

Dining out: for fun or function?

The restaurant industry in emerging markets is seen to have great growth potential due to the growing income of consumers and amount of dining options available. This also means that the restaurant industry is becoming a highly competitive environment which requires restaurants to implement innovative marketing strategies. Consumers typically display diversified shopping value orientations, namely hedonic and utilitarian values. Hedonic values relate to the enjoyment of the shopping experience, while utilitarian values refer to the functional elements of shopping, or in this case, dining out. Consequently, investigating these orientations and understanding how they influence key retail outcome variables will aid marketers in delivering a positive restaurant experience.

Suzanne Blignaut, [Master's](#) students in the [Department of Marketing Management](#), conducted a study to investigate the relationship between shopping value orientations and retail outcomes. Specifically, the study focussed on whether hedonic and utilitarian values predict satisfaction and purchase intention, as well as whether satisfaction predicts purchase intention in the restaurant industry. Although some studies have investigated the abovementioned relationship, to the researcher's knowledge this relationship has not been established in a South African context. A total of 200 respondents took part in the study by completing an electronic, self-administered questionnaire.

The results of this study indicate that both utilitarian and hedonic value predict the retail outcomes of satisfaction and purchase intention. Furthermore the study confirmed that satisfaction predicts purchase intention. In contradiction to previous research, this study found that hedonic value is a stronger predictor of satisfaction, and utilitarian value is a stronger predictor of purchase intention. This study contributes by building on the limited research pertaining to value orientations and retail outcome variables in developing countries and enhances the understanding of consumers' shopping experience and decision making.

The researcher suggests that restaurateurs should focus on creating an environment that fulfils both utilitarian and hedonic aspects of value in their offering to ensure

consumer satisfaction as well as long term success. Essentially, restaurants should focus on creating an enjoyable and exciting environment, but should not neglect functional aspects of the dining experience, for example quick service, healthier meal options affordable prices in order to fulfil both hedonic and utilitarian values.

This research was conducted as part of the fulfilment of the [Master's degree](#) in Marketing Management in 2018 with the [Department of Marketing Management](#) by Suzanne Blignaut under the supervision of [Dr Tinashe Ndoro](#).