

Original scientific paper

UDC: 640.433: 392.8:366.6

doi:10.5937/ekonhor1702081S

THE EFFECTS OF COSMOPOLITANISM AND TRADITION ON THE EVALUATION AND INTENTIONS OF THE USERS OF FAST FOOD RESTAURANTS

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In terms of modern life, consumers have an increasing number of options when it comes to choosing a restaurant when they do not wish to eat at their homes. Fast food restaurants represent one of those options. In addition to domestic fast food restaurants, the development of global restaurant chains is also noticeable. The purpose of this paper is to identify the factors that affect the evaluations of products and services and the intentions of users in terms of using the services of fast food restaurants. In relation to that, it is important to analyze the factor of cosmopolitanism and tradition. Cosmopolitanism, as the willingness of people to cooperate with other cultures and tradition, and tradition, as a reflection of respect for the customs and ideas that are imposed on individuals by their culture or religion, affect consumers' intentions and their willingness to use the services of foreign fast food restaurants. In accordance with that, the purpose of this research study is to determine if and how cosmopolitanism and tradition affect the evaluations of products and services and consumers' intention concerning foreign restaurant chains and domestic fast food restaurants of both the local and the family types. The results of the conducted empirical research show that cosmopolitanism positively affects the evaluations of the products and services of foreign restaurants and that tradition positively affects the evaluations of the products and services of domestic fast food restaurants.

Keywords: cosmopolitanism, tradition, evaluations of products and services, consumer behavioral intentions, fast food restaurants

JEL Classification: M31, L83

INTRODUCTION

In the last decades, there has been a considerable growth in the restaurant industry at a global level.

Accordingly, the choice that consumers have when they wish to "eat out" is constantly increasing and competition among restaurants of different types is growing. This concept of restaurants was created in the United States of America at the beginning of the 1950s and today it has grown into a global industry, with annual incomes worth over \$580 billion, more

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than 13 million employees and an annual growth rate of 2.8% (IBISWorld). Fast food restaurants are mostly a part of global fast food restaurant chains or franchises and their products are mostly a part of a standardized production program, with certain local variations. Some of the most famous global fast food restaurant chains are McDonald's, Subway, KFC, Pizza Hut, Burger King and others. Most of these restaurants have been present in the markets of a large part of Europe for several decades, as well as in the Serbian markets, but for a shorter period of time. Specifically, the first McDonald's restaurant in Belgrade was opened in 1988. Aside from these global fast food restaurant chains, a great number of domestic fast food restaurants have been present in the Serbian market. These restaurants are mostly of the local and the family types (bakeries, barbecue restaurants, pizzerias, and so on), they are not a part of franchises and they offer their consumers different kinds of products, specific in certain areas and suited to local tastes.

In the conditions of harsh competition and a struggle to attract consumers, it is very important for the management of restaurants to understand the factors that influence consumers' behavior and intentions concerning their using the services of domestic and foreign fast food restaurants. In the literature on marketing, researchers have discovered and analyzed the numerous factors that affect consumers' behavior and their decisions regarding the purchase of different kinds of domestic and foreign products (Verleghe, 2007; Sharma, 2011; Zeugner-Roth, Žabkar & Diamantopoulos, 2015). However, there is a lack of such studies of the topic of the service sector and there are virtually no studies of this topic, especially when fast food restaurants are concerned. For the purpose of overcoming the noticed research gap, this paper has analyzed the impact of the two factors - cosmopolitanism and the consumer's tradition - on the evaluations of products and services and the consumer's behavioral intentions with respect to domestic and foreign fast food products.

The subject of this research study is the analysis of the behavior demonstrated by the users of fast food restaurant services, as well as the analysis of the effects of the country of origin of restaurants themselves.

Namely, the basic assumption the research study rests on is that the country of origin of fast food restaurants affects the consumer's evaluations and intentions. In accordance with that, the subject of this research is the analysis of the way in which cosmopolitanism and tradition affect the formation of consumers' evaluations and their intentions when using the services of foreign fast food restaurants (which offer a standardized production program with certain local variations) and domestic fast food restaurants (which offer different kinds of products, specific in certain areas and suited to local tastes) are concerned.

The basic aim of the research is to use a conceptual model and predict the impact of cosmopolitanism and tradition on the evaluations of services and products in fast food restaurants and the consumer's intentions of using the services provided by these restaurants.

The research study was conducted in the territory of Kragujevac and the surrounding cities. The analysis of the aforementioned connections was carried out using the questionnaire method. Within the research, descriptive statistics, the exploratory factor analysis and the reliability analysis were used, all of which confirmed the existence of the two factors and their internal consistency. The testing of the hypotheses concerning the impact of the factors on the evaluations and intentions of the users of fast food restaurant services was carried out using the multiple and the simple regression analyses. The examination of the statistically significant differences among the groups of the respondents in the sample was performed using the one-way analysis of the variance and the independent-samples t-test.

The paper is structured into five parts. After the introductory considerations, the theoretical conceptualization of the observed factors (cosmopolitanism and tradition) that affect consumers' evaluations and their intentions is introduced. The idea of the effect of the country of origin was also analyzed, as well as the impact of this effect on the evaluations and intentions formed by the consumer in relation to buying the products and using the services of domestic and international companies. In this part, the basic hypotheses of the research study are also defined, based on the introduced theoretical

considerations and the results of the previous studies. In the next part, the conceptual model of the research, including the research methods and the analyses used in the paper, is primarily explained. The main results of the empirical research, based on which the introduced hypotheses were tested, are presented in the fourth part. The last part of the paper includes the analysis of the results of the research, the concluding considerations and a connection to the results of the previous studies. At the very end of the paper, the basic limitations of the research, as well as the potential future directions in the research of the described problem, are pointed out.

A LITERATURE REVIEW AND HYPOTHESES DEFINING

Consumer Cosmopolitanism

Apart from the noticeable processes of international trade, the current processes of global integration also include political cooperation and international travel, and the development of the socio-psychological perception of the world as a unique place as well (Westjohn, Arnold, Magnusson & Reynolds, 2016). One consequence of this is that people have increasingly been forming their attitudes bearing in mind the global availability of multinational products and brands, which leads to the creation of a homogeneous global consumer culture (Alden, Steenkamp & Batra, 1999; Cleveland & Laroche, 2007). Consumer cosmopolitanism is one of the dimensions of the consumer's behavior arising from an adjustment to the global consumer culture (Cleveland & Laroche, 2007).

Even though the term "cosmopolitanism" has often been associated with every person who moves a lot in global circles, it is more encompassing if the notion is considered as a specific set of certain people's beliefs, attitudes and qualities, including their willingness to cooperate with other cultures, as well as the level of competences towards them (Cleveland & Laroche, 2007). A more general conceptualization of the term was given by P. Riefler, A. Diamantopoulos and J.

A. Siguaw (2012, 287), according to whom consumer cosmopolitanism can be considered as the degree to which the consumer:

- shows open-mindedness towards other countries and cultures,
- appreciates the variety being a consequence of the availability of products of a different national and cultural origin and
- has a positive tendency towards consuming products from different countries.

Therefore, consumers with a developed sense of cosmopolitanism have an open-minded awareness of the world and its cultural differences (Skrbis, Kendall & Woodward, 2004), they have positive attitudes towards the availability of products from different countries and constantly enjoy the products, places and experiences that originate from foreign cultures (Riefler & Diamantopoulos, 2009).

Consumer cosmopolitanism is the subject of many studies, in which it is often considered as a variable through which the consumer's intention of purchasing certain local and global products can be predicted (Cleveland, Laroche & Papadopoulos, 2009; Riefler & Diamantopoulos, 2009; Zeugner-Roth, Žabkar & Diamantopoulos, 2015). That is how K. P. Zeugner-Roth, V. Žabkar and A. Diamantopoulos (2015) proved that cosmopolitanism positively affects the purchase of foreign products, as well as the consumer's intentions and willingness to buy this kind of products. A similar study has proved that a strong sense of the national identity greatly affects the consummation of local products in the food sector, whereas cosmopolitanism greatly affects the consummation of global products (Cleveland, Papadopoulos & Laroche 2011). However, there is a small number of studies focused on the analysis of cosmopolitanism in the service sector and its impact on the consumer's behavior (Nijssen & Douglas, 2008; Wang & Mattila, 2015). Based on the theoretical concepts and the aforementioned studies, it can be assumed that consumers with a strong sense of cosmopolitanism prefer using the services of foreign fast food restaurants, taking into consideration the

fact that they are mostly a part of the globally present fast food chains. On the other hand, such consumers will likely form the negative perceptions of the products and services of local, i.e. domestic fast food restaurants. In accordance with that, it is possible to formulate the following hypotheses:

- H1a: Cosmopolitanism has a statistically significant and negative impact on the evaluation of the products and services of domestic fast food restaurants.
- H1b: Cosmopolitanism has a statistically significant and positive impact on the evaluation of the products and services of foreign fast food restaurants.

Tradition

The notion of tradition refers to respect for, acceptance of and dedication to the customs and ideas imposed on individuals by their culture or religion (Schwartz, 1992; 1994). Additionally, traditional values imply modesty, humility and moderation in life, as well as a dedication to the values and the way of life accepted in society. As a personal trait, tradition characterizes the individuals who approve of a conservative way of rearing children, who have traditional values and religious beliefs, who respect their elders, as well as conventionally proper traits and behavior (Grünhagen, Dant & Zhu, 2012). According to the classification suggested by S. H. Schwartz (1992), tradition represents one of the ten basic personal values that can be classified into the four groups of higher-rank values. The group of the higher-rank values which tradition belongs to refers to preservation, which implies self-restraint, order and avoiding changes. These values are aimed at maintaining and preserving cultural, familial and religious traditions (Schwartz, 2012). Beside tradition, the values of preservation also include the consumer's conformity, security and opposition to changes, which may mean that the consumers who consider tradition to be significant prefer domestic restaurants to foreign ones, which represent a novelty in the market and a change in relation to the existing, traditional Serbian fast food restaurants.

The research study conducted by J.-B. E. M. Steenkamp and M. G. de Jong (2010) showed that assigning significance to tradition, as an individual's general value, negatively affects the consumer's attitudes towards global products, whereas it positively affects consumers' attitudes towards local products. Additionally, J.-B. E. M. Steenkamp, F. T. Hofstede and M. Wedel (1999) proved that the values of preservation, including tradition, negatively affect consumers' innovativeness concerning the acceptance of new, foreign products in the market. Other authors also obtained similar results. Cleveland *et al*, (2013) determined that tradition negatively affects the consumer's attitudes towards globalization and the acceptance of global consumer culture. Aside from these general studies, the studies dealing with researching into the impact of tradition on the consumer's behavior in the service sector are very rare. Based on the theoretical conceptualization of the notion of tradition and the results of empirical research, traditional values can be assumed to positively affect the consumer's perceptions of domestic fast food restaurants, whereas they negatively affect the consumer's perceptions of the products and services of foreign fast food restaurants. In accordance with that, it is possible to formulate the following hypotheses:

- H2a: Tradition has a statistically significant and positive impact on the evaluation of the products and services of domestic fast food restaurants.
- H2b: Tradition has a statistically significant and negative impact on the evaluation of the products and services of foreign fast food restaurants.

The Effects of the Country of Origin - the Evaluation of Products and Behavioral Intentions

The effects of the country of origin of products have been the subject of research in the scientific literature for several decades. The said effects imply that some consumers show positive or negative predispositions

towards the purchase of different products, depending on the country of origin which they are associated with (Verlegh & Steenkamp, 1999; Josiassen & Harzing, 2008; Magnusson, Westjohn & Zdravkovic, 2011). By analyzing the relevant literature, it can be concluded that the country of origin of products and services affects the evaluation of products and the consumer's behavior with respect to the purchase (Peterson & Jolibert, 1995; Verlegh & Steenkamp, 1999; Pharr, 2005; Sharma, 2011). Within this research, as the effects of the impact of the country of origin of fast food restaurants, we considered the evaluation of products and services, as well as their impact on the consumer's behavioral intentions, in terms of using the services of domestic and foreign fast food restaurants.

The country of origin serves as a very important basis for the evaluations consumers form with respect to products and services (Hong & Wyer, 1989). A lot of authors consider that the country of origin of products and/or services and its image either positively or negatively affect the evaluations of the products that originate from those countries and this issue has been the subject of research conducted in numerous studies (Laroche, Papadopoulos, Heslop & Mourali, 2005; Costa, Carneiro & Goldszmidt, 2016). According to M. Laroche *et al.*, (2005), the evaluation of products refers to the sum of the attitudes that a consumer has towards a product, which is manifested through the sense of liking the product, the pleasure arising from one's owning the product, as well as a desire to purchase it. Consumers tend to analyze certain signs while they are forming their respective evaluation of products and services. These signs may be internal, the tangible characteristics of the product (its design, shape, color), as well as external, not so tangible characteristics of the product (its price, warranty and brand, and the county of origin of the product) (Manrai *et al.*, 1998; Verlegh & Steenkamp, 1999). It should be pointed out that the latter group of signs gains in significance when consumers cannot completely objectively evaluate a product. Bearing in mind the level of the intangible elements present in the case of services, it can be concluded that they are particularly important for the evaluations formed by the users of services.

For the purpose of analyzing the effects of cosmopolitanism and tradition on consumers' evaluations and intentions, this research relies on the Social Identity Theory (Tajfel, 1978; Tajfel & Turner, 1986), according to which individuals form their attitudes and behavior in accordance with their sense of belonging to a particular group. Based on this theory, the said factors may have a positive or a negative impact on consumers' attitudes and their behavior towards the "in" group, i.e. their country, as well as towards the "out" group, i.e. foreign countries. In this research, the nature of the impact of the two said factors on consumers' attitudes and behavior towards domestic and foreign fast food restaurants is analyzed. In this manner, the model that encompasses the factors significant for understanding the way in which consumers make decisions on using the services of either foreign or domestic fast food restaurants is observed.

Behavioral intentions can be observed as a distinctive type of belief, where the object is the person him- or herself and the attribute is always behavior (Fishbein & Ajzen, 1975, 12). Similarly, R. L. Oliver (1996) defined behavioral intentions as a high likelihood or probability that a person will engage him- or herself in a given behavior. Concisely, they can be described as a plan to perform a certain type of behavior. Apart from that, there is a connection between intentions and a real behavior, which implies that the stronger the intentions are to assume a certain type of behavior, the stronger the probability is that that behavior will be turned into an action. (Kim, Ham, Yang & Choi, 2013).

During the development of the research study and the conceptual model, some of the basic elements of the Theory of Reasoned Action (Ajzen & Fishbein, 1980) were used, which indicates that behavioral attitudes and subjective norms influence an intention, which then influences consumers' behavior; and also the Theory of Planned Behavior (Ajzen, 1991), according to which consumers' attitudes and evaluations affect their intentions in behavior and ultimately affect the consumer's actual behavior. A similar conceptual framework was used in a number of previous and relevant research studies (Riefler & Diamantopoulos,

2009; Zeugner-Roth *et al*, 2015). In the case of this research study, intentions in behavior are analyzed through three segments, and these are: intentions for trying out, using services and spreading positive information about fast food restaurants (McCall & Lynn, 2008; Sharma, 2011). In accordance with the above-mentioned theoretical concepts, it is possible to define the following hypotheses that describe the relationship between consumers' evaluations and their:

- H3a: The evaluations of products and services in domestic fast food restaurants have a positive and statistically significant impact on consumers' intentions regarding the use of the services of these restaurants.
- H3b: The evaluations of products and services in foreign fast food restaurants have a positive and statistically significant effect on consumers' intentions regarding the use of the services of these restaurants.

RESEARCH MODEL

Based on the literature overview and the hypotheses set, a conceptual model of research can be created, by which the relations among the given variables are represented. Within the model, research is done in the positive impact of cosmopolitanism and tradition on the evaluations of the products and services of domestic and foreign fast food restaurants. Apart from that, the impact of consumers' evaluations on consumers' behavioral intentions regarding their using the services of the aforementioned fast food restaurants is also researched in. These relations are presented in Figure 1.



Figure 1 The conceptual model of the research

Source: Author

Methodology

In order to confirm the existence of the previously mentioned relations, we conducted the research in the territory of the city of Kragujevac and the neighboring cities by using the survey method. The research resulted in the 364 surveys that were collected on the simple random sample. The interviewing had been done in the period from March to June 2017. The data were obtained by the distribution of the questionnaire in the paper form, where the respondents evaluated the level of their agreement with the given statements on the seven-degree Likert scale (where 1 stands for - I strongly disagree, 7 - I strongly agree). The structure of the sample according to the socio-demographic characteristics is presented in Table 1.

Table 1 The descriptive statistics for the respondents' characteristics

		% of Respondents
Gender	Male	45.6
	Female	54.4
Age	Younger than 18	4.4
	19-24	30.4
	25-29	14.8
	30-39	14.6
	40-49	15.4
	50-59	10.7
	60 and over 60	9.7
Education	Elementary school	2.2
	High school	36.5
	Undergraduate studies	19.3
	Vocational studies	13.2
	Graduate studies	22.3
	Post-graduate studies	5.1
	PhD studies	1.4

Source: Author

As was previously stated, we used four variables in the research and the respondents' statements were formulated in accordance with the overview of the relevant literature. Cosmopolitanism was measured by using the five statements taken from the study whose authors are Z. Jin, R. Lynch, S. Attia, B. Chansarkar, T. Gülsoy, P. Lapoule and M. Ungerer (2015). The statements related to tradition had been taken from the study whose authors are S. Schwartz *et al.*, (2012). As for the effects of the country of origin, product evaluations and behavioral intentions, i.e. the statements related to these variables - they had been taken from a study conducted by P. Sharma (2011).

The statistical analysis and the data analysis were performed by using the SPSS (Statistical Package for Social Sciences, Version 21.0) software package. Before analyzing the influence of certain variables on consumers' evaluation and intentions, we had also performed the grouping of the conclusions within the two factors - cosmopolitanism and consumers' tradition - by applying the exploratory factor analysis (the method of the main components, the varimax rotation). After this analysis, we also examined the effect of the obtained factors on the evaluation of the products and services in the case of domestic and foreign fast food restaurants by applying the multiple regression analysis, as well as the impact of consumers' evaluations on their intentions of using domestic and foreign fast food restaurants through a free linear regression. A simple regression analysis was used to test Hypotheses H3a and H3b. In the end, we examined the statistical significance of the differences between the mean values of the individual groups of the samples by using the single-factor analysis of the variance and the t-test of the independent samples.

RESEARCH RESULTS

For the purpose of grouping the findings from the questionnaire into the factors, an exploratory factor analysis was performed. This conducted analysis led us to the two factors: cosmopolitanism and consumers' tradition. The indicators that have to be taken into

consideration when assessing the justification of the application of the exploratory factor analysis are Bartlett's Sphericity Test and Kaiser-Meyer Olkin's (KMO) Indicator of the Adequacy of the Sample. The KMO indicator value for this study is 0.802, whereas Bartlett's Sphericity Test has a statistically significant value (Sig. = 0.000), which indicates that the use of the factor analysis is justified.

By analyzing the value of the Kronbach Alpha Coefficient (Cronbach's α), it can be noticed that both factors have an appropriate level of internal consistency, which is higher than the recommended value of 0.7 (Nunnally, 1978). The values of factor loading in each factor, as well as the Kronbach Alpha Coefficient values for both factors, are shown in Table 2.

The results of the descriptive statistics accounted for in Table 2 are indicative of the fact that the respondents rated the group of the statements related to tradition better than the statements related to cosmopolitanism. The statement about the importance of family values and religious customs (AS = 5.90) has the highest mean value, whereas the statement focused on the exchange of ideas with people from other countries and cultures (AS = 4.93) is characterized by the lowest mean value.

In order to examine the mutual impact of the obtained factors on customers' evaluations, a multiple linear regression was used in the case of domestic and foreign fast food restaurants. The results of this analysis are presented in Table 3. When the impact of cosmopolitanism on the evaluation of the products and services of domestic fast food restaurants is concerned, it can be noticed that it has no statistically significant impact on consumers' evaluations ($\beta = 0.004$, Sig. = 0.939). This result implies that the H1a hypothesis is refuted. On the other hand, cosmopolitanism has a positive and statistically significant impact on consumers' evaluations of foreign fast food restaurants ($\beta = 0.373$, Sig. = 0.000), so Hypothesis H1b is confirmed.

Table 2 The results of the exploratory factor analysis

Statements	Factor loading	Cronbach's α	AS	SD
Cosmopolitanism		0.887		
I enjoy exchanging ideas with people from other countries and cultures.	0.798		4.93	1.617
I am interested in learning about people from other countries.	0.884		5.24	1.538
I like spending time with people from other countries in order to learn about their views and approaches to life.	0.897		5.04	1.503
I love observing people from other countries so I can learn something from them.	0.851		5.15	1.398
I like learning how others approach the challenges of life.	0.711		5.20	1.408
Tradition		0.866		
It is important for me to maintain traditional values and beliefs.	0.852		5.46	1.430
Family values and religious customs are important to me.	0.899		5.90	1.334
I highly appreciate traditional values in my culture.	0.907		5.76	1.351
Bartlett's Spherical Test		Sig. = 0.000		
KMO		0.802		

Source: Author

Table 3 The results of the multiple linear regression (the dependent variable - The consumers' evaluation of domestic and foreign fast food restaurants)

Variable	Consumers' evaluation					
	Domestic fast food restaurants			Foreign fast food restaurants		
	β	Sig.	VIF	β	Sig.	VIF
Cosmopolitanism	0.004	0.939	1.020	0.373	0.000	1.018
Tradition	0.321	0.000	1.020	-0.130	0.807	1.018

Source: Author

When the influence of tradition on consumers' evaluations of the products and services of domestic fast food restaurants is concerned, the results indicate that there is a positive and statistically significant influence on the evaluations of the products and services of domestic restaurants ($\beta = 0.321$, Sig. = 0.000), which is indicative of the fact that Hypothesis H2a is confirmed. Apart from that, tradition has a negative impact on consumers' evaluations of

foreign restaurants, but its impact is not statistically significant ($\beta = -0.130$, Sig. = 0.807), so Hypothesis H2b is refuted. In addition to the results presented above, it can be noticed that multicollinearity is not a problem in the relations that were the subject of our observation, since the value of the variance factor (VIF) in all the cases is below the recommended value of 5 (Field, 2000). It can be noticed that cosmopolitanism has a more pronounced impact on the evaluations of the products and services of foreign restaurants in relation to the influence that tradition has on the evaluations that consumers make in relation to the products and services of domestic fast food restaurants.

In accordance with the other set hypotheses, the impact that consumers' evaluations have on their intentions in terms of their future behavior was also the subject matter of our study. The results of this analysis are given in Table 4. When the impact of the evaluations of the products and services on consumers' intentions, in terms of using the services of domestic fast food restaurants, are observed, it can be noticed that there is a pronounced, positive and statistically significant impact ($\beta = 0.566$, Sig. = 0.000), so Hypothesis H3a has been confirmed.

Table 4 The results of the linear regression (the dependent variable - The consumers' intentions of using the services of domestic and fast food restaurants)

Variable	Domestic fast food restaurants			Foreign fast food restaurants		
	R Square	β	Sig.	R Square	β	Sig.
Consumers' evaluations	0.366	0.566	0.000	0.432	0.657	0.000

Source: Author

When the impact of consumers' evaluations on the use of foreign fast food restaurants is in question, we determined a very high, positive and statistically significant impact ($\beta = 0.657$, Sig. = 0.000), which implies that the H3b hypothesis is also confirmed. Regarding the relationship between consumers' evaluations and their intentions, it can be noted that the strength of the impact of the evaluations of products and services measured by the β coefficient is more pronounced in the case of foreign restaurants than the domestic ones.

Apart from the relations that were the subject matter of our analysis, we also examined whether there were statistically significant differences among the mean values of the groups within the sample. Firstly, whether there were statistically significant differences among the mean values within the groups of the sample was analyzed. We started by analyzing if there were statistically significant differences in terms of attitudes about cosmopolitanism and tradition among the different groups of the respondents, by applying the criterion of age and education, which we did using the single-factor analysis of the variance (ANOVA). The results of this analysis, accounted for in Table 5, indicate that there are statistically significant differences among the group of the respondents in terms of cosmopolitanism, according to the education criterion ($F(6, 357) = 2.765$, $p < 0.05$), whereas according to the age criterion, no such differences exist. Except for that, it was also established that there were differences among the respondent groups according to the age criterion and the tradition criterion ($F(6, 357) = 2.599$, $p < 0.05$), whereas according to

the education criterion, there are no statistically significant differences.

Table 5 The results of the single factor analysis of the variance

	Cosmopolitanism		Tradition	
	F value	Sig.	F value	Sig.
Age	1.415	0.208	2.599	0.045
Education	2.765	0.024	1.604	0.212

Source: Author

By a post-hoc analysis and by applying the Tukey HSD test, it was determined that there were groups among which there are the aforementioned differences. When cosmopolitanism is concerned, these tests revealed that there were statistically significant differences among the respondents with an elementary degree of education (AS = 4.725, SD = 1.596) and the respondents with a postgraduate degree (AS = 5.621, SD = 1.099) and a Ph.D. degree (AS = 5.640, SD = 1.352). As far as traditional values are concerned, there are statistically significant differences among the groups of the respondents who are from 19 to 24 years of age (AS = 5.283, SD = 1.171), from 40 to 49 years of age (AS = 5.940, SD = 0.977) and the group of the respondents older than 60 (AS = 6.233, SD = 1.069).

Finally, we examined the statistical significance of the differences between the attitudes of the male and the female sexes towards cosmopolitanism and tradition by applying the t-test of independent samples. The obtained results, which are given in Table 6, show that there are statistically significant differences between the attitudes of the men and the women in the case of both observed factors. In addition, it can be noticed that the women exhibit a higher level of cosmopolitanism (AS = 5.296, SD = 1.201) than the men (AS = 4.888, SD = 1.254), whereas simultaneously they also exhibit a higher level of traditional values (AS = 5.820, SD) compared to the men (AS = 5.570, SD = 1.314).

Table 6 The t-test results for the two independent samples

	Males		Females		t value	Sig.
	AS	SD	AS	SD		
Cosmopolitanism	4.888	1.254	5.296	1.201	-3.162	0.002
Tradition	5.570	1.314	5.820	1.122	-1.953	0.050

Source: Author

CONCLUSION

This study was aimed at analyzing the factors that influence certain aspects of consumers' behavior in relation to fast food restaurants, and those aspects are the evaluations of products and behavioral intentions. Cosmopolitanism and consumers' tradition are the factors whose impact was analyzed.

The results of this research study indicate the positive and statistically significant influence of the cosmopolitanism factor on the evaluations of the products and services of foreign fast food restaurants. The analysis of the impact of tradition on the evaluation of products and services shows that tradition has a positive, statistically significant influence on the evaluations of domestic fast food restaurants.

In addition to the above-mentioned results, the analysis has not proven that cosmopolitanism has a negative impact on the evaluation of the products and services of domestic restaurants or that tradition has a negative impact on the evaluation of foreign fast food restaurants, either. Such results indicate that the people who are cosmopolitan-oriented do not necessarily have to be negatively inclined towards domestic products and services. Moreover, possessing traditional values does not necessarily imply negative attitudes towards foreign products and services. The results of the conducted research show that traditional

consumers can be a potential segment not only for domestic fast food restaurants, but for international ones as well. Also, cosmopolitan-oriented consumers can be a potential segment not only for foreign fast food restaurants, but also for domestic ones.

The significance and contribution of this research study are reflected in the filling of the gap caused by the lack of papers dedicated to this research problem in the Republic of Serbia, generally in the service sector, and especially in the fast food restaurants sector. The results of the conducted research can be significant for business practice and for the management of fast food restaurants as they provide an analysis of consumers' attitudes towards the evaluation of the products and services present in restaurants and their intentions regarding a future behavior crucial for the success of the business activities carried out by international fast food chains. This analysis is also important because it can help formulate a strategy for promoting domestic fast food restaurants by putting a special emphasis on traditional aspects, which will have a positive impact on the attitudes of those consumers who value these values. Conversely, if the management of domestic restaurants want to attract the consumers who are characterized by cosmopolitanism, the offer and promotion of these restaurants should be adapted to the current world trends and products that can be found in foreign fast food restaurants.

On the other hand, international fast food chains could benefit from the results of the survey in terms of the formulation and creation of their own offer and promotion. Although it is clear that the consumers who are cosmopolitan-oriented are of great importance to international restaurants, traditional consumers could also be attracted by international restaurants by introducing the products adapted to the tastes and preferences of domestic, local consumers into their respective offers.

Also, the results of the research indicate that there are significant differences among the attitudes of the different consumer groups, which may be important for defining the target segments when formulating strategies for the promotion of fast food restaurants and their service offer.

The conducted research has certain limitations. Having in mind the fact that the survey was carried out in the territory of the city of Kragujevac and the neighboring cities, the results show the attitudes of the consumers from that region, which may be a problem in terms of the generalization of the results and their application in other regions and countries. In order to achieve a greater degree of generalization, future research should certainly include a greater number of markets and consumers, which would also provide opportunities for a broader comparative analysis. Another limitation of this research study is also the fact that it does not include the other variables that can affect consumers' attitudes towards foreign and domestic fast food restaurants, such as materialism, ethnocentrism or consumer animosity, and the other variables that are usually used in similar research studies. The directions of future research can include an analysis of the direct or mediatory impact of additional factors (such as ethnocentrism, involvement in the decision-making process of purchasing and materialism) on consumers' evaluations and intentions regarding the use of the services of domestic and foreign fast food restaurants.

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Received on 21st June 2017,
after two revisions,
accepted for publication on 23rd August 2017.
Published online on 25th August 2017.

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