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Examining the Relationships Among Consumers' Health Perception, Satisfaction, and Behavioral Intentions in Vegetable Restaurants

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ABSTRACT

The study examined the relationships among consumers' health perception, customer satisfaction, and behavioral intentions in vegetable restaurants. Questionnaire investigation was performed and 281 copies were received. The data was analyzed through multiple regression analysis. The result revealed that: (1) "Dietary Control" and "Novel Flavors" in customers' health perception have significant impacts on satisfaction, and (2) customer satisfaction positively influence on behavioral intentions. "Dietary Control," especially when considering its impact on various aspects of customer satisfaction, underscores the significance of health-related factors in shaping customer experiences and perceptions. We recommend future research exploring the correlation between health perception and food and agricultural education, all while promoting healthier and more sustainable lifestyles.

Keywords: health perception, consumer satisfaction, behavioral intentions, vegetable restaurants, food and agricultural education

INTRODUCTION

To encourage healthier habits and public well-being, Taiwan's Health Promotion (2018) advocates adopting a balanced lifestyle from a young age, emphasizing reduced oil, salt, and sugar intake. Their message underscores preventive measures, urging individuals to prioritize balanced eating, increase fiber intake, exercise regularly, and undergo health check-ups to mitigate heart and vascular risks. The Health Promotion Administration (2018) promotes the slogan "Five Fruits and Vegetables Every Day, Health Accompanying Me," encouraging not only delightful eating but also embracing healthy choices.

Growing health and environmental awareness has led people to scrutinize their food's origins and content, seeking healthier, higher-quality, and longevity-focused lifestyles. Consequently, public perception of the health benefits of vegetable diets has gained prominence. In response, vegetable restaurants have emerged as a new business opportunity. However, due to limited research on vegetable diets and the increasing importance of health perception regarding such diets, this study explores the reciprocal influence of health perception, satisfaction, and behavioral intention in relation to vegetable diets. Assessing customer satisfaction with available diets and services is complex and requires considering various factors. Customer satisfaction encompasses multiple aspects, making it essential to analyze different elements. Customer behavioral intention is crucial for understanding satisfaction. The interplay between

health perception, satisfaction, and behavioral intention offers insights into consumer behavior within vegetable restaurants.

LITERATURE REVIEW AND HYPOTHESES

The Impact of Consumers' Health Perception on Customer Satisfaction

In today's world, people are increasingly focused on leading healthier and longer lives. However, the prevalence of Western-style fast food, sugary drinks, processed foods, and additives has disrupted the nutritional balance in our diets, leading to chronic health issues like obesity, diabetes, and hypertension (Pan, Wu, & Yeh, 2011). Bazzano and Ogden (2002) emphasize the link between national dietary habits, lifestyles, and chronic diseases. A high-fiber diet can reduce colon cancer risk and limit harmful substance absorption. Regular consumption of fruits and vegetables can decrease cardiovascular disease risk by 27% (Environmental Protection Administration, 2014). Promoting healthier eating, the "Energy Saving and Carbon Reduction National Action Plan" encourages concepts like "eating more vegetables and less meat," using local ingredients, and adopting vegetarian approaches on specific days.

As health gains prominence, many individuals, especially young and middle-aged ones, are transitioning from meat-based diets to vegetarianism (Tseng, Lu, & Wang, 2017). Healthy eating is a priority, with awareness that excess salt, sugar, and calories can harm health (Fan, 2000). Lai et al. (2018) affirm that fruits and vegetables prevent weight gain, lower blood pressure, reduce cancer and cardiovascular disease risks. Maintaining daily fruit and vegetable intake can lead to reduced health insurance costs and societal expenses. Chen and Nairei (2014) emphasize that adopting a plant-based diet, with fresh vegetables, fruits, quality plant proteins, and dietary fiber, ensures adequate nutrient intake.

Customer satisfaction, as highlighted by Cardozo (1965), drives repeat purchases and broader product acquisitions. Churchill and Suprenant (1982) view it as a balance between perceived purchase benefits and costs. Engel, Blackwell, & Miniard (1984) define it as aligning post-use product performance with pre-purchase beliefs. Parasuraman, Zeithaml, & Berry (1985) elaborate that satisfaction arises from interactions with a product, influenced by attitudes, intentions, needs, ambiance, and group interactions. Fornell et al. (1992) see it as a comprehensive assessment formed over product or service usage history. Satisfaction reflects how well a product or service meets needs. In the restaurant context, satisfaction is linked to how well offerings meet or surpasses customer expectations. Customer satisfaction arises when a restaurant fulfills its promise of offering nourishing vegetable-based meals. Tsai, Lin, & Li (2006) confirm the benefits of vegetarian meals, but consumer willingness to consume them is pivotal for health improvements. Consumer decisions hinge on personal experiences and relevant information, influencing buying behavior – in essence, evaluation of vegetarian meals leads to transactional behavior (willingness to consume).

From the above discussion, we propose the following hypothesis:

- Hypothesis 1: Positive customer health perception influences customer satisfaction.

The Influence of Customer Satisfaction on Behavioral Intentions

Customer satisfaction can be influenced by various internal and external factors, as noted by Duffy (2003). Bowen and Shoemaker (1998) emphasized that customer behavioral intention

reflects the likelihood of customers making repeat purchases and considering themselves partners of the business. Diverse customer relationships can benefit both customers and the company. Past research has shown that customer satisfaction significantly predicts behavioral intentions (Oliver, 1980). Bhote (1996) believed that strong customer satisfaction, leading to advocacy and positive word-of-mouth, drives behavioral intentions. Selnes (1993) measured behavioral intention through repurchase willingness, recommendations, and positive word-of-mouth. Zeithal and Bitner (2003) highlighted satisfaction's link to emotional responses, attributions, and fairness perceptions. Behavioral intentions encompass consumers' planned actions based on experiences and perceptions, extending from customer satisfaction. Fornell (1992) emphasized how satisfying business clients cultivate their behavioral intention.

Elevated customer satisfaction yields several business benefits, including cultivating behavioral intentions, extending customer lifecycles, prolonging product lifespans, and promoting positive word-of-mouth. In the hospitality and restaurant sector, studies consistently affirm the direct link between customer satisfaction and behavioral intentions. Customer satisfaction is pivotal as it predicts customer return to a restaurant. Pleased customers are more likely to make repeat purchases, recommend the business, and promote growth through word-of-mouth. Satisfied customers build robust customer relationships.

Drawing from the discussed literature, we propose the following hypothesis:

- Hypothesis 2: Positive Customer Satisfaction influences Behavioral Intentions.

METHODOLOGY

Questionnaire

A self-administered questionnaire was developed for this study and collected from two reputable vegetable restaurants in Taiwan. The questionnaires were handed out randomly to customers at the restaurant exit after they finished their payment. The questionnaire consisted of four sections: (1) demographic information, (2) perceived health perception, (3) customer satisfaction, and (4) behavioral intentions. The first section captured respondents' details like gender, age, occupation, monthly income, and dining companions.

Scales for Health Perception, customer satisfaction, and behavioral intentions were adapted from Lin, Tsai, & Yeh (2006) and Chiu (2009) and were refined after modification and item analysis. In the second section, respondents' Health Perception at the restaurant was assessed using a 13-item health perception scale. The third section gauged customer satisfaction about their dining experience through a 21-item consumer satisfaction scale. The fourth section explored post-dining behavioral intentions using a 3-item scale, measuring aspects like revisiting, expressing positive opinions, and willingness to recommend the restaurant. All items were rated on a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

Data Collection

A total of 300 questionnaires were distributed, out of which 281 completed ones were considered for this study, excluding 19 due to incomplete responses. A preliminary pilot test with 30 randomly selected participants was conducted to enhance reliability and ensure the questionnaire's appropriateness.

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This study employed statistical analysis using multiple regressions. Two regression equations were formulated to test the hypotheses. The first equation aimed to explore the direct impact of three health perception variables on customer satisfaction. The second equation examined the direct influence of customer satisfaction on behavioral intentions. Prior to performing multiple regression analysis, measures were taken to establish the validity and reliability of the survey items. The internal consistency of the measurement items was assessed using Cronbach's alpha coefficients to ensure reliability.

RESULTS

Sample Profile

Table 1 provides an overview of the participants' characteristics. Out of the 281 valid respondents, 33.45% were male and 66.55% were female. The largest age group was 21 to 30 years old, constituting 28.47% of the participants, followed by the 31 to 40 age group at 22.06%. In terms of occupation, the service industry had the highest representation at 29.55%, while students accounted for 21.35%.

Regarding monthly income, 22.78% reported earning between 25,001 and 35,000 NTD. When it came to selecting a vegetable restaurant, the majority preferred to dine with friends (51.96%), followed by business colleagues (25.27%). To summarize, the typical customers for vegetable restaurants in Taiwan are predominantly females under 40 years old, employed in the service industry, with a significant monthly income range of 25,001 - 35,000 NTD. Moreover, most respondents opted to dine with friends.

Table 1: Demographic profiles of respondents

Characteristics	Frequency	Percentage (n=281)
Gender		
Male	94	33.45
Female	187	66.55
Total	281	100.00
Age		
-20	22	7.83
21-30	80	28.47
31-40	62	22.06
41-50	60	21.35
51+	57	20.28
Total	281	100.00
Occupation		
Student	60	21.35
Service Industry	83	29.55
Government officer	41	14.59
Homemaker	28	9.96
Retired Personnel	16	5.69
Others	53	18.86
Total	281	100.00
Monthly Income (NTD)		
Less than 25,000	20	7.12

25,001 - 35,000	64	22.78
35,001- 45,000	54	19.22
45,001 - 55,000	53	18.86
Above 55,001	52	18.51
Others	38	13.52
Total	281	100.00
Dining Companion		
Alone	7	2.49
Family (spouse, parents or children)	17	6.05
Friends	146	51.96
Business colleagues	71	25.27
Couples	40	14.23
Total	281	100.00

Validity and Reliability Measures

The validity assessment revealed that all measurement items exhibited standardized loadings of 0.40 or higher, indicating their soundness. Reliability analysis showcased strong internal consistency for the constructs. The health perception construct, encompassing 13 items, demonstrated a high level of reliability with a Cronbach's α value of 0.92. Similarly, the consumer satisfaction construct, composed of 21 items, exhibited strong internal consistency with a Cronbach's α value of 0.94. The Behavioral Intentions construct, comprising 3 items, also demonstrated good reliability with a Cronbach's α value of 0.85. Overall, these findings underline the robustness of the measurement scales, with Cronbach's α values ranging from 0.85 to 0.94.

The study incorporated three dimensions encompassing a total of 13 items to capture health perception. Through exploratory factor analysis, a Kaiser-Meyer-Olkin (KMO) value of 0.861 (KMO > 0.6) for dimension extraction was obtained. Bartlett's test yielded a p-value below 0.01, indicating substantial correlations among variables. Adhering to factor extraction criteria, three factors were identified, collectively explaining 75.85% of the total variance. Factor 1, named "Spiritual-Religious," consisted of five items and exhibited strong internal consistency with a Cronbach's α value of 0.92, explaining 28.37% of the total variance. Factor 2, labeled "Dietary Control," comprised four items and demonstrated good reliability with a Cronbach's α value of 0.88, explaining 24.03% of the total variance. Factor 3, designated as "Novel Flavors," consisted of four items and exhibited sound internal consistency with a Cronbach's α value of 0.88, explaining 23.44% of the total variance. These outcomes affirm the appropriateness of employing factor analysis for these statements. Detailed information, including measurement items and reliability results, can be found in Table 2.

Table 2: The measurement items of consumers' health perception and the reliability results

Factors	Measurement Items	Mean	Factors Mean	Cronbach's α
Religious spirituality	For Religious Beliefs	3.49	3.7	.92
	Elevating Spiritual Levels	3.58		
	Driven by Personal Moral Convictions	3.47		
	Respecting and Caring for Animal Life	3.90		

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	Protecting the Ecological Environment	4.06		
Dietary Control	The Need for Weight Loss Dietary Control	3.49	3.65	.88
	Pursuing Health to Escape Chronic Diseases	3.73		
	Aesthetic Body Sculpting	3.36		
	Consuming Vegetables for Disease Prevention	4.00		
Novel Flavors	Curiosity to Experience the Taste of Vegetable Cuisine	4.14	4.15	088
	Feeling Intrigued by Vegetable Food	4.02		
	Desire to Alter the Flavor Profile of Meals	4.10		
	Pursuing Health and Wellness	4.37		

The study delves into four dimensions encompassing a total of 21 items to gauge consumer satisfaction. Exploratory factor analysis yielded a Kaiser-Meyer-Olkin (KMO) value of 0.922 (KMO > 0.6) for dimension extraction, and a p-value below 0.01, signifying a noteworthy relationship among variables. Adhering to the factor extraction criteria, four factors were identified, collectively explaining 72.24% of the total variance. Among these factors:

Factor 1, labeled "Satisfaction of Personnel," incorporates four items, exhibiting high internal consistency with a Cronbach's α value of 0.95. It accounts for 23.22% of the total variance. Factor 2, named "Information Provision," comprises nine items and demonstrates strong reliability with a Cronbach's α value of 0.94. It contributes to 23.15% of the total variance. Factor 3, designated as "Good Environment," encompasses five items, exhibiting good internal consistency with a Cronbach's α value of 0.89. It explains 14.88% of the total variance. Factor 4, denoted as "Opinion Exchange," consists of three items and showcases sound reliability with a Cronbach's α value of 0.89. It accounts for 10.99% of the total variance.

These four factors are well-suited for assessing consumer satisfaction among respondents of vegetable restaurants. The measurement items for customers' satisfaction and reliability results for each factor utilized in this study are presented in Table 3.

Table 3: The measurement items of customers' satisfaction and reliability results

Factors	Measurement Items	Mean	Factors Mean	Cronbach's α
Satisfaction of Personnel	Satisfied with the service of the wait staff	4.50	4.415	.95
	Prompt and attentive water refilling during the meal	4.27		
	Appropriate speed of serving vegetable meals	4.43		
	The vegetable dishes were exceptionally delicious	4.46		
Information Provision	Clear presentation of signs for restrooms and fire extinguishers, etc.	4.10	4.03	.94
	Frequently introducing new vegetable products.	3.79		
	Providing good internet service.	3.65		
	Well-placed firefighting and safety-related equipment.	4.03		
	Offering good newspaper and magazine services.	3.82		

	Excellent service for filling out post-consumption feedback cards.	4.07		
	Efficient and courteous checkout and payment service.	4.29		
	Convenient location for the store's accessibility.	4.24		
	Clean and well-maintained restroom facilities.	4.26		
Good Environment	The dining environment is clean and tidy.	4.40	4.44	.89
	The variety of dishes meets my needs.	4.43		
	The lighting and natural light in the dining area are well-balanced.	4.35		
	I am satisfied with dining in a smoke-free restaurant.	4.62		
	The quality of the meals is excellent.	4.39		
Opinion Exchange	If I encounter any discrepancies during my dining experience, I will provide feedback to the restaurant staff.	4.16	4.14	.89
	If there are areas that need improvement, I will gladly offer suggestions to the restaurant staff.	4.19		
	If I come across any unreasonable issues while dining, I will share my feedback with family and friends.	4.08		

The current study focuses on behavioral intentions, which are represented by a single dimension comprising a total of three items. The findings from exploratory factor analysis indicate a Kaiser-Meyer-Olkin (KMO) value of 0.688 (KMO > 0.6) for dimension extraction, along with a p-value below 0.01, indicating a significant relationship among variables. Factor 1, designated as "Willingness to Consume," consists of three items, and it demonstrates robust internal consistency with a Cronbach's α value of 0.89. This factor accounts for 82.28% of the total variance, making it well-suited for evaluating the behavioral intentions of respondents toward vegetable restaurants. The measurement items related to customer satisfaction and the reliability results for this factor are provided in Table 4.

Table 4: The measurement items for customer satisfaction and the reliability results

Factors	Measurement Items	Mean	Factors Mean	Cronbach's α
Willingness to Consume	I will highly recommend this restaurant to my family and friends.	4.48	4.36	.89
	I will continue to patronize this restaurant in the future.	4.49		
	If the restaurant holds new events or introduces new products, I will definitely participate.	4.12		

Hypotheses Testing

Before conducting the regression analysis, a Pearson correlation analysis was performed to assess the relationships between variables. The findings indicated significant positive correlations among all factors, suggesting that stronger health perceptions in consumers are associated with more positive satisfaction and behavioral intention responses. To test the

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study's hypotheses, two regression equations were employed. The details of the analysis for the first regression equation are presented in Table 5.

In equation (a), the three health perception factors - "Religious Spirituality," "Dietary Control," and "Novel Flavors" - collectively accounted for 25% of the variance (R2). While "Dietary Control" and "Novel Flavors" exhibited statistically significant impact with p-values below 0.05, indicating their significant influence on personnel satisfaction, "Religious Spirituality" showed a coefficient of 0.04 ($t=0.63$, $p>0.05$), suggesting it lacks significant influence.

Among these factors, "Dietary Control" appeared to have the most substantial impact with a coefficient of 0.34 ($t=4.78$, $p<0.05$), followed by "Novel Flavors" with a coefficient of 0.23 ($t=3.91$, $p<0.05$).

In equation (b), the results revealed that "Religious Spirituality," "Dietary Control," and "Novel Flavors" collectively explained 33% of the variance (R2), indicating their significance. Both "Dietary Control" and "Novel Flavors" exhibited statistically significant impact with p-values below 0.05, demonstrating their practical influence on "Information Provision."

However, "Religious Spirituality" had a coefficient of 0.08 ($t=1.32$, $p>0.05$), implying it does not significantly impact "Information Provision." Notably, "Dietary Control" showed the highest impact with a coefficient of 0.44 ($t=6.65$, $p<0.05$), followed by "Novel Flavors" with a coefficient of 0.15 ($t=2.79$, $p<0.05$).

In equation (c), the analysis indicated that "Religious Spirituality," "Dietary Control," and "Novel Flavors" collectively explained 16% of the variance (R2), signifying their significance. Both "Dietary Control" and "Novel Flavors" exhibited statistically significant impact with p-values below 0.05, indicating their meaningful influence on the "Good Environment."

However, "Religious Spirituality" had a coefficient of -0.04 ($t=-0.63$, $p>0.05$), implying it does not significantly affect the "Good Environment." Notably, "Dietary Control" displayed the highest impact with a coefficient of 0.37 ($t=4.92$, $p<0.05$), followed by "Novel Flavors" with a coefficient of 0.13 ($t=3.91$, $p<0.05$).

In equation (d), the findings indicated that "Religious Spirituality," "Dietary Control," and "Novel Flavors" collectively explained 16% of the variance (R2), indicating their significance. Both "Dietary Control" and "Novel Flavors" exhibited statistically significant impact with p-values below 0.05, demonstrating their practical influence on "Opinion Exchange."

However, "Religious Spirituality" had a coefficient of -0.05 ($t=0.74$, $p>0.05$), suggesting it does not significantly impact "Opinion Exchange." Conversely, "Dietary Control" showed a coefficient of 0.22 ($t=2.81$, $p<0.05$), and "Novel Flavors" displayed a coefficient of 0.21 ($t=3.36$, $p<0.05$), signifying their significant impacts on "Opinion Exchange." While "Religious Spirituality" did not exhibit a significant impact, "Dietary Control" and "Novel Flavors" emerged as influential factors. For more detailed information, please refer to Table 5.

Table 5: Regression Analysis Results of the First Equation: Three Health Perception Factors and Four Customer Satisfaction Factors

The First Equation	Path	β	*t*-value	*p*-value	R2
Equation(a)	Religious spirituality → Satisfaction of Personnel	.04	.63	.53	.25
	Dietary Control → Satisfaction of Personnel	.34	4.78	.00	
	Novel Flavors → Satisfaction of Personnel	.23	3.91	.00	
Equation(b)	Religious spirituality → Information Provision	.08	1.32	.19	.33
	Dietary Control → Information Provision	.44	6.65	.00	
	Novel Flavors → Information Provision	.15	2.79	.01	
Equation(c)	Religious spirituality → Good Environment	.04	.63	.53	.16
	Dietary Control → Good Environment	.37	4.92	.00	
	Novel Flavors → Good Environment	.13	2.09	.04	
Equation(d)	Religious spirituality → Opinion Exchange	.05	.74	.46	.16
	Dietary Control → Opinion Exchange	.22	2.81	.01	
	Novel Flavors → Opinion Exchange	.21	3.36	.00	

In the second regression equation (Table 6), all four customer satisfaction factors - "Satisfaction of Personnel," "Information Provision," "Good Environment," and "Opinion Exchange" - were found to have a significant impact on behavioral intentions, as indicated by an R-squared (R2) value of 0.72 and $p<0.05$.

The standardized regression coefficients are as follows:

- "Satisfaction of Personnel" had a coefficient of 0.25 ($t=5.82$, $p<0.05$).
- "Information Provision" showed a coefficient of 0.14 ($t=3.08$, $p<0.05$).
- "Good Environment" had a coefficient of 0.20 ($t=4.06$, $p<0.05$).
- "Opinion Exchange" displayed the highest coefficient of 0.46 ($t=12.86$, $p<0.05$).

These findings indicate that when predicting behavioral intentions based on consumer satisfaction, the factors "Satisfaction of Personnel," "Information Provision," "Good Environment," and "Opinion Exchange" are the most influential.

Together, they can accurately predict consumer behavioral intentions with up to 72% accuracy. Therefore, the confirmation of the second hypothesis suggests a positive relationship between customer satisfaction and behavioral intentions.

Table 6: Regression Analysis Results of the second Equation: Four Customer Satisfaction Factors and a behavioral intention Factor

The second Equation	Path	β	t-value	p-value	R2
Equation1	Satisfaction of Personnel → Willingness to Consume	.25	5.82	.00	.73
	Information Provision → Willingness to Consume	.14	3.08	.00	
	Good Environment → Willingness to Consume	.20	4.06	.00	
	Opinion Exchange → Willingness to Consume	.46	12.68	.00	

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CONCLUSIONS AND IMPLICATIONS

The study's findings show that "Dietary Control" and "Novel Flavors" in customers' health perceptions significantly impact four customer satisfaction factors: "Satisfaction of Personnel," "Information Provision," "Good Environment," and "Opinion Exchange." As a result, the hypotheses suggesting a positive link between health perception and customer satisfaction received support.

The regression analysis results revealed that "Dietary Control" stood out as the most influential predictor in shaping customer satisfaction across various aspects. Specifically, it had substantial standardized regression coefficients (β) of 0.34 for "Satisfaction of Personnel," 0.44 for "Information Provision," 0.37 for "Good Environment," and 0.22 for "Opinion Exchange." Within the context of "Dietary Control," factors like "The Need for Weight Loss," "Health Pursuit to Prevent Chronic Illnesses," "Aesthetic Body Improvement," and "Vegetable Consumption for Disease Prevention" played a pivotal role in addressing customer desires.

Furthermore, elements such as the appealing taste of vegetable diets, frequent introduction of novel vegetable products, diverse dishes aligned with customer preferences, and exceptional meal quality all contributed to enhancing the dining experience and ultimately molding customer satisfaction. To conclude, the dominant influence of "Dietary Control," especially in its effect on various aspects of customer satisfaction, underscores the significance of health-related factors in shaping customer perceptions and experiences. Another significant finding of this study is the positive impact of customer satisfaction on behavioral intentions. Specifically, "Satisfaction of Personnel" (β = 0.25), "Information Provision" (β = 0.14), "Good Environment" (β = 0.20), and "Opinion Exchange" (β = 0.46) were established as noteworthy predictors of customers' willingness to engage in certain behaviors, thereby shaping their behavioral intentions.

Customers uniformly acknowledged the significance of "Satisfaction of Personnel," "Information Provision," "Good Environment," and "Opinion Exchange" in cultivating a pleasant atmosphere within the restaurant. Consequently, the outcomes strongly underscore the influential role of customer satisfaction in driving customers towards taking action. In the context of a vegetable restaurant, these behavioral intentions could encompass revisiting the establishment, recommending it to others, or making healthier food choices in their daily lives. Thus, it proves advantageous for restaurants to have service staff with positive attitudes who can adeptly explain dish ingredients and cooking methods, thus fostering a welcoming environment and a sense of ease for customers. Incorporating features such as suggestion boxes or dedicated customer service lines provides avenues for customers to voice their opinions. Regular advertising campaigns can attract new customers and keep existing ones informed about upcoming events. Moreover, the practice of providing unified invoices upon checkout contributes to heightened customer satisfaction. The positive health perceptions and elevated satisfaction levels indeed have the potential to significantly shape these intentions. It is paramount for vegetable restaurant management to consistently prioritize and enhance customer satisfaction by grasping how best to meet customer needs in relation to their restaurant offerings.

Based on the conclusions drawn, here are recommended strategies for vegetable restaurants, considering the predominant customer profile provided:

1. Target Diverse Demographics: Acknowledging that the primary customer demographic is females under 40 in the service industry with an income range of 25,001 - 35,000 NTD, consider strategies to attract a wider audience.
2. Promotions for Older Customers: Offer time-limited promotions or discounts for older individuals to encourage them to explore the health benefits of vegetable diets.
3. Point-Based Discount System: Implement a point-based system with VIP cards that offer a 10% discount after accumulating points. This can incentivize repeat visits and foster collaborations for group dining experiences.
4. Transparency in Menu: Provide calorie information for main dishes to promote healthier eating habits and offer a sense of assurance to diners.
5. Origin Information: Place small cards on tables detailing the origins of vegetables used in dishes to enhance transparency and inform customers about sourcing.
6. Diverse Vegetable Options: Introduce new vegetable dishes monthly or seasonally to cater to varying tastes and attract health-conscious individuals seeking novel flavors.
7. Culinary Expertise: Train culinary staff in traditional Chinese medicine and herbal remedies to enhance the therapeutic aspects of vegetable cuisine and offer unique experiences.
8. Educational Experiences: Incorporate dietary education and do-it-yourself (DIY) elements to engage customers, create sensory experiences, and captivate attention.
9. Environmental Awareness: Emphasize the environmental benefits of vegetable consumption, aligning with customers' values of environmental conservation and sustainability.
10. Strengthen Brand Loyalty: Align eating vegetables with the restaurant's commitment to environmental stewardship to establish strong brand loyalty among customers.
11. Understand Relationships: Recognize the interplay between health perception, satisfaction, and behavioral intentions, tailoring marketing efforts accordingly.
12. Maintain Quality: Uphold food quality, taste, and dining experience to nurture positive connections between health perception, satisfaction, and behavioral intentions.

In essence, these strategies focus on catering to the target demographic while also appealing to a broader range of customers, emphasizing health benefits, culinary innovation, and environmental values.

LIMITATIONS AND FURTHER RESEARCH

When interpreting our study's results, it's important to consider limitations and potential future research directions. Firstly, the findings may not be broadly applicable due to the use of a small, nonrandom sample limited to Taiwan. Future research should aim to include larger and statistically representative samples from the Taiwanese population. Secondly, using multiple regression analysis only allows us to assess individual relationships between the variables studied. To explore the broader impact of health perception and customer satisfaction on prospective behavioral intentions, future studies could utilize structural equation modeling (SEM) analysis.

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Dietary education plays a pivotal role in transforming eating habits. Food and agricultural education promote understanding of food, encourages healthy eating, and supports environmental sustainability. Vegetable diets align with these principles, making them integral to food and agricultural education. Incorporating such education into vegetable restaurants, with accessible dietary-related activities, could further foster healthy eating habits. Future research could explore the connection between vegetable diets and food and agricultural education, given their shared values in health, nutrition, sustainability, and understanding food origins.

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