Does Food Consumption Habits Have an Effect on Menu Choice? A Study on Hotel Customers in Star-Rated Hotels in Nakuru County, Kenya

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Abstract:

Purpose: *This study aimed to assess the influence of healthy food consumption habits on menu choice among customers in star-rated hotels in Nakuru County, Kenya. The study was guided by the Food Choice Process Model and the Theory of Planned Behaviour.*

Material/methods: *The study adopted an exploratory research design. Data were collected using a closed-ended questionnaire and analysed using the Statistical Package for Social Sciences (SPSS) version 26.0. Hypotheses were tested at $p \leq 0.05$.*

Findings: *Healthy food consumption habits explained 15.8% of the variation in customer menu choice. Further, healthy food consumption habits ($\beta = 0.398$, $p = 0.000$) had a positive and statistically significant influence on customer menu choice.*

Conclusion*: The study concludes that healthy consumption habits are shaped by seasonal availability and demand for fresh foods on menus, as consumers increasingly pay attention to diet and health. Traditional or indigenous foods are receiving growing attention due to increased awareness of their potential contribution to better health and sustainable diets. Customer menu choice is important for shifting consumption habits and shaping healthier behaviours.*

Value: *The study provides empirical evidence that healthy food consumption habits significantly influence menu choice among customers in star-rated hotels in Nakuru County, Kenya. It offers practical guidance for hotel managers to align menus with health-oriented preferences by incorporating seasonal fresh options and traditional/indigenous foods.*

Keywords*: Menu; Food consumption habits; Menu Choice; Star-Rated Hotels; Customers*

Paper Type: *Research Article*

1. Introduction

In the hotel industry, competitive advantage is fostered by skilled or experienced competent personnel who provide quality products and services at reasonable prices to customers through Menus (Jawabreh, *et al.,* 2018). Eateries that promote the

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consumption of diverse meals and snacks are visited by Customers who seek an out-of-home environment (Vadiveloo, *et al.,* 2017). For a repeat experience for customers, it is the responsibility of Eateries to use food to build return patronage (Jin, *et al.,* 2017). Conversely, meals consumed out-of-home have been associated with an increased intake\ of food in large quantities (Cohen & Story, 2014) that are high in calories and have low nutritional value (Ahn, *et al.,* 2015). Such a diet exposes customers to an increased risk of weight gain and/or obesity (Mohammadbeigi, *et al.,* 2018).

Customer health is effectively influenced by appropriate intake of dietary nutrients (Bian, *et al*., 2013). In 2020 alone, the Global Nutrition Report (GNR, 2020) indicated that nearly 13.1 percent or 677.6 million of the world's populace were obese. The majority of these persons reside in urban areas where foods of choice are convenient. Due to lack of time for food preparation at home (Horst, *et al*., 2011), these persons consume meals in eateries where such foods are commonly prepared with high fats and sugar (Chen, *et al*., 2018) Today, most women spend a significant amount of time working in paid labour, leading to a decline in the frequency of home cooking (Cawley & Liu, 2012). Nevertheless, the main barrier to healthy eating in restaurants is the inconsequential quality of menu items, which can even vary between similar foods served in different restaurants (White, *et al*., 2016). Today customers are more concious about their meals (Jin, *et al*., 2017), resulting in a shift towards diets believed to improve health, prevent diseases and enhance the quality of life (Ali & Rahut, 2019).

In response, hotels have made efforts to display their food preparation and cooking methods on the menu. Some of these are prepared from scratch, steamed, smoked, roasted and deep fried (Din, *et al*., 2012). In addition, hotels also provide fruits and vegetables in salads and sandwiches (Chen, *et al*., 2018). However, these activities have created an environment for customers to select foods based on cuisine (Beltran & Romero, 2019). Similarly, regulatory authorities in countries such as Malaysia (Din, *et al*., 2012) and Thailand (Suvittawat, *et al*., 2019) have enacted laws for the disclosure of calorie information in menus (Wisdom, *et al*., 2013). On the contrary, this has merely led to the consumption of energy-balanced diets (Turkistani & Saaty, 2020). Provenance has resulted in trends to introduce health-focused options such as grilled, but not roasted (Cichy & Wise, 1999), prepared in oil, but not fat, and low in cholesterol (Rodgers, 2010), organic or seasonal and farm fresh food products including whole fruits, vegetables and cereals in the menu (Suvittawat, *et al*., 2019

2. Theoretical Framework

Choice Process Model and Theory of Planned Behaviour was used to comprehend how people make food choices. The most widely accepted theory to predict customer choices in the menu is the Food Choice Process Model developed by Furst, *et al*., (1996), as cited in Gorton and Barjolle (2013). This model incorporates the life course, influences, and personal systems into a comprehensive framework for identifying and highlighting potential elements influencing food choices (Chen & Antonelli, 2020). The model asserts that choice is constructed by thoughts, feelings, and individual actions as people progress through a life course, resulting in a set of influences. Influences are ideals or beliefs that set expectations and standards to provide reference points for judging and evaluating food choices. This model also includes tangible and intangible resources, social frameworks, and a food context considering the physical environment and supply. These factors shape personal systems reflecting on what is salient to

individuals based on needs and preferences, as well as conscious and unconscious negotiations that may ensue in food-related decision-making situations. The model guided this study to achieve its objective by employing the elements of affordability, acceptability, and sensory appeal to establish customer menu choice decisions (Guine, *et al.*, 2020) and sensory appeal (Moura, *et al.*, 2020).

Icek Ajzen's Theory of Planned Behavior (TPB) is a significant theoretical framework that includes beliefs and attitudes to determine human behaviour (Ajzen, 1991). TPB is based on individuals' intention to perform a particular behaviour (Ajzen, 2002), which is determined by an attitude towards a conceived thought, subjective norms, and perceived behavioural control (Ajzen, 1991). McDermott, *et al.* (2015) assert that the TPB variables strongly correlate with the intention and behaviour to make healthy food choices. The theory depicts psychological factors that influence individuals' behaviour and has been useful in understanding customers' intentions toward consuming healthy foods. For instance, the increased consumption of fruits, vegetables, and whole-grain cereals is driven by nutritional knowledge (Ali, *et al*, 2020). This factor is thought to significantly influence menu choice decisions to meet the body's nutritional requirements and maintain a healthy weight (Eze, *et al.*, 2017) and predict customers' intentions to eat healthy foods (McDermott, *et al.*, 2015).

3. Literature Review

Customer Menu Choice Decisions

Customer menu choice decision is a complex process influenced by several factors. For instance, a study by Szalonka, *et al.* (2021) on assessing food choices and their impact on health and the environment, established that low consumption of meat or gluten-containing products and high intake of fruits, vegetables, and fish plays a remarkable role in healthy functioning of individuals. However, customer acceptability of the menu is directly proportional to the level of interaction with the food (Maina, 2018). In that respect, Ahn *et al.* (2015) assert that food beliefs and attitudes formed during childhood impact children's eating habits due to social and cultural interactions, as parents and caregivers have an undeniable influence from birth. Customers who are unfamiliar with a type of food may experience fear and avoidance (Boccia, *et al.*, 2018) when making food choice decisions.

Okoro, Musonda and Agumba (2017) evaluated the influence of nutrition determinants on construction workers' food choices. The researchers concluded that customer menu choice decisions are significantly affected by socio-demographic variables of age, gender, social belonging, friends and family traditions. This notion is also supported by Konttinen, *et al.* (2021), who stated that females, older subjects, those with higher education and those from higher social classes are more likely to value healthy eating. Furthermore, age strongly influences customer health status, as consumption habits within respective age groups influence menu choice decisions (Szalonka, *et al.*, 2021). Therefore, the acceptability or rejection of foods on a menu is considered multidimensional because it varies and changes across individuals in different groups, time periods and contexts (Maina, 2018). Food choice is directly proportional to interaction with the customer at any given time. Thus, customer menu choice decisions are a prerequisite for shaping healthy behaviours (Szalonka, *et al.*, 2021).

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Cost of food and customer income are important motivators influencing customers' willingness to pay for menu items (Moura, *et al*., 2020). Customers of higher socio-economic status are motivated by ideological facts that help them gain and maintain social identity (Okoro *et al*., 2017). In contrast, those of lower socio-economic status are motivated by prices, familiarity and convenience (Kaya, 2016). Hence, price is essential in menu selection, especially for low-income customers. For example, in up-scale restaurants, customers are willing to pay a higher price for food quality, whereas in fast-food restaurants, service quality, particularly speed of service, is the most important influence that customers are willing to pay for (Bujisic, *et al*., 2014). Besides, in fine dining restaurants, price is least considered because customer relations are the most important (Chiciudean, *et al*., 2019). Similarly, a statistically significant relationship exists between income and customer menu choice decisions. For instance, Jawabreh *et al*. (2018), posit that precise eye movement on restaurant menus focusing on one item at first sight sets the standard that influences customers' psyche.

Influence of Healthy Food Consumption Habits

Customers' food intake behaviours are heavily influenced by their eating environment. For example, the availability and accessibility of healthy foods, the frequency of consuming family meals, and parenting practices have an impact on consumption habits (Faught, *et al*., 2016). Equally, urbanization has separated a large part of the world populace from direct agricultural production, leading to changes in consumption habits (Hawkes, *et al*., 2017). Previously, Horst, *et al*., (2011), noted that a significant number of urban households consume fewer foods prepared at home due to lack of time, skills and cooking knowledge. Similarly, most women spend the better part of their day in paid labour, which promotes a decline in the frequency of home cooking (Cawley & Liu, 2012). Thus, the convenience of fast foods is an appealing factor in enhancing their consumption (Zagorsky & Smith, 2017). In addition, customers are attracted to the taste of foods that are often high in fats, sugar and salt (Rudelt, *et al*., 2013).

Food consumption habits have evolved with customer concerns for healthy menus to protect them from diseases (Ali & Rahut, 2019). This is on the realization that diets high in saturated fats and sodium and low nutritional value expose individuals to an increased risk of weight gain and/or obesity (Mohammadbeigi, *et al*., 2018). Lifestyle changes and attention to healthier diets among customers are shaping the hospitality industry. Notably, there has been a heightened demand for natural products and the reemergence of traditional or indigenous foods in hotel menus (Gakobo & Jere, 2016). Traditional foods are thought to be fresh and nutritious (Sharma, Moon, & Strohbehn, 2014). Thus, they have received global attention with increased levels of awareness among customers on their potential to contribute to better health and sustainable diets (FAO, 2013). Trafialek, *et al*., (2020), emphasize that the origin of foods, visual attraction and freshness impact on consumption habits of customers in food outlets.

Customer preference is the most vital predictor of hotel or restaurant menu choice decisions (Glabska, *et al*., 2021). Preferences are developed from expectations, experience, attitudes and beliefs that influence the choice of foods throughout life since the selection of sweetness and aversion to bitter or sour tastes are present in humans from the early stages of life (Szalonka, *et al*., 2021). Therefore, the taste is the most important motivator for food preference, with healthy foods coming in second because

it is not always a viable option for those with limited budgets due to their socio-economic factors (Menghini, *et al*., 2020). In contrast, new food products may gain customer acceptance through repeated exposure (Caton, *et al*., 2013). Moreover, customers' biological differences in basic tastes and food liking result from learning experiences acquired during childhood and throughout their lifespan (Monterrosa, *et al*., 2020). Equally, parents shape the environment in which their children encounter meals by providing and encouraging or restricting and rewarding with foods (Vaughn, *et al*., 2016). Thus, the study hypothesized that:

H1   There is significant relationship between food consumption habits and menu choice decisions   among customers in star-rated hotels in Nakuru County, Kenya

4. Methodology

The research was carried out in Nakuru County, Rift Valley Region, Kenya, using an explanatory research approach. The sample population was calculated using the Central Bank of Kenya (CBK) statistics on hotel occupancy rate as of March 2022 of 43.8 percent (CBK, 2022) of the 19 star-rated hotels in Nakuru County, Kenya. A sample size of 265 customers was chosen using Yamane's (1967) formula, as applied by Kent and Myers (Kent & Myers, 2008). This study focused on customers because they were aware of their levels of engagement with hotel service providers and could provide feedback on the relationship between the study variable for purposes of generalization. Each star-rated hotel was represented based on the number of customers and simple random sampling techniques employed as it permitted the study to apply descriptive and inferential statistics (Saunders, *et al*., 2018). Data was collected using a closed-ended questionnaire, and items used a 5-point Likert scale. Data was analyzed using Statistical Package for Social Sciences (SPSS) software version 26.0. The regression model is as follows:

$$y = \beta_o + \beta_1 X_1 + \varepsilon$$

`Where:
Y = Menu Choice Decisions, β_0 = Intercept when x is zero, X_1 = Food Consumption Habits
ε = Error term

5. Results And Discussions

A total of 265 structured questionnaires were distributed to customers of star-rated hotels in Nakuru County, Kenya, out of which 211 questionnaires were filled and returned. Twenty-three (23) questionnaires were discarded because they were incomplete or lacked responses, leaving the researcher with 188 correctly filled questionnaires. This represented a response rate of 70.9 percent, which was considered adequate to draw conclusions for a study. Rea and Parker (2014), posit that a response rate of 50 percent and above is adequate for analysis; 60 percent is good, and 70 percent and above is very good.

Sample Characteristics

The findings on the demographic characteristics of respondents are presented in Table 1. The results show that many respondents were males (57.4%), with females making

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up 42.6% of respondents. This suggests that males make up a large population of customers likely to eat out of their homes. According to the findings, many respondents (39.9%) were between the ages of 41 and 50, indicating that most customers were over 40 years old. The results also show that more respondents (60.1%) had attained a university education. Thus, customers with good education could comprehend the purpose of the study and correctly interpret the questionnaire. Moreover, 39.9% of the respondents had visited star-rated hotels 16 times or more. This imply that most customers had experience dining in star-rated hotels. The main reasons for visitation were business or work-related activities (35.1%), with a smaller percentage (3.2%) indicating that they did not have time to cook. This suggests that these respondents were able to provide valuable insights for the study.

Table 1   Demographic Characteristics of Respondents

Variables	Categories	Frequency	Percentage
Gender	Male	108	57.4
	Female	80	42.6
Age	20-30 Years	16	8.5
	31-40 Years	58	30.9
	41-50 Years	75	39.3
	51-60 Years	39	20.7
level of Education	Certificate	34	18.1
	Diploma	41	21.8
	Bachelors	84	44.7
	Post-Graduate	29	15.4
Occupation	Unemployed	24	12.7
	Employed	102	54.3
	Self-employed	62	33.0
Number of visits to a star-rated hotel	First Time	16	8.5
	Below 5 Times	8	4.3
	6-10 Times	28	14.9
	11-15 Times	61	32.4
	16 Times and More	75	39.9
Main reason for dining	Special occasion	29	14.4
	Holiday visit	8	4.2
	Family gathering	49	26.1
	No time to cook	6	3.2
	Normal dining/dating	30	16.0
	Business/Work-related	66	35.1

Customer Menu Choice Decisions

The study conceptualized that food consumption habits could affect consumers' menu choice decisions. To this end, six questionnaire items were used to explore menu choice decisions amongst customers in star-rated hotels in Nakuru County, Kenya. Table 2 shows that the respondents agreed that they choose food with good quality to value at 79.8% (M = 4.21, SD =.758) and are willing to pay more for organic food products offered on the menu at 75% (M = 4.16, SD =.798). These results demonstrate that customers are of the opinion that organic foods form healthier choices amongst hotel customers. Earlier, Jo, *et al*. (2016) indicated that customers are willing to pay more for

organic foods because they believe they are healthy food choices. Moreover, the respondents agreed that they choose foods based on their origin or social-cultural background at 79.8% (M = 4.18, SD =.745) and what their family and friends prefer on the menu at 87.8% (M = 4.18, SD =.714). This implies that cultural values influence menu choice decisions. Chen and Antonelli (2020) concluded that social norms and attitudes of group members, such as friends and family, influence menu choice decisions. Similarly, the respondents considered appearance or colour variation at 75% (M = 4.13, SD =.837) and good aroma or flavour at 75.6% (M = 4.20, SD =.820) in their menu choice decisions. This means that sensory appeal affects consumer menu choice decisions. These findings summed up to an average mean of 4.25. These findings align with those previously reported by Trafialek, *et al.* (2020), who established that menu choice decisions in food outlets are influenced by the origin of foods, aesthetic appeal, and flavour.

Table 2   Customer Menu Choice Decisions

Response item		SD	D	UD	A	SA	M	Std Dev
I choose food that has good quality to value	F	0	0	38	72	78.4	4.21	.758
	%	0.0	0.0	20.2	38.3	41.5		
I am willing to pay more for organic food products offered on the menu	F	0	0	47	64	77	4.16	.798
	%	0.0	0.0	25.0	34.0	41.0		
I choose to eat foods from my origin or social-cultural background	F	0	0	38	78	72	4.18	.745
	%	0.0	0.0	20.2	41.5	38.3		
I select foods that other family members and friends prefer on the menu	F	0	1	31	90	66	4.18	.714
	%	0.0	0.5	16.5	47.9	35.1		
I consider appearance and colour variation in my food choice	F	0	4	43	66	75	4.13	.837
	%	0.0	2.1	22.9	35.1	39.9		
I choose and eat foods that I consider to have good aroma or flavour	F	0	1	45	58	84	4.20	.820
	%	0.0	0.5	23.9	30.9	44.7		
Average Mean							**4.25**	.807

SD-Strongly Disagree, D-Disagree, UD-Undecided, A-Agree, SA-Strongly Agree. n=188

Food Consumption Habits

The study sought to determine the influence of food consumption habits on menu choice decisions using six questionnaire items (Table 4.6). The respondents (93%) agreed that star-rated hotels offering foods that are fresh and in season. The item scored a mean of 4.48 and a standard deviation of (0.616), indicating that the customers have knowledge of foods available during different seasons. In contrast, 29.8% of respondents were undecided on usually eating fast foods. This item obtained a mean of 3.71 and a standard deviation of (0.994), which demonstrates that customers are aware of foods that are hazardous to their health.

Lastly, the majority of customers (89.9%) agreed that they value indigenous food products in their food selection, that star-rated hotels offer a variety of natural or local foods on their menus (91%), that they prefer food items high in fibre and low in fat (93.1%), and that they prefer foods without additives or preservatives (86.8%). The items realized means of .4.35, 4.47, 4.44, and 4.43 with standard deviations of (0.672, 0.657, 0.638, and 0.716), respectively. These findings reveal that consumers desire natural products or foods free of additives or preservatives. These results summed up to an average mean of 4.31.

Table 3 **Influence of Food Consumption Habits on Menu Choice Decisions**

Response item		SD	D	UD	A	SA	M	Std Dev
The hotel offers foods that are fresh and in season	F	0	0	12	73	103	4.48	.616
	%	0.0	0.0	6.4	38.3	54.8		
I usually eat foods that are convenient and readily available	F	0	24	56	59	49	3.71	.994
	%	0.0	12.8	29.8	31.4	26.1		
I value indigenous food products in my food selection	F	0	1	18	84	85	4.35	.672
	%	0.0	0.5	9.6	44.7	45.2		
The hotel offers a variety of natural/local foods on the menu	F	0	0	17	66	105	4.47	.657
	%	0.0	0.0	9.0	35.1	55.9		
I prefer food items high in fibre and low in fats on the menu	F	0	1	12	79	96	4.44	.638
	%	0.0	0.5	6.4	42.0	51.1		
I prefer foods without additives and preservatives	F	0	0	25	58	105	4.43	.716
	%	0.0	0.0	13.3	30.9	55.9		
Average Mean							**4.31**	.824

Linear Regression Analysis (Test of Hypothesis)

Table 4 presents the results of the linear regression analysis conducted to examine the relationship between food consumption habits and menu choice decisions among customers in star-rated hotels in Nakuru County, Kenya. The model yielded an R value of 0.398, indicating a moderate positive relationship between food consumption habits and menu choice decisions. The coefficient of determination ($R^2 = 0.158$) shows that food consumption habits explain 15.8% of the variation in menu choice decisions, while the remaining 84.2% is attributable to other factors not included in the model. The adjusted R^2 of 0.154 further confirms the model's explanatory power after adjusting for degrees of freedom.

The overall model was statistically significant, as evidenced by an F-statistic of 34.972 ($p = 0.000$), indicating that food consumption habits significantly predict menu choice decisions. Regarding hypothesis testing, the regression coefficient for food consumption habits was positive and statistically significant ($\beta = 0.398$, $p = 0.000$).

This result leads to the acceptance of hypothesis (H₁), which stated that there is significant relationship between food consumption habits and menu choice decisions. The positive beta coefficient implies that an improvement in food consumption habits leads to a corresponding increase in favorable menu choice decisions among customers. This finding aligns with behavioral explanations that food choices are shaped by long-standing lifestyle patterns, cultural orientation, and taste preferences developed from early life stages, such as preference for sweetness and aversion to bitterness (Szalonka *et al.*, 2021). Consistent with this result, Nemeth, Rudnak, Ymeri, and Fogarassy (2019) found that consumers strongly prefer familiar and culturally embedded foods, particularly those perceived as fresh and natural, further reinforcing the influence of food consumption habits on menu selection decisions.

Table 4. Linear Regression Analysis

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
(Constant)	2.056	0.360		5.718	0.000
Food Consumption Habits	0.492	0.083	0.398	5.914	0.000
Model Summary					
R	0.398				
R Square	0.158				
Adjusted R Square	0.154				
Std. Error of the Estimate	0.4137				
ANOVA					
F stat	34.972				
F prob	0.000				

a. Dependent Variable: menu choice decisions

6. Discussion

This study sought to examine the influence of food consumption habits on menu choice decisions among customers in star-rated hotels in Nakuru County using six questionnaire items. The regression results demonstrated that food consumption habits have a positive and statistically significant influence on menu choice decisions. This finding confirms that customers' dietary lifestyles and eating patterns play a meaningful role in shaping their menu selection behavior within hotel settings. The results further revealed that customers increasingly prefer foods that are fresh, natural, and locally available, prompting hotels to align their menus with these consumption habits. This aligns with earlier findings that consumer eating habits are dynamic and influenced by health consciousness, with seasonal availability significantly affecting food choices, particularly among health-oriented consumers (Wongprawmas *et al.*, 2021). The positive relationship observed in this study suggests that hotels responding to these preferences through the provision of fresh and seasonal foods are more likely to influence favorable menu choice decisions. In contrast, the findings also highlight concerns associated with reliance on convenient or readily available foods. While such foods may appeal to time-constrained consumers, excessive dependence on convenience foods is associated with lower nutritional value and higher levels of

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saturated fats and sodium, increasing the risk of weight gain and diet-related health problems (Ahn *et al*., 2015). This underscores the importance of balanced menu offerings that accommodate convenience while promoting healthier food options.

Additionally, the study established that a majority of customers value indigenous and natural foods, prefer menu items that are high in fibre and low in fats, and favor foods prepared without additives or preservatives. This reflects broader lifestyle and dietary shifts toward healthier eating patterns, which continue to reshape the hotel industry. Similar trends have been observed in previous studies, which note the growing incorporation of indigenous and natural food products into hotel menus as consumers become more aware of their nutritional and health benefits (Gakobo & Jere, 2016; FAO, 2013). Overall, the findings suggest that aligning hotel menus with evolving food consumption habits not only enhances customer satisfaction but also strengthens menu choice decisions, reinforcing the strategic importance of health-oriented and culturally relevant food offerings in the hospitality sector.

7. Conclusion

The study concludes that food consumption habits significantly influence menu choice decisions among customers in star-rated hotels in Nakuru County. Customers' preferences are increasingly shaped by seasonal availability and a growing demand for fresh, natural, and healthy food options, reflecting heightened awareness of the relationship between diet, health, and sustainability. Traditional and indigenous foods have gained global recognition for their nutritional value and contribution to sustainable diets, and this shift in consumer awareness has influenced hotel menu offerings. Overall, customers' menu choice decisions both reflect and reinforce evolving consumption habits, playing a critical role in promoting healthier eating behaviors within the hospitality sector.

8. Recommendation

Based on the findings, hotel management should deliberately integrate traditional and indigenous foods into their menus to support healthy consumption habits and meet evolving customer preferences. Emphasis should be placed on offering fresh, natural food options that are high in fibre, low in unhealthy fats, and prepared with minimal additives or preservatives. Additionally, hotels should periodically review their menus to align with seasonal food availability and emerging dietary trends, thereby enhancing customer satisfaction, promoting healthier choices, and strengthening competitive advantage.

9. Future studies

The study was conducted among customers in star-rated hotels in Nakuru County, Kenya. Future studies should be conducted in other towns and counties to enhance the generalizability of the findings across different geographical and socio-economic contexts. In addition, further research should extend to small and medium-sized hotels, budget hotels, and other hospitality establishments, as consumer characteristics and menu preferences may differ from those observed in star-rated hotels. Future studies

may also incorporate additional explanatory variables such as pricing, service quality, cultural influences, dietary restrictions, and marketing strategies to account for variations in menu choice decisions not explained in the current study. Moreover, adopting longitudinal or mixed-method research designs could provide deeper insights into how food consumption habits and menu preferences evolve over time in response to changing health, lifestyle, and sustainability trends.

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