

CONSUMPTION VALUES AND PATRONAGE INTENTION FOR SUSTAINABLE STREET FOOD – EVIDENCE FROM A SUB-SAHARAN AFRICAN CONTEXT

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Abstract

This study examines the age-long question in the marketing inquiry regarding why consumers buy what they buy? Our focus is on the sustainable street food sector in a typical sub-Sahara African setting. Specifically, the study considers why consumers would prefer buying street-made organic food, considered less hygienic to factory packaged foods sold on the streets? The diagnostic research design was employed on the sample. The study population comprises consumers of sustainable street food in Anambra State. Quota sampling was the sampling technique and Cochran's formula was used to determine the sample size. A questionnaire was the research instrument and the reliability of the research instrument was done using Cronbach's alpha coefficient. The proposed research model was analyzed using Structural Equation Modelling (SEM). It was found out that functional value-quality, functional value-taste, functional value-price, social value, emotional value, epistemic value, and conditional value did not have a significant and positive effect on sustainable street food patronage intentions; environmental value has a positive and significant effect on sustainable street food patronage intention and sustainable street food patronage intention has a significant relationship with sustainable street food actual patronage. It is recommended that street food vendors should serve foods that are sustainable in nature putting into consideration the

environmental values that the consumers attached to patronizing such food among others.

Keywords: Consumption Values, Patronage Intentions, Sustainable Street Food, Sub-Saharan Africa, Structural Equation Modelling

INTRODUCTION

The astronomical increase in the world population, the rising level of affluence and quantum technological innovations and advances in the past few decades are contributing to scaling-up global consumption. This arguably is resulting in the depletion of the social and natural environment through overconsumption and inappropriate consumption of the earth's non-renewable resources. One direct consequence of this phenomenon in the recent time is the triggering of the constellation of influence on the consumers' behavior in terms of what products they buy, why they buy them and how they dispose them after use (Belz & Peattie, 2012). A number of factors seem to be driving the new-age of sustainability behavior. First, with increasing environmental awareness and consciousness, consumers are beginning to sharpen their mindset and orientations regarding the kind of product they buy and why they purchase such products. Second, with a paradigm shift towards sustainability globally, companies in the developed

economies have long seen the reason to pursue and tailor their strategies towards sustainability and a strong case has been made on why developing country firms should supplant sustainability orientation in their marketing strategies (Nkamnebe, 2011). Third, the increase in food-related ailments like diabetes, obesity is forcing global consumers towards being ever-increasingly conscious of what they eat and why they choose to eat such food (Solaiman, 2017). The resultant effect of all these is increasing consideration of health and environmental implication of the food people buy and consume; which include sustainable food - organically grown food that do not harm the consumer and the environment (Rahama 2017).

Put together, the paradigm shifts towards sustainability orientations, increasing health awareness and environmental consciousness have made consumers to be sensitive to the kind of product they consume and by extension, this has shifted the demand for where these foods are prepared and served, it was observed that even educated consumers that are environmentally and health conscious patronize them. Using this as a point of departure, this paper tackles the inquisitional question regarding why educated, environmental and health-conscious consumers patronize SSFs prepared in a less hygienic environment and what are the personal values they derive from patronizing such foods?

Arguably, consumption value and patronage intention research are growing in importance in recent years. However, it is still embryonic and nascent among the sub-Saharan Africa context, which necessitate its investigation in Nigeria that represents a typical SSA context. Accordingly, this paper aims to broadly investigate the nexus between consumption values and consumer patronage intention for sustainable street food, which predominantly operates in the nation's informal sector. Considering that Nigeria's informal economy is about 65% of

the total economy as is the case in most SSA countries, understanding this connection will help to create a better and fuller understanding of the sector with its obvious development and policy implications. After the foregoing introduction, the rest of the paper is organized according to the following themes: a brief review of the literature, method, analysis, discussion, conclusion, and areas for further studies.

Brief Review of Literature Relationship between Consumption values and Patronage Intention: An Overview

Consumption values are seen as subjective beliefs about desirable manners and approaches to reach personal values (Lai, 1995). These personal values, according to Sheth *et al.* (1991) are achieved by people (consumers) through actions, or activities, like social interaction, economic exchanges, possession, and consumption. The value that a consumer places on a certain product he/she intends to purchase will determine why he/she chooses to buy such a product. Similarly, a consumer could buy sustainable street food-food sold on the street that is prepared in an environmental-friendly manner while considering the health of the consumer because of certain values he/she considers in the course of making such buying decisions. These values could be functional, epistemic, social, emotional, conditional, health or environmental values (Sheth, Newman & Gross, 1991; Rahnama, 2017). Furthermore, sustainable street foods are common meals for most people living in the sub-Saharan African (Ayodele & Panama, 2016) and were observed that it has more preference than factory-made food sold on the street. This raised some germane questions as to why do consumers prefer to patronize sustainable street foods instead of factory-made street foods and what are the personal values they consider while intending to patronize sustainable street food? Answering these questions will help understand the nexus between consumption

values and patronage intentions for sustainable street food in a typical developing country like Nigeria. More so, sustainable street food sub-sector of the Nigeria economy has a huge potential to contribute immensely to the country's gross domestic product and generate thousands of employment if properly investigated empirically to know the values most consumers consider in the course of patronizing it. Put differently, patronage intention is an affirmed tendency to involve in a particular behavior (Oliver, 1997). This behavior could be economic patronage intentions like repeat purchase willingness to pay more (Smith, Huangstredt & Petty, 1994 as cited in Booi-Chen & Peik-Fong, 2012) or switching behavioral intentions (Anderson & Mittal, 2000). Put together, an understanding of the relationships between consumption values and patronage intentions for sustainable street food sub-sector of the Nigerian economy is germane. Such understanding will boost this informal sector of the economy and make it more viable and profitable through increased patronage.

Consumption Values

Consumption Values, according to Lai (1995) is referred to as subjective beliefs about desirable manners and approaches to reach personal values. Personal values (utilities) are achieved by people through actions, or activities, like social interaction, economic exchanges, possession and consumption (Shelth *et al.*, 1991). Relatively, consumption values are instrumental in nature with regards to personal value (Lai, 1995). For example, like owning an exotic apartment or attending an opera concert. Also, an individual may hold numerous personal values by which he/she appraises consumption activities. Therefore, the consumption values of these kinds of activities (events) are complex and do not easily satisfy one personal value alone (Shelth *et al.*, 1991). Boyd and Levy, (1995) as cited in Lai (1995) opined that

consumption activities often involve an assortment or a blend of goods and services. For example, owning an exotic apartment involves the acquisition of many goods and services. More so, in a product constellation for any consumption activity, some properties may be in common. McCracken (1988) as cited in Lai (1995) submits that there is a link between the consumer goods in any complement and some commonalities or unity. According to Solomon (1983), as cited in Lai (1995), he states that product constellations are employed by consumers in 'setting the stage' for the social roles they play. Furthermore, consumers may derive satisfaction totally from the associated consumption activities and product constellation in use (Lai, 1995).

Dimensions of Consumption Values

Functional Value

Functional value is related to the perceived utility (value) acquired or gained from an alternative capacity for functional, utilitarian, or physical performance and was thought to be developed by a product's key attributes (Sheth *et al.*, 1991). According to Sheth *et al.* (1991), functional value is presumed to be the primary driver of consumer choice behavior. They further opine that functional value is measured on choice attributes profile and that an alternative's functional value may be a derivation of its features or attributes including reliability, durability, and price (Sheth, *et al.* 1991). For example, the decision to patronize sustainable street food might be on the basis of quality, taste or price. According to Rahnama (2017), organic food quality is an important factor influencing its consumption (patronage). Also, Rahnama (2017) indicated that three factors quality, taste, and price – are considered for the consumption of organic (sustainable) foods in Iran. More so, Lin, Huang, and Wang (2010) assert that where the price of a product is considered too high, there is every tendency that consumers may trade-off in their purchase decisions because they consider many factors other than price

in their product choice (patronage). They believe that most sustainable street foods have a more natural taste and stronger with better flavor than factory-made street foods have been well documented in the extant literature (Rahnama, 2017; Lin et al., 2010; Sheth et al., 1991).

Social Value

According to Sheth *et al.* (1991), social value is defined as the perceived utility (value) gained from an alternative's link with one or more specific social groups. An alternative gained social value through associations with positively and negatively stereotyped demographic, socio-economic and cultural- ethnic groups. According to Sheth et al. (1991), social value is measured on the basis of choice imagery profile. Consumers whose motivation emanates from social value will prefer alternatives associated with those groups to which they belong, identify with or intend to belong to (Long & Schiffman, 2000). Social value is centered on symbolic value, which is related to consumer's social image and consumption motives that are enjoyed by the consumers beyond the product's functions (Hur, Yoo, & Hur, 2010 as cited in Rahnama, 2017). Therefore, consumers who decide to patronize sustainable street foods are not only helping to preserve and conserve the environment, but they help in motivating others to do the same thing as friends and relatives emulate them.

Emotional Value

Emotional value is the perceived utility (value) received from an alternative capacity to stimulate feelings or affective status (Sheth *et al.*, 1991). Products could be consumed or patronized based on the desire or the urge to experience certain feelings they arouse (Long & Schiffman, 2000). Emotional values usually relate to the effective implications or resultant effect of the choice object (Stafford, 1994). Alternatives gain emotional value when linked with specific feelings or when they facilitate or perpetuate feelings (Sheth *et al.*,

1991). Unlike other values, emotional values are measured using both utilitarian and hedonistic components (Sweeney & Soutar, 2001 as cited in Lin *et al.*, 2010). Goods and services are often linked with emotional responses as well as aesthetic alternatives (Sheth *et al.*, 1991). In the case of sustainable street food, there may be the facilitation of the arousal of certain feelings, such as feelings, such as feelings of comfort, security, enjoyment or satisfaction, as this type of product can be an alternative choice that consumers choose over other street foods for the environment.

Epistemic value

Epistemic value is defined as the perceived utility (value) derived from an alternative capacity to stimulate curiosity, provide novelty, and satisfy a desire or quest for knowledge (Sheth, *et al.* 1991). Epistemic value is produced by entirely or completely new experiences. However, the epistemic value could be imbued with an alternative that provides a simple change of pace. The alternative may be selected due to the fact that the consumer is bored or satiated with his or her present brand or product type (Sheth *et al.* 1991). Epistemic utility (value) is usually gotten from stimuli that are not familiar and somewhat ambiguous and sophisticated (Long & Schiffman, 2000). It serves as a core purpose with respect to its connection to variety- seeking (Stafford, 1994). Knowledge is acknowledged as a feature that influences all stages of decision progress in the mainstream consumer research (Laroche, Bergeron, & Forleo, 2001 as cited in Gonclaves *et al.* 2016) Consumers' knowledge of sustainable street foods is the first stage in building strong demand for sustainable street foods because the demand for sustainable street foods could be significantly increased if there is increasing knowledge and awareness about this kind of food.

Conditional Value

Conditional value is synonymous to the perceived value (benefit) gained or acquired

by an alternative due to the specific set of situations faced by the choice maker (Sheth *et al.*, 1991). More so Long and Schiffman (2000) assert that an alternative could have a conditional value on the basis of particular contingencies that aid its functional or social value. This implies that one may decide to patronize sustainable street food because of the specific situation that is facing the consumer. Such a situation could be seasonal as in some farm products like corn, pear, coconut, roasted plantain, etc. or in a set of circumstances like sustainable street food for vegetarians or pregnant women. The value attainment by the product or service is due to the situation or circumstance, the presence of physical and or social contingencies raises the functional and social value (Sheth *et al.*, 1991).

Conditional value for sustainable street foods could be measured as the net value (utility) gained from sustainable street food consumption over close substitutes that are personalized in the form of perception about situational variables that lead to such consumption. According to Biswas and Roy (2015), situation variable refers to a particular incident surrounding someone on the basis of his/her response to stimuli to meet his/her needs. When situational variables (personal situations) change, there is a high tendency that consumer purchase or patronage behavior will be altered (Laaksonen, 1993 as cited in Pei-Chun & Ti-Hsuan, 2012). Studies in the food sector have shown that consumption affects patronage behavior, and sales and purchases of products are always in response to a particular or certain situation (Strafford, 1994; Lin *et al.*, 2010; Lai, 1995; Rahnama, 2017; Goncalves *et al.*, 2016)

Environmental Value

Environmental value is defined as notions that address the relationship between the natural environment and development; and the limited population the Earth can support (Wang *et al.*, 2014 as cited in Rahnama, 2017). Respect for the natural environment

by proper waste disposal, sustainability consciousness, protecting the ecosystem and harmony with nature can be termed as environmental values of sustainable street food, because sustainable street foods are not factory-made due to not using chemicals to grow and process them and not difficult to dispose the waste thereafter- are very safe for the environment. Several studies (Denver & Jeusen, 2014; Kim & Chuny, 2011, Rahnama, 2016; Smith & Paladino, 2010; Thogersen & Zhou 2012; Yazdanpanah, *et al.*, 2015 as cited in Rahnama, 2017) shows that there is a significant relationship between consumer behavior toward the consumption of organic foods and environmental concerns. On the basis of these premises, it can be hypothesized that environmental value has a positive influence on sustainable street food patronage intention.

Health Value

According to Goetzke *et al.*, (2014) as cited in Rahnama (2017), health is becoming a germane personal, societal and environmental value (utility). The rate of health awareness of individuals has increased over the last decade. This increased awareness is a function of issues relating to food to health. As it is commonly said in the African parlance that 'you are what you eat'.

A rise in food additives, growth hormones, pesticides, herbicides, radiations, and other artificial inputs into food production and processing have raised serious suspicion regarding food issues. Due to this, human health has been distorted resulting in a plethora of sickness and diseases; so human health was a primary reason to influence consumers to think in the direction of sustainable food. Empirically, concerns for consumers' health is a major factor that has been indicated by previous studies as the reason for purchasing organic foods (Denver and Jeusen, 2014; Rahnama, 2016, Xu & Wu, 2010; Yazdanpanah *et al.*, 2015 as cited in Rahnama, 2017). For example,

Rahnama (2017) found that health value has positive effects on choosing organic yogurt among Iranian women. So, on the basis of the discussion, it can be hypothesized that there will be a significant and positive relationship between health value and sustainable street food patronage intention.

Behavioural (Patronage) Intention

Behavioral intention is an affirmed tendency to involve in a particular behavior (Oliver, 1997). It could be economic behavioral intentions as in repeat purchase behavior, willingness to pay more (Smith, Huangstredt & Petty, 1994 as cited in Booi-Chen & Peik-Fong, 2012) or switching behavioral intention (Anderson & Mittal 2000 as cited in Ogwo & Igwe, 2012). The intention is an individual's subjective tendency to performing a certain behavior. It reveals the willingness and readiness of a person to involve in a certain act (Ajzen, 1991). Measurement of behavioral intention using indicators such as the willingness to patronize sustainable street food vendors, a positive word of mouth and the readiness to recommend.

According to Ajzen (1991), the intention is said to be the cognitive (mental) representation of an individual's readiness to undertake particular behavior or act, and it is considered as to be the immediate antecedent of actual behavior. He further asserts that intention is a function of attitude towards the behavior, subjective norm and perceived behavior control, with each of them being weighted for its contribution in relation to the behavior based on the prediction and interest population (Ajzen, 1991). Put pointedly, if a consumer has a positive attitude, the backup of the significant others and the necessary resources to carry out behavior but the personalistic willingness to take such the action is missing, the actual behavior may never take place.

Actual Patronage Behaviour

According to Drucker (1973), as cited in Ogwo and Igwe (2012), the sole economic and social justification for the existence of any business concern is to create customer satisfaction. The necessity of the customer and customer patronage is very crucial and this includes both financial and non-financial components. Mainstream marketing literature has shown that defining and measuring patronage is a herculean task. Attitude and actual usage (consumption) have been used as measures of customer patronage (Ogwo & Igwe, 2012). Also, Dick and Basu (1994) opine that a favorable attitude and repeat purchase were necessary for defining patronage. In the words of Oliva, Oliver and Macmillan (1992), attitudinal measures have an edge over behavioral measures (actual or repeat patronage) in that they can generate a better understanding of the factors linked with the development and modification of patronage. In the behavioral attitude, behavioral patronage or actual usage measures are functions of observable responses to, object, promotional stimuli-repeat purchases, and a number of purchases, usage, and behavior, the attitude towards the product or brand (Schiffman & Kanuk, 2009 as cited in Ogwo & Igwe, 2012).

Street Foods

According to Food and Agriculture Organization (1989) as cited in Ayodele and Panama (2016) 'street foods are ready-to-eat foods and beverages prepared and/or sold by vendors and hawkers especially in streets and other similar public places. The central feature of street food in the above definition is their location which is 'on the street'. Also, the Equity Policy Centre's definition of street food included foods that could be eaten at the point of purchase (EPOC, 1985 as cited in Cohen, n.d). Street foods include both those consumed on the spot and those bought for addition in the family meal/menu or to be consumed later as snack or dessert. Street foods show a great difference in terms of ingredients, method of processing,

retailing and consumption. Street food could be further classified as food sold on the street from “pushcarts or basket, or balance poles, or from stalls or shops having fewer than four permanent walls’ (Tinker, 1987 as cited in Draper, 1996). In term of processing, street foods may be centrally processed foods made by formal sector food industry like a restaurant, bakeries, etc, or they could be made within the street either by the seller him/herself or from another small-scale processor. The majority of street foods are snack items including commercially produced snacks retailed through the street food vendors.

Sustainable Street Food: The Nigerian Context

The meaning of sustainable street food seems to lack universal agreement. This is because definitions from the highly industrialized nations seem to differ from those offered by scholars in developing economies where Nigeria belongs. For instance, Tinker, 1987 as cited in Draper, 1996 earlier cited defines street food strictly from the perspective of the location where the food is purchased, and that is the street. This collaborates with the CNN Travel (2018) description of street food as food purchased from sidewalk vendors, pushcarts, and holes in a wall and remarks that "...some of the best meals are on the streets." This perspective is silent on the hygiene and environmental factor, which are obviously taken for granted in the developed market context. However, from the perspective of most developing countries, street foods are often perceived as food meant for people in the lower rung of the social strata that could not befit the status of the educated. This though is changing especially in the developed cities of developing countries, but this emerging segment is not considered in the context of this research. Therefore, from the Nigerian perspective, sustainable foods are naturally grown and processed food with no additives and have biodegradable wastes, but the

hygiene of the street where they are prepared are mostly inadequate.

In the past, these foods were patronized by low income and uneducated consumers. However, in recent times, educated and visibly considered rich people are spotted patronizing these foods. This has created an increasingly large market segment for sustainable street foods and demand from this segment is causing an increasing rise in demand for sustainable street food (Ukenna & Ayodele).

HYPOTHESIS DEVELOPMENT

Relationship between functional value and patronage intention

According to Sheth et al, (1991) functional value is the perceived utility (value) acquired from an alternative capacity for functional utilitarian or physical performance. Furthermore, functional value has been acknowledged to be a major driver of consumer behavior and it is developed by the product's major attributes (Sheth et al., 1991). More so, the decision to patronize certain products might be as a result of quality, taste or price (Rahnama, 2017). In the study done by Lee, Levy, and Yap (2015) it was established that functional values (quality, taste, price) contributed significantly to sustainable consumption behavioral intention. On the basis of these, we are hypothesizing that functional values (taste, quality, and price) should have an effect on SSFs patronage intention hence, we propose as follows:

H1a: Functional value-quality has a positive and significant influence on SSF patronage intention.

H1b: Functional value – taste has a positive and significant influence on SSF patronage intention.

H1c: Functional value – price has a positive and significant influence on SSF patronage intention.

Relationship between Social Value and Patronage Intention

Social value is seen as the perceived utility (value) derived from an alternative link with one or more specific social groups (Sheth et al, 1991). It is a measure of choice imagery profile (Sheth et al., 1991). Hur, Yoo, and Hur (2000 as cited in Rahnama 2017) assert that social value is centered on symbolic value, which is related to consumers' social image and consumption motives that are enjoyed by the consumers beyond the product's functions. Therefore, we posit as follows:

H2: Social value has a positive and significant influence on SSF patronage intention.

Relationship between Epistemic Value and Patronage Intention

Long and Schiffman (2000) assert that epistemic value is often caused by stimuli that are not familiar and somewhat ambiguous and sophisticated. It is produced by completely new experience and derived from an alternative capacity to stimulate curiosity, provide novelty and satisfy a desire or quest for knowledge (Sheth et al., 1991) however opine that intention is an individual subjective tendency to perform a certain behavior. It shows the willingness and readiness of a person to involve in a certain act (Ajzen, 1991). We, therefore, propose as follows:

H3: Epistemic value has a positive and significant influence on SSF patronage intention.

Relationship between Conditional Value and Patronage Intention

Again, Long & Schiffman (2000) submit that a consumer may decide to patronize a product because of the specific situation that is facing the consumer. Such a situation could be seasonal as in some farm products like corn, yam, pear, coconut, breadfruits, plantain, etc. or in a set of circumstances for health or lifestyle reasons. The perceived

utility (value) derived from these specific situations is called conditional value (Shelt et al, 1991). Although, according to Ajzen (1992) intention (patronage) is the cognitive (mental) representation of an individual's readiness to undertake particular behavior, therefore, we propose as follows:

H4: Conditional value has a positive significant influence on SSF patronage intention.

Relationship between Environmental Value and Patronage Intention

Respect for the natural environment by proper waste disposal and harmonious living with nature can be seen as environmental value (Wang et al, 2014 as cited in Rahnama, 2017). Although several studies show that there exists a significant relationship between behavior toward consumption of organic foods and environmental concern (Denver & Jeusen, 2014; Kim & Chuny, 2011; Rahnama, 2016; Smith & Paladimo, 2010); there exist a missing link between environmental value and patronage intention for SSF in the Nigerian context. Accordingly, we propose that:

H5: Environmental value has a positive and significant influence on SSF patronage intention

Relationship between Health Value and Patronage Intention

An increase in food additive, growth hormones, chemicals in the form of preservatives and sweeteners has long been seen as serious health issues. Due to this, the health of humans has been adversely affected resulting in increasing numbers of cancer, diabetes, obesity among other terminal illnesses. Indeed, it has been established in the extant literature that concern for health is a major driver for purchasing organic foods (see Denver & Jeusen, 2014; Rahnama, 2016; Xu & Wu, 2010; Yazdanpanah, et al, 2015 as cited in Rahnama, 2017). However, studies that

explore the effect of health value on SSF patronage intention in a typical sub-Saharan Africa context like Nigeria is still lacking hence, we posit that:

H6: Health value has a positive and significant influence on SSF patronage intention.

Relationship between Patronage Intention and Actual Patronage

According to Azjen (1991), the intention is the cognitive representation of an individual's readiness to undertake particular behavior or action and it is considered to be the immediate antecedent of actual behavior. In the context of SSF marketing in Nigeria and sub-Sahara Africa, it has not been empirically established the relationship between SSF patronage intention and SSF actual patronage hence, we proposed as follows:

H8: There exists a positive and significant relationship between SSF patronage intention and SSF actual patronage.

Relationship between Emotional Value and Patronage Intention

Sheth et al (1991) stated that emotional value is the perceived value derived or gain from an alternative capacity to stimulate feelings or affective status. Long and Schiffman (2006) further affirm that products could be purchased or patronized on the basis of the desire to have certain feelings they arouse. However, in the context of SSF in Nigeria and sub-Sahara Africa, empirical investigation exploring the effect of emotional value and SSF patronage intention is still under-reported in the extant literature hence, we propose as follows:

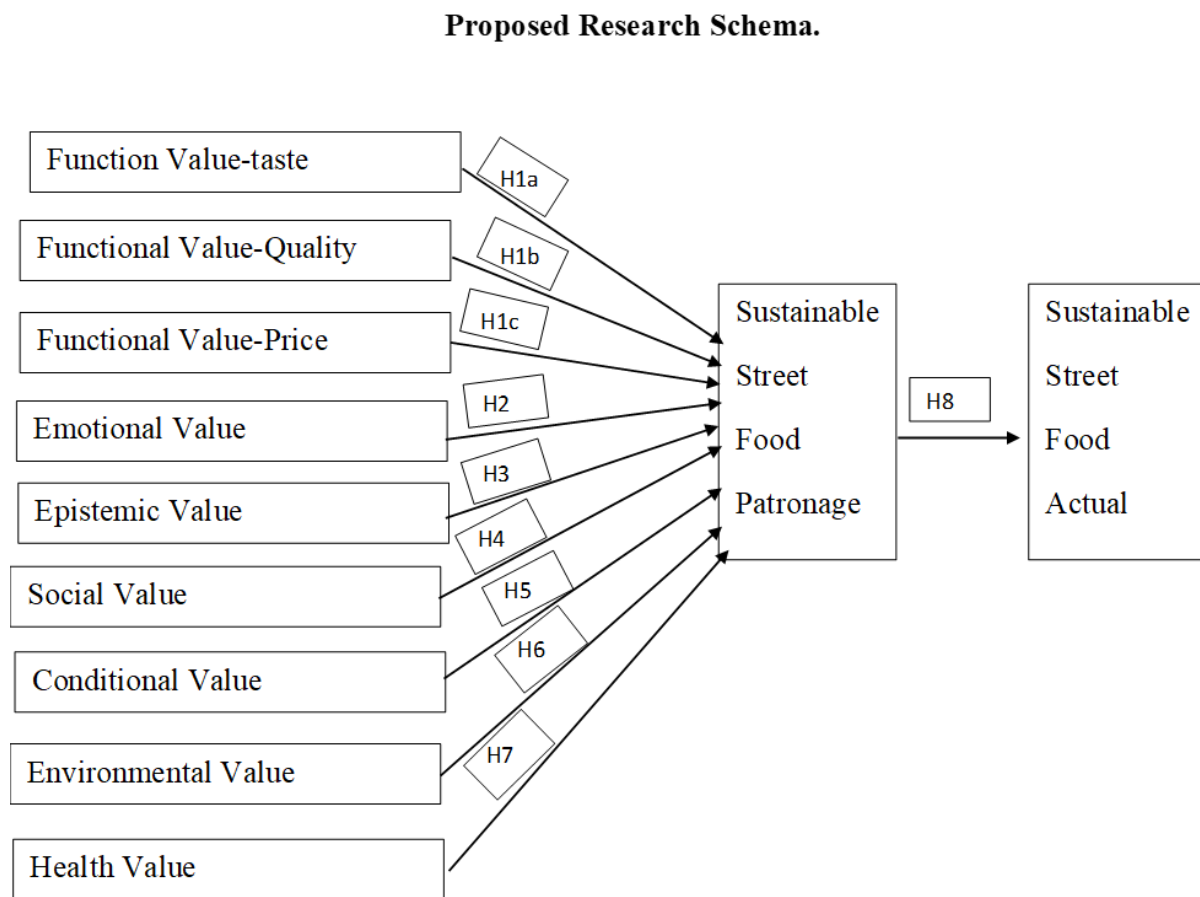
H7: Emotional Value has a positive and significant influence on patronage intention of SSF

Theoretical Review/Framework

This study applies the modified theory of consumption values by Rahnama (2017) as

a theoretical framework to verify sustainable street food patronage behavior. The original theory of consumption values was propounded by Sheth, Newman, and Gross (1991). The theory was designed to facilitate the understanding of consumer choice or patronage behavior and help practitioners, policy makers, and academic scholars in determining what motivates specific choices or patronage (to predict, describe and explain consumption behavior). According to Sheth, et al. (1991), there are three fundamental propositions of the theory of consumption values: (a) consumer choice (patronage) is a function of multiple consumption values, (b) Consumption values make differential contributions in any given choice (patronage) situation, and (c) Consumption values are independent. Rahnama (2017) modified the Sheth et al. (1991) theory of consumption values by introducing environmental and health values to the existing functional value, emotional value, epistemic value, social value, and conditional value. This modified theory of consumption values by Rahnama (2017) was adopted for this study because it was based on organic yogurt choice (patronage) behavior in a developing economy like Nigeria i.e. Iran, and the product category is similar to the one used in this study i.e. sustainable street food. Also, the theory was extended to include environmental and health values which are very relevant and crucial to sustainable street food patronage study. More so, this theory was adopted for this study because the main objective of the theory is to facilitate an understanding of consumer choice (patronage) behavior and assist practitioners, policy makers and marketing scholars in determining what motivates certain choice (patronage) behavior, and these are the main objective and the significance of this study. Also, the theory is applicable to choices (patronage intention) that are made individually on a systematic and voluntary basis; this study is conducted on the individual consumer of sustainable street food willingly.

Figure 1: Proposed Research Schema



Source: Author's conceptualization

2.7 Empirical Review

Lee, Levy, and Yap (2015) conducted a study in two inner-city suburbs in Auckland, New Zealand. The study examined the proposition that individuals who identify with their residential suburb are more likely to indulge in sustainable consumption. Also, they further examine how consumption values contribute to place identity, environmental attitudes, and sustainable consumption behavior. Structural equation modeling was used to test the proposed model using data collected via telephone surveys from 561 residents. It was revealed that consumption values are an antecedent of sustainable consumption behavior. In a study conducted in Turkey by Burucuoglu and Erdogan (2016) with the aim of examining the relationships among consumption values of mobile banking services customers, adoption to mobile banking and mobile trust. In order to

achieve this purpose, data were collected through a survey of 175 mobile banking users. The collected data were analyzed using partial least squares path analysis (PLS-SEM) also known as the second-generation structural equation modeling. The findings revealed that conditional value, emotional value, and epistemic value have a positive and statistically meaningful influence on adoption to mobile banking services and that social value has a negative and statistically meaningful influence on the adoption of mobile banking.

Moreover, Goncalves, Lourenco, and Silva (2016) carried out a study that examined whether consumption values can predict green buying behavior. The study was conducted among Portuguese green consumers based on the theory of consumption values and it used the fuzzy-set qualitative comparative analysis. It was

found that the functional value is almost necessary but not inevitable for predicting green buying. However, emotional values, conditional value, social value with functional value are sufficient. Also, it was found that emotional, conditional and social values are sufficient for predicting green buying whereas the absence of the functional value is a sufficient condition for not green buying.

Furthermore, Solaiman, Ab Halim, Manaf (2017) did a study with the objective to examine the green purchase behavior of environmentally friendly and energy efficient products using the theory of consumption values. The study used data collected from 396 consumers with a questionnaire and the data collected were analyzed using the PLS-SEM technique. The study revealed that functional value, social value, conditional value, and corporate image values influenced consumers' green purchase behavior of environmentally friendly and energy efficient electronic products.

More so, Candan, Unal, and Ercis (2013) carried out a study with the purpose of analyzing the relationship between consumption values and brand loyalty among young people using personal care products. 500 students of Kocaeli University, Turkey were chosen as the study population and 426 respondents were statistically selected. Canonical correlation analysis was used to identify the mutual and multiple relationships between consumption values and brand loyalty. It was revealed that there exists a statistically significant relationship between consumption values and brand loyalty among young people using personal care products.

In a similar vein, Suki and Suki (2015) conducted a study in Sabah, Malaysia with the objective of investigating the association of consumer consumption values with consumer environmental concerns regarding green products among light users, average

users, and heavy users. The study research design was a quantitative method and the research instrument was a questionnaire. Collected data were analyzed using correlation analysis and one-way analysis of variance using SPSS version 21. The results showed that statistically significant differences were observed among the light users, average users, and heavy users in terms of social value, epistemic value and functional value that influence consumer environmental concern regarding green products.

Similarly, Andleeb (2016) conducted a study in Lahore, Pakistan aimed at determining the relationship that exists between consumption values and brand loyalty of personal care products. 500 students of Punjab University were chosen and 100 copies of the questionnaire were evaluated. Mutual and multiple relationships between consumption values and brand loyalty were analyzed using Canonical correlation analysis. It was found that there exists a statistically significant relationship between consumption values (functional, epistemic, conditional, social and emotional) and brand loyalty.

Moreover, Goh, Suki and Fam (2014) conducted a study with the aim to explore a consumption values model for Islamic mobile banking acceptance and find out differences in perceived consumption values between Muslims and non-Muslims if any, towards the use of Islamic mobile banking services. In order to achieve this purpose, a sample of 183 respondents was studied through an online survey and the Partial Least Squares (PLS) method was employed to evaluate the model and test the hypothesis. The result of the study revealed that the consumption values model approach seems to have a stronger fit for Muslims than non-Muslims. Also, conditional value is more important in the non-Muslims compared to Muslims, while Muslims appear to appreciate emotional value more than non-Muslims.

Also, Rahnama (2017) conducted a study among Iranian women that consume organic yogurt. The objective of this study was to investigate the effects of consumption values (functional value, social value, emotional value, epistemic value, environmental value, Conditional value, and health value) on women's choice behavior toward organic yogurt. Data collected via the questionnaire were analyzed using structural equation modeling. The findings showed that functional value – quality, functional value – taste and functional value – price, conditional value, epistemic value, and health value have positive effects on choosing organic yogurt, while social value, emotional value, and environmental value have no significant effects on choice behavior towards organic yogurt.

Finch (2008) did an empirical study aimed at examining the nature of consumption values that distinguishes organic food buyers from non-organic food buyers. The study was anchored on the theory of market choice behavior. The study found out that market choices are antecedents of consumption values and that each dimension of consumption values contribute differential independently in any given choice or patronage situation.

Moreover, Salehi and Kazemi (2015) conducted a study with the aim to determine the factors influencing consumer choice behavior regarding green products based on the theory of consumption values. In order to achieve the objective, a descriptive survey was employed and 472 residents of Qazvin were randomly selected. Through the questionnaire, data were collected and analyzed using structural equation modeling (SEM). It was discovered that social value is the highest predictor of consumer choice behavior toward green products. Lin, Huang, and Wang (2010) carried out a study aimed at investigating the consumers' consumption values and choice behavior toward green products in order to provide

promotion/ sales advice for government, green groups and the green industry. For this objective to be achieved survey design was employed and a questionnaire was administered to consumers, including green consumers and those who may not have much ecological awareness yet. Five-point Likert scale was adapted to measure responses. The study focused on Taiwanese consumers, multiple regressions were used to test the proposed research model. It was revealed that emotional value, additional value, and epistemic value are a statistically significant effect on consumer choice behavior toward green products.

Moreover, Khan and Moshsin (2017) carried out a study in Pakistan with the objective of exploring consumer choice behavior for green products. The study population comprised customers who often patronize a monthly organic produce market in Lahore, Pakistan. About 400 respondents were sampled and a total of 280 respondents were the captive sample structural equation modeling was used to analyze the research model. It was shown that functional value-price, social value, conditional value, epistemic value, environmental value have a significant effect on green product consumer choice behavior while functional value- quality and emotional value have an insignificant effect on green product choice behavior.

More so, Lin, Huang, and Wang (2010) did a study in Taiwan with the broad objective to determine the factors influencing consumer choice behavior regarding green products and examine whether there are significant differences in consumption values and choice behavior between consumers with a variant outlook on environmental issues. Data collected by questionnaire survey were analyzed using one-way analysis of variance and multiple regressions. The study found that consumers with great environmental consciousness and concern support green products more, and portray greater willingness to choose them.

Furthermore, Bashir, Bayat, Olutuase and Abdul Latiff (2018) did a study with the aim of investigating the determining factors of consumer intention towards purchasing Halal food in South Africa. The study sample comprised 230 non-south African consumers that reside in Cape Town. Data were gathered via a self-administered questionnaire. Structural equation modeling (SEM) was used to identify relationships among the identified constructs and test their hypothesized relationships. It was revealed that there exists a significant relationship between awareness and buying behavior. Also, the attitude dimension of the theory of planned behavior had a significant relationship with purchase intention.

Vershneya, Pandey, and Das (2017) conducted a study with an attempt to investigate the impact of green consumption values and social influence on purchase intention for organic clothing. Data were collected from young adult Indian consumers through a structured questionnaire structural equation modeling (SEM) was used to test the hypothesized relationship of green consumption values and purchase intention for organic clothing. Also, social influence has no effect on attitude and organic clothing purchase intention. Obi- Nwosu et al (2013) carried out an empirical study to investigate the influence gender, social – economic class and education level have on the patronage of street foods in Anambra state. In order to achieve this objective, 242 street food consumers were studied in the three major cities of the state. The 3-way analysis of variance (ANOVA) revealed that gender, social- economic class and education level were not significant predictors of street food patronage, therefore, factors other than social-demographic factors could be considered by the street food consumers.

Furthermore, in Kumasi, Ghana, Mensah, Aidoo, and Teye (2013) conducted a study that was focused on analyzing street food consumption across various income groups.

A blend of simple, systematic random and stratified sampling was used to pick operational areas and respondents houses respectively. Multiple regression results showed that low-income groups spent a larger portion of their income on food. That education level and household size were significant at 1% with a negative association. Also, that gender and the amount of time spent away from home had a significant and positive relationship with street food consumption.

Also, Ayodele and Panama (2016) conducted a study that centered on the predictors of street food patronage in Anambra, Nigeria. A survey design was adopted and data were collected using a questionnaire from 245 respondents based on quota sampling. Multiple regressions result revealed that attitude, subjective norms, perceived behavioral control, food quality, and cultural influence are positive and significant in predicting street food patronage behavior.

Furthermore, in Thailand, Khoughtong, Abkarim, Othmen and Bolong (2015) conducted a study aimed at evaluating the level of consumers concern about the safety of street food and to identify the consumers individual factor that influence decision making process; to examine the effect of each variable on each stage of consumers decision making process from need recognition to purchasing; and post-purchase evaluation. A study sample of 1080 respondents was arrived at, and the hypothesized model was tested using structural equation modeling (SEM). It was revealed that all the stages of consumers' decision making have a statistical and significant effect on street food purchasing.

More so, Mensah, Aidoo, and Teye (2013) carried out an empirical study with the objective of analyzing the consumption of street food across various income groups in Kumasi, Ghana. Stratified, simple and systematic random sampling methods were

combined to select operational areas and respondents' houses respectively. Multiple regressions were employed to analyze the collected data and test the formulated hypotheses. It was found that low-income groups spent a larger portion of their income on food. Also, education level and household size were significant at 1% with a negative relationship with street food consumption while income was also significant at 5% with a negative relationship. Gender and time spent away from home also had a significant positive relationship with street food consumption at 1% level.

MATERIALS AND METHODS

The research design adopted by this study was the diagnostic research design. According to Kothari (2004), a diagnostic research design determines the frequency with which something occurs or its association with something else. He further posits that studies concerning that certain variables have an association with another variable(s) are examples of diagnostic research design. This research design was adopted because it suits the broad objective of this study which is to empirically investigate the influence of consumption values on street food patronage behavior. Also, a diagnostic research design was adopted because it is in congruence with the research philosophy adopted for this study – positivism; which supports data collection and interpretation based on quantifiable observations that lead to statistical analyses. The study population (unit of analysis) comprised persons that patronize sustainable street food in Anambra state, Nigeria. These persons were identified by visiting some sustainable street food joints in the metropolis and by asking the question of whether one eats sustainable street food or not. The study population is infinite because the researcher cannot establish a sampling frame for the population. This study adopted the non-probability sampling technique for this study. This is adopted because it is that sampling procedure which does not afford

any basis for estimating the probability that each item in the population is being included in the sample (Kothari, 2004). Also, the non-probability sampling technique was adopted since there is no sampling frame for the study. The type of non-probability sampling technique selected was quota sampling. This was chosen because it is a near-probability sampling technique and it involves the selection of potential respondents according to pre-specified quotas for either demographic features or specific behaviors though disproportionately (Okeke, Olise & Eze, 2012). Since the study population is infinite, the Cochran's formula¹ is used to estimate a sample of 350 used in this survey.

A questionnaire was adopted as the research instrument for this study. The questionnaire comprised a multiple-choice question and 5-point Likert-scaled questions. The questionnaire comprised two sections. Section A consisted of questions on the respondents' demographics while section B comprised questions on the independent variable (dimensions of consumption values), mediating variable (sustainable street food patronage intention) and the dependent variable (sustainable street food actual patronage). Question item on the dimensions of consumption values was adapted from the work of Rahnama (2017), question items on the sustainable street food patronage intention were adapted from the Booi-Chen and Peik-Foong (2012) while question items on sustainable street food actual patronage were adapted from the work of Ajzen (1991,2002). The validity of the research instrument was tested using convergent and discriminant validity while the internal consistency of the research instrument was tested using Cronbach's alpha coefficient test.

Structure Equation Modeling (SEM) was used to analyze the data and to test the hypothesized relationships among the

¹ Source: <http://www.surveysystems.com>

variables of the study. Structural Equation Modeling (SEM) is a statistical approach to testing hypotheses about the relationships among observed and latent variables (Hoyle, 1995 as cited by Cheny, Bolley, Paxton, Curran & Kirby, 2001). SEM is also a methodology that takes a confirmatory (i.e. hypothesis testing) approach to the analysis of a theory relating to some phenomenon (Curran et al., 2002). SEM includes path analytic model (PA), confirmatory factor analysis models (CFA), Structural Regression Models (SR) and Latent Change models (LC). This study adopted SEM because a confirmatory, hypothesis-testing approach to the study measurement data was employed; SEM also enables explicit modeling of measurement error in order to obtain unbiased estimates of the relationships between variables (Hipp & Bollen, 2003). More so, SEM has the ability to include both unobserved (latent) and observed (manifest) variables during analysis. This is in contrast with regression analysis and factor analysis which can only model observed (manifest) variables and only unobserved (latent) variables respectively. Lastly, SEM was adopted because it allows the modeling of complex

multivariate relations or indirect effects that are not easily implemented elsewhere.

Analysis

This section of the seminar concerns the presentation and analysis of the primary data collected in the course of the study and the instrument used for the primary collection is the questionnaire. Out of 350 copies of the questionnaire distributed, 274(78.3%) were returned as duly filled and usable questionnaires; thus, giving a captive sample size of 274 which was used in the analysis. This response rate is quite high and was informed by the fact that the researcher went and distributed the questionnaire himself with the help of some research assistants. Note that constructs are abbreviated as follows: FVT = Functional Value-Taste; FVP = Functional Value-Price; FVQ = Functional Value-Quality; SV = Social Value; CV = Conditional value; HV = Health Value; EMV = Emotional Value, ENV= Environmental Value; EPV= Epistemic Value, SSFAP = Sustainable Street Actual Patronage; SSFPI = Sustainable Street Food Patronage Intention. Items that merit removal are revealed by the reliability analysis which is shown below.

Table 1: Result of the Reliability test

Variables	Number of Items	Cronbach's Alpha
Conditional value	3	0.508
Emotional Value	3	1.00
Environmental Value	3	1.00
Epistemic Value	3	1.00
Social Value	3	1.00
Health Value	3	.707
Functional value-Quality	4	.572
Functional Value-Taste	3	1.00
Functional value-Price	4	1.00
Sustainable street Food Patronage Intention	3	0.673
Sustainable street Food Patronage	3	1.00

The table above contains information on the reliability of the nine independent variables, one mediating variable, and one dependent

variable. The Cronbach alpha as contained in the table are: conditional value: .580; emotional value: 1; environmental value: .1;

social value:1; epistemic value:1, Health value: 0.707. Functional value-price: 1, Functional value-taste: 1, Functional value-quality: 0.572, sustainable street food patronage intention: 0.673 and sustainable street food patronage: 1. The implication of this is that all the variables of this study did pass the reliability threshold of .6 and were reliable to test the proposed measurement data hence, none needed to be expunged.

Measurement Model and Model Fit Summary

In analyzing the data collected, the use of (1) measurement model and (2) structural model as recommended by Anderson and Gerbing (1998) were adopted. The measurement and structural models have constructs and measurement items that satisfy construct validity (i.e convergent validity). The structural model was adopted to modify the constructs in the measurement model and to show the regression weights of the constructs. Note that constructs are abbreviated as follows: FVT = Functional Value-Taste; FVP = Functional Value-Price; FVQ = Functional Value-Quality; SV = Social Value; CV = Conditional value; HV = Health Value; EMV = Emotional Value, ENV= Environmental Value; EPV= Epistemic Value, SSFAP = Sustainable Street Actual Patronage; SSFPI = Sustainable Street Food Patronage Intention.

Convergent Validity

To demonstrate convergent validity of the measurement model, we used Confirmatory Factor Analysis (CFA) to assessed item reliability, item loadings, composite reliability, construct validity, and error variance. The three conditions we used to assess convergent validity. The three conditions are, first, the CFA loadings indicate that all scale and measurement items are significant and exceed the minimum value criterion of 0.70. Second, each construct composite reliability exceeds 0.80. Third, each construct's average variance extracted estimate (AVE) exceeds 0.50. The results of CFA analysis suggest that the factor loadings for all major variables range between 0.7 and 0.93. Thus, our study indicates that most of the conditions for convergent validity as suggested and recommended by Fornell and Larcker (1981) and Bagozzi and Yi (1988) are met, thus convergent validity is confirmed.

Discriminant Validity

Also, in our study, we used the criterion that was a recommendation from Fornell and Larcker (1981) to assess discriminant validity. Fornell and Larcker (1981) argue that for discriminant validity to be met, the square root of AVE for each construct should surpass the correlation of that construct and any other constructs.

Table 2: Accuracy and Adequacy Analysis

Construct	Composite Reliability	AVE Value
CV	0.752	0.505
EmV	1.00	1.00
EnV	1.00	1.00
EpV	1.00	1.00
FVP	1.00	1.00
FVQ	0.783	0.646
FVT	1.00	1.00
HV	0.824	0.614
SV	1.00	1.00
SSFPI	0.759	0.613
SSFP	1.00	1.00

Note: AVE: Average Variance Estimate

The goodness of Fit Model

The overall fit statistics for the measurement model for 26 item goodness of fit statistics is summarized in the table below:

Table 3: Goodness-of-Fit Statistic	Structural Model
Degree of Freedom (df)	0
Minimum Fit function Chi-Square χ^2	405.244
SRMR	0.069
Normed Fit Index (NFI)	0.355
RMSEA	.271

Values from the table above for the measurement model's goodness-of-fit for constructing the proposed measurement model is determined. The value of RMSEA is .271 which indicates that the model has a contribution of error thus indicating less good fit model. NFI values are .355 which is below the recommended value 0.95. Thus, all the indicators of goodness of fit have an identified fit in the measurement model. The conclusion that can be drawn is that our

measurement model is not rejected and the majority of the indicators of goodness-of-fit are marginally accepted at best.

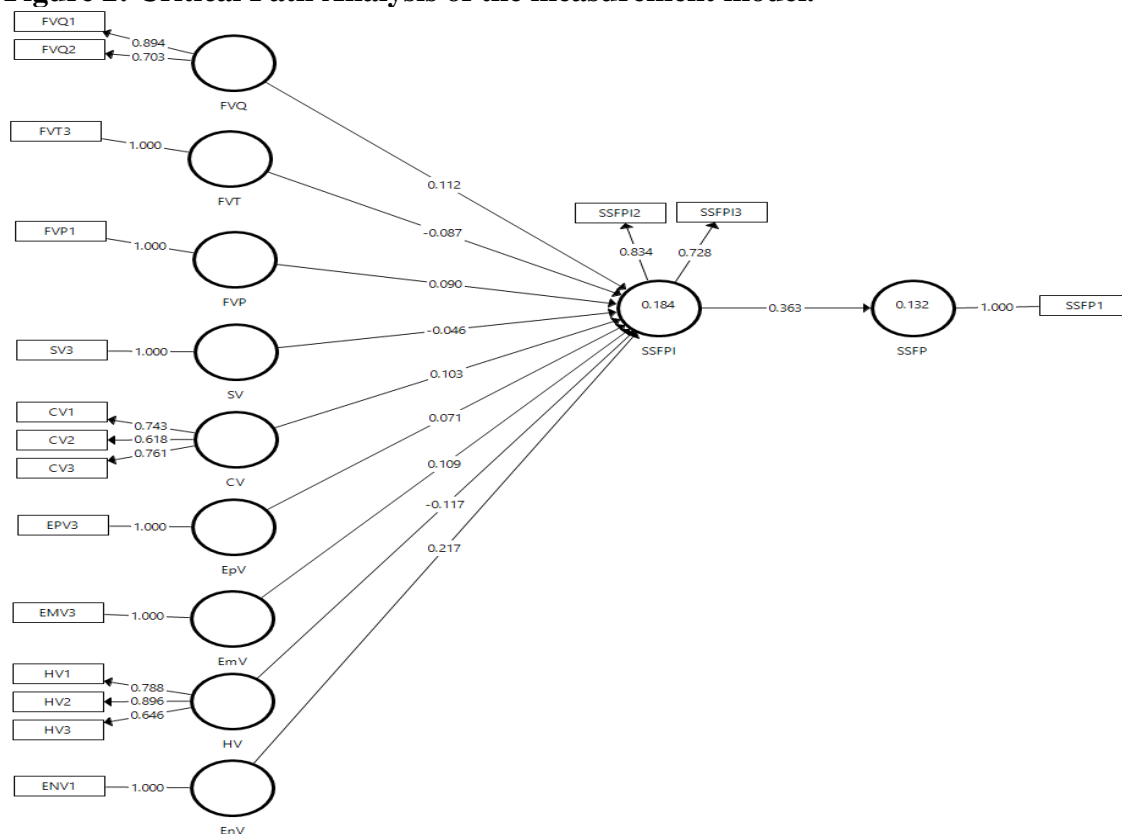
Hypotheses Testing and Structural Model

Table 4 and Figure 2 shows the model-fit measures that we used to assess the structural equation modeling's overall goodness of fit based on commonly accepted levels recommended by prior research (Chau and Hu 2001).

Table 4: Results of Structural Equation Model Analysis

Relationships	Hypothesis	S.E.	T	p	Rejected/ Supported
FVQ ← SSFPI	H _{1a}	.060	1.875	.061	Not Supported
FVT ← SSFPI	H _{1b}	.051	1.694	.091	Not Supported
FVP ← SSFPI	H _{1c}	.056	1.598	.111	Not Supported
SV ← SSFPI	H ₂	.055	0.83	.407	Not Supported
CV ← SSFPI	H ₃	.058	1.782	.075	Not Supported
EpV ← SSFPI	H ₄	.060	1.18	0.238	Not Supported
EmV ← SSFPI	H ₅	.062	1.763	.078	Not Supported
HV ← SSFPI	H ₆	.071	1.642	.101	Not Supported
EnV ← SSFPI	H ₇	.058	3.751	.000	Supported
SSFPI ← SSFP	H ₈	.049	7.429	.000	Supported

Figure 2: Critical Path Analysis of the measurement model.



Discussion

From the table above, it was found that there is no positive and significant relationship between functional value (quality), functional value (taste), functional value (price), social value, conditional value, Epistemic value, emotional value, health value and sustainable street food patronage intention in Anambra state. It shows that the data collected were not sufficient enough to show that there exists a positive and significant relationship between the dependent and the above listed independent variables. These findings are in contrast with the studies of Lee, Levy, and Yap (2015); Candan, Unal, and Eric (2013); Goh, Suki and Fam (2014) and Finch (2008) where they submitted that all the above-listed consumption values have a positive and significant effect on consumer market choice.

Nevertheless, the work of Burucuoghi and Erdogan (2016) asserted that social value has a negative effect on consumer choice or patronage; Gonclaves, Lourenco, and Silva (2016) also found out that functional value does not significantly influence consumer choice of product; Rahnama (2017) discovered that social value, emotional value do not have a significant effect on consumer' product choice. These findings are in consonance with the findings of this study that are stated above. However, Salehi and Kazemi (2015) had a divergent assertion that social value has a positive and significant effect on consumer patronage behavior. Hypothesis 7 revealed that there exists a positive and significant relationship between environmental value and patronage intention for sustainable street food. This finding is in support of the work done by Lee, Levy, and Yap (2015); Burucuoghi and Erdogan (2016); Candan, Unal, and Eric (2013), Goh, Suki and Fam (2014) and Finch (2008). Also, this study found out that sustainable street food patronage intention is a mediating factor for sustainable street food actual patronage (See hypothesis 8). This

finding is in support of the findings of Azjen (1991) that behavioral intention can influence actual behavior effectively and that willingness is a major predictive factor and behavioral intention is an important factor influencing actual behavior (Blue, Gopi & Ramayah as cited in Tsai, 2009).

Conclusions

Though this study did not have sufficient data to establish that consumption values holistically has a positive and significant effect on sustainable street food patronage behavior; it has established that environmental value has a positive and significant effect on sustainable street food patronage behavior and that sustainable street food patronage intention precedes actual patronage of sustainable street food. Thus, this study has provided empirical support that depending on the product or market, consumption values could either influence or not influence consumer patronage behavior. Importantly, this study has provided an insight into the different types of values that could influence consumers' choice (patronage) of sustainable street food in a tropical developing economy.

Recommendations

We recommend that street food vendors should prepare to serve food that sustainable in nature considering the environmental values that the consumers attached to patronizing them. Also, regulators and policy formulators in the food industry should create an enabling environment that will natural prompt street food vendors to send more sustainable food since the awareness is increasing. More so, there should be a sensitization program on the part of the environmental protection agency on the need to patronize sustainable street food instead of unsustainable or factory-made street food that the packages could cause environmental pollution.

Limitations of the Study

Since we do not know the numbers of sustainable street food consumers with exactitude, we do not know to what extent the sample is representative of the population and cannot, therefore, generalize the findings to all sustainable street food consumers. The questionnaire used in this study comprised closed-ended questions, which implies that respondents were not allowed to explain their answers. All information in this study were self-reported and cannot be validated against objective external data. Moreover, the study has a regional bias because the unit of analysis was sustainable street food consumers in Anambra state. Also, in comparison of the total population of Anambra State to sample size of the study, this shows that the smallness of the sample would not allow for the generalisability of the findings.

Suggestions for Further study

The present study employed positivism as the research philosophy, this limited the study to only quantitative research; further studies could use pragmatism which will allow the use of both qualitative and quantitative research. More so, the present study looked at food (sustainable street food); subsequent studies may study other sustainable products other than food, like sustainable energy products, sustainable fashion, etc.

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