

Applying The Extended Theory of Planned Behaviour to Predict Street Food Patronage Behaviour: A Literature Review

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Abstract: *This paper aims to develop an integrative conceptual framework for predicting street food patronage behaviour in a typical emerging economy setting. Extant literatures reveal that the theory of planned behavior (TPB) is the most widely used theory to explain patronage behavior in food marketing literature but few studies have extended the theory to accommodate other variables and investigate the nexus among these variables especially on Street Food Patronage (SFP) from an emerging economy like Nigeria. Also, the existing frameworks and models developed in advanced economies may not be suitable for developing street food patronage behavior in Nigeria because of its peculiarities. The major importance of this study is to make available a comprehensive and robust framework for prospective researchers in this area, which will guide and direct their studies. The framework is premised on five key constructs- attitude, subjective norm, perceived behavioral control and past behavior. More so, the proposed SFP conceptual framework is capable of providing insight for developing food marketing-related policies.*

Keywords: street food patronage behavior, theory of planned behavior, attitude, subjective norms, perceived behavioural control, past behavior, patronage intention, actual patronage.

INTRODUCTION

The theory of planned behavior (TPB) is one of the most widely applied theory in behavioural and consumer research. Since the theory was developed by Ajzen in 1988, its application has caught across various fields of

studies. Looking at the rationale behind the development of this theory, it reveals that it was developed to address the deficiencies of the theory of reasoned action (TRA). Ajzen noticed that the TRA was related to voluntary behavior but behavior seems not to be 100% voluntary and under control. According to Ajzen, the best predictor of behavior is intention- the cognitive representation of a person's readiness to perform a given behavior and this is considered to be the immediate antecedent of behavior. A large number of studies have adopted this theory to explain consumer behavior from different perspectives. Studies also differ in their methodologies and findings since different products and consumers are studied at every point in time. More so, due to the importance and prevalence of street food in sub-saharan Africa, there is need to identify a few, key predicting factors which can be used to predict street food patronage behavior and also show the nexus among the identified predictors. In order to achieve this, a literature review is carried out, comprising major studies that have identified the predicting factors of street food patronage by applying the extended theory of planned behavior. The literature review will aim at developing an integrative conceptual framework based on the theory of planned behavior for predicting street food patronage behavior in a typical sub-saharan African context. Fundamentally, this literature review aims at providing a direction to scholars who wish to study food patronage behavior but may find it difficult to develop a comprehensive and robust conceptual framework to guide their study. Five key predictors have been identified leading to actual patronage behavior. The predicting factors are elaborated in terms of their conceptualization, the nexus among them, why they may be considered a predicting factor and how they are measured.

An Overview of Street Food

Various attempts have been made to define them, but the most widely cited definition is that of FAO: "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" (FAO 1989). The central characteristic of street foods in this definition is their retail location, that is "on the street." The Equity Policy Centre's definition of street foods included all foods that could be eaten at the point of purchase (EPOC 1985 as cited in Cohen, n.d). They include both those eaten on the spot as well as those bought for inclusion in the family meal or to be eaten later as a snack. To differentiate street food vendors from formal sector food establishments, such as restaurants, the Equity Policy Center (EPOC) adds the further qualification that street foods are sold on the street from "pushcarts or baskets or balance poles, or from stalls or shops having fewer than four permanent walls" (Tinker 1987 as cited in Draper, 1996). For the purposes of this discussion, the term is taken to refer to food items, whether prepared on or off the street, including beverages. Typically, for example, tempe, fried or boiled soya bean cake food, is widely consumed in Indonesia, and yoghurt, better known as lait caille, in Senegal, is bought to be eaten immediately or for later consumption at home (Cohen,n.d) . In Nigeria, fried yam, roasted yam and plantain are widely consumed, and soya milk and zobo are commonly bought on the street. Both processed and unprocessed foods can be included under the rubric of street foods. According to Cohen (n.d), in the Philippines, Indonesia and Senegal at least.75% of vendors process some or all of the food they sell; in Bangladesh 42% of the vendors transform their stock. Explicit in this definition of street foods was the requirement that street foods be sold from a cloth on the ground, from carts or out of shops with fewer than four permanent walls. Recent work suggests that in some countries it is appropriate to include four-walled gargotes or cook-shops. Such simple restaurants provide the same low cost food and can be clearly distinguished from the more capitalised and formal sector food provision establishments (Barth & Kuo 1984 as cited in Cohen,n.d).The physical characteristics of the street food establishment have tended to place this

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activity in the category of the informal distributive and services sector. However, while some street food enterprises are essentially food catering establishments, others are involved in the more productive activities of transforming the raw ingredients into processed foods. Identifying this 'processing' aspect of the street food trade is important since it acknowledges the role of some of the enterprises as part of the traditional food processing sector. Whether the cooking of cereals into varieties of porridge such as millet based bouille or bubur ketan hitam, a black glutinous rice porridge consumed in Indonesia, the preparation of these foods can be likened, albeit on a much smaller scale, to the production process involved in the large scale manufacture of cereals such as Weetabix or Rice Krispies.

Behavioral (Patronage) Intention

According to Oliver (1997), behavioral intention is defined as an affirmed tendency to engage in a certain behavior. It can be grouped into two categories (Smith, Huangstvedt & Petty, 1994 cited in Booi-Chen & Peik-Fong, 2012), economic behavior intentions such as repeat purchase behavior, readiness to pay more and switching behavior (Anderson & Mittal, 2000). Ajzen (1991) defines intention as a person's subjective probability of performing a behavior. It shows the willingness of an individual to participate in a certain act. Measuring behavioral intention could be done using such indicators as the intention to eat at a local food vendor, a positive word-of-mouth and the readiness to recommend. Intention is said to be the cognitive representation of a person's willingness to perform certain behavior or action, and it is considered to be the immediate antecedent of behavior (Ajzen, 1991). The intention is based on attitude towards the behavior, subjective norm and perceived behavioral control, with each prediction weighted for its importance in relation to the behavior and population of interest (Ajzen, 1991). That is, if a customer has a positive attitude, the support of the significant others and the requisite resources to perform or carry out a behavior but the subjective willingness to perform the action is lacking, the actual behavior may never take place.

Consumer Patronage (Actual)

The customer is as old as business. The sole purpose of every business is to "Create Customer" (Drucker, 1973 as cited in Ogwo & Igwe, 2012), adding more Drucker (1973 as cited in Ogwo & Igwe, 2012) opined that the only economic and social justification existence of any business existence is to create customer satisfaction. The importance of the customer and customer patronage is so germane. It includes financial and non financial dimensions. Various studies have been carried out on what influences or impacts on level of customer patronage. They include- firm's capability, product or services attributes, economic situation, political forces, social and psychological factors, situational, competition, marketing mix programs (Schiffman & Kanuk 2009 as cited in Ogwo & Igwe, 2012; Kotler & Keller 2006). Experience shows that defining and measuring patronage is a difficult task. Attitude and actual usage patronages have been used as measures of customer patronages (Ogwo & Igwe 2012). Dick and Basu (1994) precisely suggested that favorable attitude and repeat purchase were pre-requisites to defininig patronage. Intention to use is defined as a specific desire to continue relationship with a service provider (Czepiel & Culmore, 1987 as cited in Ogwo & Igwe, 2012). Attitudinal measures have an advantage over behavioral measures (actual or repeat patronage) in that they can provide greater understanding of the factors associated with the development and modification of patronage (Oliva, Oliver & MacMilian, 1992). Fishbein and Ajzen (1975) argue that attitudes are functionally related to behavioural intentions, which predict behaviour. A person's intention to behave in a certain way is contingent

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upon the attitude toward performing the behaviour in question and the social pressure on him/her to behave in that way (subjective norm). This suggests that attitudes and subjective norms differ according to the person involved and behavioural context. Theory of Planned Behaviour (TPB), which is an extension of Theory of Reasoned Action (TRA), has introduced another factor that affects behavioural intention, which is the perceived behavioural control. Control beliefs and perceived power are the main construct of perceived behavioural control (Mackenzie & Jurs, 1993 as cited in Ogwo & Igwe, 2012). Consumers vary in their commitment to attitude; the degree of commitment relates to their level of involvement with the attitude object. This commitment ranges from inertia to a strong emotional passion. Commitment might be based on customers' intentions as want, expectation, plans for the future (Ogwo & Igwe 2012) and even emotional attachment to a product. We concentrated more in this study on customer's intention to use a product in the future and recommend such to friends. In the behavioral attitude, behavioral patronage or usage measures are based on observable responses to, object, promotional stimuli-repeat purchases, and number of purchase, usage, behavior, than attitude rather towards the product or brand (Schiffman & Kanuk 2009 as cited in Ogwo & Igwe, 2012). Critically, it neglects the psychological aspect of patronage. The theory of reasoned action as expanded from Fishbein's model aims to measure and support behavioral intention, recognizing that certain uncontrollable factors limit our ability to predict the future with 100 percent accuracy.

THEORIES AND MODELS OF CONSUMER PATRONAGE BEHAVIOUR

Darden's Patronage Model of Consumer Behaviour

The focal point of consumer behaviour theory and research has traditionally been directed to the explanation of brand choice behaviour, perhaps because the roots of consumer research lie in manufacturing of consumer products (Darden 1980). In the past, theoretical conceptualisation of acquisition behaviour was dominated by models of product or brand choice (e.g. Howard and Sheth 1969). These models have largely overlooked the consumer's selection of the retail establishment. A large body of marketing literature has demonstrated that while brand choice may certainly be one factor contributing to retail store selection, there, nonetheless, exists a large array of possible shopping motives. As an approach to this and other issues, Darden (1980) put forward a patronage model of consumer behaviour based on multi-attribute attitude theories with an objective to operationalise consumer patronage intention. The model was developed based on the research work of a number of past researchers and "from the observation of a number of seemingly inconsistent phenomena in marketing" (Darden 1980, p. 43). He strongly believes that "patronage choice behaviour might actually be more important than that of brand choice behaviour" (Darden 1980, p. 43). Darden explained why patronage choice behaviour is more important than brand choice behaviour to retailers. He argued that shopping trips are separate phases in the purchase process. Since many consumers make periodic and even regular shopping trips to a retail store to "buy something" or to "see what is available", patronage choice is logically prior to brand choice (Darden 1980, p. 44).

In other words, consumers first choose stores in which to shop without a consideration of brands. Then brand comparisons are made between those that are carried by the store (or stores) that are visited on the particular shopping trip. Thus, the underlying philosophy of Darden's model is that store selection is logically prior to brand choice behaviour, and that brands carried is only a retail store attribute. The result is a model that reflects

the “real-world” experiences of most consumers. Darden developed his patronage model based on the following ideas and presumptions:

- patronage and buying behaviour are separate phases in the purchase process;
- consumers may choose stores in which to shop without a consideration of brands at all, which draws attention to the necessity to keep product choice as a variable related to store choice;
- retail outlets are relatively permanent; and
- a multi-attribute approach was accepted as model construct.

Shim and Kotsiopoulos Patronage Model

Shim and Kotsiopoulos (1992a, 1992b) adapted portions of Darden’s (1980) patronage model of consumer behaviour to develop the model on patronage behavior of apparel shopping. Shim and Kotsiopoulos’s (1992a, 1992b) studies contribute to our understanding of retail patronage with their innovative inclusion of patronage choice behaviour as the end of patronage process while excluding consumer values from the model. Use of information sources was another construct that the researchers included in the model as an influential factor of patronage behaviour which was also hypothesised to be influenced by personal characteristics. They used linear regression to test the model.

Shim and Kotsiopoulos (1992a) examined the relationships among several variables. They were personal characteristics (the exogenous variables which include lifestyle activities, social class and family life cycle), information sources, store attributes, shopping orientations, and patronage behaviour. The results of multiple regression analyses revealed that all four variables were predictors of apparel patronage behaviour of discount stores, specialty stores, department stores and catalogue shopping. Shopping orientations and the importance of store attributes appeared to be the most influential factors in determining patronage behaviour, followed by information sources and personal characteristics. Thus, five significant relationships hypothesised by Darden (1980) were supported in their study: (a) importance of store attributes _ patronage behaviour, (b) shopping orientations _ importance of store attributes, (c) personal characteristics _ shopping orientations, (d) information sources _ shopping orientations and (e) personal characteristics _ information sources.

More so, Shim and Kotsiopoulos (1992b) tested and extended the model developed earlier. In addition to the relationships found in part one of the study, the researchers tested direct linkages among shopping orientations, store attributes and patronage behaviour and information sources, shopping orientations and store attributes. Results showed that two out of five proposed linkages were significant in explaining patronage behaviour: (a) shopping orientations _ store attributes _ patronage behaviour and (b) information sources _ shopping orientations _ store attributes. However, no direct links were found between (a) personal characteristics and patronage behaviour, (b) information sources and patronage behaviour, and (c) personal characteristics and store attributes. Shim and Kotsiopoulos (1992b) concluded that patronage behaviour needs to be explained by two components: importance of store attributes and shopping orientations. Shopping orientations appeared to have a stronger impact on patronage behaviour than did store attributes. The study also revealed that store attributes were influenced by information sources and that information sources directly influenced the importance of store attributes.

Sheth Integrative Theory of Patronage Behaviour

The second part of Sheth's (1983) integrative theory of patronage behaviour is focused on the determinants finally influencing the actual purchase behaviour with respect to a specific product or service from an outlet. It consists of four behavioural outcomes: planned purchase, unplanned purchase, foregone purchase and no purchase behaviour. These alternatives refer to different amount of enduring and situational influence. Further, Sheth incorporates his model with four types of unexpected events, which are socio-economic setting, in-store marketing, personal setting and product setting. Sheth (1983, p. 26-27) maintained that all these factors represent "unexpected events that have either no effect or an inducement or inhibition effect on customer's shopping preference".

Theory of Reasoned Action

Ajzen and Fishbein formulated in 1980 the theory of reasoned action (TRA). This resulted from attitude research from the Expectancy Value Models. Ajzen and Fishbein formulated the TRA after trying to estimate the discrepancy between attitude and behaviour. TRA posits that individual behaviour is driven by behavioural intentions where behavioural intentions are a function of an individual's attitude toward the behaviour and subjective norms surrounding the performance of the behaviour. Theory of Reasoned Action suggests that a person's behaviour is determined by his/her intention to perform the behaviour and that this intention is, in turn, a function of his/her attitude toward the behaviour and his/her subjective norm. Attitude toward the behaviour is defined as the individual's positive or negative feelings about performing a behaviour. It is determined through an assessment of one's beliefs regarding the consequences arising from a behaviour and an evaluation of the desirability of these consequences. Formally, overall attitude can be assessed as the sum of the individual consequence multiply by desirability assessments for all expected consequences of the behaviour. Subjective norm is defined as an individual's perception of whether people important to the individual think the behaviour should be performed. The contribution of the opinion of any given referent is weighted by the motivation that an individual has to comply with the wishes of that referent. Hence, overall subjective norm can be expressed as the sum of the individual perception multiply by motivation assessments for all relevant referents.

Theory of Planned Behaviour

The TRA was related to voluntary behaviour. Later on behaviour appeared not to be 100% voluntary and under control, this resulted in the addition of perceived behavioural control. With this addition the theory was called the theory of planned behaviour (TPB). The theory of planned behaviour (TPB) was developed by Ajzen in 1988. The theory proposes a model which can measure how human actions are guided. It predicts the occurrence of a particular behaviour, provided that behaviour is intentional. The theory of planned behaviour is a theory which predicts deliberate behaviour, because behaviour can be deliberative and planned. According to Ajzen, the best predictor of behaviour is intention. Intention is the cognitive representation of a person's readiness to perform a given behaviour, and it is considered to be the immediate antecedent of behaviour. This intention is determined by three things: their attitude toward the specific behaviour, their subjective norms and their perceived behavioural control. The theory of planned behaviour holds that only specific attitudes toward the behaviour in question can be expected to predict that behaviour. In addition to measuring attitudes toward

the behaviour, we also need to measure people's subjective norms – their beliefs about how people they care about will view the behaviour in question. To predict someone's intentions, knowing these beliefs can be as important as knowing the person's attitudes. Finally, perceived behavioural control influences intentions. Perceived behavioural control refers to people's perceptions of their ability to perform a given behaviour. These predictors lead to intention. A general rule, the more favourable the attitude and the subjective norm, and the greater the perceived control the stronger should the person's intention to perform the behaviour in question. The theory of planned behaviour is a theory which predicts deliberate behaviour, because behaviour can be deliberative and planned. The factors of TPB are dependent of each other. The reason for this is that for example ease of access in form of behavioral control, might also have a positive impact on the attitude of the behavior and social norm, as well as behavioral intention.

FACTORS INFLUENCING STREET FOOD PATRONAGE BEHAVIOUR

Attitude

Attitude refers to a relatively persistent and consistent behavioral inclination of individual based on their recognition and likes and dislikes of people, event, objects and the environment (Olsson & Zama cited in Tsai,2010).According to Huang and Chuang (2007), attitudes are determined by behavioral beliefs (i.e. salient beliefs about the consequences) multiplied by outcome evaluations.Conner and Armitage (1998) state that attitudes towards a specific behavior exert their impact on behavior via intentions. Attitude toward a behavior can be said to be the degree at which performance of the behavior is positively or negatively valued. Attitude towards a behavior is determined by the total set of accessible behavioral beliefs linking the behavior to various outcomes and other attitudes. (Ajzen, 1999). Attitude towards a behavior is said to consist of those beliefs and new experiences, which either strengthens or weakens beliefs. Thus, it is reasonable to say that studying attitudes towards behavior have justification to find out intentions to behave in a particular manner. According to Al-Nahdi (2008), person who has beliefs that result from engaging in a positive behavior will have a positive attitude towards performing the behavior while a person who has beliefs that result from engaging in a negative behavior will have a negative attitude towards performing the behavior.

Subjective Norm

This refers to as what a significant person in the consumer's life thinks about the act and the consumers' motivations to comply with this significant person (Fishbein & Ajzen cited in Schubert, 2008). Significant others, according to Schubert (2008) are those who are close or important to an individual, including parents, siblings, close friends, relatives, subordinates, supervisors and business partners. Fishbein and Ajzen (as cited in Tsai, 2009), regarded subjective norm as the product of normative belief and motivation to comply. Normative belief, according to Tsai (2009), reflects the pressure perceived by individuals to perform or not to perform a behavior in relation to those persons or organizations important to them. Tsai (2009) further states that motivation to comply refers to the willingness of individuals to comply with important others' expectation when deciding whether to perform a certain behavior or not. In the word of Huang and Chuang (2004), subjective norms are determined by normative beliefs (i.e. salient beliefs of how important others view the behavior) multiplied by motivation to comply. Emphasis on social pressure is more accurate when it comes to customers doing something for the first time or doing something that is not their specialty. Also, it is

presumable that there are different effects on reference groups when it is the case of leisure services than if the individual is forced to use new services like in the workplace (Ajzen, 1991). Attitudes of others influence the patronage intention and decision (Al-Nahadi, 2008). Attitudes of others implies at what degree the attitude of people around the customer affect his or her purchase decision and choosing particular product among different products. The strength of others' negative attitude towards customer's different choice and the customer's motivations to comply with others' attitude are the two major components of subjective norms. When others who are very close to customer and have high negativism towards the product, customers will be more likely to adjust his patronage intention. And customer's patronage intention will increase if others' have preference to the same product (Kotler & Keller, 2006). That it, if one or several significant people in a person's environment see patronizing local food vendors as good and an individual's motivation to comply with what his/her significant others think is high, such an individual may have high propensity or stronger intention to patronize street food vendors.

Perceived Behavioral Control

According to Ajzen 1991 (as cited in Sahubert, 2008) perceived behavioral control refers to the people's perception of the ease or difficulty of performing the behavior of interest. Huang and Chuang (2004) see perceived behavioral control that it is determined by control beliefs (i.e. salient beliefs of available resources, opportunities, obstacles, impediments) weighted by the perceived ease of performing the behavior. According to Tsai (2009), if an individual is to actually perform a behavior, he or she must be able to control the objective situations, such as resources, time and money. Perceived behavioral control is a composition of control belief or the beliefs about the factors facilitating or impeding the behavior and the control power individuals have over these factors (Ajzen, cited in Tsai, 2009). Successful performance of a behavior depends not only on a favourable intention but also on a sufficient level of behavioral control. To the extent of its accuracy, perceived behavioral control can serve as a proxy of actual control and can be used to predict the actual behavior (Ajzen, 1991). Likewise, in patronizing local food vendors, a customer's positive attitude towards street foods may not necessarily be sufficient for him or her to patronize street food vendors if he or she lacks the necessary resources like time, money or even possession of self-confidence.

Past Behavior

Ajzen (1991) describes TPB as open to further elaboration, if further important proximal determinants are identified:

The theory of planned behavior is, in principle, open to the inclusion of additional predictors if it can be shown that they capture a significant proportion of the variance intention or behavior after the theory's current variables have been taken into account (Ajzen, 1991:1992).

In the work done by Conner and Armitage (1998), they included past behavior as one of the additional variables to theory of planned behavior. This also was supported by the work carried out by Kun-Shan and Yi-Man (2011) when they found out that the frequency of past behavior has positive effect on the intention to patronize a green hotel in Taiwan. The influence of past behavior on current behavior is an issue which has drawn much attention. According to Conner and Armitage (1998), behaviors are mostly determined by one's past behavior rather than by cognitions such as those described in TRA/TPB. For examples, Mullen, Hersey, and Iverson

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(cited in Conner & Armitage, 1998) examined changes in the consumption of sweet and fried foods, smoking and exercise over 8-month period using TRA and found out the initial behavior was the strongest predictor of later behavior. On the general, one can conclude that past behavior could predict the actual behavior. That is, there exists a greater tendency to a customer who had patronized a street food vendor to do same again.

Relationship between Subjective Norms and Attitude

Wu and Lin (cited in Tsai, 2009), revealed that subjective norm can directly influence attitude. Both have a significant relationship with each other. As the positive support received by individual from other person or organizations important to them becomes greater, their attitude also becomes more positive (Yu et al. as cited in Tsai, 2009). In a study conducted in the European countries of Italy, UK and Finland by Arvola and Vassillo (2008) among consumers of organic food, reveals that subjective norms has a positive and significant relationship with attitude toward purchasing organic foods. Ryn and Jang (2006) also found out that subjective norms are positively associated with someone's attitude to certain types of behavior. Wu and Lin (2007) showed that attitudes are directly influenced by subjective norms, which implies that when the subjective norms of consumers (respondents) are more positive, their attitudes are positive. In view of the foregoing, we proposed that:

P1: There will exist a significant and positive relationship between the subjective norms and the attitudes of consumers who choose to patronize street food vendors.

The Relationship of Perceived Behavioral Control towards Attitude

Previous studies have tested the strength of the relationship between perceived behavioral control and attitude (Yu et al., 2005; Tsai, 2010). According to Tsai (2009), attitude can be an intervening variable of the subjective norm when influencing behavioral intention. Thus, Yu et al (2005) studying the behavioral tendencies of Taiwanese tourists in Kinmen, modeled attitude as an intervening variable. It was found that attitude as an intervening variable shows effect of perceived behavioral control towards behavioral intention. This can be inferred that when the perceived behavioral control of respondents is more positive, so are their attitudes. This was supported by study carried out by Tsai (2010), when he concluded that there exist a significant relationship between a person's perceived behavioral control and his/her attitude. In view of the foregoing, we proposed that:

P2: There will exist a positive and significant relationship between the perceived behavioral control and the attitude of consumers who patronize street food vendors.

The Effects of Attitude, Subjective Norms and Perceived Behavioral Control on Behavioral (Patronage) Intention.

According to Ghen and Liu (2004), attitude is a paramount factor affecting behavioral intention and can be used to predict behavioral intention. When attitude is employed in predicting behavioral intention, it serves as an indispensable predictive variable (Huang, 2002). Individual attitude, according to Bock and Kim (2002), influences behavioral intention. In a study carried out in Malaysia among Halal food consumers by Alam and Sayuti (2011) using multiple regression to test the hypotheses. They found out that attitude has positive and significant influence on Halal food purchasing intention. Also in a related work conducted in Malaysia to study

the patronage intention of Halal Restaurants among Malaysia Muslims by Al-Nahdi (2008). It was found out that attitude is a major predictor of intention to patronize Halal restaurants. More so, it was proposed that the subjective norms can predict behavioral intention (Tsai, 2009). It was said to be the most important predictor of behavioral intention (Chao, 1998 cited in Tsai, 2009). This is confirmed in the studies done in Malaysia by Alam and Sayuti (2011) and Al-Nahdi (2008) when they both confirmed that subjective norm is a major predictive factor for behavioral intention of Halal Restaurants patronage. Furthermore, Tsai (2009) asserts that perceived control behavior can predict behavioral intention. It not only influences the intention of an individual towards engaging in leisure activities, but it also directly affects the individual's actual leisure behavior. According to Hsu (1998), perceived control behavior had a significant contribution in predicting behavioral intention and had greater influence than attitudes. Yong, Kao and Guo (2007) conclude that among the factors influencing the behavioral intention of people towards participation, the factor, perceived behavioral control has the most influence. The result of these and other studies have shown the strong predictive powers of the TPB variables. This paper therefore proposed:

P3: Attitude will have a positive and significant influence on customers' intentions to patronize street food vendors.

P4: Subjective Norms will have a positive and significant influence on customers' intention to patronize street food vendors.

P5: Perceived Behavioral Control will have a positive and significant influence on customers' intention to patronize street food vendors

The Relationship between Past Behavior and Behavioral (Patronage) Intention.

Lam and Hsu (2006) assert that the occurrence of certain types of past behavior had a direct effect on behavioral intention when choosing a tourist destination, while Lee and Choi (2009) posit that past experience was an exact predictor of behavioral intention in the hospitality and tourist sectors. One can therefore reasonably assume that the frequency of types of past behavior influences behavioral intention and thus, we proposed as follows:

P6: Past behavior will have a significant and positive influence on customer's intention to patronize street food vendors.

Mediating Effect of Attitude, Subjective Norm and Perceived Behavioral Control on Past Behavior and Behavioral (patronage) intention

Ajzen (1991) showed that the frequent occurrence or repetition of a certain behavior can lead to the formation of a habit, and that, in turn, a habit can aggravate a person's perceived control of a particular act. Also, Ajzen (1991) revealed that the effect of past behavior on behavioral intention was mediated by attitude, subjective norms and perceived behavioral control. Few authors have examined and discussed the mediating effect of these three TPB variables on past behavior and behavioral intention (Ajzen, 2001; Cheng, Lam & Hsu, 2005). Cheng et al. (2005) revealed that the influence of past behavior on future behavioral intention was mediated by the variables of the TPB. In the view of the foregoing, we proposed as follow:

P7: Attitude will mediate the effect of past behavior on the intention to patronize Street food vendors.

P8: Subjective norms will mediate the effect of past behavior on the intention to patronize Street food vendors.

P9: Perceived behavioral control will mediate the effect of past behavior on the intention to patronize Street food vendors.

The Relationship of Perceived Behavioral Control towards Behavior (Actual Patronage)

Ajzen (cited in Tsai, 2009) identified perceived behavioral control as influencing behavioral intention and also directly influencing actual behavior. Perceived behavioral control not only influences behavioral intention of an individual towards participating in leisure activities, but it has a direct influence on actual leisure behavior (Blue, as cited in Tsai, 2009). Perceived behavioral control can increase the explained variance towards behavioral intention (Huang, 2002). It is on these premises, we proposed thus:

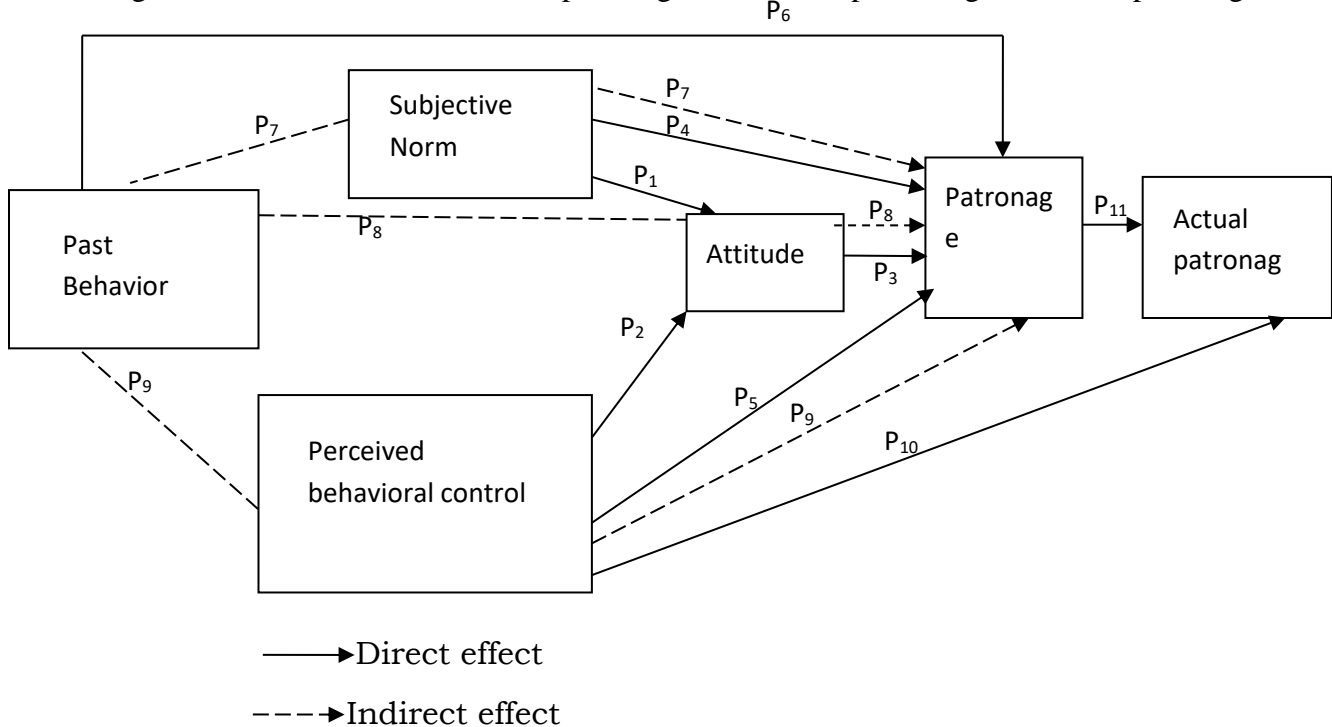
P10: There will exist a positive and significant relationship between perceived behavioral control and actual patronage of street food vendors.

The Relationship of Behavioral (Patronage) Intention towards Behavior (Actual Patronage).

Ajzen and Driver (as cited in Tsai, 2009) stated that behavioral intention can influence actual behavior effectively. Willingness is a major predictive factor and behavioral intention is an important factor influencing actual behavior (Blue, Gopi & Ramayah as cited in Tsai, 2009). It is from this claim that we proposed as follows:

P11: There will exist a significant relationship between patronage intention and actual patronage of Street food vendors.

The diagram below shows the relationship among the variables predicting street food patronage behavior.



Source: Researchers' own Conceptualization

CONCLUSION, DISCUSSION AND IMPLICATIONS

The broad aim of this paper is to develop a robust and comprehensive conceptual model for predicting street food, patronage behavior in a typical developing economy and to explain the nexus among the identified variables. Review of extant literature revealed that attitude towards street food, subjective norm, perceived behavioral control are important in predicting street food patronage behavior. The findings of this paper contribute to the understanding of consumer behavior in the street food market, an area that has received little attention with the marketing literature. Specifically, this paper lends insight into the varied factors that shape street food patronage behavior. To identify these factors, consumer patronage behavior was predicted by using the theory of planned behavior, extending it and showing the nexus among the variables. In the extended TPB; it was noted that attitude, subjective norms, perceived behavioural control and past behavior predict consumers' patronage intention. Also, there exist relationships among these variables, and that consumer patronage intention is a function of actual patronage. Hence, this paper suggest that, when used to predict consumer patronage behaviours in the street food market, the theory of planned behavior should be extended to include past behavior and the nexus among the identified variables should be investigated as well as the relationship between patronage intention and actual patronage.

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