4. Research Methodology

4.0. Introduction

The previous chapter covered the conceptual model of the study and discussed the hypotheses that are to be tested. In this chapter the analysis methods are presented, questionnaire development is discussed and sampling, data collection and data analysis techniques are explained. Overall, this chapter covers how the study is carried out.

4.1. Research Design

Having identified research variables and theoretical framework, the study is designed in a way that the requisite data could be gathered and analyzed to arrive at a solution. The purpose of this study is 'Hypothesis Testing' with a 'quantitative approach' in order to test the hypotheses that were developed in chapter three. This approach provides an opportunity for objective observations, precise measurements, statistical analysis and verifiable truths. Using statistics, the constructed variables are analyzed.

As for data collection method, combinations of both primary and secondary sources are employed for this study. The primary data are collected from data collected through questionnaires distributed among respondents. The secondary data are obtained from past literature accessed through published journals, articles, report, theses and books.

4.2. Questionnaire Development

The questionnaire is assembled partly based on previous literature (Green and Peloza, 2011; Arendt and Brettel, 2010; Creyer and Ross, 1997) and partly developed by the researcher due to the original nature of the study especially those questions targeting at the moderating effect of

the types of restaurants on the relationship between perception and buying behavior. This questionnaire is designed in three sections (See table 4.1) Section A starts with measuring the respondents' knowledge and awareness about CSR as the dependent variable and continues with measuring the other mediating, moderating and dependent variables through other proposed questions. Section B asks for respondents' demographics including marital status, age, country of residence, income, education and number of times they dine out and the average amount they spend on meals outside the house. In section C, an open ended question provides a space for the individuals to express their views about the subject matter in order to deepen the understanding of their attitudes which have not been discussed in section A.

The first seven questions of section A which targets diner's understanding and knowledge of the CSR are more or less close-ended where respondents can chose only one correct answer or more than one; however, open ended questions are also provided in this part as well to provide the opportunity to understand the respondents' knowledge more thoroughly. In other words, through respondent's responses the researcher is able to measure the level of awareness about CSR. Not only the respondents are directly asked about their usual level of awareness about restaurants' CSR initiatives, their general understanding and awareness about CSR concepts are analyzed through the first two questions of this section. In these questions, the participants are presented with different concepts about CSR (environment, fair employment, charity, etc.) in general and CSR in restaurant industry in particular and are asked to select the ones that they believe are related to CSR. The number of items they choose can represent their level of awareness. For instance, not being able to select any of the items will mean that the participant is not familiar with the CSR concepts. In contrast, if a participant selects all the options it could be concluded that he/she is more familiar with CSR concepts.

The other fifteen questions concerning the other three variables comprises perception, type of restaurant and buying behavior are all based on 5 points Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The first six questions relate to diners' perceptions towards socially responsible restaurants and whether they believe these restaurants should be superior (quality, profit, service, etc.) in comparison with other restaurants. The next five questions examine whether diners' buying intention is influenced by their perceptions towards socially responsible restaurants. In other words, these questions are constructed to understand if diners are willing to pay more or travel extra miles to go to socially responsible restaurants as well as encouraging others to dine there. The last four questions attempts to determine whether the type of restaurants may play a role in diners' buying behavior.

Variable	Source for measurement	Number of items	Type of variable
CSR Awareness	Green and Peloza (2011) & Self-Constructed	3	Independent
Diners' Perception	Creyer and Ross (1997) Arendt and Brettel (2010) Self-Constructed	6	Mediating
Buying Intention	Creyer and Ross (1997) Arendt and Brettel (2010	5	Dependent
Type of restaurant	Self-Constructed	4	Moderating

Table 4.1. Sources of measurement scale items

4.3. Sampling Design

The population of the study is composed of patrons of fast food, medium range (casual dining) and upscale (fine dining) restaurants. For the purpose of comparing perceptions among patrons from different regions of the world, five countries have been categorized in three groups based

on their development level which could be one of developing countries, emerging markets or developed countries. Iran has been selected as a country to represent developing countries, Malaysia as emerging market and United States of America, Canada, Australia and United Kingdom as representative of developed countries. However, it should be noted that questionnaires were only distributed among residents of one or more cities in one state in each country including Tehran the capital of Iran, the Kuala Lumpur as part Federal Territory of Malaysia, State of California in United States of America, London in United Kingdom and city of Melbourne as part of Victoria in Australia.

Non-probability sampling is selected for the purpose of the study. A combination of 'convenience sampling' and 'snowball' is used for data collection. Regarding the geographic dispersion of the population in five different regions, individuals were approached based on convenience sampling approach and then they were requested to introduce more respondents through sharing the link with them (snowball sampling) (Babbie and Mouton, 2001)

4.4. Sample Size

As for the sample size, Following Roscoe (1975) as a rule of thumb, sample sizes between 30 and 500 are appropriate for most studies (at 500, sample error will not exceed 10 percent of the standard deviation about 98 percent of the time). Therefore, a minimum sample of 30 from each sub sample will be representative of the whole target population.

For the purpose of this study the minimum sample had been chosen as 30 and the maximum 100 from each country. However, due to a rather mediocre response rate the actual sample size used in this study for each country has been between 50 and 100 except for London with only 13 respondents. However, since the study is using the country's development level as moderating

variable the number of responses from Australia (48), America (53) and England (13) and some other countries (10) were added up together to represent the sample size for developed countries, the number of respondents from Malaysia (100) represented the sample size of emerging markets and the number of respondents from Iran (60) were the representative of developing countries.

4.5. Sample Selection

The survey was conducted among residents of one or more cities in the selected state in each of the five countries including Melbourne the capital of state of Victoria in Australia, state of California, London in England and the city of Kuala Lumpur in Federal territory of Malaysia. The respondents include both male and female who are eighteen years and above, and eat out in restaurants. They could be students or working professionals from various institutions, organizations, self-employed or even retirees.

4.6. Data Collection

After deciding on the content of the questionnaire, the electronic questionnaire was constructed using a program called "Google Docs". Google Docs is a web based application that has been created by Google Company and enables users to create, store and share documents they have created using the online word processor, spreadsheet and presentation tools that are available through the website. In addition to secure and easy sharing feature, the users are enabled to collaborate on similar shared documents in real time. Electronic questionnaires are known to be easy to administer, can reach global audiences, are inexpensive, can be delivered promptly and respondents can reply at their convenience. Therefore, electronic questionnaire can supposedly increase the response rate which is one of the big issues when it comes to questionnaire. The questionnaires were then distributed in variety of methods. For Australia, United States and

United Kingdom, electronic questionnaires were distributed through email and social networking sites. In Malaysia, Federal Territory area has been selected because of the presence of the researcher, besides online distribution, the personally administered questionnaires were also circulated among colleagues, schoolmates, family and friends.

Overall, the questionnaires were directly sent to around 500 people and in addition over 1000 people were exposed to the link through social networking sites. Data collection was performed over a three-week period on both weekdays and weekends and at the end a total of 284 respondents responded to the questionnaire.

4.7. Data Analysis Technique

To fulfill the objectives of the study, a number of analyses were used on the data obtained from the questionnaire including normality tests, reliability test, validity tests and multivariate tests.

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