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ISTRAŽIVANJE O ODABIRU NEBRENDIRANIH RESTORANA

EXPLORING CONSUMER CHOICES IN UNBRANDED RESTAURANTS

SAŽETAK: U ovoj studiji istražuju se čimbenici koji utječu na odabir nebrendiranih restorana koji su poznati po ponudi jedinstvenih i autentičnih kulinarskih doživljaja. Podaci za transverzalno istraživanje temelje se na odgovorima posjetitelja restorana prikupljenih internetskim upitnikom. Na uzorku od 529 valjanih odgovora provedena je eksploratorna faktorska analiza koja je istaknula pet određenih faktora, a konfirmatorna faktorska analiza potvrdila je validnost ovog mjernog modela koji se pokazao najboljim za ovo mjerenje. Za testiranje hipoteza korišten je model strukturnih jednadžbi koji je istaknuo pozitivne odnose između odabira nebrendiranih restorana i čimbenika kao što su *jedinstvenost i autentičnost*, *domaći okus i zavičajna kuhinja*, *personalizirana usluga i uključenost* te *bijeg od jednoobraznosti*. Ovi rezultati dali su vrijedne spoznaje menadžerima nebrendiranih restorana i naglasili vrijednost isticanja autentičnosti, personalizirane usluge, zavičajne kuhinje i jedinstvenih doživljaja. Također se predlažu praktične implikacije menadžerima restorana koji traže načine na koje bi se razlikovali od konkurencije usmjeravajući se na autentičnost, personaliziranu uslugu i jedinstveni doživljaj blagovanja.

KLJUČNE RIJEČI: nebrendirani restorani, kulinarska iskustva, autentičnost, zavičajna kuhinja, doživljaj blagovanja

ABSTRACT: This research investigates the factors influencing the selection of unbranded restaurants, known for offering unique and authentic culinary experiences. A cross-sectional web-based survey collected data from diners frequently dining in restaurants. A sample size of 529 valid responses was employed for analysis. Exploratory Factor Analysis revealed five distinct factors. Confirmatory Factor Analysis confirmed the measurement model's validity, supported by excellent model fit measures. Structural Equation Modeling (SEM) was used to test hypotheses, highlighting positive relationships between the choice of unbranded restaurants and factors such as 'uniqueness and authenticity', 'local flavor and regional cuisine', 'personalized service and engagement', and 'escape from homogenization'. These findings offer valuable insights for unbranded restaurant managers and underscore the importance of emphasizing authenticity, personalized service, regional cuisine, and unique dining experiences. The findings offer practical implications for restaurant managers looking to differentiate themselves in a competitive market by focusing on authenticity, personalized service, and unique dining experiences.

KEY WORDS: unbranded restaurants, culinary experiences, authenticity, regional cuisine, dining experience

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1. UVOD

U današnjem kulinarskom krajoliku poklonici gastronomije prezentiraju se u svjetlu stalno rastućih mogućnosti raznih vrsta restorana, od popularno tradicionalnih do novih inovativno-kreativnih. Među ovim opcijama, neovisni ili nebrendirani restorani su, čini se, pobijedili konkurenciju privlačeći klijente u potrazi za jedinstvenim i autentičnim gastronomskim pustolovinama (Jenkins, 2015). Neovisni ili nebrendirani restorani su oni koji rade samostalno izvan većih poznatih lanaca restorana ili franšiza. Za razliku od lanaca restorana koji slijede standardizirane jelovnike, unutrašnje uređenje i uslužne postupke na mnogim lokacijama, nezavisni ili nebrendirani restorani imaju slobodu kreiranja jedinstvenih kulinarskih doživljaja, osebujne ambijente i personalizirane usluge koje odražavaju kreativnost kuhara i kulturni utjecaji određenog kraja. Ovi ugostiteljski objekti ističu se svojom originalnošću, jedinstvenošću, lokalnim okusom i duhom te posvećenošću pripremanju objeda kao nezaboravnih i individualnih gastronomskih doživljaja. Termin „nebrendiran" ističe njihovu neovisnost od poznatih lanaca i ističe njihovu usredotočenost na stvaranje gastronomskog identiteta koji je odvojen od standardiziranijih alternativa (Jenkins, 2015). S evolucijom i diverzifikacijom potrošačkih preferencija razumijevanje motivacijskih sila koje potiču odabir nebrendirnanih restorana postaje sve važnije kako ugostiteljima tako i istraživačima.

Jedinstvenost i autentičnost ističu se kao ključni čimbenici koji utječu na odabir nebrendiranih restorana (Belarmino, Ozdemir i Dogru, 2021). Ti objekti ne nude samo obroke nego i nezaboravna putovanja ispunjena novim iskustvima i kulturnim bogatstvom. Privlačnost jedinstvenih i kreativnih kulinarskih pristupa povezanih s izrazitom autentičnošću zavičajnih kulturnih tradicija mami i najizbirljivije klijente u potrazi

1. INTRODUCTION

In today's dynamic culinary landscape, dining enthusiasts are presented with an ever-expanding array of restaurant options, ranging from traditional favorites to innovative newcomers. Among these choices, independent or unbranded restaurants have emerged as captivating contenders, intriguing diners seeking unique and authentic gastronomic adventures (Jenkins, 2015). Independent or unbranded restaurants refer to dining establishments that operate autonomously without being part of a larger, well-known restaurant chain or franchise. Unlike chain restaurants that follow standardized menus, decor, and service procedures across multiple locations, independent or unbranded restaurants have the freedom to create unique culinary experiences, distinctive atmospheres, and personalized services that reflect the creativity of their chefs and the cultural influences of the region. They are often characterized by their emphasis on authenticity, uniqueness, local flavor, and a commitment to providing diners with a memorable and individualized dining experience. The term 'unbranded' underscores their independence from a recognized chain brand and highlights their focus on creating a dining identity separate from more standardized options (Jenkins, 2015). As consumer preferences evolve and diversify, understanding the driving forces behind the selection of unbranded restaurants becomes increasingly vital for restaurateurs and researchers alike.

Uniqueness and authenticity stand out as pivotal factors influencing the choice of unbranded restaurants (Belarmino, Ozdemir and Dogru, 2021). These establishments often promise not just meals but memorable journeys filled with novelty and cultural richness. The allure of unique and creative culinary approaches, coupled with an emphasis on the authenticity of regional and cultural traditions, entices discerning consumers

za izvanrednim gastronomskim doživljajima (McClintock, Novie i Gebhardt, 2017). Osobne poveznice između klijenata, kuhara i osoblja pojačavaju privlačnost nebrendiranih restorana utvrđujući tako povjerenje i lojalnost (Kim i Kim, 2017). Povrh toga, ti objekti nude mogućnost bijega od standardiziranih doživljaja koji se povezuju s lancima restorana, budući da udovoljavaju težnji ka različitosti i individualizmu. Le *et al*. (2019) ističu sve veću želju za autentičnim gastronomskim doživljajima te uočavaju velik jaz u istraživanjima naglašavajući da se još uvijek malo zna o autentičnosti koju klijenti toliko vole, njezinom točnom značenju i čimbenicima koji utječu na nju.

Unatoč velikom obimu literature o istraživanju ovih čimbenika, i dalje nije dovoljno poznato koliko su značajni jedinstvenost, autentičnost, lokalni okusi, personalizirane usluge, iskustveno blagovanje i težnja ka bijegu od jednoobraznosti u oblikovanju potrošačkih odabira u području neovisnih i nebrendiranih restorana. Ova studija ima za cilj popuniti taj jaz istraživanjem višedimenzionalnih dinamika ovih čimbenika i njihovih utjecaja na preferencije klijenata. Sveobuhvatnim ispitivanjem svih gore navedenih elemenata, istraživanje će se usmjeriti na osvjetljavanje najtanjih slojeva detalja koji utječu na kulinarski odabir današnjih sofisticiranih potrošača.

2. PREGLED LITERATURE

U neprestano promjenjivom kulinarskom krajoliku potrošači imaju bezbroj mogućnosti za blagovanje kojima se mijenjaju i njihove preferencije i očekivanja. Iako su u postojećoj literaturi već istraženi razni čimbenici koji utječu na odabir restorana, u ovoj studiji nastoji se proširiti taj korpus znanja ispitivanjem slojeva dinamike prilikom odabira nebrendiranih restorana. Ovim istraživanjem proširuje se postojeća prihvaćena literatura usmjeravanjem na jedinstvene aspekte koji razlikuju nebrendirane objekte i oblikuju

seeking extraordinary dining experiences (McClintock, Novie and Gebhardt, 2017). The personal connections forged between diners, chefs, and staff further enhance the appeal of unbranded restaurants, fostering trust and loyalty (Kim and Kim, 2017). Additionally, these venues offer a refuge from the standardized experiences frequently associated with chain establishments, catering to the desire for diversity and individuality. Le *et al*. (2019) highlight the increasing desire for authentic dining experiences but identify significant gaps in research, suggesting that while diners value authenticity, its precise meaning and factors influencing it remain poorly understood.

Despite the wealth of literature exploring these factors, a research gap persists in understanding the relative importance of uniqueness, authenticity, local flavor, personalized service, experiential dining, and the desire to escape homogenization in shaping consumer choices within the independent or unbranded restaurant sphere. This study aims to address this gap by delving into the multifaceted dynamics of these factors and their diverse impacts on diners' preferences. Through a comprehensive examination of these elements, the study endeavors to shed light on the nuanced intricacies that influence the culinary choices of today's discerning consumers.

2. LITERATURE REVIEW

In the ever-evolving culinary landscape, consumers are faced with a myriad of dining options, prompting a shift in preferences and expectations. While existing literature has explored various factors influencing restaurant choice, this study seeks to contribute to this body of knowledge by delving into the nuanced dynamics of selecting unbranded restaurants. This research goes beyond the established literature by focusing on the unique aspects that distinguish unbranded establishments and shape consumers' dining

odluke potrošača u odabiru objeda. Također je vrijedna jer ima za cilj istražiti relativan značaj jedinstvenosti, autentičnosti, lokalnih okusa, personalizirane usluge, iskustvenog blagovanja i želje da se izbjegne jednoobraznost u kontekstu nebrendiranih restorana. Iako su prethodna istraživanja usputno spominjala ove činjenice pojedinačno, ostao je neistražen njihov ukupni utjecaj u sferi nebrendiranih restorana. Objedinjavanjem ovih elemenata, istraživanjem se namjerava dobiti sveobuhvatno razumijevanje višestranih čimbenika kojima se današnji potrošači vode u odabiru restorana.

Jedinstvenost i *autentičnost*: nebrendirani restorani postaju sve popularniji među sofisticiranim potrošačima zbog toga što nude jedinstvene i autentične doživljaje blagovanja. Williams, Yuan i Williams Jr. (2019) naglašavaju da ovi objekti nude nepredvidljive i nezaboravne kulinarske avanture. Često ističu i nezavisne i kreativne kulinarske koncepte kojima privlače klijente koji traže inovativne i nezaboravne susrete (Wijaya *et al.*, 2017). Autentičnost tu ima najvažniju ulogu, budući da nebrendirani restorani daju prednost predstavljanju zavičajnih i kulturnih kulinarskih tradicija (Elis *et al.*, 2018). Zhang, Chen i Hu (2019) naglašavaju važnost autentičnosti, jer potrošače privlači želja da okuse izvorna, lokalno inspirirana jela koja odražavaju kulinarsku baštinu svoje regije. Isto tako Le *et al.* (2021) ističu višeznačnu narav autentičnosti u doživljajima blagovanja stoga što klijenti cijene ne samo povijesnu točnost ili kulturne korijene, nego i druge čimbenike, poput autohtonosti proizvođača, osobnih veza pa čak i „devijacija u autentičnosti" koja podrazumijeva kreativne interpretacije tradicije. Osobna komunikacija između klijenata, kuhara i osoblja pojačava doživljaj blagovanja te tako gradi povjerenje u autentičnost i kvalitetu hrane (Kim i Kim, 2017). Ovakav osobni kontakt dodaje novu dimenziju autentičnosti koja često nedostaje u većim objektima. Osim toga, Lu (2012) primjećuje da su percepcije autentičnosti potrošača oblikova-

decisions. This study stands out in its emphasis on exploring the relative importance of uniqueness, authenticity, local flavor, personalized service, experiential dining, and the desire to escape homogenization in the context of unbranded restaurants. While prior research has touched upon these factors individually, their combined influence within the realm of unbranded dining remains underexplored. By synthesizing these elements, the study aims to provide a comprehensive understanding of the multifaceted factors guiding contemporary consumers in their restaurant choices.

'Uniqueness and authenticity': unbranded restaurants are gaining popularity among discerning consumers due to their unique and authentic dining experiences. Williams, Yuan and Williams Jr. (2019) highlight that these establishments promise culinary adventures and opportunities for unforgettable dining experiences. They often feature independent and creative culinary approaches, attracting diners seeking novel and memorable encounters (Wijaya *et al.*, 2017). Authenticity plays a paramount role, as unbranded restaurants prioritize presenting regional and cultural culinary traditions (Elis *et al.*, 2018). Zhang, Chen and Hu (2019) stress the importance of authenticity, as consumers are drawn to these venues to savor genuine, locally inspired dishes that reflect a region's culinary heritage. Likewise, Le *et al.* (2021) emphasize the multi-faceted nature of authenticity in dining experiences, revealing that diners value not just historical accuracy or cultural roots, but also factors like producer genuineness, personal connection, and even a 'deviated authenticity' that embraces creative interpretations of tradition. Personal interactions between diners, chefs, and staff enhance the dining experience, building trust in the authenticity and quality of the food (Kim and Kim, 2017). This personal touch adds a layer of genuineness often absent in larger chain establishments. Additionally, Lu (2012) notes that consumers' perceptions of

ne pod utjecajem njihovih procjena etničke kuhinje, unutrašnjom ili vanjskom postavom, atmosferom i razgovorima s osobljem. Nebrendirani restorani s njihovim naglaskom na *jedinstvenost i autentičnost* pružaju bijeg od predvidljivosti velikih lanaca restorana. Zaključno, ovi su objekti usmjereni na podršku ukusa današnjih potrošača koji se stalno mijenjaju i kojima se nude kulturno obogaćujući doživljaji blagovanja. Ti su objekti zanimljiviji onima koji traže više od samog jela; oni žele autentično i nezaboravno putovanje (Williams *et al*., 2019). Shodno navedenom, predlažu se sljedeće hipoteze:

Hipoteza 1: Stupanj jedinstvenosti koju nude nebrendirani restorani ima značajno pozitivan utjecaj na njihov konačan odabir.

Lokalni okusi i zavičajna kuhinja: uloga lokalnih okusa i zavičajne kuhinje u odabiru nebrendiranih restorana ima najvažniji značaj, jer je u skladu s rastućim zanimanjem turista za istraživanje različitih kulinarskih tradicija i povezivanjem s kulturnom suštinom određenih geografskih područja. Prema rezultatima istraživanja koje su proveli Zhang *et al*., (2019) odnosi između kvalitativnih atributa, zadovoljstva turista i lojalnosti turista uvelike utječu na to kako turisti doživljavaju autentičnost ruralne lokalne hrane. To je u skladu sa širim trendom karakterističnim za restoraterstvo, gdje klijente sve više privlače objekti koji mogu poslužiti za upoznavanje sa zavičajnom kulinarskom kulturom (López-Guzmán i Sánchez-Cañizares, 2012). Nebrendirani restorani često mogu poslužiti kao kulinarski ambasadori jer nude mogućnosti kušanja jedinstvenih okusa i tradicija tipičnih za određeno mjesto. Ti se objekti snabdjevaju iz lokalnih izvora te tako pokazuju autohtone sastojke i tradicionalne recepte kojima se prikazuju osobitosti te regije (Zocchi i Fontefrancesco, 2020). Na taj način, oni klijentima nude autentično i potpuno iskustvo te im daju mogućnost da se otisnu na gastronomsku plovidbu kojom prelaze granice njima poznatih okruženja. Nadalje, ovim se restoranima može ojačati

authenticity are shaped by their assessment of ethnic cuisine, indoor and outdoor settings, atmosphere, and staff interactions. Unbranded restaurants, with their emphasis on uniqueness and authenticity, provide a refuge from the predictability of larger chains. In summary, these establishments cater to the evolving tastes of today's consumers, offering culturally enriching dining experiences. They are preferred by those seeking more than just a meal; they seek an authentic and unforgettable journey (Williams *et al*., 2019). Accordingly, the following hypotheses are suggested:

Hypothesis 1: The level of uniqueness offered by unbranded restaurants has a significant positive impact on the choice of unbranded restaurants.

'Local flavor and regional cuisine': the role of local flavor and regional cuisine in the choice of unbranded restaurants is of paramount significance, as it aligns with consumers' growing interest in exploring diverse culinary traditions and connecting with the cultural essence of specific geographic areas. Research conducted by Zhang *et al*., (2019) found that the relationships among quality attributes, tourist satisfaction, and tourist loyalty are contingent on the extent to which food tourists perceive the authenticity of rural local food. This aligns with a broader trend observed in the restaurant industry, where diners are increasingly drawn to establishments that serve as gateways to regional food cultures (López-Guzmán and Sánchez-Cañizares, 2012). Unbranded restaurants often act as culinary ambassadors, offering a taste of the unique flavors and traditions that characterize a particular locale. These establishments source locally, showcasing indigenous ingredients and traditional recipes that exemplify the distinctiveness of the region (Zocchi and Fontefrancesco, 2020). In doing so, they provide an authentic and immersive experience for diners, allowing them to embark on a gastronomic journey that transcends the confines of their

održivost lokalnih sustava hrane, jer pružaju pristup zavičajnim jelima. Lokalni restorani mogu ponuditi različiti odabir zavičajnih jela koja mogu potaknuti promociju konzumacije lokalnih proizvoda i pružiti potporu lokalnim seljacima te time promovirati održivu proizvodnju hrane (Boas *et al*., 2021). Konzumacija jela u nebrendiranom restoranu koji je specijaliziran za lokalnu kuhinju može se usporediti s kulinarskom plovidbom koja potiče osjećaj povezanosti s kulturnom baštinom, poviješću i identitetom nekog kraja. Slijedom navedenoga, predlaže se slijedeća hipoteza:

Hipoteza 2: Prisutnost lokalnih okusa u zavičajnim kulinarskim tradicijama ima značajno pozitivan utjecaj na odabir nebrendiranih restorana.

Personalizirana usluga i uključenost: Nebrendirani restorani ističu se po personaliziranoj usluzi i izravnoj interakciji s gostima te tako stvaraju topao i primamljiv kulinarski svijet (Sthapit, Coudounaris i Björk, 2019). Ta osobna nota, prema tvrdnjama Piramanayagama, Suda i Seala (2021), značajno potiče zadovoljstvo turista prema doživljajima lokalne hrane, a to utječe na čvrsto povezivanje i povjerenje. Posjetitelji ovih objekata nisu samo potrošači nego i dobrodošli gosti, što uljepšava sveukupno iskustvo blagovanja i učvršćuje trajnu vezu s destinacijom (Tsai, 2016). Pozitivna iskustva često vode ka lijepim uspomenama, ponovnim posjetima te posljedično tomu i preporukama putem usmene predaje. Participativna interakcija uzdiže čin blagovanja na višu razinu, što klijentima daje osjećaj veće uključenosti, povezanosti, kreativnosti i informiranosti o jelima (Wilde i Bertran, 2019). Interakcije u pripremi hrane pojačavaju zahvalnost i užitak, ali osim transakcijskog momenta, ta osobna veza ima i pozitivan odjek kod potrošača te ostavlja trajne utiske. Štoviše, nebrendirani restorani izvrsno uspijevaju prilagođavati obroke i prehrambene potrebe te tako širiti svoje personalizirane usluge (Pirama-

immediate surroundings. Furthermore, these restaurants can strengthen the sustainability of local food systems by providing access to regional foods. Local restaurants can offer a variety of regional dishes, which can help to promote the consumption of local produce and support local farmers thereby promoting sustainable food practices (Boas *et al*., 2021). Dining at an unbranded restaurant that specializes in regional cuisine can be akin to embarking on a culinary voyage, fostering a sense of connection with the cultural heritage, history, and identity of the region. Considering all this, the following hypothesis proposes that:

Hypothesis 2: The presence of local flavor in regional culinary traditions has a significant positive impact on the choice of unbranded restaurants.

'Personalized service and engagement': unbranded restaurants stand out for their personalized service and direct engagement with guests, creating a warm and inviting culinary world (Sthapit, Coudounaris and Björk, 2019). This personalized touch, as found by Piramanayagam, Sud and Seal (2021), significantly boosts tourist satisfaction with local food experiences, fostering a profound sense of connection and trust. Diners in these establishments are not merely customers but welcomed as guests, enhancing their overall dining experience and forging a lasting connection to the destination (Tsai, 2016). Positive experiences often lead to fond memories, return visits, and word-of-mouth recommendations. Participatory engagement elevates the dining experience, making diners feel more involved, connected, creative, and knowledgeable about food (Wilde and Bertran, 2019). Involvement in food preparation enhances appreciation and enjoyment. Beyond transactional interactions, this personal connection resonates with consumers, leaving a lasting impression. Moreover, unbranded restaurants excel in tailoring experiences to meet individual preferences and dietary requirements, extending their personalized

nayagam *et al.*, 2021). U krajoliku standardiziranih usluga, kakve su u lancima restorana, osobna interakcija ističe se kao razlikovna karakteristika nebrendiranih objekata (Han, Nguyen i Lee, 2015). Klijente ne zanima samo objed nego i nezaboravno osobno povezivanje s iskustvom blagovanja. I novija istraživanja pokazala su da takve personalizirane interakcije vode ka povećanom zadovoljstvu i lojalnosti klijenata (Leung i Loo, 2022). Zbog svih navedenih zapažanja, predlaže se sljedeća hipoteza:

Hipoteza 3: Personalizirane usluge koje nude nebrendirani restorani imaju značajno pozitivan utjecaj na odabir nebrendiranih restorana.

Bijeg od jednoobraznosti: ideja bijega od jednoobraznosti doživljaja blagovanja značajan je motiv za odabir nebrendranih restorana – posebice budući da ugostiteljski lanci sve više prevladavaju. Ti se restorani često povezuju sa standardiziranim jelovnicima, unutrašnjim izgledom i uslužnim postupcima, što ima za cilj postizanje ujednačenog dojma na svim lokacijama (Swink, Hu i Zhao, 2022). Iako ta ujednačenost može davati osjećaj predvidljivosti, ona također može uzrokovati i dojam nedostatka svježine i uzbuđenja u doživljaju blagovanja (Kim, Song i Youn, 2020). Potrošači na to reagiraju tako da aktivno traže alternative, poput nebrendiranih restorana u kojima mogu pobjeći od monotonije standardiziranog blagovanja. Nebrendirani restorani su tako postali protuteža jednoobraznosti. Uspjeh ovih objekata nalazi se u njihovoj individualnosti koja se često odlikuje jedinstvenim menijima koji odražavaju kreativnost kuhara i kulturne utjecaje zavičaja (Erkuş-Öztürk i Terhorst, 2016). Unutrašnji izgled i ambijent pažljivo su dizajnirani kako bi stvorili osobite atmosfere koje ih razlikuju od uobičajenih ambijenata ugostiteljskih lanaca. Potrošače privlače nebrendirani restorani zbog toga što nude osvježavajući odmak od predvidljivih i standardiziranih ponuda objekata ugostiteljskih lanaca. U ovim se restoranima nude

service (Piramanayagam *et al.*, 2021). In a landscape of standardized service in chain restaurants, personal engagement becomes a defining trait of unbranded establishments (Han, Nguyen and Lee, 2015). Diners seek not just a meal but also a memorable and personal connection with their dining experience. Research shows that such personalized interactions lead to heightened customer satisfaction and loyalty (Leung and Loo, 2022). Drawing from these observations, the hypothesis states that:

Hypothesis 3: The personalized service offered by unbranded restaurants has a significant positive impact on the choice of unbranded restaurants.

'Escape from homogenization': The concept of escaping from the homogenization of dining experiences is a significant driver behind consumers' choice of unbranded restaurants, particularly as chain establishments become increasingly prevalent. Chain restaurants are often associated with standardized menus, decor, and service procedures aimed at achieving consistency across locations (Swink, Hu and Zhao, 2022). While this uniformity may offer a sense of predictability, it can also lead to a lack of novelty and excitement in the dining experience (Kim, Song and Youn, 2020). In response to this, consumers actively seek alternatives, such as unbranded restaurants, to escape the monotony of standardized dining. Unbranded restaurants stand as a counterbalance to this homogenization. These establishments thrive on their individuality, often crafting unique menus that reflect the chef's creativity and the cultural influences of the region (Erkuş-Öztürk and Terhorst, 2016). The decor and ambiance are carefully designed to create distinctive atmospheres that set them apart from the familiar settings of chain restaurants. Consumers are drawn to unbranded restaurants as they provide a refreshing departure from the predictable and standardized offerings of chain establishments. These restaurants offer opportunities for culinary exploration and discovery (De

mogućnosti kulinarskih istraživanja i otkrivanja (De Vries i Go, 2017). Klijenti ih vide kao mjesta gdje mogu pobjeći od propisanih predvidljivih iskustava koja se često povezuju s ugostiteljskim lancima (Hussain, 2018). U suvremenoj literaturi postoji primjetan nedostatak istraživanja kako bi se razumjeli različiti stupnjevi važnosti u kojima različiti čimbenici utječu na odluke potrošača kod odabira nebrendiranih restorana. Još uvijek je nejasan relativan značaj nekih kritičnih čimbenika, poput jedinstvenosti, autentičnosti, lokalnog okusa, personalizirane usluge, iskustvenog blagovanja i želje za bijegom od jednoobraznosti, iako su već prepoznati. Najvažnije je prepoznati prirođenu različitost potrošača, jer njihove preferencije mogu pokazati velike varijacije. Stoga predlažemo sljedeću hipotezu:

Hipoteza 4: Želja za bijegom jednoobraznosti doživljaja blagovanja značajno pozitivno utječe na odabir nebrendiranih restorana (Swink *et al*., 2022).

Na osnovi svih spoznaja iz pregleda literature, ovaj rad usmjeren je na empirijsko istraživanje čimbenika koji utječu na odabir nebrendiranih restorana među potrošačima. Pomoću pristupa miješanih metoda, koje integriraju kako kvalitativne tako i kvantitativne tehnike, ovim se istraživanjem namjerava pružiti sveukupno razumijevanje relativne važnosti jedinstvenosti, lokalnog okusa, personaliziranih usluga i želja za bijegom od jednoobraznosti u oblikovanju odluka potrošača o blagovanju u kontekstu nebrendiranih restorana. Putem vrlo temeljitog skupljanja podataka i analize, u ovoj studiji se nastoji osvijetliti nijansirana dinamika ponašanja modernog potrošača u domeni kulinarstva.

Vries and Go, 2017). Diners view them as places where they can escape the scripted and scripted experiences often associated with chain restaurants (Hussain, 2018). Within the current literature, a notable research gap exists concerning the comprehension of the varying degrees of importance that different factors hold in influencing consumers' decisions when selecting unbranded restaurants. While several critical factors, such as uniqueness, authenticity, local flavor, personalized service, experiential dining, and the desire to escape homogenization have been identified, their relative significance to consumers remains unclear. It is crucial to acknowledge the inherent diversity among consumers, as their preferences can exhibit substantial variations. Therefore, it is hypothesized that:

Hypothesis 4: The desire to escape from the homogenization of dining experiences has a significant positive impact on the choice of unbranded restaurants (Swink *et al*., 2022).

Building upon the insights from the literature review, this study seeks to investigate empirically the factors influencing consumers' choice of unbranded restaurants. By employing a mixed-methods approach, integrating both qualitative and quantitative techniques, this research aims to provide a comprehensive understanding of the relative importance of uniqueness, local flavor, personalized service, and the desire to escape homogenization in shaping consumers' dining decisions within the context of unbranded restaurants. Through rigorous data collection and analysis, this study endeavors to elucidate the nuanced dynamics of contemporary consumer behavior in the culinary domain.

3. METODOLOGIJA

Preliminarni popis od 39 elemenata načinjen je prema nestrukturiranim intervjuima s menadžerima restorana, uobičajenih voditelja restorana i stručnjaka za područje usluga hrane i pića (Polit, Beck i Owen,

3. METHODOLOGY

A preliminary list of 39 items was generated through unstructured interviews involving restaurant managers, regular restaurant patrons, and experts from the food and beverage service field (Polit, Beck and

2007). Nakon odabira tih podataka procijenjena je validnost sadržaja prema mišljenjima pet akademskih članova sveučilišta i tri turistička stručnjaka koji su odabrani zbog svog iskustva u istraživanjima ili konzaltingu. Međuklasni koeficijent korelacije uporabljen je za određivanje relevantnosti, jasnoće i jednostavnosti te je otkriveni rezultat 0,867 pokazao velik stupanj slaganja među procjeniteljima (Polit *et al*., 2007). Za mjerenje nominalne valjanosti i osiguranje učinkovitog mjerenja konstrukta svih elemenata konzultirana su dva eksperta – stručnjak u području ugostiteljstva i znanstvenik. Taj kritički postupak doveo je do preformulacije dvaju elemenata koji se odnose na dva čimbenika kako bi se riješile nejasnoće. Nakon uklanjanja nejasnih tvrdnji, njihov broj smanjio se s 39 na 35 (Rossiter, 2002).

Instrument od 35 elemenata isproban je na preliminarnom testu na prikladnom uzorkom od 55 sudionika koji često posjećuju restorane. Za ocjenu pouzdanosti instrumenta i prosječna korelacija i interna postojanost elemenata, upotrijebljen je Cronbachov alfa test. Rezultati su pokazali visoku razinu interne konzistentnosti s vrijednošću α Cronbach od 0,832 za ukupne rezultate, što je pokazalo dobru pouzdanost testa. Nadalje, u svim domenama uvrštenim u upitnik zabilježena je visoka unutarnja konzistentnost (Polit *et al*., 2007).

U ovoj studiji kao poželjna metoda odabrano je transverzalno istraživanje temeljeno na internetskom upitniku zbog prikladnosti u sakupljanju mjerljivih podataka u posebnoj demografskoj skupini turista koji redovito objeduju u restoranima. Cilj istraživanja bio je detaljno propitivanje relativnog značaja čimbenika kao što su jedinstvenost, autentičnost, lokalni okus, personalizirana usluga, i želja za bijegom od jednoobraznosti u oblikovanju potrošačkog odabira u kontekstu nebrendiranih restorana. Za utvrđivanje prikladne veličine uzorka primijenjena je metoda omjera subjekta prema varijabli (STV) u skladu s rezultatima Schreiber *et al*. (2006)

Owen, 2007). These items were subsequently refined and evaluated for content validity by five academic faculty members and three industry experts, selected for their research and consulting experience. The interclass correlation coefficient was computed for relevance, clarity, and simplicity, revealing a score of 0.867, signifying strong agreement among the assessors (Polit *et al*., 2007). To gauge face validity and ensure that the items effectively measured the intended construct, input was sought from two experts—one from the hospitality industry and another from academia. This review process led to the revision of two items, addressing any ambiguities. After the removal of unclear statements, the item count was streamlined from the initial 39 to 35 (Rossiter, 2002).

The 35-item instrument underwent a preliminary test with a convenient sample comprising 55 participants who were regular restaurant diners. To assess the instrument's reliability and the average correlation and internal consistency of its items, Cronbach's alpha was employed. The results indicated a strong level of internal consistency with an α Cronbach value of 0.832 for total scores, demonstrating good post-test reliability. Furthermore, perfect internal consistency was observed across all domains covered by the questionnaire (Polit *et al*., 2007).

In this study, a cross-sectional web-based survey was chosen as the preferred method for data collection due to its suitability in gathering quantifiable data from a specific demographic, namely tourists who frequently dine in restaurants. The survey aimed to delve into the relative significance of factors like uniqueness, authenticity, local flavor, personalized service, and the desire to escape homogenization in shaping consumer choices within the context of unbranded restaurants. To establish the appropriate sample size, the subject-to-variable (STV) ratio method was adopted, in line with findings by Schreiber *et al*. (2006), who reported a commonly used

koji navode uobičajen odnos STV od 10:1. Stoga, kako bi se dobila veličina uzorka u rasponu od 350 do 500 za eksplanatornu faktorsku analizu (EFA) i za model strukturnih jednadžbi (SEM), anketna poveznica poslana je na preko 1000 adresa gostiju koji su u posljednje vrijeme posjetili razne samostalne i nezavisne nebrendirane restorane. Anketa je provedena u turističkoj destinaciji Goa poznatoj po raznolikom kulinarskom krajoliku s brendiranim i neovisnim restoranima. Sudionici su bili zamoljeni sudjelovati preko anketne poveznice, u kojoj su se izričito navodili ciljevi istraživanja, te im je bilo objašnjeno da daju odgovore na temelju svojih iskustava u neovisnim restoranima. Goa je izabrana za istraživanje kako bi se dobio uvid u mnoštvo brendiranih i neovisnih ugostiteljskih objekata te tako steklo sveobuhvatno razumijevanje čimbenika koji utječu na potrošačke odabire u tako dinamičnom kulinarskom okruženju. Dobivena su ukupno 552 odgovora, što znači da je postotak odgovorenih anketa bio preko 50%, od kojih su 23 odgovora smatrana nepotpunima. Tako je za analizu podataka upotrijebljeno 529 valjanih odgovora u daljnjem postupku studije.

STV ratio of 10:1. Consequently, to achieve a sample size ranging from 350 to 500 for both Exploratory Factor Analysis (EFA) and Structural Equation Modeling (SEM), the survey link was shared with over 1000 guests who had recently visited various standalone and independent unbranded restaurants. The survey was conducted in Goa, a prominent tourist destination known for its diverse culinary landscape, encompassing both branded and standalone restaurants. The participants were invited to participate through a survey link that explicitly communicated the objectives of the research. They were instructed to provide responses based on their experiences in independent standalone restaurants. The choice of Goa as the research location aimed to capture insights from a setting with a rich variety of dining establishments, both branded and standalone, offering a comprehensive understanding of the factors influencing consumers' choices in such a dynamic culinary environment. A total of 552 responses were received, yielding a response rate of over 50%, with 23 responses deemed incomplete. Therefore, 529 valid responses were utilized for the subsequent data analysis.

4. REZULTATI

Tablica 1 pokazuje demografske značajke uzorka (N=529) i njegove strukture prema različitim kategorijama. Podaci uključuju spolnu distribuciju, bračno stanje, dobne skupine, vrste zanimanja, prihodovne razrede, i razine obrazovanja. Pokazalo se da je odgovorilo 55,2% ispitanika, da je većina bila u braku (69,8%) te da su pripadali dobnoj skupini od 25 do 34 godine (40,3%). Prema strukturi zanimanja, 69,0% ih je zaposleno uz stalnu plaću, a struktura primanja pokazuje da značajan udio (36,5%) zarađuje godišnje preko 10.000 eura. Obrazovna struktura varira s time da 44,4% ispitanica i ispitanika ima sveučilišni stupanj prvostupnika. Tablica 1 sumira ključne demografske značajke anketirane populacije.

4. RESULTS

Table 1 presents demographic characteristics of a sample population (N=529) across various categories. The data includes gender distribution, marital status, age groups, occupation types, income levels, and educational backgrounds. It shows that 55.2% of the respondents are male, with the majority being married (69.8%) and falling within the age group of 25-34 years (40.3%). The occupation distribution reveals that 69.0% are salaried employees, and the income distribution highlights that a significant portion (36.5%) earns above 10,000 Euros annually. Educational backgrounds vary, with 44.4% having completed graduation. The table provides a concise overview of the surveyed population's key demographic features.

Tablica 1: Demografska obilježja

Spol	Učestalost	Postotak
Muški	292	55,2
Ženski	237	44,8
Ukupno	529	100,0
Bračni status		
Neudane/neoženjeni	153	28,9
Udane/oženjeni	369	69,8
Rastavljeni	2	0,4
Udovice/udovci	5	0,9
Ukupno	529	100,0
Dobna skupina		
Ispod 24 godine	138	26,1
Od 25 do 34 godine	213	40,3
Od 35 do 54 godine	118	22,3
Preko 55 godina	60	11,3
Ukupno	529	100,0
Zanimanje		
Nezaposleni	22	4,2
Zaposleni na stalnoj plaći	365	69,0
Vlasnici tvrtki	131	24,8
Umirovljeni	11	2,1
Ukupno	529	100,0
Prihodi		
Ispod 3.000 EUR	21	4,0
3.000 – 5.000 EUR	115	21,7
5.001 – 10.000 EUR	200	37,8
Preko 10.000 EUR	193	36,5
Ukupno	529	100,0
Obrazovanje		
Srednja škola i niže	2	0,4
Viša srednja škola	63	11,9
Dodiplomski/ diplomski studij	106	20,0
Diplomski studij	235	44,4
Postdiplomski studij	123	23,3
Ukupno	529	100,0

Izvor: Primarni podaci

Table 1: Demographic Characteristics

Gender	Frequency	Percent
Male	292	55.2
Female	237	44.8
Total	529	100.0
Marital status		
Unmarried	153	28.9
Married	369	69.8
Divorced/Separated	2	0.4
Widow/Widower	5	0.9
Total	529	100.0
Age group		
Below 24 years	138	26.1
25-34 years	213	40.3
35-54 years	118	22.3
55 years and above	60	11.3
Total	529	100.0
Occupation		
Unemployed	22	4.2
Salaried Employee	365	69.0
Business owners	131	24.8
Retired	11	2.1
Total	529	100.0
Annual Income		
Below 3,000 EUR	21	4.0%
3,000 – 5,000 EUR	115	21.7%
5,001 – 10,000 EUR	200	37.8%
Above 10,000 EUR	193	36.5%
Total	529	100.0%
Education		
High School and below	2	0.4
Higher secondary	63	11.9
Under Graduation/ Diploma	106	20.0
Graduation	235	44.4
Post-graduation	123	23.3
Total	529	100.0

Source: Primary data

Tehnika EFA često se koristi za smanjivanje dimenzionalnosti. Kao što je vidljivo u Tablici 2, mjera Kaiser-Meyer-Olkin koja pokazuje prikladnost uzorkovanja premašila

The EFA technique is frequently employed to reduce dimensionality. As presented in Table 2., the Kaiser-Meyer-Olkin measure of sampling adequacy surpassed

je opće preporučeni prag od 0,865, a Bartlettov test sferičnosti statistički je značajan (χ2 (1134) = 13636, p < 0,05). Značajnost Bartlettovog testa izražen p-vrijednošću od 0,000 < 0,05 potvrđuje postojanje korelacije među varijablama, što opravdava provođenje faktorske analize prema uputama Haira, Gabriela i Patela (2014).

the commonly recommended threshold at 0.865, and Bartlett's Test of Sphericity was statistically significant (χ2 (1134) = 13636, p < 0.05). The significance of the Bartlett test, indicated by a p-value of 0.000 < 0.05, confirms the existence of correlations among variables, justifying the undertaking of a factor analysis exercise, as per the guidance of Hair, Gabriel and Patel (2014).

Tablica 2: Test KMO i Bartlettov test

Kaiser-Meyer-Olkinova mjera prikladnosti uzorkovanja		0,865
Bartlettov test sfernosti	Približan hi-kvadrat	13636,004
	Df	1134
	Sig.	0,000

Izvor: primarni podaci

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.865
Bartlett's Test of Sphericity	Approx. Chi-Square	13636.004
	df	1134
	Sig.	.000

Source: Primary data

Provedena je eksploratorna faktorska analiza (EFA) kako bi se ocijenio broj osnovnih faktora koji utječu na varijacije i kako bi se istražili odnosi između različitih elemenata. Široko korištena metoda varimax rotacije upotrijebljena je za te svrhe. Iz analize su isključeni faktori s faktorima opterećenja manjim od 0,50. Ishodi ove analize otkrili su prisustvo pet izrazitih faktora koji su prikazani u Tablici 3.

Exploratory Factor Analysis (EFA) was conducted to assess the number of underlying factors influencing the variation and to explore the relationships between the different items. The Varimax rotation method, a widely employed technique for such purposes, was utilized. Factors with factor loadings less than 0.50 were excluded from the analysis. The outcomes of this analysis revealed the presence of five distinct factors, as displayed in Table 3.

Tablica 3: Rotirana komponenta

Elementi	Faktor				
	1	2	3	4	5
DOZK2_Istraživanje kulinarskih tradicija	0,923				
DOZK1_Preferencije kulinarskih ambasadora	0,878				
DOZK5_Štovanje kulinarskih tradicija	0,876				
DOZK4_Vrijednost kulturne veze	0,836				
DOZK3_Odabir gastronomskog putovanja	0,823				
BOJ3_ Traženje alternativa		0,937			
BOJ1_ Nebrendirani doživljaji blagovanja		0,928			
BOJ4_Osvježavajući odmak		0,865			
BOJ2_ Primjedbe o ugostiteljskim lancima		0,855			
BOJ5_ Osebujan dizajn i ambijent		0,843			
PUU1_ Vrijednost personalizirane usluge			0,889		
PUU2_ Unaprjeđenje interakcijom/međusobnim utjecanjem			0,864		
PUU4_Emotivna privlačnost			0,852		
PUU5_ Prilagođeni doživljaj blagovanja			0,787		
PUU3_Ambijent dobrodošlice			0,522		
JIA2_ Lokalno inspirirana jela				0,837	
JIA1_ Autentični kulinarski doživljaji				0,82	
JIA5_ Autentičnost povjerenja u hranu				0,766	
JIA3_Osobne interakcije/međusobni utjecaji				0,758	
JIA4_Zavičajne kulinarske tradicije				0,701	
INR1_ Prednost nebrendiranim objektima umjesto ugostiteljskih lanaca					0,929
INR4_ Privlačnost osebujnog šarma					0,779
INR5_Nezaboravno blagovanje					0,667
INR2_Raznoliki kulinarski doživljaji					**0,345**
INR3_Intimna atmosfera					**0,332-**
Konstrukt pouzdanosti (Cronbachov alfa koeficijent)	0,960	0,972	0,911	0,932	0,930
Metoda ekstrakcije: Maksimalna vjerojatnost. Metoda rotacije: Varimax s normalizacijom Kaiser.					

Šifre faktora: *odabir nebrendiranih restorana* (INR), *domaći okus i zavičajna kuhinja* (DOZK), *bijeg od jednoobraznosti* (BOJ), 'personalizirana usluga i uključenost' (PUU) i 'jedinstvenost i autentičnost' (JIA)

Izvor: Primarni podaci

Table 3: Rotated Component Matrix

Items	Factor				
	1	**2**	**3**	**4**	**5**
LFRC2_Exploration of Culinary Traditions	.923				
LFRC1_Culinary Ambassador Preference	.878				
LFRC5_Celebration of Culinary Traditions	.876				
LFRC4_Cultural Connection Value	.836				
LFRC3_Gastronomic Journey Preference	.823				
EFH3_ Seeking Alternatives		.937			
EFH1_ Unbranded Dining Experiences		.928			
EFH4_Refreshing Departure		.865			
EFH2_ Observation about Chain Restaurants		.855			
EFH5_ Distinctive Décor and Ambiance		.843			
PSE1_ Value of Personalized Service			.889		
PSE2_ Enhancement through Interactions			.864		
PSE4_Emotional Appeal			.852		
PSE5_ Tailored Dining Experience			.787		
PSE3_Inviting Atmosphere			.522		
UAA2_ Locally Inspired Dishes				.837	
UAA1_ Authentic Culinary Experiences				.82	
UAA5_ Authenticity on Trust in Food				.766	
UAA3_Personal interactions				.758	
UAA4_Regional Culinary Traditions				.701	
COR1_ Preference for Unbranded over Chain					.929
COR4_ Appeal of Distinct Charm					.779
COR5_Memorable Dining					.667
COR2_Diverse Culinary Experiences					**.345**
COR3_Intimate Ambiance					**.332**
Construct Reliability (Cronbach's alpha coefficient)	.960	.972	.911	.932	.930
Extraction Method: Maximum Likelihood. Rotation Method: Varimax with Kaiser Normalization.					
Factor codes: 'choice of unbranded restaurants' (COR), 'local flavor and regional cuisine'(LFRC), 'escape from homogenization' (EFH), 'personalized service and engagement' (PSE), and 'uniqueness and authenticity' (UAA)					

Source: Primary data

Tablica 4: Mjerne ljestvice istraživanja i elementi za ocjenu čimbenika koji utječu na odabir nebrendiranih restorana

Čimbenik	Element
Domaći okus i zavičajna kuhinja (DOZK)	-Nebrendirani restorani kao ambasadori kulinarstva domaćim sastojcima i tradicionalnim receptima obogaćuju moj doživljaj blagovanja
	- Istraživanje različitih kulinarskih tradicija i veze s kulturama određenih geografskih područja je važan aspekt mojih odabira blagovanja.
	- Blagovanje u nebrendiranim restoranima koji se specijaliziraju za zavičajne kuhinje omogućava mi gastronomsko putovanje koje seže dalje od okusa i potiče osjećaj kulturne povezanosti.
	- Cijenim nebrendirane restorane koji slave autentična kulinarska iskustva
Jedinstvenost i autentičnost (JIA)	- Nebrendirani restorani nude autentična kulinarska iskustva na osnovi zavičajnih i kulturnih tradicija.
	- Prisustvo izvornih lokalno inspiriranih jela u nebrendiranim restoranima je relevantno za odabir restorana.
	- Izravne i osobne interakcije gostiju, kuhara i osoblja u nebrendiranim restoranima pojačavaju autentičnost doživljaja blagovanja.
	- Nebrendirani restorani daju prednost prezentiranju zavičajnih i kulinarskih tradicija.
	- Autentičnost nebrendiranih restorana utječe na povjerenje u izvornost hrane koju serviraju.
Personalizirna usluga i uključenost (PUU)	- Cijenim personaliziranu uslugu i direktnu uključenost osoblja restorana i kuhara u nebrendiranim restoranima.
	- Mogućnost interakcije s pojedincima koji su zaslužni za kreiranje mog obroka uljepšava moj doživljaj blagovanja.
	- Nebrendirani restorani stvaraju ambijent gostoprimstva, a time i tople dobrodošlice na kulinarski doživljaj.
	- Osobne veze oblikovane interakcijama s osobljem i kuharima uljepšavaju emotivnu privlačnost mog doživljaja blagovanja.
	- Cijenim kad nebrendirani restorani oblikuju doživljaj blagovanja tako da zadovolje moje osobne želje i dijetetske potrebe.
Bijeg od jednoobraznosti (BOJ)	- Više volim jesti u nebrendiranim restoranima jer nude jedinstvene i raznovrsne doživljaje blagovanja.
	- Ugostiteljski lanci često nude standardizirane kulinarske događaje s predvidljivim menijima i dizajnom.
	- Aktivno tražim alternative poput nebrendiranih restorana kako bih izbjegla monotoniju standardiziranog blagovanja.
	- Svojim jedinstvenim menijima i individualnošću nebrendirani restorani nude osvježavajući otklon od ugostiteljskih lanaca.
	- Poseban dizajn i ambijent nebrendiranih restorana odvaja ih od poznatih dizajna ugostiteljskih lanaca.
Odabir nebrendiranih restorana (ONR)	- Više volim jesti u nebrendiranim restoranima nego u brendiranim objektima.
	- Nebrendirani restorani nude jedinstvene i različite kulinarske doživljaje koji me privlače i zanimaju.
	- Cijenim intimnu atmosferu koju nude nebrendirani restorani.
	- Nebrendirani restorani često imaju osobit šarm i originalnost koju doživljavam kao privlačnu.
	- Mislim da odabirom nebrendiranog restorana iskustvo blagovanja postaje bogatije i nezaboravnije.

Table 4: Survey Scales and Items for Assessing Factors Influencing Choice of Unbranded Restaurants

Scale Name	Item
Local Flavor and Regional Cuisine (LFRC)	- Unbranded restaurants that serve as culinary ambassadors, showcasing indigenous ingredients and traditional recipes, enhance my dining experience.
	- Exploring diverse culinary traditions and connecting with the cultural essence of specific geographic areas is an important aspect of my dining preferences.
	- Dining at unbranded restaurants specializing in regional cuisine allows me to embark on a gastronomic journey that goes beyond taste and fosters a sense of cultural connection.
	- I value unbranded restaurants that celebrate the culinary traditions of a specific locale and offer an authentic and immersive dining experience.
Uniqueness & Authenticity (UAA)	- Unbranded restaurants offer authentic culinary experiences rooted in regional and cultural traditions.
	- The presence of genuine, locally inspired dishes in unbranded restaurants is important while choosing a dining venue.
	- The direct and personal interactions between diners, chefs, and staff in unbranded restaurants enhance the authenticity of the dining experience.
	- Unbranded restaurants prioritize the presentation of regional and cultural culinary traditions.
	- The authenticity of unbranded restaurants influences trust in the genuineness of the food they serve.
Personalized Service and Engagement (PSE)	- I value the personalized service and direct engagement with restaurant staff and chefs in unbranded restaurants.
	- The opportunity to interact with individuals responsible for crafting my meal enhances my overall dining experience.
	- Unbranded restaurants create an atmosphere where diners feel like guests, contributing to a warm and inviting culinary experience.
	- Personal connections formed through interactions with staff and chefs enhance the emotional appeal of my dining experience.
	- I appreciate when unbranded restaurants tailor the dining experience to meet my individual preferences and dietary requirements.
Escape from Homogenization (EFH)	- I prefer dining at unbranded restaurants because they offer unique and diverse dining experiences.
	- Chain restaurants often provide standardized dining encounters with predictable menus and decor.
	- I actively seek alternatives like unbranded restaurants to escape the monotony of standardized dining.
	- Unbranded restaurants, with their unique menus and individuality, offer a refreshing departure from chain establishments.
	- The distinctive decor and ambiance of unbranded restaurants set them apart from the familiar settings of chain restaurants.
Choice of Unbranded Restaurant (COR)	- I prefer dining at unbranded restaurants over branded chain establishments.
	- Unbranded restaurants offer unique and diverse culinary experiences that attract my interest.
	- I value the intimate ambiance provided by unbranded restaurants.
	- Unbranded restaurants often have a distinct charm and character that I find appealing.
	- I believe that choosing unbranded restaurants contributes to a more enriching and memorable dining experience.

Pouzdanost faktora evaluirala je računanjem Cronbachovog alfa koeficijenta (Tablica 5) te je pokazala vrijednosti veće od 0,7. To ukazuje na visoku razinu pouzdanosti čimbenika i u skladu je s kriterijima koje su naveli Hair *et al*. (2014).

The reliability of the factors was assessed by calculating the Cronbach's alpha coefficient (Table 5.), and the obtained values exceeded 0.7. This indicates a high level of reliability for the factors, in line with the criteria outlined by Hair *et al*. (2014).

Tablica 5: Cronbachov Alfa

Statistika pouzdanosti	
Cronbachov Alfa	Br. elemenata
0.940	52

Izvor: Primarni podaci

Table 5: Cronbach's Alpha

Reliability Statistics	
Cronbach's Alpha	N of Items
.940	52

Source: Primary data

Za validaciju rezultata dobivenih eksploratornom faktorskom analizom i ocjenu njihove reproducibilnosti korištena je konfirmatorna faktorska analiza na odvojenom uzorku. Prema uputama autora Hair *et al*. (2014) najvažnije je osigurati adekvatan broj promatranja po predviđenom parametru kako bi se izbjeglo pretjerano usklađivanje rezultata. Zbog toga su ispitivani kriteriji kao što su: *jednodimenzionalnost*, *pouzdanost*, *multikolinearnost*, *valjanost*, *konstrukt*, i *prikladnost modela*. Rezultati konfirmatorne faktorske analize koji pripadaju modelima mjerenja *doživljaja potrošnje alkohola*, koji su kasnije potrijebljeni za testiranje modela strukturnih jednadžbi, izloženi su u sljedećoj tablici.

Confirmatory Factor Analysis (CFA) was employed to validate the findings obtained through EFA and assess the reproducibility of these results using a separate sample. Following the guidance provided by Hair *et al*. (2014), it is essential to ensure an adequate number of observations per predicted parameter to avoid 'overfitting' the study. To do so, several criteria were examined, including 'unidimensionality', 'reliability', 'multicollinearity', 'construct validity', and 'model fit'. The CFA outcomes pertaining to the measurement models for Alcohol Consumption Experience (ACE), which were subsequently used for testing Structural Equation Models (SEM), are presented in the table below.

4.1. Mjera usklađenosti modela

4.1. Model Fit Measure

Tablica 6: Mjera usklađenosti modela

Mjera	Procjena	Prag	Tumačenje
hi-kvadrat minimum/stupanj slobode	2,631	Između 1 i 3	Izvrsna
Komparativni indeks usklađenosti	0,972	>0,95	Izvrsna
Standardizirani korijen srednjeg kvadrata reziduala	0,024	<0,08	Izvrsna
Korijen srednjeg kvadrata greške aproksimacije	0,056	<0,06	Izvrsna
Konačna vjerojatnost	0,998	>0,05	Izvrsna

Izvor: Primarni podaci

Table 6: Model Fit Measure

Measure	Estimate	Threshold	Interpretation
Chi-Square Minimum/Degree of Freedom	2.631	Between 1 and 3	Excellent
Comparative Fit Index	0.972	>0.95	Excellent
Standardized Root Mean Square Residual	0.024	<0.08	Excellent
Root Mean Square Error of Approximation	0.056	<0.06	Excellent
Probability Close	0.998	>0.05	Excellent

Source: Primary data

Tablica 6 pokazuje da mjere usklađenosti modela ulaze u prihvatljivi okvir kao što su predložili Hu i Bentler (1999).

Table VI indicates that the model fit measures fall within the acceptable range, as recommended by Hu and Bentler (1999).

4.2. Provjera validnosti i pouzdanosti konstrukta

Vrijednosti kompozitne pouzdanosti za sve konstrukte premašuju 0,7 i u skladu su s kriterijima koje su ustanovili Hair *et al*. (2014). Povrh toga, vidljivo je iz Tablice 7 da je kvadratni korijen ekstrahirane prosječne varijance za svaki konstrukt prešao sve korelacije s drugim konstruktima unutar modela. Ovime se potvrđuje tvrdnja o diskriminantnoj valjanosti prema Hair *et al*. (2014). Slijedom svega navedenoga, može se zaključiti da je model mjerenja uspješno potvrđen.

4.2. Construct validity and reliability check

The Composite Reliability (CR) values for all the constructs exceed 0.7, aligning with the criteria established by Hair *et al*. (2014). Additionally, it is evident as seen in Table 7. that the square root of the Average Variance Extracted (AVE) for each construct surpasses all of their correlations with other constructs within the model. This substantiates the attainment of discriminant validity in accordance with Hair *et al*. (2014). Consequently, it can be deduced that the measurement model has been successfully validated.

Tablica 7: Valjanost konstrukata

	Kompozitna pouzdanost	Ekstrahirana prosječna varijanca	Domaći okus i zavičajna kuhinja	Bijeg od jedno-obraznosti	Personalizirana usluga i uključenost	Jedinstvenost i autentičnost	Odabir nebrendiranih restorana
Domaći okus i zavičajna kuhinja	0,916	0,741	**0,856**				
Bijeg od jedno-obraznosti	0,905	0,701	0,135***	**0,832**			
Personalizirana usluga i uključenost	0,902	0,692	0,087**	0,073*	**0,837**		
Jedinstvenost i autentičnost	0,897	0,713	0,187***	0,118***	0,128***	**0,844**	
Odabir nebrendiranih restorana	0,823	0,535	0,199***	0,139***	0,374***	0,222***	**0,742**

Izvor: Primarni podaci

Table 7: Validity of the constructs

	Composite Reliability	Average Variance Extracted	Local Flavor and Regional Cuisine	Escape from Homogenization	Personalized Service and Engagement	Uniqueness & Authenticity	Choice of Unbranded Restaurant
Local Flavor and Regional Cuisine	0.916	0.741	**0.856**				
Escape from Homogenization	0.905	0.701	0.135***	**0.832**			
Personalized Service and Engagement	0.902	0.692	0.087**	0.073*	**0.837**		
Uniqueness & Authenticity	0.897	0.713	0.187***	0.118***	0.128***	**0.844**	
Choice of Unbranded Restaurant	0.823	0.535	0.199***	0.139***	0.374***	0.222***	**0.742**

Source: Primary data

4.3. Testiranje mjernog modela na *Pogrešku zajedničke metode*

Za otkrivanje varijance zajedničke metode korišten je Harmanov jednofaktorski test. Eksploratornom faktorskom analizom istražuju se nerotirana faktorska rješenja za ocjenjivanje broja faktora potrebnih za objašnjenu varijancu u varijablama. Ako jedan faktor dominira ili jedan opći faktor objasni većinu kovarijance među mjerama, pretpostavlja se da postoji znatna količina varijance zajedničke metode. Tablica 8 pokazuje da kombinirani faktori objašnjavaju samo 21% varijance, što je ispod praga od 50%. Stoga se može zaključiti da varijanca zajedničke metode nije značajna.

4.3. Testing the measurement model for Common Method Bias

Harman's single factor test is used to detect common method variance. In exploratory factor analysis, researchers examine the unrotated factor solution to assess how many factors are needed to explain the variance in the variables. If a single factor dominates or one general factor explains most of the covariance among the measures, it suggests the presence of a substantial amount of common method variance. Looking at Table 8, the combined factors account for only 21% of the variance, which is below the 50% threshold. Therefore, it can be concluded that there is no significant common method variance present.

Tablica 8: Analiza ukupnih komponenti

Analiza ukupnih komponenti					
Komponenta	Početne svojstvene vrijednosti			Zbrojevi kvadriranih faktorskih opterećenja.		
	Ukupno	% varijance	Kumulativno %	Ukupno	% varijance	Kumulativno %
1	7,467	21,324	21	7,467	21	21

Izvor: Primarni podaci

Table 8: Total Variance Explained

Total Variance Explained					
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	7.467	21.324	21	7.467	21	21

Source: Primary data

4.4. Multikolinearnost

Multikolinearnost je određena pomoću analize faktora varijance inflacije i vrijednosti tolerancije za sve prediktore koji su povezani sa zavisnim varijablama prema smjernicama autora Hair *et al.* (2010). Prema njihovim preporukama multikolinearnost je upitna ako faktori varijance prijeđu 4,0 ili tolerancija vrijednosti padne ispod 0,2. Analiza podataka pokazuje da niti jedan faktor varijance inflacije nije prešao 2, dakle, dosta su ispod praga od 4. K tomu, sve razine tolerancije su iznad 0,2 i ukazuju na nepostojanje sumnje u multikolinearnost.

4.4. Multicollinearity

Multicollinearity was assessed through an examination of Variable Inflation Factors (VIF) and Tolerance values for all predictors associated with the dependent variables, following the guidelines outlined by Hair *et al.* (2010). According to their recommendations, multicollinearity is a concern if VIF exceeds 4.0 or tolerance falls below 0.2. Upon analyzing the data, none of the VIFs exceeded 2, well below the 4 threshold. Additionally, all Tolerance levels were above 0.2, indicating the absence of multicollinearity concerns.

4.5. Testiranje hipoteza

U središtu pozornosti procjene modela mjerenja bilo je ispitivanje povezanosti između latentnih konstrukata i promatranih varijabli. Evaluacija odnosa između konstrukata i njihovih značajnosti ključan je aspekt testiranja strukturalnog modela. Za testiranje hipoteza upotrijebljen je pristup modeliranja konstrukcijske jednadžbe modeliranja (SEM) pomoću statističkog paketa IBM SPSS AMOS 21.

Hipoteza 1: Razina jedinstvenosti koju nude nebrendirani restorani ima značajan utjecaj na odabir nebrendiranih restorana.

Hipoteza 2: Prisutnost lokalnih okusa u zavičajnim kulinarskim tradicijama značajno utječe na odabir nebrendiranih restorana.

Hipoteza 3: Personalizirana usluga koju nude nebrendirani restorani značajno utječu na odabir nebrendiranih restorana.

4.5. Hypothesis testing

The examination of the connection between latent constructs and the observed variables was the central focus during the assessment of the measurement models. The evaluation of the relationships between constructs and their significance is a key aspect of structural model testing. To test the hypotheses, the Structural Equation Modeling (SEM) approach was employed, utilizing the IBM SPSS AMOS 21 statistical package.

Hypothesis 1: The level of uniqueness offered by unbranded restaurants has a significant impact on the choice of unbranded restaurants

Hypothesis 2: The presence of local flavor in regional culinary traditions significantly impact on the choice of unbranded restaurants

Hypothesis 3: The personalized service offered by unbranded restaurants significantly impact on the choice of unbranded restaurants

Hipoteza 4: Želja za bijegom od jednoobraznosti doživljaja blagovanja ima značajan utjecaj na odabir nebrendiranih restorana.

Ispitane su četiri putanje *odabira nebrendiranih restorana* (ONR) prema različitim varijablama: *lokalni okus i zavičajna kuhinja* (LOZK), *bijeg od jednoobraznosti*, *personalizirana usluga i uključenost* (PUU) te *jedinstvenost i autentičnost* (JIA). Kao što se vidi na Tablici 9, procjene ovih putanja pokazuju pozitivne odnose, a time se sugerira da odabir nebrendiranih restorana ima pozitivan utjecaj na *lokalne okuse i zavičajnu kuhinju*, *bijeg od jednoobraznosti*, *personaliziranu uslugu i uključenost* te na *jedinstvenost i autentičnost*.

Hypothesis 4: The desire to escape from the homogenization of dining experiences has a significant impact on the choice of unbranded restaurants.

The four paths from 'choice of unbranded restaurants' (CUR) to different variables: 'local flavor and regional cuisine' (LFRC), 'escape from homogenization' (EFH), 'personalized service and engagement' (PSE), and uniqueness and authenticity' (UAA) were examined. As seen in Table 9, the estimates of these paths indicate positive relationships, suggesting that the choice of unbranded restaurants has a favorable impact on 'local flavor and regional cuisine', 'escape from homogenization', 'personalized service and engagement', and 'uniqueness and authenticity'.

Tablica 9: Hipoteze, Koeficijenti putanje strukturalnog modela, Značaj i interpretacija

Hipoteza	Puta-nja	Std. procjena	Procje-na	Standardna pogreška	t-omjer	p-vri-jednost	Značajna/Nije značajna
H1	ONR – JIA	0,32	0,268	0,028	9,571	***	Značajna i pozitivna Hipoteza potvrđena
H2	ONR – LOZK	0,14	0,064	0,013	4,923	***	Pozitivna i značajna Hipoteza potvrđena
H3	ONR – PUU	0,096	0,05	0,01	5,000	0.01	Pozitivna i značajna Hipoteza potvrđena
H4	ONR – BOJ	0,268	0,189	0,028	6,750	***	Pozitivna i značajna Hipoteza potvrđena

Table 9: Hypotheses, Structural Model Path Coefficients, Significance and Interpretation

Hypoth-esis	Path	Std. Es-timate	Esti-mate	Standard Error.	Critical Ratio	P value	Significant/ Not Significant
H1	COR – UAA	0.32	0.268	0.028	9.571	***	Significant and Positive Hypothesis Supported
H2	CUR – LFRC	0.14	0.064	0.013	4.923	***	Positive and Significant Hypothesis Supported
H3	CUR – PSE	0.096	0.05	0.01	5.000	0.01	Positive and Significant Hypothesis Supported
H4	CUR – EFH	0.268	0.189	0.028	6.750	***	Positive and Significant Hypothesis Supported

Pored toga, utvrđeno je da su sva četiri odnosa statistički značajna te su potvrđene vrijednosti kritičnog odnosa i niske P vrijednosti, što ukazuje na to da promatrani učinci vjerojatno nisu rezultat slučajnosti. Ovime se podrazumijeva da odabir nebrendiranih restorana igra svrsishodnu i pozitivnu ulogu u utjecaju na ove varijable, a to znači da postoji znatna i važna povezanost između analiziranih podataka.

Furthermore, all four relationships were found to be statistically significant, supported by high Critical Ratio (CR) values and low p-values, signifying that the observed effects are unlikely to be due to chance. This implies that the choice of unbranded restaurants plays a meaningful and positive role in influencing these variables, signifying a substantial and noteworthy connection in the analyzed data.

5. REZULTATI I RASPRAVA

U ovom istraživanju propitivani su odnosi između odabira nebrendiranih restorana i različitih čimbenika poput lokalnog okusa i zavičajne kuhinje, bijega od jednoobraznosti, personalizirane usluge i uključenosti te jedinstvenosti i autentičnosti. Rezultati prikazani u Tablici 9 otkrivaju pozitivne asocijacije vezane za ove faktore i odabir nebrendiranih restorana, čime se sugerira da na pojedince koji odabiru nebrendirane restorane pozitivno utječu lokalni okusi i regionalna kuhinja, želja za bijegom od jednoobraznosti, sklonost personaliziranoj usluzi i uključenosti te uvažavanje jedinstvenosti i autentičnosti. Bitno je naglasiti da su sva četiri odnosa bila statistički značajna, što je potvrđeno visokim vrijednostima kritičnog odnosa i niskim p-vrijednostima, a što pokazuje malu vjerojatnost da su ovi učinci rezultat slučajnosti. Time se potvrđuje svrsishodna i pozitivna uloga koju igra odabir nebrendiranih restorana u oblikovanju ovih varijabli te ukazuje na znatnu i istaknutu vezu među analiziranim podacima.

Jedinstvenost i autentičnost (IA): ova varijabla predstavlja razinu jedinstvenosti i autentičnosti koju nude nebrendirani restorani. Pozitivna putanja od *odabira nebrendiranih restorana* (INR) do *jedinstvenosti i autentičnosti* (UAA) podrazumijeva da odabir nebrendiranih restorana ima značajan i pozitivan utjecaj na percipiranu jedinstvenost i autentičnost doživljaja blagovanja. Klijenti koji odabiru nebrendirane restorane vjerojat-

5. FINDINGS AND DISCUSSION

This study explored the relationship between the choice of unbranded restaurants and the following factors: local flavor and regional cuisine, escape from homogenization, personalized service and engagement, and uniqueness and authenticity. The results, presented in Table 9., reveal positive associations between these factors and the choice of unbranded restaurants. This suggests that individuals who opt for unbranded restaurants are influenced positively by their desire for local flavor and regional cuisine', wish to escape from homogenization, preference for personalized service and engagement, and appreciation of uniqueness and authenticity. Importantly, all four relationships were statistically significant, supported by high critical ratio values and low p-values, indicating that these effects are unlikely accidental. This underscores the meaningful and positive role played by the choice of unbranded restaurants in shaping these variables, signifying a substantial and noteworthy connection in the analyzed data.

'Uniqueness and authenticity' (UAA): This variable represents the level of uniqueness and authenticity offered by unbranded restaurants. A positive path from 'choice of unbranded restaurants' (CUR) to 'uniqueness and authenticity' (UAA) implies that the choice of unbranded restaurants has a significant and positive impact on the perceived uniqueness and authenticity of the dining experience. Diners who choose unbranded

nije će percipirati višu razinu jedinstvenosti autentičnosti na svom kulinarskom izletu, čime se potvrđuje Hipoteza 1.

Lokalni okus i zavičajna kuhinja: pozitivna putanja od *odabira nebrendiranih restorana* (INR) do *lokalnog okusa i zavičajne kuhinje* (LOZK) znači da na osobe koje odabiru nebrendirane restorane pozitivno utječe želja za lokalnim okusom i zavičajnim kuhinjskim tradicijama. U tom kontekstu, nebrendirani restorani igraju ulogu kulinarskih ambasadora te tako nude klijentima iznimne okuse i tradicije koje se povezuju s posebnim geografskim područjima. Ovaj rezultat potvrđuje Hipotezu 2.

Personalizirana usluga i uključenost (PUA): pozitivna putanja između *odabira nebrendiranih restorana* (INR) i *personalizirane usluge i uključenosti* (PUU) otkriva da odabir nebrendiranih restorana ima pozitivan utjecaj na personalizirane usluge i direktnu uključenost. Vjerojatnije je da će nebrendirani ugostiteljski objekti pružiti kulinarski doživljaj u ambijentu tople dobrodošlice naglašavajući osobne poveznice, građenje povjerenja i prilagođeno kušanje jela. Ovaj rezultat potvrđuje Hipotezu 3.

Bijeg od jednoobraznosti: Pozitivna putanja između *odabira nebrendiranih restorana* (INR) i *bijega od jednoobraznosti* (BOJ) ukazuje na to da pojedince koji odabiru nebrendirane restorane motivira želja za bijegom od jednoobraznosti doživljaja blagovanja. Nebrendirani restorani, za razliku od ugostiteljskih lanaca, nude osvježavajući odmak ponudom različitih nestandardnih kulinarskih susreta. Time se potvrđuje Hipoteza 4.

U ovom su istraživanju potvrđeni rezultati nekih prije objavljenih istraživanja, ali su opovrgnute neke tvrdnje iz prije objavljenih studija i radova. Naime, privlačnost nebrendiranih restorana leži u njihovoj sposobnosti da ponude iznimne i autentične doživljaje blagovanja koji zadovoljavaju promjenjivim ukusima i preferencijama potrošača. To je u skladu s prethodnim studijama, poput one

restaurants are likely to value and perceive a higher level of uniqueness and authenticity in their culinary journey supporting Hypothesis 1.

'Local flavor and regional cuisine (LFRC): The positive path from "COR" to "LFRC" signifies that individuals opting for unbranded restaurants are influenced positively by their desire for local flavor and regional culinary traditions. Unbranded restaurants, in this context, serve as culinary ambassadors, offering patrons a taste of unique flavors and traditions associated with specific geographic areas. This result supports Hypothesis 2.

'Personalized service and engagement' (PSE): The positive path from 'choice of unbranded restaurants (CUR) to 'personalized services and engagement' (PSE) indicates that the choice of unbranded restaurants positively influences the preference for personalized service and direct engagement. Diners at unbranded establishments are likely to experience a warm and inviting culinary atmosphere with a focus on personal connections, trust-building, and tailored dining experiences. This finding supports Hypothesis 3.

'Escape from homogenization' (EFH): the positive path from 'choice of unbranded restaurants' (CUR) to 'escape from homogenization' (EFH) suggests that individuals opting for unbranded restaurants are motivated by a desire to escape from the homogenization of dining experiences. Unbranded restaurants, in contrast to chain establishments, offer a refreshing departure, providing diverse and non-standardized culinary encounters. This supports Hypothesis 4.

In this study, several parallels and distinctions emerge from prior research, but some previous studies have been refuted. Notably, the appeal of unbranded restaurants lies in their ability to provide unique and authentic dining experiences that cater to the evolving tastes and preferences of consumers. This aligns with previous studies, such as Williams *et al*. (2019) and Wijaya *et al*.

Williamsa *et al.* (2019) te Wijaya *et al.* (2017) koji su naglasili da nebrendirani restorani nude nove i nezaboravne kulinarske susrete koji u svojem korijenu imaju kreativne kulinarske pristupe i naglasak na autentičnost. Nadalje, koncept osobne interakcije i građenja povjerenja u osoblje i glavne kuhare u nebrendiranim restoranima, kao što se naglašava u rezultatima, u skladu je s rezultatima autora Kim i Kim (2017) koji su naglasili važnost izravne i iskrene razmjene iskustava za poboljšanje doživljaja blagovanja.

S obzirom na lokalni okus i zavičajnu kuhinju, ova se studija slaže sa Zhangom *et al.* (2019), budući da je značajnost nebrendiranih restorana kao kulinarskih ambasadora koji predstavljaju zavičajne i kulturne kulinarske tradicije te time klijentima omogućavaju iskustvo doživljaja uranjanja u lokalno kulinarstvo. I k tomu, rezultati ponavljaju već primijećen trend u ugostiteljskoj industriji u kojem klijente sve više privlače objekti koji nude mogućnosti upoznavanja lokalnih zavičajnih jela (López-Guzmán i Sánchez-Cañizares, 2012).

U pogledu osobnih usluga i uključenosti ovo istraživanje u skladu je s publikacijom autora Piramanayagam *et al.* (2021), gdje se naglašava pozitivan utjecaj personaliziranih usluga na zadovoljstvo turista s iskustvima lokalne hrane. Naglasak na uključenost klijenata u procesu kreiranja i pripreme hrane, u kojem se njeguje osjećaj povezanosti i dugotrajnog utiska slaže se s rezultatima drugih recentnih autora (Tsai, 2016; Bertran, 2019).

Konačno, želja za bijegom od jednoobraznosti koja je primijećena u ovom istraživanju slaže se s potrebom za diverzitetom i novostima u kulinarskim iskustvima. To je u skladu s istraživanjem koje ističe kako nebrendirani restorani nude osvježavajući odmak od standardiziranih i predvidljivih iskustava koja se povezuju s ugostiteljskim lancima (Kim *et al.*, 2020; De Vries i Go, 2017).

Iako je ova studija rasvijetlila važnost navedenih čimbenika, buduća bi istraživanja trebala dublje proučiti različite stupnjeve

(2017), which emphasized that unbranded restaurants offer novel and memorable dining encounters rooted in their creative culinary approaches and emphasis on authenticity. Furthermore, the concept of personal interactions and trust-building with staff and chefs in unbranded restaurants, as highlighted in the findings, corresponds to the findings of Kim and Kim (2017), who stressed the importance of direct and genuine interactions in enhancing the dining experience.

Regarding local flavor and regional cuisine, this study aligns with Zhang *et al.* (2019), emphasizing the significance of unbranded restaurants as culinary ambassadors that showcase regional and cultural culinary traditions, thus providing an immersive experience for diners. Additionally, the findings echo the broader trend observed in the restaurant industry, where consumers are increasingly drawn to establishments that serve as gateways to regional food cultures (López-Guzmán and Sánchez-Cañizares, 2012).

In the realm of personalized service and engagement, this research aligns with Piramanayagam *et al.* (2021), highlighting the positive impact of personalized service on tourist satisfaction with local food experiences. The emphasis on diners' involvement in the process of creating or preparing food, fostering a sense of connection and lasting impression, corresponds to findings in Tsai (2016) and Wilde and Bertran (2019).

Finally, the desire to escape from homogenization observed in this study resonates with the need for diversity and novelty in dining experiences. This is in line with research that underscores how unbranded restaurants offer a refreshing departure from standardized and predictable experiences associated with chain establishments (Kim *et al.*, 2020; De Vries and Go, 2017).

While this study has shed light on the importance of these factors, future research should delve deeper into the varying degrees

značaja koje ti čimbenici imaju kod potrošača. Naime, kako preferencije potrošača pokazuju značajnu raznolikost, razumijevanje o načinu na koji jedinstvenost, lokalni okus, personalizirana usluga, iskustveno blagovanje, i želja za bijegom od jednoobraznosti utječu na odabir nebrendiranih restorana može ponuditi vrijedne uvide u kompleksnost procesa donošenja odluka klijenata.

6. IMPLIKACIJE ZA MENADŽERE

Rezultati ovog istraživanja imaju bitne implikacije vezane za menadžment nebrendiranih restorana, tj. njihove vlasnike i menadžere. Za uspješno poslovanje u ovom vrlo konkurentnom području ugostiteljski objekti bi se trebali usredotočiti na naglašavanje svojih iznimnih značajki i autentičnosti te isticati zavičajne i kulturne kulinarske tradicije pripravljanja hrane lokalnog porijekla. Glavna okosnica doživljaja blagovanja trebala bi biti personalizirana usluga i uključenost kako bi se razvio osjećaj povjerenja i povezanosti s klijentima. Naglašavanje lokalnog okusa i zavičajne kuhinje može polučiti uspješno buđenje interesa i potrošača za raznovrsne kulinarske tradicije i iskustva. Nebrendirani restorani trebali bi se pozicionirati kao mogućnost bijega od standardiziranog blagovanja kojim se slavi individualnost jedinstvenim menijem i osebujnim ambijentom. Najbitnije je aktivno online upravljanje reputacijom usmjereno na internetske osvrte i pokazivanje autentičnosti. Nadalje, usvajanje održivih i etičkih praksi može dobro odjeknuti kod ekološki osviještenih potrošača. Tim strategijama te praćenjem i prihvaćanjem promjena trendova, nebrendirani restorani mogu povećati zadovoljstvo klijenata, izgraditi lojalnost i uspostaviti snažnu prisutnost u krajoliku blagovanja.

7. ZAKLJUČAK I PRIJEDLOZI ZA BUDUĆA ISTRAŽIVANJA

Zaključno, ovo istraživanje donijelo je vrijedna saznanja o čimbenicima koji značaj-

of significance these factors hold among consumers. Consumer preferences exhibit considerable diversity, and understanding how uniqueness, local flavor, personalized service, experiential dining, and the desire to escape homogenization influence the choice of unbranded restaurants can offer valuable insights into the complex decision making process of diners.

6. MANAGERIAL IMPLICATIONS

The findings of this study carry significant managerial implications for unbranded restaurant owners and operators. To thrive in the competitive dining industry, these establishments should focus on accentuating their uniqueness and authenticity, emphasizing regional and cultural culinary traditions, and sourcing locally. Personalized service and engagement should be a cornerstone of the dining experience, fostering a sense of trust and connection with diners. Highlighting local flavor and regional cuisine can capitalize on consumers' growing interest in diverse culinary traditions and cultural experiences. Unbranded restaurants should position themselves as possible escape from standardized dining, celebrating individuality through unique menus and distinctive ambiance. Active online reputation management is crucial, with a focus on engaging with online reviews and showcasing authenticity. Furthermore, adopting sustainability and ethical practices can resonate with environmentally conscious consumers. By embracing these strategies and staying attuned to changing trends, unbranded restaurants can enhance customer satisfaction, build loyalty, and establish a strong presence in the dining landscape.

7. CONCLUSION AND PROPOSITIONS FOR FUTURE RESEARCH

In conclusion, this research has provided valuable insights into the factors significant-

no utječu na odabir klijenata o nebrendiranim restoranima. Rezultati jasno ukazuju na iznimnu važnost jedinstvenosti i autentičnosti, lokalnog okusa i zavičajne kuhinje, personalizirane usluge i uključenosti te želje za bijegom od jednoobraznosti. Svi ovi elementi zajedno doprinose primamljivosti nebrendiranih restorana te ih tako čine boljim odabirom najizbirljivijih klijenata koji žele osobit i nezaboravan doživljaj blagovanja.

Doprinos literaturi ovog istraživanja nalazi se u naglasku uloge jedinstvenosti i autentičnosti u nebrendiranim restoranima. Ti ugostiteljski objekti predstavljaju oaze za sve one koji traže originalne, kulturno obogaćujuće i autentične kulinarske doživljaje koji su različiti od standardiziranih ugostiteljskih lanaca. Nadalje, isticanje lokalnog okusa i zavičajne kuhinje sukladan je sa širim trendom potrošača koji žele upoznati različite kulinarske tradicije i povezati se s kulturnim suštinama određenih geografskih prostora.

Uloga personalizirane usluge i uključenosti pojavila se kao definirajuća značajka nebrendiranih restorana u kojima klijenti nisu samo potrošači nego i dobrodošli gosti. Takva prisnost jača duboki osjećaj povezanosti, povjerenja, zadovoljstva koja izdvaja nebrendirane restorane od ugostiteljskih lanaca sa standardiziranom uslugom. Osim toga, želja za bijegom od jednoobraznosti ima dobar odjek kod potrošača koji traže različitost i nova iskustva blagovanja. Nebrendirani restorani nude osvježavajući odmak od predvidljivosti i sukladnosti koje se često povezuju s većim lancima restorana.

Za vlasnike restorana i menadžere, rezultati sugeriraju da jačanje jedinstvenosti i autentičnosti može biti ključna strategija za izdvajanje njihovih objekata na konkurentnom tržištu. Usmjeravanjem na lokalni okus i zavičajnu kuhinju omogućava kreiranje jelovnika koji odražavaju bogato kulinarsko nasljeđe određenih krajeva te time zadovoljava rastući interes za različite doživljaje hrane. Investiranje u personaliziranu uslugu i uključivanje iznimno je važno za jačanje trajnih

ly influencing diners' choice of unbranded restaurants. The findings underscore the paramount importance of uniqueness and authenticity, local flavor and regional cuisine, personalized service and engagement, and the desire to escape from homogenization. These elements collectively contribute to the appeal of unbranded restaurants, making them preferred choices for discerning consumers seeking distinctive and memorable dining experiences.

This study makes a distinct contribution to the literature by emphasizing the crucial role of uniqueness and authenticity in unbranded restaurants. These establishments serve as havens for those seeking genuine, culturally enriching, and authentic culinary experiences, distinct from standardized chain establishments. Furthermore, the emphasis on local flavor and regional cuisine aligns with the broader trend of consumers wanting to explore diverse culinary traditions and connect with the cultural essence of specific geographic regions.

The role of personalized service and engagement emerges as a defining characteristic of unbranded restaurants, where diners are not merely customers but welcomed guests. This personal touch fosters a deep sense of connection, trust, and satisfaction, setting unbranded restaurants apart from chain establishments with standardized service. Moreover, the desire to escape from homogenization resonates with consumers seeking diversity and novelty in their dining experiences. Unbranded restaurants offer a refreshing departure from the predictability and conformity often associated with larger restaurant chains.

For restaurant owners and managers, the findings suggest that enhancing uniqueness and authenticity can be a key strategy to distinguish their establishments in a competitive market. Focusing on local flavor and regional cuisine allows for the creation of menus that reflect the rich culinary heritage of specific regions, catering to the growing consumer interest in diverse food experiences. Invest-

veza s vlasnicima lokala. Nebrendirani restorani mogu graditi povjerenje i potrošačku lojalnost tako da se odnose prema gostima s dobrodošlicom i nude personalizirano iskustvo. Povrh toga, ako prepoznaju i prihvate težnje klijenata za bijegom od jednoobraznosti, vlasnici restorana imaju mogućnost kreirati naročite ambijente za blagovanje i doživljaje koji se ističu na tržištu koje je zasićeno standardiziranom ponudom.

U budućim istraživanjima preporuča se izvesti segmentacijsku analizu kako bi se razumjelo kako demografske varijable mogu utjecati na relativnu važnost ovih čimbenika među klijentima. Na taj način mogli bi se otkriti različiti segmenti klijenata prema njihovim preferencijama i time bi se stekla vrijedna saznanja o raznovrsnoj dinamici potrošačkih odabira u kontekstu nebrendiranih restorana. Također treba razmotriti i geografske varijacije kako bi se razlučilo je li značaj ovih čimbenika različit u raznim krajevima. Komparativna istraživanja o razlikama između nebrendiranih restorana s različitim mogućnostima blagovanja i ispitivanje utjecaja internetskih osvrta i društvenih medija na percepcije potrošača otvaraju mogućnosti za buduća istraživanja. Konačno, na sjecištu održivosti, etičkog korištenja domaćih resursa i odgovornosti za okoliš s odabirom klijenata u domeni nebrendiranih restorana nalazi se plodno tlo za istraživanje u skladu sa suvremenim temama. Ti istraživački pravci imaju potencijal za unaprjeđenje znanja o nebrendiranim restoranima i njihovoj ulozi u oblikovanju modernih preferencija blagovanja.

ing in personalized service and engagement is crucial for fostering lasting connections with patrons. By treating diners as welcomed guests and providing a personalized experience, unbranded restaurants can build trust and customer loyalty. Additionally, recognizing and embracing the desire of consumers to escape from homogenization provides an opportunity for restaurant owners to curate distinctive dining environments and experiences that stand out in a market saturated with standardized offerings.

For future research, it is recommended to explore segmentation analysis to comprehend how demographic variables may impact the relative importance of these factors among diners. This approach has the potential to unveil distinct consumer segments with unique preferences, providing valuable insights into the nuanced dynamics of consumer choices in the context of unbranded restaurants. Geographical variations should also be considered to discern whether the significance of these factors varies across diverse regions. Comparative studies contrasting unbranded restaurants with various dining alternatives and investigating the impact of online reviews and social media on consumer perceptions offer avenues for future inquiry. Lastly, the intersection of sustainability, ethical sourcing, and environmental responsibility with consumer choices in the unbranded restaurant domain presents a fertile ground for research aligning with contemporary concerns. These avenues of inquiry hold the potential to advance our understanding of unbranded restaurants and their role in shaping modern dining preferences.

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