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**Effect of Menu Nutritional Information on Customers'
intention and Attitude to Eat at Restaurants in Alexandria**

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Abstract (200 words)

Availability of nutritional information through a menu label is important for consumers that help them to make informed and healthier food choices. Theory of Planned Behavior (TPB) which includes attitudes, subjective norms, perceived behavioral control, and intention constructs was used in this study.

Since limited previous studies that have been conducted to verify the consumer behavior towards reading nutritional information in the restaurant context in Egypt, this study based on customers of four-and five-star restaurants in hotels and stand alone in Alexandria by administrating a questionnaire consisting of four parts.

The results indicated that customers have the intention to read the nutritional information, although most restaurants did not disclose it. Moreover, the most preferred information that consumers want to be available is calorie counts then fat in fast food restaurants on menus and menu boards.

Therefore, this study is important as it measures consumer behavior towards reading nutritional information in the context of four-and five-star restaurants, as well as, it presents suggestions to decision makers in the restaurant business to use new policies to attract more consumers. Furthermore, it motivates the government to collaborate with researchers to raise the level of awareness of the population about food and health.