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The Effect of Eating-Out Motives on Restaurant Attributes at Shopping Mall

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Abstract

Purpose - This study is to investigate the effects of consumption motives of restaurant customers on the perception of the importance of restaurant attributes, and to determine the influence of the consumption motives on the empirical and functional attributes between Vietnam and Korea.

Research design, data, and methodology - Questionnaire items from previous studies were revised to fit the research purpose of the present study. From August 1 to August 25, 2017, questionnaires were simultaneously administered in Korea and Vietnam using both on-line and off-line survey methods (including SNS and e-mail). With 381 surveyed questionnaires in Vietnam(219) and Korea(162), this study was conducted by using SPSS 22.0 to verify the reliability and validity of the measured variables. Structural equation model (SEM) was employed as a statistical method for the hypotheses test of this study.

Results - The results showed that hedonic eating-out motive has more influence on the importance of empirical attribute than that of functional attribute in restaurant. In addition, utilitarian eating-out motive has more influence on functional attributes than empirical attributes. However, these relationships showed the difference between countries in Vietnam and Korea. As for in Korea, consumers' hedonic and utilitarian motives of eating-out were more influential on experimental and functional attributes.

Conclusions - This study analyzed the influence on the importance of the eating-out motives of restaurant attributes and how this differed between Vietnamese and Korean.

Keywords: Eating-out Shopping Motives, Experimental Attribute, Functional Attribute, Moderating Role, Vietnamese and Korean.

JEL Classifications: D12. E20. F20.

1. Introduction

Recently, businesses are becoming increasingly oriented toward globalization and, as the internationalization of individual companies rapidly progresses, efficient international marketing method is becoming more important to them. One recent example of globalization is the marketing of Korean

cuisine, which has emerged as an important component of the "Korean Wave," along with Korean drama and pop music. For example, there is increasing interest in a number of Korean cuisine, especially fermented foods such as soy sauce, kimchi, and tofu, which are nutritious and low in calories.

Currently, Asian consumers have become more open to buy foreign imported goods, with a focus on foreign brands. In terms of cuisine, they tend to emphasize the higher perceived quality of the food even at higher prices and to promote a health-food culture. In line with these consumption trends of consumers, low-calorie and healthy Korean foods are highly likely to travel well, and consumers are likely to increase their consumption of these (Na, Kim, & Lee, 2016). Many Korean restaurants in Vietnam operate using the experience of Korean restaurants.

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It seems that the importance of Vietnamese and Koreans' eating style, eating out motive, and selection attributes of restaurants are not the same. However, research on this has been limited. Previous researches have mostly come from the perspective of cuisine and culture (Dziadkowiec & Rood, 2015; De Ruyter et al., 1995; Lee & Ulgado, 1997; Mattila, 1999; Stauss & Mang, 1999; Tai & Chan, 2001; Kang, 2003; Koh, 2003; Kim and Kim, 2004; Sung, 2015; Lee, 2013; Ha, 1998). Although previous researches in the food industry have been conducted recently (Na, Kim, & Lee, 2016), the comparisons between countries have focused on the social network services (Fan & Kim, 2014; Ham & Choi, 2014), comparison of residential space usage (Ju & Kim, 2014), wedding selection attributes (Li & Ko 2015), and the quality of and satisfaction with cosmetics (Park, Chae, & Jin, 2014). As a marketing data related to consumer behavior between countries, research is insufficient. In addition, existing research has only studied specific fields such as restaurant usage motivations, service quality perceptions, choice attributes, and satisfaction. Therefore, this study develops items related to eating out at restaurants based on existing comparative cultural consumer behavior research in order to study the consumers' behavior of restaurant.

The consumers' behavior of restaurant was compared between Korea and Vietnam. In the case of Vietnam, not only trade, but also Korean industries including F&B are actively taking part in and the food culture is relatively developed due to the active social participation of women. Therefore, a comparative study of eating-out consumption behavior between Korea and Vietnam could suggest many implications. Therefore, a comparative study of restaurant consumers' behavior between Vietnam and Korea could have many implications. For example, it is essential to establish marketing strategies for Vietnam and Korea for foodservice related researchers, managers, marketers, and policy makers and foodservice companies targeting Vietnamese consumers. As shown in <Table 1> below, the Korean restaurant is growing up all over Asia. The number of Korean restaurants is mostly in China, followed by Vietnam, the Philippines, Indonesia, Singapore and Japan. Although there have been a lot of studies on Korean food related to China, there have been few studies on restaurants related to Vietnam.

<Table 1> The Number of Korean Restaurants in Comparison to Asian Countries

	China	Japan	Philippine	Vietnam	Indonesia	Singapore	Etc.
2013	992	29	112	242	72	68	117
2014	1,505	115	192	307	72	81	244
2015	1,814	142	195	292	140	72	260
2016	2,786	62	253	306	182	72	477

Source: Food Journal Korea

The aim of this study is to compare the behavior of consumers in Vietnam and Korea providing strategic implications for companies operating Korean restaurants in Vietnam, restaurants planning to enter Vietnam in the future, and Korean restaurants targeting Asian tourists. This study has the following structure. First, we conducted a literature review of restaurant consumers' motivation. Second, hypotheses derived from existing literature studies were schematized and proposed, along with the research model. Third, in an empirical study, the results of a survey conducted in Vietnam and Korea presented.

2. Theoretical Background and Research Hypotheses

2.1. Eating out motive

Eating-out motivation generally refers to the motives to eat outside, though somewhat different definitions of what constitutes eating outside have been proposed. However, eating-out considered buying and eating food outside of the home, including at restaurants. There are variety of internal and external eating out motives that drive the desire to eat outside and the selection of restaurant. Restaurant visitors will have a specific motivation when choosing restaurants and would seek a restaurant that can satisfy this motive. These motives could be categorized by the time of day, day of the week, month, season, and the certain purpose that they have (Khan, 1991; Yoon, 2005). Kim and Heo (1998) studied restaurant selection attributes according to the eating out motivation. Yoo (1999), In addition, classified customer usage patterns for selecting restaurant such as number of companions, usage time, cost, and number of visits, and so verified their differences with optional attributes. <Table 2> presents the summary of previous researches for eating-out motivations as below.

<Table 2> Summary of Previous Researches for Eating out motivations

Motivations	Researchers
Desire, ambition, prestige, affection, curiosity, imagination, differentiation	Henry(1987), Assael(1984)
Rationality, convenience, speed of service, quality, economics, health	Kang, Jun, & Arendt(2015), Glanz et al.(1993)

2.1.1. Hedonic Motivation

As hedonic motives and utilitarian motives are fundamentally present in consumer phenomena, these motives are necessary to understand customers' evaluations of consumption experiences. (Hirschman & Holbrook, 1982; Jones et al., 2006; Babin et al., 1994; Bridges & Florsheim,

2008; Chandon, Wansink, & Laurent, 2000). The hedonic concept of the consumption experience comes from the symbolism and uniqueness of goods and services, and the images and emotional excitement (Spangenberg et al., 1997).

Overby and Lee (2006) defines hedonic motive as "the whole evaluation of the sacrifices and benefits of experience such as escape from reality." Hirschman and Holbrook (1982) defined it "as an overall feeling from emotional stimulation in the symbolic and unique sense of offering." Therefore, in this research, hedonic motive for eating out is considered to desire for experience and food. Cha and Park (2014) researched the satisfactory of shopping mall customers; while customers with utilitarian motivation had greater satisfaction with merchant, hedonic motivation had a significant relationship with entertainment facilities. Singh (2014) proved that depending on the design of the Web site, customers are browsing and enjoying the Web for a longer time.

2.1.2. Utilitarian Motivation

Utilitarian motive centers around the motive to reach a desired purpose and find a proper product (Babin et al., 1994). Utilitarian motive is characterized by practical concerns such as reducing costs, increasing convenience, saving time (Chandon et al., 2000). Also it relates to the efficiency of services or goods, their relevance to the work, and the economic aspects, assuming that customer could solve consuming problems reasonably (Overby & Lee, 2006). Utilitarian motive includes cognitive aspect such as the economic value and judgments on time saving, convenience (Teo, 2001). Utilitarian motive could increase when consumers discover discounted product or perceive it to be lower price than that of competitors (Holbrook, 1999; Seiders, Berry, & Gresham, 2000).

Therefore, utilitarian motive is characterized by the convenience and functional benefits of eating out. Cha and Park (2017) found that shopping mall consumers with utilitarian motives were influenced more by functional attributes (e.g., easy payment, easy refunds and mall trust) than empirical attributes (e.g., merchandise, format and interior). Yang et al. (2015) researched that as workers' utilization of emotion is represent as the capacity to use emotional improvement of performance, the monetary incentives are more important to boost job satisfactory of the workers.

2.2. Restaurant Selection Attributes

Number of studies have identified features of restaurants that are important to consumers when choosing a place to eat. Schroeder(1985) considered the nutrition levels of the food, the quality of service, menu variety, taste, quantity, price, cleanliness, building appearance and hygiene.

Filiatrault and Ritchie (1988) proved the differences in preference attributes in terms of type of cuisine, price, service quality, food quality and restaurant atmosphere. Khan (1991) analyzed that the restaurant atmosphere, sample dishes and tastings, convenience, nutrition, quality of service, menu size, displays, the presence of smoking rooms, food service hours, packaging services, the presence of unique desserts and order delivery were select attributes used to distinguish among restaurant types. Doi (1992) identified convenient location, service quality, various menu choices, the quantity of food, an easily understandable menu and price as important restaurant attributes related to customer selection. In a study by Gilleran (1993), family restaurant offer optional attributes such as discounts for children, the presence of a children's menu, cleanliness and speed of service. In Morgan's (1993) study, restaurants divided into different dimensions: price value, food quality and convenience in terms of time.

2.2.1. Experimental attributes

In marketing field, interest in user experiences is increasing (McCarthy & Wright, 2004; Pullman & Gross, 2004; Schmitt, 1999), and a various research related to users' experience has been published (Hassenzahl & Tractinsky, 2006). Previous studies related to user experience assumed that satisfactory with a product improved when users have a positive experience of that product, and that user satisfaction can predict and explain their loyalty (Bhattacharjee & Premkumar, 2004; Doll & Torkzadeh, 1988; McKinney et al., 2002).

Although consumer experience is dictated by use of a product and the purchase, it is important for consumers to be able to communicate using advertisement and marketing activities, such as brand-related colors and forms, websites, background slogans and design (Brakus, Schmitt, & Zarantonello, 2009). Particularly, senses and emotions play important roles in consumer experience (Haeckel, Carbone, & Berry, 2003; Shaw, 2004). Schmitt (1999) found that the goal of marketing is to create a holistic experience that integrates individual experiences as a whole. With a motive to have a pleasant experience, empirical marketers consider the consumer as an emotional object.

Berry, Carbone, and Haeckel (2002) and Mascarenhas, Kesavan, and Bernacchi (2006) argued that consumer experiences consisted of major components: service and product function, sensation and emotion. Additionally, business is most competitive when providing both emotional and cognitive attributes to consumers. Cognitive attributes are attributes that give the most intrinsic benefits of consumption, and emotional attributes refer to the feelings consumers experience using the product. Therefore, consumer experience should be combined appropriately along the value chain with tangible and emotional factors (Mascarenhas et al., 2006).

Bloch, Brunel, and Arnold (2003) researched that customers select products according to the uniqueness of the visual design and their aesthetic value. Often in hotel studies, sensory attributes are contrasted with functional attributes and cognitive. The sensory attributes include the exterior and interior design of hotel, the comfort of the bed, the cleanliness of the facility, the atmosphere of the hotel, the decoration of the bedroom and the noise. Therefore, this study uses brand, visual effect, cleanliness and atmosphere as representative empirical attributes for restaurants.

2.2.2. Functional attributes

Sweeney and Soutar (2001) suggested four dimensions of perceived service value at the consumer level, taking into consideration both consumer expectations and performance. Of these, functional attributes (e.g., value for money and price) are those related to reducing perceived long-term and short-term costs.

Functional attributes of quality and performance refer to the expected role of the product and usefulness in relation to the perceived quality. The customer's perception of the functional attributes of a specific service or product needs to reach a certain level where customers perceive it to be desirable (Kressmann et al., 2006; Sirgy et al., 1991). For example, the quality of the coffee in a coffee shop, and other items, employee service quality, price, and accessibility are functional attributes. Functional attributes has positive influence on perceived usefulness (Lee, Wu, & Fan, 2017).

When customer perceives the functional attributes of store or product to be desirable, the more likely expect will be satisfied. As indicated by positive word of mouth and revisits, it could lead to high loyalty, (Kressman et al., 2006; Sirgy et al., 1991). Utilitarian motivation is an instrumental outcome (Fischer & Arnold, 1990), and consumers can understand as a means of accomplishing consumer-defined objectives (Rintamäki, Kanto, Kuusela, & Spence 2006).

Therefore, this study chooses convenience, cost, and menu as functional attributes. Based on previous studies, the following hypotheses are established for the study.

- <H1> Consumers with hedonic motives will place more importance on the experimental attributes than the functional attributes of a restaurant in Vietnam and Korea.
- <H2> Consumers with utilitarian motives will place more importance on the functional attributes than the experimental attributes of a restaurant in Vietnam and Korea.

2.3. Differences in eating out behavior between countries

Dziadkowiec and Rood (2015) researched the difference in preferences for dining restaurants for American and Polish

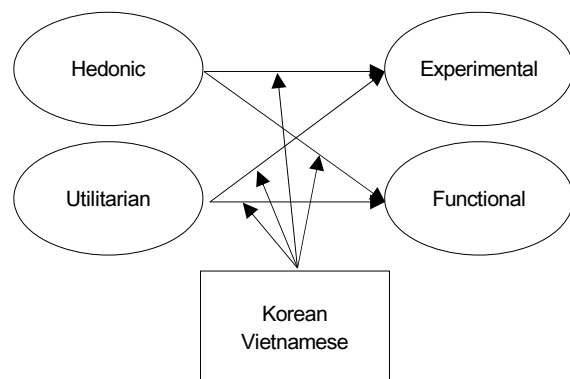
college students in different cultures. Five of the seven were found to be significant difference. In a study on Chinese mothers in relation to the demand for entry into overseas restaurants for a Korean children's menu and price sensitivity, Chinese mother were to aim for a high quality culture of well-being for the children, even if the price was so high (Nah, Kim, & Lee, 2016).

A study about the national cultural awareness of restaurant tipping in hotel (Jo, Choe, & Jang, 2004) and an analysis of tourism advertisement content proved that a variety of approaches are required to account for the cultural differences among consumers in USA, Korea and Japan (Chung & Kim, 2001).

A Study of the influence factors of customer quality perception on restaurant service in Korea (Kim, Kim, 2004) and the study of the difference of motive and selective attribute by the dining out style between Japan and Korea (Jeong, 2003) were researched for finding difference in motive for eating out between the nations.

As can be estimated through the above studies, Vietnam and Korea are not the same in terms of their political, economic, historical, technological and cultural environments. Therefore, the motive for visiting a restaurant and the attributes used to choose restaurants might differ. Based on above studies, the following hypotheses are established. The study model shows in <Figure 1>.

- <H3> The relative importance of the experimental and functional attributes of restaurants for consumers with hedonic motive will differ between Vietnam and Korea.
- <H4> The relative importance of the experimental and functional attributes of restaurants for customers with utilitarian motive will differ between Vietnam and Korea.



<Figure 1> Study Model

The aim of this study is to find the customer behavior of eating-out by classifying the items used in the study of customer behavior of previous researchers as hedonic

motives, utilitarian motives.

3. Research Method

3.1. Sampling and Survey Procedure

Questionnaire items were revised from previous studies to fit the research purpose of the present study. From August 1 to August 25, 2017, questionnaires were administered simultaneously in Vietnam and Korea using both off and online survey methods (including SNS). A total of 420 questionnaires were collected (Korea 200, Vietnam 220); a total of 381 questionnaires were used for further empirical analysis after excluding 39 unreliable or incomplete responses.

With the following analysis method, this study was performed. First, to verify the convergence validity and discriminant validity of the measured variables, exploratory factor analysis was conducted using Amos 22.0. Non-compliant factors were then removed and confirmatory factor analysis was re-conducted. After that, as a statistical method for hypothesis testing, structural equation modeling (SEM) was used. <Table 3> shows the results of demographic characteristics of the respondents.

<Table 3> Demographic Characteristics of the Respondents

		Vietnamese	Korean	Total
Gender	Male	45	72	117
	Female	174	90	264
Age	20	7	18	25
	20~29	171	98	269
	30~39	36	37	73
	40~49	4	6	10
	50~59	0	3	3
	60	1	0	1
Occupation	Student	117	104	221
	Office Worker	68	23	91
	Home-maker	1	1	2
	Businessman	10	4	14
	Expert	17	22	39
	Misc.	6	8	14
Salary or Allowance per Month (USD)	500 less	83	115	198
	500~1,000	50	18	68
	1,000~3,000	34	14	48
	3,000~5,000	32	7	39
	5,000~10,000	19	2	21
	Over 10,000	0	6	6
Marriage	Single	160	46	206
	Married	54	109	163
	Misc.	5	7	12
Total		219	162	381

4. Results

4.1. Evaluation Metrics

First, reliability and validity analyses were conducted on the constituent concept measurement items measured by multiple items (Churchill, 1979). Exploratory factor analysis was conducted to evaluate reliability and validity, and Cronbach's alpha was examined. Principal component analysis (PCA) was used for factor extraction. Factors were extracted based on Eigenvalue 1. VARIMAX was applied to the factor rotation method. <Table 4> presents the results of the analysis.

<Table 4> Exploratory factor analysis

	Functional	Experimental	Hedonic	Utilitarian
Func02	.913	-.064	-.109	.064
Func03	.906	-.054	-.086	.162
Func01	.839	-.052	-.152	.297
Exp02	-.088	.826	.252	-.185
Exp01	-.108	.813	.339	-.114
Exp03	.006	.770	.333	-.150
Hed03	-.147	.355	.823	-.143
Hed04	-.177	.349	.818	-.074
Hed02	-.134	.397	.742	-.317
Util04	.115	-.185	-.122	.871
Util02	.271	-.152	-.158	.844
Util01	.537	-.133	-.187	.574
Variance (%): Total 80.5%	23.5	20.2	19.2	17.6
Cronbach's alpha	.91	.85	.89	.82

As shown in <Table 4> the Cronbach's alpha coefficients were all over 0.8, which confirmed the reliability of the items (Nunnally, 1967). The exploratory factor analysis confirmed both discriminant and convergence validity. The chi-squared statistic for the measurement model was significant ($p=0.000$), but it is sensitive to model complexity and sample size. Therefore, the model fit was tested using the normed fit index (NFI) and the comparative fit index (CFI; Bearden, Sharma, & Teel, 1982; Bagozzi & Yi, 1988). The overall model fit was rated as satisfactory using the NFI (0.942), RFI(0.920), TLI(0.941), CFI (0.957), and RMSEA (0.084). The composite reliability (CR) and the average variance extracted (AVE) satisfied the criteria proposed by Bagozzi and Yi (1988) (above 0.6 for CR, above 0.5 for AVE) and the loadings were statistically significant ($p<0.001$). Thus convergent validity was confirmed. <Table 5> presents the results of the confirmatory factor analysis.

<Table 5> Confirmatory factor analysis results

Variables	Measure	Standardized Regression Coefficient	CR	AVE
Hedonic	Hed02	.88	0.892	0.733
	Hed03	.86		
	Hed04	.82		
Utilitarian	Util01	.74	0.830	0.621
	Util02	.87		
	Util04	.75		
Experimental	Expe01	.85	0.850	0.654
	Expe02	.80		
	Expe03	.77		
Functional	Func01	.87	0.907	0.764
	Func02	.86		
	Func03	.89		

$\chi^2 = 175.727$ ($p = 0.000$, $df = 48$), $NFI = 0.942$, $RFI = 0.920$, $IFI = 0.957$, $CFI = 0.957$, $RMSEA = 0.084$ ($p < 0.001$)

<Table 5> shows the results of the confirmatory factor analysis. The square root of the average variance extracted (AVE) was used to verify the discriminant validity for each factor with single dimensionality. <Table 6> illustrates that the value of the square root of AVE is larger than 0.5 and is larger than the correlation value outside the diagonal line in the related row and column, as shown in <Table 6>. Therefore, it can be said that the validity of the discrimination between the different construction concepts was verified, in that corresponding differences in the measurement results are to be shown.

<Table 6> Correlation analysis for discriminant validity

	CR	AVE	Fuc	Hed	Util	Exp
Fuc	0.91	0.76	0.87			
Hed	0.89	0.73	-0.37	0.86		
Util	0.83	0.62	0.60	-0.54	0.79	
Exp	0.85	0.65	-0.24	0.83	-0.48	0.81

Note: The values presented along the diagonal are the square root of AVE

4.2. Research Hypothesis Verification

Using Amos 20.0, the research hypotheses were tested. For study model, the fitness index was satisfactory, with the chi-square statistic=182.299($df=49$, $p=0.000$), $NFI=0.940$, $CFI=0.955$, $RFI=0.919$, $IFI=0.955$, $TLI=0.939$, $RMSEA=0.085$. <Table 7> presents the results of hypothesis testing for the main effects from <Hypothesis 1> to <Hypothesis 2>. To verify <Hypothesis 1> and <Hypothesis 2>, the procedure was followed. The equilibrium constraint model estimated that the value of the path coefficient for hedonic motive to experimental attributes was equal to the value of the path coefficient to functional attributes. We estimated an unconstrained model that does not place constraints on the two coefficients. The chi-square values obtained from each model were compared and the hypothesis was adopted if

the difference was significant. There was a significant difference between the models when the degrees of freedom were greater than 3.84(at the $\alpha = 0.05$ level).

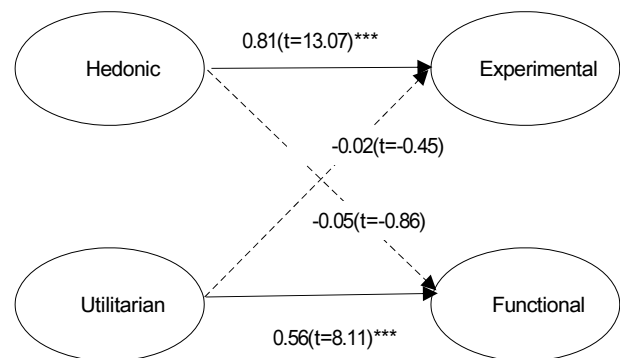
The same applies to the case that utilitarian value is related to functional attribute importance. As a result, the differences between the paths for <Hypothesis 1> and <Hypothesis 2> were statistically significant for both hedonic motive ($\Delta\chi^2$ -Square (1)=88.19) and utilitarian motive ($\Delta\chi^2$ -Square (1)=49.69). As a result of the hypothesis testing, hedonic motive was found to affect the perceived importance of both experimental and functional attributes, but the relationship was stronger for experimental attributes.

The results indicate that even if customers are motivated hedonically, functional attributes are considered somewhat important as well. On the other hand, utilitarian motive was found to only have significant relationship with functional attributes. This suggests that when they have hedonic motive, consumers in restaurants are more likely to react to experiential factors than functional factors and consumers with utilitarian motive believe that functional factors are to be more important than experimental factors. The results of the verification are shown in <Table 7>, <Figure 2>.

<Table 7> Results of for research hypothesis testing

Hypothesis	Path	Standardized Coefficient	T -value	$\Delta\chi^2$ -Square (d.f.=1)
H1	Hed $\rightarrow$ Exp	.816	13.077***	88.19***
	Hed $\rightarrow$ Funct	-0.053	-0.869	
H2	Util $\rightarrow$ Funct	.564	8.116***	49.69***
	Util $\rightarrow$ Exp	-0.023	-0.451	

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

**<Figure 2>** Results of research hypothesis testing

4.3. Verifying the Moderating Effect of Nationality

The analysis of the effects of hedonic motive on the perception of experimental attributes and functional attributes meant it was essential to investigate the additional control effect of country. In order to verify the moderating effect of nationality (Vietnam or Korean) on the select of restaurants, the total sample ($n = 381$) was divided into Vietnamese and Korean consumer groups. <Table 8> compares the path

<Table 8> Comparison of Korean and Vietnamese Consumers for Restaurants Attributes

Hypothesis	Path	Standardized coefficient		Results	Chi-Square	p - value
		Korean	Vietnamese			
H3	Hed → Exp	0.99	0.50	Kor > Viet	9.21(df=1)	0.002**
	Hed → Func	0.32	0.37	Kor < Viet	0.88(df=1)	0.346
H4	Util → Exp	0.08	0.14	Kor < Viet	0.08(df=1)	0.772
	Util → Func	1.21	0.00	Kor > Viet	49.88(df=1)	0.000***

* p<0.05, ** p<0.01 *** p<0.001

coefficients for the both groups. It found that hedonic motive had a greater influence on the perceived importance of experimental attributes than functional attributes in Korea and Vietnam, while utilitarian motive exhibited the opposite trend between countries. However, only the relationship between hedonic motive and experimental attributes, after analyzing the chi-square and p-values, utilitarian motive and functional attributes were significant. The hypothesis that the effect of motive on each attributes differs between two countries was confirmed. On the other hand, the influence of hedonic motive on the perceived importance of functional attributes and utilitarian motive on the perceived importance of experimental attributes were not statistically significant for either Korean or Vietnam consumers.

5. Implications and Conclusions

5.1. Summary of Research

The aim of this study was to investigate the effect of consumption motives on the perceived importance of the experimental and functional attributes in restaurants and to determine whether this relationship differed for Vietnamese and Korean consumers. It found that hedonic motivation had a significantly stronger influence on the perceived importance of the experimental attributes of restaurants than on the functional attributes.

In addition, utilitarian motive was found to have a greater influence on the perceived importance of functional attributes; this relationship was also statistically significant. However, these relationships differed between Vietnam and Korea. It was statistically significant ($p<0.01$) only between hedonic motive and experimental attributes, utilitarian motive and functional attributes.

In conclusion, it can be seen that, in Korea, the restaurant consumers of hedonic motive have more influence on experiential attributes and those of utilitarian motive have more influence on functional attributes than those of Vietnam. On the other hand, it seems that Vietnamese consumers are not as clear as Korean in terms of the importance of selective attributes according to eating out motivations. Therefore, it would be better for restaurants

operating for the Vietnamese to bring universally popular positioning by moderately convergence of empirical and functional attributes, rather than taking clear positioning of selection attributes according to eating out motivations.

5.2. Implications

This study has academic implications as follows. First, it is possible to observe the consumers' behavior of restaurant in Vietnam and Korea by analyzing their motives and selection attribute preferences. Second, both Vietnamese and Korean consumers who were motivated by hedonic motivation were more affected by experiential attributes in restaurant choice, while consumers with utilitarian motive placed more importance on functional attributes.

The experimental contributions of this study are as follows. First, the results could be used in devising global marketing strategies for business owners and companies that are planning to operate restaurants in Vietnam. Second, it could be used as references for marketing activities recognizing the differences between Vietnamese and Korean eating-out behavior among the food service workers in both countries. Third, it could provide a foundation for understanding the differences between Korean and Vietnamese customer behavior when eating out. Particularly, Korean restaurants that plan to open in Vietnam may have marketing strategy considering the restaurant attributes.

5.3. Limitations and Future Research Directions

This study has several limitations. First, this study divides the consumption motives of restaurant consumers into hedonistic and utilitarian, and restricts the optional attributes of restaurants to experiential and functional. More complex and integrated study is needed, something which can be achieved by adding additional attributes. Secondly, Korean and Vietnamese university students were the primary respondents to the survey, which thus limits the representativeness of the sample. Future studies should include more diverse motives and attributes importance and study also needs to be expanded to other countries, where the Korean restaurant market is currently active.

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