purchase traditional dishes without hesitation	.715***			

NOTE. ***: P<0.001

Table 2. Discriminant validity

	Functional value	*Economic value*	*Emotional value*	*Social value*	*Purchase intention*
Functional value	0.710				
Economic value	0.670	0.791			
Emotional value	0.516	0.446	0.838		
Social value	0.564	0.428	0.619	0.750	
Purchase intention	0.469	0.336	0.467	0.510	0.736

Table 3. PVO Scale Reliability

PVO	*Cronbach's alpha*
Openness to change	0.703
Conservation	0.610

4.3 .Structural Model

Following the CFA, the structural model was tested to explore the interrelationships among constructs and the moderation effect. The model exhibits a good fit: Chi-square = 442.44 with 160 degrees of freedom ($p < .001$), Normed X2 = 2.765, CFI = .915, TLI = 0.899, SRMR = 0.057, RMSEA = 0.074. Table 4 exhibits the effect of perceived functional, economic, emotional, and social values of traditional dishes in restaurants on purchase intention. The effect was assessed through standardized regression coefficients, the level of significance (p-value) for every regression path, and the determination coefficient (R2). The findings reveal a positive significant effect of perceived functional, emotional, and social values on purchase intention, with coefficients of 0.233, 0.141, and 0.271, respectively. In contrast, perceived economic value revealed a negative and non-significant effect. Collectively, these perceived values account for 32.8% of the variance explained in purchase intention.

Table 4. Path analysis

			Std. Regression weight	*P value*	R^2
Functional value	→	Purchase intention	0.233	0.020	0.328
Economic value	→	Purchase intention	- 0.020	0.823	
Emotional value	→	Purchase intention	0.141	0.027	
Social value	→	Purchase intention	0.271	0.005	

To verify the hypotheses, the sample was divided into two distinct groups: one was openness to change value-orientated group, consisting of 121 individuals with openness to change value orientation, and another with the conservation value-orientated group, comprising 203 individuals. A Chi-square test was conducted to compare constrained and unconstrained models, employing a multi-group analysis to assess model invariance based on value orientation (the moderator) (Byrne, 2010; Jöreskog & Sörbom, 1993). The moderation effect was assessed by calculating the difference between the regression paths of β values (Gaskin and Lim, 2018). This allows to explore how the relationships among constructs in the structural model might vary between individuals who are open to change and those who are conservative.

Table 5 exhibits the significance of the difference between the two structural models across groups. The findings of the Chi-square analysis shown in the table revealed a significant (P= 0.089>0.05) difference between the two models, indicating that the model exhibits variations across the two groups based on their value orientations (conservation and openness to change) .

Table 5. Chi-square difference test

	X2	*DF*
Unconstrained	785.066	320
Constrained	793.140	324
Difference	8.074	4
P-Value		0.089

Table 6 compares the effect of customers' perceived value of traditional dishes on purchase intention in the structural model between consumers who are open to change and those who are conservative in their value orientation. The results show a significant difference (p=0.044) between the two consumer groups regarding the impact of perceived functional value on purchase intention. Specifically, a positive significant impact for consumers with an openness to change value orientation ($\beta = 0.548$, $p < .01$). In contrast, for consumers with a conservation value orientation, the impact was non-significant ($\beta = 0.003$, $p > .05$). Consequently, the findings partially support the first part of the hypothesis (H1a), suggesting that the link between customers' perceived functional value of traditional dishes in restaurants and their purchase intentions differs significantly based on consumers' value orientations.

Regarding the effect of customers' economic value perception on the purchase intention of traditional dishes, the findings indicate a non-significant difference between the two groups of consumers (p-value for difference = 0.643). Specifically, for consumers with an openness to change value orientation, the impact was negative and non-significant (β = -0.076, p > .05). Similarly, for consumers with a conservation value orientation, the impact was positive non-significant (β = 0.024, p > .05). Consequently, the first part of the hypothesis (H1a) is partially not supported, as there is no significant difference in the impact of customers' perceived economic value of traditional dishes in restaurants on their purchase intention between the two distinct consumer groups.

Regarding the effect of emotional value perception on purchase intention, the findings indicated a non-significant difference between the two groups of consumers (p-value for difference = 0.251). Nevertheless, the impact exhibits a positive significant impact for consumers with conservation value orientation (β = 0.220, p < .05). In contrast, for consumers with openness to change value orientation, the impact is positive but non-significant (β = -0.195, p > .05). Hence, partial support is provided for the second part of the hypothesis (H1b) as there is a significant difference between the two distinct consumer groups regarding the impact of customers' perceived emotional value of traditional dishes on their purchase intention

For the influence of perceived social value on purchase intention, the results showed no significant difference (p-value for difference = 0.178) between consumer groups. However, the impact is significant and positive (β = 0.385, p < .01) for consumers with conservation value orientation, while it is positive but non-significant for consumers with openness to change orientation (β = 0.233, p > .05). Hence, the second part of the hypothesis (H1b) is partially supported, as there is a significant difference in the impact of customers' perceived social value of traditional dishes on their purchase intention between the two distinct consumer groups.

Table 6. Multigroup analysis

			Openness to change Value orientation		*Conservation value orientation*		*Difference in Betas β*	*P-Value for Difference*
			β	R^2	*β*	R^2		
Functional value	→	Purchase intention	0.548**	0.23	0.003	0.55	0.545	0.044
Economic value	→	Purchase intention	-0.076		0.024		-0.099	0.643
Emotional value	→	Purchase intention	0.026		0.220*		-0.195	0.251
Social value	→	Purchase intention	0.233		0.385**		-0.153	0.178

NOTE. * p<0.05, ** p<0.01

Examining R2, it appears evident that the model of consumers with conservation value orientation demonstrates a high coefficient of determination at 55%. This means that traditional dishes' perceived value (particularly emotional and social perceived value) explains 55% of the variance in purchase intention for consumers with conservation value orientation. On the other hand, the model, tailored for consumers with openness to change value orientation, showed a lower coefficient of determination, specifically 23%. This means that perceived value, predominantly functional value, explains 23% of the variance in purchase intention for consumers with openness to change value orientation.

5. Discussion and implications

In the context of Algerian traditional dishes offered in restaurants, this study reaffirmed the constructs of customer perceived value and purchase intention, consistent with the proposition of Sweeney and Soutar, (2001) and Teng and Wang, (2015). The findings revealed that consumers with openness to change value orientation exhibit a stronger purchase intention of traditional dishes when they perceive

a high functional value compared to those with conservation value orientation. On the other hand, consumers with conservation value orientation exhibit higher purchase intention of traditional dishes when they perceive emotional and social value compared with those with openness to change value orientation. Regarding the perceived economic value, the study found no significant difference of the effect on purchase intention between the two consumer groups. Moreover, the influence of perceived economic value on purchase intention is insignificant despite the value orientation. This aligns with Platania and Privitera's (2006) argument that the price is not a substantial element when purchasing traditional food products. It also aligns with the findings of Persaud and Shillo (2017) and Watanabe et al. (2020) in the context of organic food. This could be attributed to the cultural significance prevailing the economic value of traditional dishes, which are often priced higher than other menu items, thereby diminishing the influence of economic value on purchase intentions. Hence, it is suggested that restaurants consider other values in traditional dishes as key factors in buying decisions. They might consider pricing strategies that reflect the cultural, experiential, and utility value of these dishes rather than competing on price alone.

The study's results highlight that in the Algerian context, consumers are primarily motivated by the functional, emotional, and social values that traditional dishes provide when considering their purchase intentions in restaurants. Specifically, consumers with openness to change value orientation show an exclusive interest in the functional value of traditional dishes. In contrast, those with a conservation value orientation find both the emotional and social values of traditional dishes appealing. Furthermore, the findings indicate that consumers with conservation value orientation demonstrate a stronger purchase intention when they perceive the value of traditional dishes, as compared to those with an openness to change value orientation. Hence, it is suggested that restaurants tailor traditional dishes' menus to emphasize the cultural and social significance or their unique functional attributes, depending on the targeted customer segment.

Consumers with openness to change value orientation are adventurous and seeking new experiences and innovations. They tend to value traditional dishes for the experiences or benefits they offer, such as health and nutritional advantages, as well as distinctive tastes and flavors. In contrast, consumers with conservation value orientation typically value stability, tradition, and adherence to social norms. Their interest in traditional dishes may rooted in the symbolic representation of traditional culture and cultural identity, which can influence their purchase intentions (Zong et al., 2023). They are inclined to value aspects of traditional dishes that connect them to culture, heritage, social belonging, and group affiliations as well as connecting them to their childhood (Cerjak et al., 2014). Also, they perceive it as familiar and comforting (Roseman et al., 2013). This preference is linked to the social benefits that arise from fulfilling communicative purposes, engaging in social interactions, and evoking the nostalgic and sentimental appeal of traditional dishes (Shah et al. 2020; Wu and Li, 2018). Hence, restaurants or other stakeholders like tourism companies or cultural organizations could promote cultural heritage by increasing the appeal of traditional culinary experiences (Jokom et al., 2023). Additionally, traditional dishes evoke feelings of nostalgia and comfort for these consumers, stirring emotions, pleasures, and hedonic aspects .

6. Limitations and future research

This research, like any other research, has certain limitations. First, the study used convenience sampling as a data collection method, which can present limitations regarding the generalizability of the results. Hence, it is advisable to proceed with caution in extrapolating the findings to another population, as it may not have the same facets as the study sample. Second, the results showed that the sample had 37.35% openness to change value-oriented consumers and 62.65% conservation value-oriented consumers indicating some disproportionate division. It would have been better if the sample was more balanced, with approximately equal numbers in each group to avoid biases and improve comparability. Third, the study aimed to know the influence of personal values on the link between value perceptions of traditional dishes and purchase intentions, a domain closely related to a customer's personality, emotions, and unconscious behavior. Therefore, future research can get

deeper insights and accurate findings using neuromarketing tools like Electroencephalography (EEG) and Magnetic Resonance Imaging (fMRI) to explore better customer's traditional dishes' perceptions and behaviors.

7. Conclusion

Personal value orientations may alter the influence of the value perception of traditional dishes on buying intention. When the perceived value of these dishes aligns with an individual's personal value orientation, the effect on purchase intention is likely to be significant. In contrast, if there is no alignment, the impact on purchase intention tends to be non-existent. Additionally, regardless of personal value orientation, the perceived economic aspect of traditional dishes does not appear to influence purchase intention.

References

1. Ajzen, I. and Fishbein, M. (1980) . Understanding Attitudes and Predicting Social Behavior. Englewood Cliffs, NJ : Prentice-Hall.
2. Ajzen, I. (1985). From Intentions to Actions: A Theory of Planned Behavior. In: Kuhl, J., Beckmann, J. (eds) Action Control. SSSP Springer Series in Social Psychology. Springer, Berlin, Heidelberg. https://doi.org/10.1007/978-3-642-69746-3_2
3. Ajzen, I. (1991). The theory of planned behavior. Organizational behavior and human decision processes, 50(2), 179-211. https://doi.org/10.1016/0749-5978(91)90020-T
4. Almli, V. L., Verbeke, W., Vanhonacker, F., Næs, T., & Hersleth, M. (2011). General image and attribute perceptions of traditional food in six European countries. Food Quality and Preference, 22(1), 129-138. https://doi.org/10.1016/j.foodqual.2010.08.008.
5. Alniacik, E., Moumen, C., & Alniacik, U. (2020). The moderating role of personal value orientation on the links between perceived corporate social performance and purchase intentions. Corporate Social Responsibility and Environmental Management, 27. https://doi.org/10.1002/csr.1997.
6. Bardi, A., & Schwartz, S. H. (2003). Values and Behavior: Strength and Structure of Relations. Personality and Social Psychology Bulletin, 29(10), 1207-1220. https://doi.org/10.1177/0146167203254602
7. Bearden, W. O., & Netemeyer, R. G. (1999). Handbook of marketing scales: Multi-item measures for marketing and consumer behavior research. Sage publications .
8. Bouman, T., Steg, L., & Kiers, H. A. L. (2018, April 23). Measuring Values in Environmental Research: A Test of an Environmental Portrait Value Questionnaire. Frontiers in Psychology. Volume 9. https://doi.org/10.3389/fpsyg.2018.00564
9. Burgess, S. M., Schwartz, S., & Blackwell, R. D. (1994). Do values share universal content and structure? A South African test. South African Journal of Psychology, 24(1), 1-12. https://doi.org/10.1177/008124639402400101
10. Byrne, B. M. (2010). Structural equation modeling with AMOS: Basic concepts, applications, and programming (2nd ed.). New York: Routledge/Taylor & Francis Group.
11. Cerjak, M., Haas, R., Brunner, F., & Tomić, M. (2014). What motivates consumers to buy traditional food products? Evidence from Croatia and Austria using word association and laddering interviews. British Food Journal, 116(11), 1726-1747. https://doi.org/10.1108/BFJ-02-2014-0090
12. Chae, H., Kim, S., Lee, J., & Park, K. (2020). Impact of product characteristics of limited edition shoes on perceived value, brand trust, and purchase intention; focused on the scarcity message frequency. Journal of Business Research, 120, 398-406. https://doi.org/10.1016/j.jbusres.2019.11.040

13. Chen, Q., Huang, R., & Zhang, A. (2020). A bite of nostalgia: The influence of nostalgia in consumers' loyalty intentions at traditional restaurants. Journal of Hospitality and Tourism Management, 45, 604-614. https://doi.org/10.1016/j.jhtm.2020.10.016
14. Chen, Y., & Wang, R. (2016). Are Humans Rational? Exploring Factors Influencing Impulse Buying Intention and Continuous Impulse Buying Intention. Journal of Consumer Behaviour, 197, 186-197. https://doi.org/10.1002/cb.1563
15. Chowdhury, Rafi. (2020). Personal Values and Consumers' Ethical Beliefs: The Mediating Roles of Moral Identity and Machiavellianism. Journal of Macromarketing, 40, 027614672091743. https://doi.org/10.1177/0276146720917431.
16. Chung, J. Y., Kim, J. S., Lee, C.-K., & Kim, M. J. (2018). Slow-food-seeking behaviour, authentic experience, and perceived slow value of a slow-life festival. Current Issues in Tourism, 21(2), 123-127. https://doi.org/10.1080/13683500.2017.1326470
17. Cicia, G., Del Giudice, T., & Scarpa, R. (2002). Consumers' perception of quality in organic food: A random utility model under preference heterogeneity and choice correlation from rank-orderings. British Food Journal, 104(3/4/5), 200-213.
18. Dagevos, H. (2005). Consumers as four-faced creatures. Looking at food consumption from the perspective of contemporary consumers. Appetite, 45(1), 32-39. https://doi.org/10.1016/j.appet.2005.03.006
19. De Toni, D., Eberle, L., Larentis, F., & Milan, G. S. (2018). Antecedents of perceived value and repurchase intention of organic food. Journal of Food Products Marketing, 24(4), 456-475. https://doi.org/10.1080/10454446.2017.1314231
20. Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. Journal of marketing research, 28(3), 307-319. https://doi.org/10.1177/002224379102800305
21. Drucker, P. F. (1986). Managing for Results (2nd ed.). New York: HarperBusiness.
22. Erkmen, E., Hancer, M. (2018). Creating Value for Restaurant Customer: The Role of Other Customers in Dining Experience. In: Kozak, M., Kozak, N. (eds) Tourist Behavior. Tourism, Hospitality & Event Management. Springer, Cham. https://doi.org/10.1007/978-3-319-78553-0_11
23. Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. Journal of Marketing Research, 18(1), 39-50. https://doi.org/10.1177/002224378101800104
24. Fritzsche, D. J. (1995). Personal values: Potential keys to ethical decision making. Journal of Business Ethics, 14, 909-922.
25. Fritzsche, D., & Oz, E. (2007). Personal values' influence on the ethical dimension of decision making. Journal of Business Ethics, 75, 335-343.
26. Gale, B. T. (1994). Managing customer value: Creating quality and service that customers can see. New York: Simon and Schuster.
27. Gaskin, J., & Lim, J. (2018). Multigroup analysis. AMOS Plugin: Provo, UT, USA, 1-5.
28. Ge, Y., Yuan, Q., Wang, Y., & Park, K. (2021). The Structural Relationship among Perceived Service Quality, Perceived Value, and Customer Satisfaction-Focused on Starbucks Reserve Coffee Shops in Shanghai, China. Sustainability, 13(15), 8633. https://doi.org/10.3390/su13158633
29. Guerrero, L., Guàrdia, M. D., Xicola, J., Verbeke, W., Vanhonacker, F., Zakowska-Biemans, S., ... & Hersleth, M. (2009). Consumer-driven definition of traditional food products and innovation in traditional foods. A qualitative cross-cultural study. Appetite, 52(2), 345-354. https://doi.org/10.1016/j.appet.2008.11.008
30. Ha, J., & Jang, S. S. (2010). Perceived values, satisfaction, and behavioral intentions: The role of familiarity in Korean restaurants. International Journal of Hospitality Management, 29(1), 2-13. https://doi.org/10.1016/j.ijhm.2009.03.009

31. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2013). Multivariate Data Analysis (7th ed., illustrated, revised). Pearson Education Limited.
32. Hofstede, G. (2001), Culture's Consequences: Comparing Values, Behaviors, Institutions, and Organizations Across Nations, 2nd ed. Sage, Thousand Oaks, CA.
33. Holbrook, M. B. (1999). Consumer value. A framework for analysis and research. London and New York: Routledge .
34. Horn, K. (2017). Consumer Values and Product Perception. In: Emilien, G., Weitkunat, R., Lüdicke, F. (eds) Consumer Perception of Product Risks and Benefits. Springer, Cham. https://doi.org/10.1007/978-3-319-50530-5_16
35. Illes, K. and Vogell, C. (2018), "Corporate values from a personal perspective", Social Responsibility Journal, Vol. 14 No. 2, pp. 351-367. https://doi.org/10.1108/SRJ-07-2017-0114
36. Inglehart, R. (1981). Post-materialism in an environment of insecurity. American Political Science Review, 75(4), 880-900. doi:10.2307/1962290
37. Jokom, R., Widjaja, D. C., Kristanti, M., & Wijaya, S. (2023). Culinary and destination experiences on behavioral intentions: an insight into local Indonesian food. Journal of Foodservice Business Research, 28(1), 145–162. https://doi.org/10.1080/15378020.2023.2229574
38. Jöreskog, K. G., & Sörbom, D. (1993). LISREL 8: Structural equation modeling with the SIMPLIS command language. Scientific Software International; Lawrence Erlbaum Associates, Inc.
39. Kassin, S. M. (2003). Psychology (4th ed., illustrated). Pearson/Prentice Hall.
40. Kim, W. G., & Moon, Y. J. (2009). Customers' cognitive, emotional, and actionable response to the servicescape: A test of the moderating effect of the restaurant type. International journal of hospitality management, 28(1), 144-156. https://doi.org/10.1016/j.ijhm.2008.06.010
41. Kluckhohn, F. R., & Strodtbeck, F. L. (1961). Variations in value orientations. Row, Peterson.
42. Konuk, F. A. (2019). The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants. Journal of Retailing and Consumer Services, 50, 103-110. https://doi.org/10.1016/j.jretconser.2019.05.005
43. Kukar-Kinney, M., Xia, L., & Monroe, K. B. (2007). Consumers' perceptions of the fairness of price-matching refund policies. Journal of Retailing, 83(3), 325-337. https://doi.org/10.1016/j.jretai.2007.03.005
44. Kytö, E., Virtanen, M., & Mustonen, S. (2019). From intention to action: Predicting purchase behavior with consumers' product expectations and perceptions, and their individual properties. Food Quality and Preference, 75. https://doi.org/10.1016/j.foodqual.2019.02.002.
45. Ladhari, R., & Tchetgna, N. M. (2015). The influence of personal values on Fair Trade consumption. Journal of Cleaner Production, 87, 469-477. https://doi.org/10.1016/j.jclepro.2014.10.068
46. Leong, M. W. A., Yeh, S.-S., Fan, Y.-L., & Huan, T.-C. (2020). The effect of cuisine creativity on customer emotions. International Journal of Hospitality Management, 85, 102346. https://doi.org/10.1016/j.ijhm.2019.102346.
47. Levontin, L., & Bardi, A. (2019). Using personal values to understand the motivational basis of amity goal orientation. Frontiers in Psychology, 9, 419974. https://doi.org/10.3389/fpsyg.2018.02736
48. Liu, P., & Tse, E. (2018). Exploring factors on customers' restaurant choice: an analysis of restaurant attributes. British Food Journal, 120. https://doi.org/10.1108/BFJ-10-2017-0561
49. Liu, P., Li, M., Dai, D., & Guo, L. (2021). The effects of social commerce environmental characteristics on customers' purchase intentions: The chain mediating effect of customer-to-customer interaction and customer-perceived value. Electronic Commerce Research and Applications, 48, 101073. https://doi.org/10.1016/j.elerap.2021.101073

50. Monroe, K. and Krishnan, R. (1985) The Effect of Price on Subjective Product Evaluations. In: Jacoby, J. and Olson, J., Eds., Perceived Quality: How Consumers View Stores and Merchandise, Lexington Books, Boston, MA, 209-232.
51. Mubako, G., Bagchi, K., Udo, G., & Marinovic, M. (2020). Personal Values and Ethical Behavior in Accounting Students. Journal of Business Ethics. https://doi.org/10.1007/s10551-020-04606-1
52. Muskat, B., Hörtnagl, T., Prayag, G., & Wagner, S. (2019). Perceived quality, authenticity, and price in tourists' dining experiences: Testing competing models of satisfaction and behavioral intentions. Journal of Vacation Marketing, 25(4), 480-498. https://doi.org/10.1177/1356766718822675
53. Persaud, A. and Schillo, S.R. (2017), "Purchasing organic products: role of social context and consumer innovativeness", Marketing Intelligence and Planning, Vol. 35 No. 1, pp. 130-146. http://dx.doi.org/10.1108/MIP-01-2016-0011
54. Pham, Thi Song Hanh, & Ahammad, Mohammad Faisal. (2017). Antecedents and consequences of online customer satisfaction: A holistic process perspective. Technological Forecasting and Social Change, 124(C), 332-342. DOI: 10.1016/j.techfore.2017.04.003.
55. Platania, M., & Privitera, D. (2006). Typical products and consumer preferences: the "soppressata" case. British Food Journal, 108(5), 385-395. https://doi.org/10.1108/00070700610661358
56. Polo-Peña, A. I., Fernández-Ruano, M. L., & Frías-Jamilena, D. M. (2024). The role of gamified environmental interpretation in boosting destination perceived value. Tourism & Management Studies, 20(2). https://tmstudies.net/index.php/ectms/article/view/1928
57. Porter, M. E. (1985). Competitive Advantage: Creating and Sustaining Superior Performance. New York: Simon and Schuster.
58. Prebensen, Nina, & Xie, Jinghua. (2017). Efficacy of co-creation and mastering on perceived value and satisfaction in tourists' consumption. Tourism Management, 60, 166-176. https://doi.org/10.1016/j.tourman.2016.12.001.
59. Rajaguru, Rajesh. (2016). Role of value for money and service quality on behavioural intention: A study of full service and low cost airlines. Journal of Air Transport Management, 53, 114-122. ISSN 0969-6997. https://doi.org/10.1016/j.jairtraman.2016.02.008.
60. Rickaby, M. A., Glass, J., & Fernie, S. (2020). Conceptualizing the relationship between personal values and sustainability—A TMO case study. Administrative sciences, 10(1), 15. https://doi.org/10.3390/admsci10010015
61. Roccas, S., Sagiv, L., Navon, M. (2017). Methodological Issues in Studying Personal Values. In: Roccas, S., Sagiv, L. (eds) Values and Behavior. Springer, Cham. https://doi.org/10.1007/978-3-319-56352-7_2
62. Roccas, S., Schwartz, S. H., & Amit, A. (2010). Personal value priorities and national identification. Political Psychology, 31(3), 393-419. https://doi.org/10.1111/j.1751-9004.2009.00234.x
63. Rokeach, M. (1973). The nature of human values. Free press.
64. Roseman, M. G., Hoon Kim, Y., & Zhang, Y. (2013). A Study of Consumers' Intention to Purchase Ethnic Food When Eating at Restaurants. Journal of Foodservice Business Research, 16(3), 298–312. https://doi.org/10.1080/15378020.2013.810529
65. Rudnev, M., Magun, V., & Schwartz, S. (2018). Relations among higher order values around the world. Journal of Cross-Cultural Psychology, 49(8), 1165-1182. https://doi.org/10.1177/0022022118782644
66. Schwartz, S. H. (1992). Universals in the content and structure of values: Theoretical advances and empirical tests in 20 countries. In Advances in experimental social psychology (Vol. 25, pp. 1-65). Academic Press. https://doi.org/10.1016/S0065-2601(08)60281-6

67. Schwartz, S. H. (1994). Are there universal aspects in the structure and contents of human values? Journal of Social Issues, 50(4), 19-45. https://doi.org/10.1111/j.1540-4560.1994.tb01196.x
68. Schwartz, S. H. (2012). An overview of the Schwartz theory of basic values. Online readings in Psychology and Culture, 2(1), 11. https://doi.org/10.9707/2307-0919.1116
69. Schwartz, S. H. (2021). A repository of Schwartz value scales with instructions and an introduction. Online Readings in Psychology and Culture, 2(2), 9. https://doi.org/10.9707/2307-0919.1173
70. Schwartz, S. H., & Bilsky, W. (1987). Toward a universal psychological structure of human values. Journal of Personality and Social Psychology, 53(3), 550–562. https://psycnet.apa.org/doi/10.1037/0022-3514.53.3.550
71. Schwartz, S. H., & Huismans, S. (1995). Value priorities and religiosity in four Western religions. Social Psychology Quarterly, 88-107. https://doi.org/10.2307/2787148
72. Schwartz, S. H., & Sortheix, F. (2018). Values and subjective well-being. Handbook of well-being .
73. Schwartz, S. H., & Sortheix, F. (2018). Values and Subjective Well-Being. In E. Diener, S. Oishi, & L. Tay (Eds.), Handbook of Well-Being (pp. 1-25). Noba Scholar. http://www.nobascholar.com/chapters/51
74. Schwartz, S. H., Melech, G., Lehmann, A., Burgess, S., Harris, M., & Owens, V. (2001). Extending the Cross-Cultural Validity of the Theory of Basic Human Values with a Different Method of Measurement. Journal of Cross-Cultural Psychology, 32(5), 519-542. https://doi.org/10.1177/0022022101032005001
75. Schwartz, Shalom H. "Robustness and fruitfulness of a theory of universals in individual values." Valores e trabalho (2005): 56-85.
76. Schwartz, Shalom. (2007). Universalism Values and the Inclusiveness of Our Moral Universe. Journal of Cross-cultural Psychology, 38, 711-728. https://doi.org/10.1177/0022022107308992.
77. Seppälä, T., Lipponen, J., Bardi, A., & Pirttilä-Backman, A. M. (2012). Change-oriented organizational citizenship behaviour: An interactive product of openness to change values, work unit identification, and sense of power. Journal of Occupational and Organizational Psychology, 85(1), 136-155. https://doi.org/10.1111/j.2044-8325.2010.02010.x
78. Shah, A. M., Yan, X., Shah, S. A. A., & Ali, M. (2020). Customers' perceived value and dining choice through mobile apps in Indonesia. Asia Pacific Journal of Marketing and Logistics, 33(1), 1-28. https://doi.org/10.1108/APJML-03-2019-0167
79. Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. Journal of Business Research, 22(2), 159-170. https://doi.org/10.1016/0148-2963(91)90050-8
80. Simonson, I. (1992). The influence of anticipating regret and responsibility on purchase decisions. Journal of Consumer Research, 19(1), 105-118. https://doi.org/10.1086/209290
81. Slack, N. J., Singh, G., Ali, J., Lata, R., Mudaliar, K., & Swamy, Y. (2020). Influence of fast-food restaurant service quality and its dimensions on customer perceived value, satisfaction and behavioural intentions. British Food Journal, 123(4), 1324-1344 .
82. Smith, M. B., Bruner, J. S., & White, R. W. (1956). Opinions and personality. John Wiley & Sons.
83. Steenhaut, S., & Van Kenhove, P. (2006). An empirical investigation of the relationships among a consumer's personal values, ethical ideology and ethical beliefs. Journal of Business Ethics, 64, 137-155. https://doi.org/10.1007/s10551-005-5905-3
84. Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. Journal of Retailing, 77(2), 203-220. https://doi.org/10.1016/S0022-4359(01)00041-0

85. Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. Journal of Retailing, 77(2), 203-220. https://doi.org/10.1016/S0022-4359(01)00041-0
86. Tellis, G. J., & Gaeth, G. J. (1990). Best Value, Price-Seeking, and Price Aversion: The Impact of Information and Learning on Consumer Choices. Journal of Marketing, 54(2), 34-45. https://doi.org/10.1177/002224299005400203
87. Teng, C. C., & Wang, Y. M. (2015). Decisional factors driving organic food consumption: Generation of consumer purchase intentions. British Food Journal, 117(3), 1066-1081. https://doi.org/10.1108/BFJ-12-2013-0361
88. Teng, Y. M., & Wu, K. S. (2019). Sustainability development in hospitality: The effect of perceived value on customers' green restaurant behavioral intention. Sustainability, 11(7), 1987. https://doi.org/10.3390/su11071987
89. Tuncer, I., Unusan, C., & Cobanoglu, C. (2021). Service quality, perceived value and customer satisfaction on behavioral intention in restaurants: An integrated structural model. Journal of quality assurance in hospitality & tourism, 22(4), 447-475. https://doi.org/10.1080/1528008X.2020.1802390
90. Vanhonacker, F., Kühne, B., Gellynck, X., Guerrero, L., Hersleth, M., & Verbeke, W. (2013). Innovations in traditional foods: Impact on perceived traditional character and consumer acceptance. Food Research International, 54(2), 1828-1835. https://doi.org/10.1016/j.foodres.2013.10.027.
91. Vanhonacker, F., Lengard, V., Hersleth, M., & Verbeke, W. (2010). Profiling European traditional food consumers. British Food Journal, 112(8), 871-886. https://doi.org/10.1108/00070701011067479
92. Vermeir, I., & Verbeke, W. (2008). Sustainable food consumption among young adults in Belgium: Theory of planned behaviour and the role of confidence and values. Ecological economics, 64(3), 542-553. https://doi.org/10.1016/j.ecolecon.2007.03.007
93. Watanabe, E. A. D. M., Alfinito, S., Curvelo, I. C. G., & Hamza, K. M. (2020). Perceived value, trust and purchase intention of organic food: a study with Brazilian consumers. British Food Journal, 122(4), 1070-1184. https://doi.org/10.1108/BFJ-05-2019-0363
94. Weber, J. (2017). Discovering the millennials' personal values orientation: A comparison to two managerial populations. Journal of Business Ethics, 143, 517-529. https://doi.org/10.1007/s10551-015-2803-1
95. Wei, Q., Lv, D., Lin, Y., Zhu, D., Liu, S., & Liu, Y. (2023). Influence of Utilitarian and Hedonic Attributes on Willingness to Pay Green Product Premiums and Neural Mechanisms in China: An ERP Study. Sustainability, 15(3), 2403. https://doi.org/10.3390/su15032403
96. Williams, P., & Soutar, G. N. (2009). Value, satisfaction and behavioral intentions in an adventure tourism context. Annals of tourism research, 36(3), 413-438. https://doi.org/10.1016/j.annals.2009.02.002
97. Woodruff, R. B., & Gardial, S. F. (1996). Know Your Customer: New Approaches to Understanding Customer Value and Satisfaction. Cambridge, MA: Blackwell Publishers, Inc.
98. Wu, Y.-L., & Li, E. Y. (2018). Marketing mix, customer value, and customer loyalty in social commerce: A stimulus-organism-response perspective. Internet Research, 28(1), 74-104. https://doi.org/10.1108/IntR-08-2016-0250
99. Yang, W., & Mattila, A. S. (2016). Why do we buy luxury experiences? Measuring value perceptions of luxury hospitality services. International Journal of Contemporary Hospitality Management, 28(9), 1848-1867. https://doi.org/10.1108/IJCHM-11-2014-0579
100. Zaroual, H., Boughattas, F., & Karoui, R. (2016). Traditional Foods in Maghreb: Production and Research Progress. In K. Kristbergsson & J. Oliveira (Eds.), Traditional Foods: Integrating Food Science and Engineering Knowledge Into the Food Chain (Vol. 10). Springer, Boston, MA. https://doi.org/10.1007/978-1-4899-7648-2_1

101. Zauner, A., Koller, M., & Hatak, I. (2015). Customer perceived value—Conceptualization and avenues for future research. Cogent psychology, 2(1), 1061782. https://doi.org/10.1080/23311908.2015.1061782
102. Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. Journal of marketing, 52(3), 2-22. https://doi.org/10.1177/002224298805200302
103. Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. Journal of marketing, 60(2), 31-46. https://doi.org/10.1177/002224299606000203
104. Zhang, S.-N., Li, Y.-Q., Liu, C.-H., & Ruan, W.-Q. (2021). Reconstruction of the relationship between traditional and emerging restaurant brand and customer WOM. International Journal of Hospitality Management, 94, 102879. https://doi.org/10.1016/j.ijhm.2021.102879.
105. Zhong, Y., & Moon, H. C. (2020). What drives customer satisfaction, loyalty, and happiness in fast-food restaurants in China? Perceived price, service quality, food quality, physical environment quality, and the moderating role of gender. Foods, 9(4), 460. https://doi.org/10.3390/foods9040460
106. Zong, Z., Liu, X., & Gao, H. (2023). Exploring the mechanism of consumer purchase intention in a traditional culture based on the theory of planned behavior. Frontiers in Psychology, 14, 1110191. https://doi.org/10.3389/fpsyg.2023.1110191.