



## Exploring Restaurant Patronage Behaviour in Pakistan: The Influence of Satiation, Alternative Attractiveness, and Word of Mouth with Place Attachment as a Moderator

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### Abstract

This study investigates the interplay of satiation, alternative attractiveness, and place attachment on restaurant switching intentions in Pakistan, with a focus on the moderating role of place attachment. Additionally, it examines how switching intentions impact word-of-mouth and patronage behaviour. Data from 239 restaurant customers were collected via online surveys and analysed using SPSS 27.0 and Smart PLS 4.0 through Covariance-based Structural Equation Modelling (CB-SEM). Findings indicate that customer satiation significantly heightens switching intentions, while alternative attractiveness has a non-significant effect. Place attachment moderates these relationships, attenuating the positive impact of satiation on switching intentions and mitigating the negative impact of alternative attractiveness. Moreover, switching intentions positively influence word-of-mouth but do not significantly affect patronage behaviour. Implications for the Pakistani restaurant industry include enhancing customer satiation, exploring alternative attractiveness, fostering place attachment, leveraging word-of-mouth for promotion, and understanding the disconnect between switching intentions and patronage behaviour. Limitations pertain to the study's generalizability across cultures, suggesting future research directions focusing on diverse samples, cross-cultural settings, mixed-methods approaches, specific intervention strategies, and the influence of external variables such as economic conditions or public health emergencies on customer behaviour. This study contributes novel insights into the moderating role of place attachment and the complex dynamics among switching intentions, word-of-mouth, and patronage behaviour within the context of Pakistani restaurants.

**Keyword:** Satiation, Alternative Attractiveness, Switching Intentions, Place Attachment, Word of Mouth, Patronage Behaviour, Restaurant Industry, Pakistan

### 1. Background

Worldwide, the restaurant industry is experiencing extensive growth, holding a significant position in national economies globally. Its impact is largely seen in terms of job creation and income generation. With its widespread presence and popularity, this industry plays a vital role in contributing to economic growth and stability (Daries et al., 2021). Over the past few years, the restaurant industry in Pakistan has also experienced significant growth, with the trend of dining out increasing. For instance, the tourism and hospitality sector has gained prominence in Pakistan, contributing 5.9% to the national GDP and creating 3.8 million jobs in 2019. In terms of growth rates, this industry expanded by 3.5% in the same year, surpassing the overall economic growth rate of 2.5% in Pakistan (Moosvi & Ali, 2022). Increasing restaurant numbers have given individuals more options when choosing restaurants. Generally, individuals typically select the option they believe to be the best. However, if the service at a particular restaurant is unsatisfactory, or if they frequently make the same purchases, they might opt for an alternative (Gupta et al., 2023). Many businesses venture in Pakistan have been competing intensely for customers since the restaurant industry has grown dramatically in the past few years. Due to this, restaurant owners and marketers need to understand customers' switching intentions (Satti et al., 2023). It is possible to understand customer loyalty as the opposite of customer switching behaviour (USMAN et al., 2021). Customers who are satisfied automatically move towards satiation, and satiated customers are less likely to perceive additional benefits from future use, leading to strong internal desires to replace their product (Hou et al., 2020). Choosing the same product repeatedly can lead to boredom and a decrease in enjoyment (Sevilla et al., 2019). Many studies have shown that pleasure directly influences several types of behavioural intentions. Such as switching and repurchasing intents. When a customer obtains excellent quality goods or services, contentment might rise (Sultana et al., 2023).

Recent market research has challenged the idea that satisfied customers are more likely to repurchase, suggesting that even satisfied customers might eventually stop buying (Belarmino et al., 2021). Marketing professionals avoid the "customer satisfaction trap" and gain a deeper knowledge of loyalty to a brand. Brand switching is viewed as an experimental purchasing pattern phenomenon in psychological literature that could be clarified through the concepts of the desire for novelty and the optimal stimulation level (Tang et al., 2023). In an era where consumers

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have an abundance of dining options, restaurants must go the extra mile to keep their patrons engaged and interested. When customers become bored with the menu offerings, they may feel inclined to switch to a different restaurant in search of novel experiences (Marinkovic et al., 2014). Studies have shown that even restaurants with a stellar reputation for exceptional food and service are not immune to the consequences of customer boredom (Wicaksono et al., 2021). Customer discontent, switching intentions, unfavourable word of mouth (WOM), and complaint behaviour are all affected by unpleasant emotions like regret and disappointment that accompany service failures (Jang et al., 2013). But place attachment refers to the deep emotional connection and sense of belonging to a certain geographic area that is built over a period of time. This kind of attachment is often developed through personal experiences and interactions with that place (Escalera-Reyes, 2020). It is an important part of a person's identity, and is often referred to as an 'anchor'. This attachment is not only a feeling of belonging, but also a sense of meaning and purpose attributed to the place (Hosany et al., 2020). Place attachment is an emotional bond that an individual develops with a particular spatial setting. It is closely intertwined with other concepts such as sense of place, place belonging, and place bonding. Understanding the concept of sense of place can help gain insight into how and why people form attachments to places; identities, belongings, and bonds are developed in certain places (Prayag & Ryan, 2012).

## 2. Literature Review

### 2.1. Optimal Stimulation Level Theory (OSLT)

According to previous research, consumers' desire for variety is influenced by past purchase experiences, which in turn affect their decision-making processes. Repeat purchases can lead to boredom with consumption experiences, as posited by the Optimal Stimulation Level (OSL) theory (Salpage, 2011). The Optimal Stimulation Level Theory proposes that individuals seek to maintain an optimal level of stimulation in their environment. According to this theory, individuals have different optimal stimulation levels, which influence their behavior and preferences (Martínez-López et al., 2010). The restaurant industry's success relies heavily on consumers' optimal stimulation levels. If a current dining experience is dull or lacking stimulation, customers may be more likely to switch to a more exciting and stimulating restaurant. Factors like ambiance, music, decor, and overall atmosphere can influence these perceptions (Schiffman et al., 2013). Restaurant owners can optimize stimulation levels by understanding consumer preferences, thereby reducing the likelihood of switching intentions (Spence et al., 2014). Researchers have found that individuals with high OSL are more likely to be satisfied in stable stimulus situations than those with low OSL (Steenkamp & Baumgartner, 1992). Accordingly, individuals with high OSL are more likely to engage in exploratory activities, such as seeking information (Helm & Landschulze, 2009). Individuals with low OSL are likely to stick to familiar environments rather than trying new activities (Raju, 1980). Restaurants are often associated with high uniformity of attributes, according to this study. After repeated consumption in restaurants, consumers may no longer find these attributes novel or complex (Wahlers et al., 1986). The consumption experience may not provide enough stimulation for consumers. It is likely that consumers will experience negative emotional responses as a result of consumption, such as boredom or satiation (Mittelstaedt et al., 1976). Restaurant attributes will be more appealing to consumers with high OSL. It is possible for consumers to switch to a different service provider for seeking new experiences in order to increase the level of stimulation (Patterson, 2007). Given that OSL is closely related to consumers' exploration and switching intentions in the restaurant industry, it appears to be a relevant personality variable (Hanna & Wagle, 1988). A person becomes bored when stimulation is below the optimal level, and desires to increase it. When a buyer repeatedly chooses a product, the choice no longer seems novel or complex to him, which reduces his potential stimulation level (Boedeker, 1995).

#### 2.1.1. Attachment Theory

An attachment theory describes long-term and short-term interpersonal relationships. This is a widely accepted theory in the field of psychology that provides insight into how humans form and maintain relationships throughout their lives (Meyer & Sartori, 2019). The theory proposes that children's early experiences with caregivers have a profound effect on their later relationships and behavior. According to attachment theory, infants learn to distinguish between safe and unsafe attachments and develop an internal working model of attachment that guides their behavior throughout life. This internal working model is based on the infant's early experiences with caregivers and is composed of two key components: an attachment system and an internal working model of self (Fitton, 2013). Place attachment is based on attachment theory, which has been extensively researched in psychology (Ainsworth, 1979). Attachment theory suggests that infants attach to primary caregivers because they meet their physical, psychological, and emotional needs. Having a secure attachment with a caregiver makes children feel safe, comfortable, and happy. The stability, safety, and feeling of well-being that come from strong attachments are positive emotional outcomes. Customers who are attached to an establishment feel "at home" and welcome, and they feel comfortable and like they belong (Rosenbaum & Montoya, 2007).. As the attachment spectrum progresses, the customer becomes increasingly attached to the establishment, referring to it as "my restaurant" and excluding all competitors (Asatryan & Oh, 2008). Place attachment is often conceptualized as a tripartite construct, involving dependency, commitment, and identity. Customers' place dependence reflects how much they rely on an establishment to meet their particular needs, while their place commitment indicates what

they are willing to sacrifice for the establishment's success (Lee et al., 2019). Place identity captures how much the customer believes his identity is tied to that of the establishment. The construct of place attachment differs from more behaviourally based constructs such as loyalty or intent to purchase in that it speaks more to a customer's emotional attachment to the establishment (Isa et al., 2019). Place attachment is a strong emotional bond formed through repeated visits to a location over an extended period (Kastenholz et al., 2020). This connection, whether it's a hometown, vacation spot, or natural environment, helps individuals form a deep connection and sense of belonging (Patwardhan et al., 2020). As they become more familiar with the area, they develop a sense of identity and consider it an integral part of their lives. Factors influencing this attachment include personal experiences, social connections, and the unique characteristics of the place (Jayakody et al., 2024).

## 2.2. Restaurant Switching Intentions

Service employees serve ready food and drinks in a restaurant, and patrons pay for the food and service. Customers typically evaluate dining experiences based on a range of factors, including quality. A restaurant's ambiance, cuisine, and services are typically linked to its features (J. Ha & S. Jang, 2013). Consumer loyalty and post-purchase behaviour are influenced by these factors, according to restaurant marketing research (J. Ha & S. S. Jang, 2013). Prior research has emphasized many aspects of food quality, including flavour, serving size, menu options, and healthful choices (Clark & Wood, 1999). It was found that food quality plays a significant role in customer satisfaction and future behaviour (Carranza et al., 2018). Studies highlight the importance of service quality in influencing consumer behaviours, particularly in consumption situations. Improvements in customer service quality can decrease unfavourable behaviours like complaints and bad word-of-mouth while increasing the likelihood that customers will return. Customers' perceptions of their dining experiences are also positively impacted by the physical surroundings (Ryu et al., 2010).

There are three types of restaurants: fast food, casual dining, and fine dining. Fast food establishments prioritize quick service, affordable costs, and direct consumption from disposable containers (Walker, 2021). As a result of these fast food restaurant characteristics, comfort and quality are the most significant factors in the market's success (Line & Hanks, 2019). Casual dining restaurants offer moderately-priced food in a comfortable, table-service environment, serving as a cheaper alternative to fine dining (Kung'u et al., 2022). They are frequently utilized for parties and seek to draw patrons by offering first-rate cuisine and amenities at a reasonable price while preserving a welcoming environment for gathering with loved ones to enjoy meals (Park & Jang, 2014b).

Full-service dining with specialty food courses, attentive attention, and an opulent setting can be found at fine dining establishments. Despite being owned by individual operators, they are considered a vital segment of the restaurant industry due to the emergence of trends in food, service, and dining traditions (Almohaimmed, 2021). By understanding why customers switch, developing strategies to discourage it, and retaining existing customers, service providers can reduce customer service switching (Koo et al., 2020). Assuming that customer satisfaction leads to loyalty, previous hospitality research has focused on customer satisfaction, perceived quality, switching costs, and service failures (García & Currás-Pérez, 2019). In spite of the undeniable influence of satisfaction and perceived quality on service provider decisions, the study acknowledges the importance of considering other factors (Sánchez-García & Currás-Pérez, 2011). Some customers may be dissatisfied for a variety of reasons, such as satisfaction, character traits, place attachment, attractive alternatives, or regret following the purchase (Dedeoglu et al., 2018).

### 2.2.1. Satiation and Switching Intentions

In a state of satisfaction or fulfilment, interest or desire decreases, leading to satiation. When a customer becomes satiated with a restaurant's offerings, they are more likely to switch to another. It's possible to become satiated with a dining experience because of repetitive experiences, monotonous menu choices, or overall declines in quality. The level of satiation is positively related to switching intentions, according to research (Gupta et al., 2023). As the stimulus is repeated more frequently, the marginal utility of the experience decreases. Satiation describes this phenomenon (Line et al., 2016). People can become satiated after experiencing a favourite experience too many times, even if it is high in enjoyment (Sevilla et al., 2019). Satiation refers to a state in which an individual's interest or desire decreases due to a sense of fulfilment or satisfaction. In the context of the restaurant industry, when customers become satiated with a particular establishment's offerings, they are more likely to seek out alternative options (Gupta et al., 2023). A customer's satiation with a dining experience can be influenced by the repetitive nature of the experience, which can lead to a decrease in interest. Additionally, a restaurant's menu choices can impact satiation by introducing new and exciting options, which can quickly become bored with the limited selection, resulting in a decline in interest and ultimately a satiation (Becerril-Castrillejo & Muñoz-Gallego, 2022). Satiation in the restaurant industry can have a significant impact on customers' switching intentions (Kim & Han, 2023). Customers who repeatedly dine at the same restaurant may lose enjoyment due to satiation and seek new dining options as novelty and excitement wear off, rekindling their enthusiasm (Yan et al., 2019).

**Hypothesis 1:** A positive relationship exists between satiation and switching intentions.

### 2.2.2. Alternative of Attractiveness and Switching Intentions

Customer perceptions of alternative services' attractiveness are based on their perceived advantages over existing services (Özkul et al., 2020). The psychological and practical relationship between customers and current services changes when they recognize alternative attractiveness of innovative services (Sibona et al., 2017). In response to the recognition that innovative services have alternative attractiveness, the psychological and practical relationship with the current services is negatively impacted, and a new relationship with the innovative service is formed (Kuo, 2020). In terms of alternative attractiveness, consumers perceive the presence of other satisfactory alternatives in the market. Many researchers have found that alternative attractiveness and consumer switching intentions are significantly correlated (Tiamiyu et al., 2020). Even if consumers are unsatisfied with their provider, they may stay with it if they do not perceive that there are more attractive alternatives to choose from. Even satisfied consumers may switch providers if they believe there are better options out there (Kwon & Jain, 2009). The attractiveness of choice offered by competitors significantly influences consumers' decision to switch. When competitors provide a wide range of appealing options, it becomes more tempting for consumers to consider switching from their current choice (Hartono & Wahyono, 2018).

**Hypothesis 2:** There is a direct relationship between alternative attractiveness and switching intentions.

### 2.2.3. Place Attachment as a Moderator

Attachment to a place is crucial as it influences visitors' thoughts, feelings, and perceptions. A strong emotional connection to a place can lead to favourable evaluations and loyalty, making it less likely to change their choice (Yuksel et al., 2010). The concept of place attachment refers to the emotional connection and bond that individuals develop with a specific place or destination. It is characterized by feelings of affection, belongingness, and a sense of connection to the place. Research suggests that place attachment plays a crucial role in determining individuals' intentions to be loyal to a destination (Babin et al., 1994). Place attachment can also influence the intent to make purchases at a specific place. When individuals feel a sense of attachment to a place, they are more likely to view it positively and feel a sense of loyalty towards it. This can lead to an increased likelihood of making purchases and supporting the place financially (Line & Hanks, 2019). Moreover, place attachment can also impact the intent to return to a place. Individuals who have a strong emotional connection to a place are more likely to desire to revisit it in the future. This desire is driven by the positive memories and experiences associated with the place, as well as the emotional bond that has been formed (Han et al., 2009). A strong place attachment reduces switching intentions and increases loyalty, even when individuals have reached a point of satiation or when appealing alternatives are available. Understanding the significance of place attachment can help organizations and communities foster a sense of belonging and loyalty among individuals, ensuring long-term engagement and satisfaction (Dar & Xiongying, 2021).

**Hypothesis 3:** Higher place attachment weakens the relationship between satiation and switching intentions, also between attractiveness of alternatives and switching intentions.

### 2.2.4. Switching Intentions and WOM

In the marketplace, word-of-mouth (WOM) is widely recognized as a powerful influence that influences intentions and behaviour. Several studies have investigated the factors that influence WOM (Han & Ryu, 2012). The power of WOM lies in its ability to spread information and opinions about products, services, and brands through informal communication channels (Ng et al., 2011). The importance of word of mouth marketing is even greater for service providers, whose offerings are largely intangible and whose credibility relies on experience (Punpairoj et al., 2023). Positive word of mouth is less important to consumers than negative word of mouth, which results in more informed Switching intentions (Baker et al., 2016). Negative word of mouth is more likely to occur when customers are dissatisfied or intend to switch. People spread word about brands, products, organizations, and services by informal person-to-person communication. Informal person-to-person communication is a popular way for people to spread information about brands, products, organizations, and services (Verhagen et al., 2013). Negative word of mouth leads customers to switch restaurants due to dissatisfaction with a restaurant, often resulting from poor service, poor food quality, unclean facilities, or negative reviews (Jeong & Jang, 2011). Positive and negative word-of-mouth can be influenced by switching intentions (Basri et al., 2016). Negative word of mouth (NWOM) is the sharing of negative experiences, opinions, or criticisms about a brand or product through various channels, which can significantly affect a brand's reputation, customer loyalty, and their purchasing decisions (Nam et al., 2020). Research has consistently shown a positive correlation between switching intentions and NWOM. When customers experience negative aspects of a brand or product, they are more likely to engage in negative word of mouth communication. This can be attributed to their desire to share their dissatisfaction, warn others about potential problems, or seek alternatives based on others' experiences (Sukhu & Bilgihan, 2021).

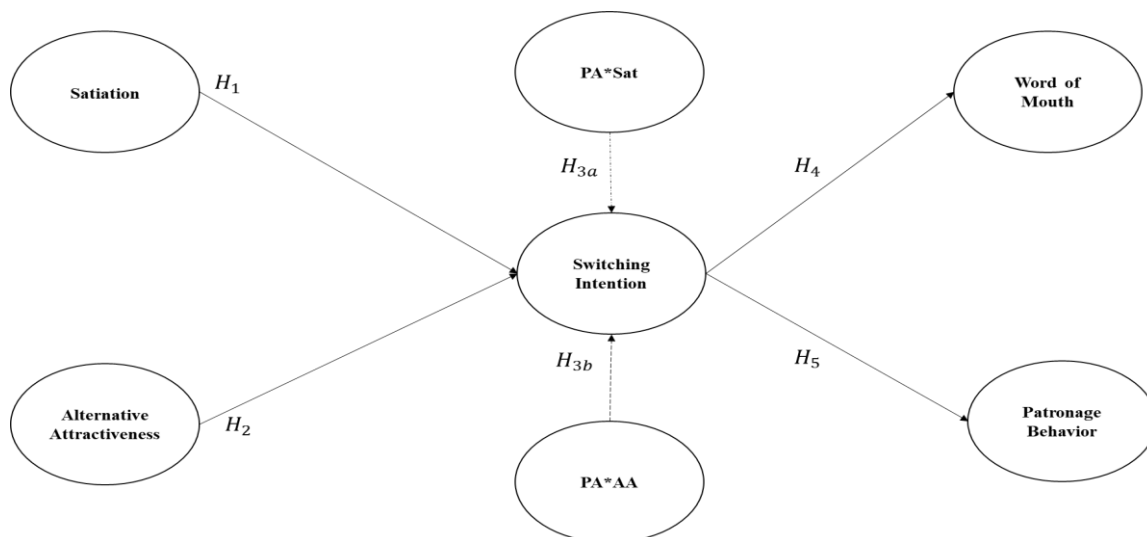
**Hypothesis 4:** Switching intentions are positively correlated with negative word of mouth.

### 2.2.5. Switching Intentions and Patronage Behaviour

The term "re-visiting intention" refers to a future intention to prefer the same product, brand, business, or destination (Dedeoglu et al., 2018). Restaurant patronage behaviour likelihood that the customer will return again (Rabbow, 2021). Analysing situations that would be rewarding and relatively satisfactory in the course of fulfilling an individual's desires, individuals show patronage when they actively seek solutions to their problems (Nwokah

& Adiele, 2018). When consumers feel uniqueness or use emotional benefits such as happiness to make their choice, they are more likely to stick to the same product in the future (To et al., 2007). A guest is more likely to recommend the same restaurant in the future if they experience emotional value. In this regard, guests' emotional value perceptions from items and services at a restaurant are more likely to determine their behavioural intentions for repeat visits (Jin et al., 2015). There is a growing need to provide better services to customers and satisfy their needs in the restaurant industry. This is due to increasing competition and the increasing importance of consumer patronage (Ladhari et al., 2008). Hedonic benefits play a significant role in creating a sense of satisfaction, delight, and pleasure, reinforcing their decision to continue patronizing a particular brand or service. Positive hedonic experiences can lead to increased loyalty, higher customer lifetime value, and a reduced likelihood of switching to competitors (Line et al., 2016). Patronage behavior is affected by switching intentions, as switching intentions determine the likelihood of switching to another provider (Nikbin et al., 2016). Patronage behavior in the restaurant industry is significantly influenced by switching intentions. Customer satisfaction with a current provider influences their intention to switch, as dissatisfaction with food, service, or overall experience increases their likelihood of seeking alternatives (Zhong & Moon, 2020). Hedonic treadmill studies suggest emotional responses are related to previous experiences, so repeated exposure can lead to boredom (Kahneman et al., 1999). According to OSLT, reactions to stimuli are transitory, and individuals will grow bored after repeated exposure, returning to a baseline state. No matter how the experience or stimulus changes over time, repeating stimuli does not increase satisfaction (Kuo et al., 2018). Research consistently reveals an inverse relationship between switching intentions and patronage behavior, with increased switching intentions reducing strong patronage behavior towards a brand, and strong patronage behavior reducing switching intentions (Line et al., 2016).

**Hypothesis 5:** There is an inverse relationship between switching intentions and patronage behavior.



**Figure-1:** Conceptual Model

### 3. Research Design

The research design employs a cause-and-effect approach to investigate the proposed conceptual model, making it causal research. This type of research helps to understand why and how relationships exist between the variables examined in the study. It falls under descriptive research in terms of scope, as it seeks to describe and explain the relationships between variables. Accordingly, the type of data research we have used quantitative method. Studying this phenomenon by quantitative data and statistical tools to check the interaction among observed variables. The study is primary research. In which data was collected by first-hand.

All the consumers of registered restaurants (those restaurants having NTN numbers) in Gujranwala Division were made the target population of the current study. This target population was very large and not accessible for a research scholar due to limited resources (time, money, manpower, etc.). So it was decided to take a sample from Gujranwala District (the main district of Gujranwala Division), which has a large number of such restaurants. So our sampled population was consumers who visited Gujranwala district. There is a problem regarding complete list of consumers of restaurants. So it was decided that cluster sampling would be performed, for this purpose complete list of registered restaurants of Gujranwala district would be used as sampling frame for this study. This list was obtained from officials of regional tax office Gujranwala. In this case data was collected through cluster sampling technique.

#### 3.1. Instruments and Measures

A ten-minute questionnaire is given to customers to measure the customer-restaurant relationship. We modify current literature-based scales to measure our constructs. All constructs are grounded using a scale ranging from

strongly disagree (= 1) to strongly agree (= 7) on a seven-point Likert scale format. For measuring satiation, we adapt a 5-item scale from (Park & Jang, 2014a). “I did not enjoy the recent dining experience as much as the previous ones”, “Compared to previous dining experiences this one was not as exciting”, “Having dined at this restaurant several times, I am interested in finding other restaurants serving similar cuisines”, “Restaurant X serves the same menu every day and I'm tired of it”, “This restaurant has become boring to me”. A three-item scale modified from is used to gauge the alternative attractiveness (Bansal et al., 2005). “All in all, competitors would be much fairer than X Restaurant”, “Overall, competitors' policies would benefit me much more than "X Restaurant" policies”, “I would be much more satisfied with the service available from competitors than the service provided by "X Restaurant". The four-item scale used to measure restaurant switching intentions was taken from (Line et al., 2016). The next time I go out for dinner, rather than visit restaurant X, I would like to: “Visit another restaurant I have never visited before”, “Have a new dining experience at another restaurant that I am not familiar with”, “Try something else at another restaurant where I have never dined”. *Word of mouth* is measured by four-item scale adapted from (Swanson & Hsu, 2011). “I would try to convince my friends and relatives to use Restaurant X”, “I would be likely to recommend Restaurant X to others.”, “I would be likely to convince my friends and relatives not to use Restaurant X”, “I would warn others about using Restaurant X”. The four-item scale on *place attachment* is adopted from (Line & Hanks, 2019). “I enjoy eating at the restaurant of my choice more than I do at any other restaurant.”, “I get more satisfaction out of going to the restaurant of my choice than I do from going to any other restaurant.”, “The restaurant of my choice is the best place for the kind of dining that I like to do.”, “I wouldn't substitute any other restaurant for the overall experience I get at the restaurant of my choice.” The scale of *patronage behaviour* is adopted from (Jani & Han, 2011). “I intend to continue visiting this restaurant.”, I consider this restaurant as my first choice, “even if another restaurant runs a special, I will still patronize this restaurant”, “I will spread positive word-of-mouth about this restaurant”, “I will recommend this restaurant to my friends and others”.

### 3.2. Statistical Approach

Data was acquired from 239 restaurant customers via online surveys and analysed using SPSS 27.0 and Smart PLS 4. Hypotheses were tested using Covariance-based structural equation modelling (CB-SEM).

## 4. Results and Discussions

**Table -1: Demographic Summary**

Characteristics	Category	Frequency	Percentage
<b>Gender</b>	Male	128	53.6
	Female	111	46.4
<b>Age</b>	20-25 Years	52	21.7
	26-30 years	94	39.1
	31-35 years	52	21.7
	36-40 years	24	10.1
	> 40 years	17	7.2
<b>Marital Status</b>	Single/Engaged	107	44.9
	Married	128	53.6
	Divorced/Separated, etc	3	1.4
<b>Education</b>	Matric/Intermediate	7	2.9
	Bachelor's	87	36.2
	Degree/Associate degree		
	Master's Degree/BS Hons	104	43.5
	Post-Graduate (MS/M.Phil/PhD)	42	17.4
<b>Occupation</b>	Student	55	23.2
	Salaried Person	125	52.2
	Self-employed/Businessman	59	24.6
<b>Monthly Income</b>	Upto Rs. 50,000/-	104	43.5
	Rs. 50,000-100,000/-	83	34.8
	Rs. 100,001 to Rs. 150,000/-	35	14.5
	Rs. 150,001 to Rs. 200,000/-	10	4.3
	More than Rs. 200,000/-	7	2.9

<b>Restaurant Type (last visited)</b>	Casual	55	23.2
	Fast Casual	76	31.9
	Fine Dinning	55	23.2
	Upscale	52	21.7
<b>Restaurant Visit frequency (Last Month)</b>	Once	73	30.4
	Twice	69	29.0
	Thrice	62	26.1
	More than three times	35	14.5

The data indicates a rather equitable proportion of male (53.6%) and female (46.4%) patrons within the restaurant sector. The study reveals that 39.1% of restaurant patrons are aged 26-30, followed by 21.7% and 21.7% for 20-25 and 31-35 years, emphasizing the need for restaurants to consider these age demographics when formulating menus and marketing strategies. Restaurants cater to various demographics, including couples, families, and those seeking communal dining experiences, with a majority of customers being married (53.6%) or single/engaged (44.9%). Moreover, 60.9% of consumers have a bachelor's degree or higher, suggesting higher disposable income and refined preferences, which restaurants should consider when deciding menu offerings and pricing strategies. The data indicates that the customer base comprises a diverse range of persons, including students (23.2%), salaried workers (52.2%), and self-employed individuals/businessmen (24.6%). Restaurants can cater to diverse market segments by implementing effective pricing strategies, enhancing their ambiance, and offering a diverse menu. Additionally, the consideration of monthly revenue levels holds significance in the context of pricing and menu design. The largest group consists of two categories: "Up to Rs. 50,000/-" (43.5%) and "Rs. 50,000-100,000/-" (34.8%). The research indicates a need for diverse dining establishments, including Fast Casual (31.9%) and Casual (23.2%), to cater to different preferences and budgets. Restaurant visits vary by frequency, with 30.4% visiting once and 29.0% twice, allowing restaurants to strategize loyalty programs and incentives to increase visitation frequency.

Table-1 reveals Pakistan's diverse client base, emphasizing the need for restaurants to cater to various demographics like age, gender, marital status, education, and economic status. Offering diverse dining experiences and price options enhances customer loyalty.

**4.1. Discriminant Validity**

**Table-2: Fornel Larker Criteria**

Constructs	CR	AVE	AA	PB	PA	SAT	SI	WOM
AA	0.944	0.850	0.922					
PB	0.854	0.606	-0.307	0.778				
PA	0.925	0.803	0.135	0.383	0.896			
SAT	0.844	0.772	0.772	-0.421	0.058	0.879		
SI	0.867	0.619	0.551	0.047	0.282	0.746	0.787	
WOM	0.807	0.831	-0.246	0.770	0.421	-0.273	0.171	0.911

SAT = Satiation, Switching Intentions = SI, Alternative Attractiveness = AA, Place Attachment = PA, Word of Mouth = WOM, Patronage Behavior = PB

Table 2 presents a correlation matrix of constructs in Pakistan's restaurant business, along with Composite Reliability (CR) and Average Variance Extracted (AVE) values. The Fornell-Larcker Criteria is used to evaluate construct discriminant validity, comparing each construct's square root of the Average Variance Extracted to its correlations with others. The square root of AVE should surpass correlations with other constructs for discriminant validity, indicating that each concept measures separate features of the topic. The internal consistency dependability of CR values typically falls within the 0.854 to 0.944 range, indicating robust reliability for most constructions.

**Table-3: HTMT Ratio**

Constructs	AA	PB	PA	SAT	SI	WOM
AA						
PB	0.282					
PA	0.153	0.484				
SAT	0.782	0.366	0.102			
SI	0.599	0.148	0.317	0.786		
WOM	0.221	0.747	0.512	0.278	0.183	

**SAT** = Satiation, Switching Intentions = **SI**, Alternative Attractiveness = **AA**, Place Attachment = **PA**, Word of Mouth = **WOM**, Patronage Behavior = **PB**

Table-3 shows Heterotrait-Monotrait (HTMT) ratios for restaurant business constructs in Pakistan, indicating discriminant validity. A HTMT ratio below 0.85 ensures conceptual separation and measurement reliability. The HTMT ratio for all constructs is below the recommended level, indicating valid and reliable constructs.

**Table-4: Hypotheses Testing**

Relationships	Hypotheses	Estimates	P values	Results
SAT -> SI	Positive	0.511	0.000	H <sub>1</sub> : Supported with High Significance
AA -> SI	Positive	0.073	0.285	H <sub>2</sub> : Supported but insignificant
PA -> SI	Positive	0.226	0.000	Supported with high significance
PA × SAT -> SI	Positive	0.130	0.000	H <sub>3a</sub> : Supported with high Significance
PA × AA -> SI	Negative	-0.258	0.000	H <sub>3b</sub> : Supported with high Significance
SI -> WOM	Positive	0.955	0.000	H <sub>4</sub> : Supported with high Significance
SI -> PB	Negative	-0.225	0.004	H <sub>5</sub> : Supported with high significance

**SAT** = Satiation, Switching Intentions = **SI**, Alternative Attractiveness = **AA**, Place Attachment = **PA**, **Word of Mouth** = **WOM**, Patronage Behavior = **PB**

Table 4 presents a complete analysis of hypothesis testing outcomes in relation to the restaurant sector in Pakistan using covariance based structural equation modelling (CB-SEM) technique of Smart PLS.

**Hypothesis 1 (SAT -> SI):** The hypothesis suggests that satiation positively impacts customers' switching intentions in Pakistan's restaurant industry, with a coefficient estimate of 0.511 indicating a strong positive relationship between satiation levels and restaurant switching intentions.

**Hypothesis 2 (H2 - AA -> SI):** The study suggests a positive relationship between alternative attractiveness (AA) and switching intentions (SI) in Pakistan's restaurant industry, but the statistical significance is weak, indicating insufficient empirical support for the hypothesis.

**Hypothesis 3a (PA × SAT -> SI):** The study examines the relationship between Place Attachment (PA) and Satiation (SAT) in Pakistani restaurant customers' switching intentions. The results show a significant impact of PA and SAT on switching intentions, with PA influencing individuals' emotional attachment to a place, and SAT weakening this effect.

**Hypothesis 3b (PA × AA -> SI):** The study investigates the negative impact of Place Attachment and Alternative Attractiveness on switching intentions in Pakistan's restaurant industry, finding a significant negative effect and weakening the effect of alternative attractiveness.

**Hypothesis 4 (SI -> WOM):**

The study investigates the relationship between Switching Intentions (SI) and Word of Mouth (WOM) in Pakistan's restaurant industry. A positive and statistically significant coefficient (0.955) supports the hypothesis, suggesting increased switching intentions lead to more word-of-mouth communication. **Hypothesis 5 (SI -> PB):** The hypothesis tests the inverse relationship between switching intention and patronage behavior in Pakistani restaurant industry, revealing a significant negative relationship (-0.225, p-value 0.004).

**4.2. Moderation Analysis**

**Table-5: Moderation Analysis of PA on SAT**

<b>Variable names:</b>	
Independent variable:	Satiation
Moderator:	Place Attachment
Dependent variable	Switching Intentions
<b>Unstandardized Regression Coefficients:</b>	
Independent variable:(SAT -> SI)	0.511
Moderator: (PA -> SI)	0.226
Interaction: (PA × SAT -> SI)	0.130
Intercept / Constant:	3

Table 5 reports the moderation analysis of place attachment with satiation on switching intention for the customers in restaurant industry in Pakistan. The standardized coefficient value of satiation is 0.511, moderator; place attachment is 0.226, interaction term; place attachment × satiation is 0.130, and constant is 3. All of these values



are highly significant, indicating that the place attachment strengthens the positive relationship between satiation and switching intentions (see figure 1).

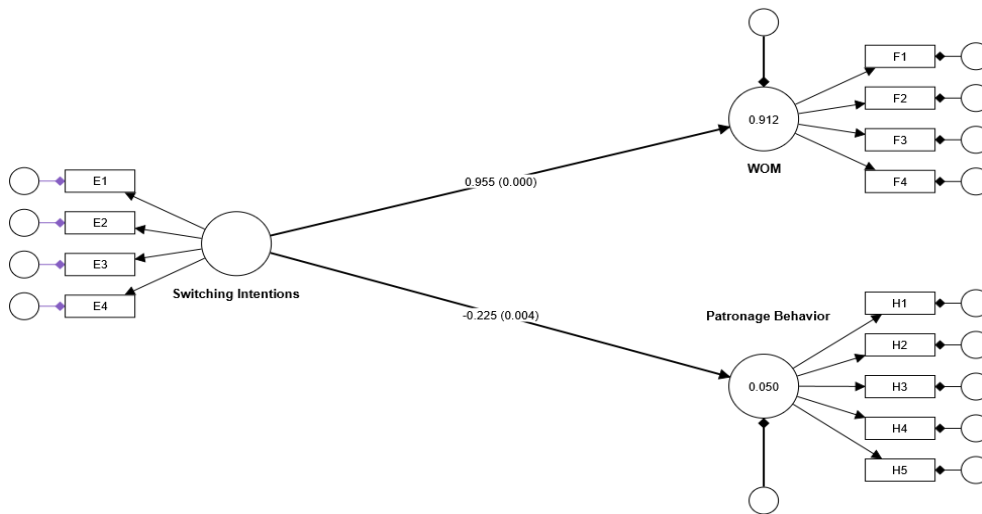


Figure-2: Structural Equation Model 2

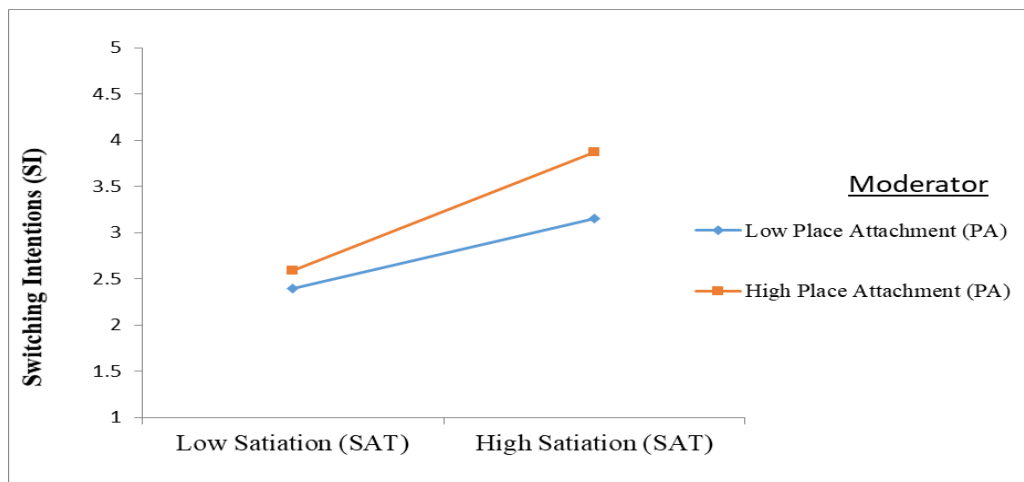


Figure-3: Moderation analysis of PA × SAT on SI

### 5. Conclusions and Implications

The study investigates the influence of satiation and alternative attractiveness on customers' switching intentions in the Pakistani restaurant industry. It also explores the moderating role of place attachment and the impact of switching intention on word of mouth and patronage behavior. The research involved 239 restaurant industry customers and used SPSS 27.0 and Smart PLS 4 to analyze the collected data using Covariance-based structural equation modelling method (CB-SEM).

The research findings have various implications for academic understanding and restaurant sector applicability in Pakistan. First, customer contentment and alternative attractiveness affect switching intentions, emphasizing the need for restaurant managers to prioritize customer pleasure. Customer loyalty may be maintained by improving customer experience and offering appealing alternatives. Knowing that location attachment moderates the effect of customer satisfaction on switching intentions suggests that building an emotional connection to the restaurant can boost its beneficial effect.

The study reveals that the emotional connection people have with a place can influence their willingness to switch to other attractions. Therefore, marketing strategies promoting alternative options should be carefully implemented. Understanding the relationship between place attachment and customer preferences can help design targeted marketing strategies that align with these emotional bonds. This suggests that restaurant owners and

marketers must tailor their approaches to the preexisting emotional bonds customers have with the dining setting. Furthermore, word of mouth's favorable relationship with switching intentions suggests that social contacts may amplify customer discontent or the appeal of alternative options. To improve negative and good customer experiences, restaurants should actively manage and respond to feedback. Switching intentions negatively affect patronage behavior, thus businesses should be wary of losing client loyalty when switching. Anticipating client concerns and preferences helps reduce negative consequences on patronage. This research provides significant insights for Pakistani restaurant operators looking to manage consumer's optimal stimulation level, loyalty, and company success.

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