

Korean Samgyeopsal Dining in Urban Hospitality Settings: Nutritional Impact, Body Weight Awareness, and Sustainable Dining Practices among Filipino Consumers

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ABSTRACT

The globalization of Korean cuisine, propelled by the Korean Wave (Hallyu), has significantly reshaped food consumption patterns in Southeast Asia. In the Philippines, samgyeopsal (Korean grilled pork belly) has evolved into a dominant urban dining phenomenon characterized by communal consumption and unlimited service formats. While its experiential and social appeal enhances market success, its high caloric density raises concerns regarding weight-related health outcomes. Simultaneously, sustainable dining practices are increasingly promoted within hospitality systems as mechanisms to encourage responsible consumption.

Grounded in consumer behavior theory and sustainability transition frameworks, this study investigates (1) the influence of samgyeopsal consumption behavior on consumer perception and nutritional/body weight awareness, and (2) the extent to which sustainable dining practices promote responsible consumption behavior.

Using a cross-sectional survey of 200 Filipino urban consumers in Bataan Philippines, data were analyzed through reliability testing, correlation analysis, and regression modeling. Results demonstrate that samgyeopsal consumption behavior significantly predicts consumer perception ($\beta = .286, p < .001$), nutritional/body weight awareness ($\beta = .672, p < .001$), and sustainable dining practices ($\beta = .424, p < .001$). Furthermore, sustainable dining practices exert a stronger influence ($\beta = .406, p < .001$) than consumer perception ($\beta = .257, p < .001$) in predicting responsible samgyeopsal consumption.

The findings contribute to hospitality sustainability literature by integrating health-related outcomes into sustainable dining discourse, highlighting how environmental and structural dining practices can mitigate the nutritional risks of high-calorie communal cuisines.

Keywords: Globalized Cuisine; Samgyeopsal; Nutritional Awareness; Sustainable Dining Practices; Responsible Consumption; Hospitality Sustainability; Filipino Consumers

INTRODUCTION

Korean cuisine has become an integral part of Filipino food culture in recent years, primarily driven by the global spread of the Korean Wave (Hallyu) through music, dramas, and social media. Among the many dishes introduced to the Filipino palate, samgyeopsal a Korean-style grilled pork belly eaten with vegetables, rice, and various side dishes has gained remarkable popularity. The communal dining experience it offers resonates deeply with Filipino cultural values of sharing and togetherness, making it a favored choice for families and groups of friends (Ibon, 2024).

However, despite its social appeal, the nutritional impact of samgyeopsal consumption raises health-related concerns. A typical 150-gram serving of samgyeopsal contains approximately 450 kilocalories, with a relatively high proportion of fat (about 40 grams) and moderate protein content (20 grams) (SnapCalorie, 2024). When consumed frequently, especially in the context of “unlimited samgyeopsal” promotions popular across the Philippines, the dish may contribute to weight gain and related lifestyle diseases such as obesity, hypertension, and heart disease.

At the same time, there is a growing demand for sustainability within the foodservice industry. Restaurants are increasingly encouraged to implement environmentally responsible practices such as waste reduction, energy efficiency, sustainable sourcing, and portion control (Frontiers in Sustainable Food Systems, 2024). In Cebu, for example, sustainable dining practices are beginning to emerge in local restaurants, yet many establishments still face challenges in consistently applying eco-friendly measures (UIJRT, 2024).

This intersection of nutritional health and sustainability presents an important area for academic inquiry. While samgyeopsal is a cultural phenomenon that enriches the Filipino dining experience, it may simultaneously pose health challenges if consumed excessively. Moreover, the adoption of sustainable dining practices by Korean barbecue restaurants could potentially influence consumer behavior encouraging moderation, responsible consumption, and environmental awareness.

Therefore, this study seeks to explore the nutritional impact of Korean samgyeopsal consumption on the body weight of Filipino consumers and examine how sustainable dining practices in samgyeopsal restaurants influence eating behaviors and weight management. By integrating perspectives from nutrition science, consumer behavior, and sustainability, the study aims to contribute to a more comprehensive understanding of how global food trends affect both human health and environmental responsibility in the Philippine context.

Background of the Study

In the past decade, Korean cuisine has significantly influenced global dining culture, with the Philippines emerging as one of its most enthusiastic adopters. The increasing popularity of Korean dramas, K-pop music, and social media trends collectively referred to as the *Hallyu* or Korean Wave has greatly shaped Filipino lifestyle and food consumption behavior. Among the many Korean dishes introduced to Filipino consumers, samgyeopsal, or Korean grilled pork belly, has become a major culinary phenomenon (Ibon, 2024). Its communal and interactive dining style strongly aligns with Filipino cultural values centered on togetherness, social interaction, and shared dining experiences, making it highly popular among families, friends, and young adults.

Despite its cultural and social appeal, samgyeopsal consumption raises important nutritional and health concerns. A typical serving of samgyeopsal contains high levels of calories and saturated fats, which may contribute to excessive caloric intake when consumed frequently, particularly in unlimited dining formats common in the Philippines. Previous studies have shown that excessive consumption of high-fat and energy-dense foods may increase the risk of obesity, hypertension, cardiovascular disease, and other lifestyle-related illnesses (Lee, Kim, & Park, 2018). The growing popularity of unlimited samgyeopsal dining also reflects changing Filipino dietary behaviors influenced by globalization, social dining culture, and experiential consumption trends.

Simultaneously, the hospitality and foodservice industries are increasingly challenged to adopt sustainable dining practices that minimize environmental impact while promoting healthier consumption behavior. Sustainable dining practices such as portion control, waste reduction, local ingredient sourcing, and balanced menu offerings are becoming important strategies within modern hospitality operations (Gössling, 2021). In the Philippine context, several restaurants have started implementing sustainability-oriented initiatives; however, adoption remains inconsistent, particularly among small- and medium-sized food establishments.

The present study is anchored in Consumer Behavior Theory, which explains how consumer decisions are influenced by psychological, social, cultural, and environmental factors (Kotler & Keller, 2016). In the context of samgyeopsal consumption, dining behavior is influenced not only by hunger or nutritional needs but also by enjoyment, social interaction, cultural exposure, and experiential satisfaction. The study is also grounded in Sustainability Transition Theory, which emphasizes how industries and consumers gradually adopt sustainable practices through behavioral and environmental changes (Geels, 2019). These theories collectively explain how sustainable dining practices may influence responsible food consumption behavior among consumers.

Although previous studies have explored Korean cuisine consumption, nutritional awareness, and sustainable dining practices independently, limited research has integrated these variables within the Philippine hospitality context. Existing literature primarily focuses on consumer satisfaction, cultural influence, and food preference, with insufficient attention given to the relationship between samgyeopsal consumption behavior, nutritional/body weight awareness, and sustainability-oriented dining practices. Furthermore, few studies have examined how

sustainable dining practices may help moderate excessive consumption behavior associated with unlimited samgyeopsal dining formats.

In the Philippine setting, particularly in Bataan, empirical studies examining the combined influence of samgyeopsal consumption, body weight awareness, consumer perception, and sustainable dining practices remain scarce. Therefore, this study seeks to address this research gap by integrating consumer behavior, nutritional awareness, and sustainability perspectives within a single hospitality research framework.

Given these interrelated concerns, this study aims to examine how the frequency and portion size of samgyeopsal consumption affect the body weight awareness of Filipino consumers and how sustainable dining practices influence responsible eating behavior. Findings from this study are expected to contribute to hospitality sustainability literature, nutrition management, restaurant operations, and culturally adaptive public health strategies within the Philippine foodservice industry.

Statement of the Problem

This study aims to explore the nutritional impact of Korean samgyeopsal on the body weight of Filipino consumers and to examine how sustainable dining practices influence their eating behavior.

The growing popularity of samgyeopsal in the Philippines has encouraged frequent dining and overconsumption, especially in “unlimited” restaurants. This raises concerns about possible weight gain and other health effects. At the same time, sustainable dining practices such as portion control, waste reduction, and local ingredient sourcing are being promoted in the food industry but are not yet fully observed in many establishments.

The main problem of this study is:

What is the relationship between Korean samgyeopsal consumption, Filipino consumers’ body weight, and the influence of sustainable dining practices?

To answer this main problem, the study seeks to address the following specific questions:

1. How does respondent’s demographic profile describe their Korean samgyeopsal consumption in terms of?
 - a. Gender;
 - b. Age;
 - c. Current body weight;
 - d. Frequency of consumption and;
 - e. Lifestyle
2. How does the Samgyeopsal Consumption Behavior of the consumer be described?
3. How does the Nutritional Impact / Body Weight Awareness of the consumer be described?
4. How does Consumer Perception of Samgyeopsal of the consumer be described?
5. How does Sustainable Dining Practices of the consumer be described?
6. Is there a significant effect on Samgyeopsal Consumption Behavior to Nutritional Impact / Body Weight Awareness?
7. Is there a significant effect on Samgyeopsal Consumption Behavior to the Consumer Perception of Samgyeopsal?
8. Is there a significant effect on Samgyeopsal Consumption Behavior to Consumer’s Sustainable Dining Practices?
9. Does the Consumer perception and sustainable dining practices have a significant effect on promoting responsible Samgyeopsal consumption?

Objectives of the Study

The main objective of this study is to explore the nutritional impact of Korean samgyeopsal consumption on the body weight of Filipino consumers and to determine how sustainable dining practices influence their eating behavior and weight management.

Specifically, the study seeks to:

1. Examine how often Filipino consumers eat samgyeopsal and how the frequency and portion size relate to their body weight.
2. Identify Filipino consumers' perceptions of the nutritional and health effects of eating samgyeopsal.
3. Determine the sustainable dining practices being implemented by samgyeopsal restaurants in the Philippines.
4. Assess how these sustainable dining practices influence consumers' eating behavior and help promote healthier food choices.

Hypothesis

H1: Samgyeopsal consumption has a significant effect on consumer perception.

H2: Samgyeopsal consumption has a significant effect on body weight.

H3: Samgyeopsal consumption has a significant effect on sustainable dining practices.

H4: Consumer perception and sustainable dining practices have a combined significant effect on promoting responsible Samgyeopsal consumption

Significance of Study

This study is significant because it addresses both health and sustainability, two essential aspects of modern dining behavior influenced by globalization. By examining the relationship between Korean samgyeopsal consumption, Filipino consumers' body weight, and sustainable dining practices, this research provides insights that benefit several groups in society.

1. For Consumers- The study will help Filipino consumers become more aware of how frequent samgyeopsal consumption may affect their nutrition, body weight, and overall health. It also aims to promote responsible and mindful eating habits, encouraging diners to appreciate sustainability practices such as portion control, reduced food waste, and balanced diet choices when eating at Korean barbecue restaurants.

2. For the Academic Community- This study contributes to the growing body of knowledge on cross-cultural dining behavior, nutrition, and sustainable food systems. It provides a foundation for understanding how popular international cuisines, such as Korean samgyeopsal, influence the eating patterns and health of Filipino consumers.

3. For the Hospitality and Restaurant Industry- The findings may help restaurant owners and managers design healthier and more sustainable menu offerings. By integrating practices like portion management, sourcing locally grown ingredients, and waste reduction, restaurants can appeal to both health-conscious and environmentally aware consumers.

4. For Health and Nutrition Professionals- The study offers useful data for dietitians, nutritionists, and health educators in creating campaigns that promote balanced eating behaviors. Understanding the nutritional impact of samgyeopsal can guide public health initiatives aimed at preventing obesity and lifestyle-related diseases.

5. For Policymakers- Results may serve as a basis for policy development that supports sustainable restaurant practices and nutritional awareness programs. Government agencies can use this information to encourage eco-friendly operations and healthier food consumption in the foodservice industry.

6. For Future Researchers- This study provides a foundation for further research on the intersection of global cuisine, health outcomes, and sustainability. Future scholars may expand this research to other international food trends or explore experimental studies on consumer behavior and nutritional awareness.

Scope and Limitations of the Study

This study examines the relationship between Korean samgyeopsal consumption, nutritional/body weight awareness, consumer perception, and sustainable dining practices among Filipino urban consumers in selected samgyeopsal restaurants in Bataan, Philippines. Specifically, the study focuses on consumers' dining behavior, including the frequency of samgyeopsal consumption, portion size preferences, and perceptions regarding its nutritional and health implications. Additionally, the study investigates the sustainable dining practices implemented by samgyeopsal restaurants, such as portion control, waste reduction strategies, balanced menu offerings, and local ingredient sourcing.

The study primarily utilizes a quantitative descriptive-correlational research design to determine the significant relationships among samgyeopsal consumption behavior, nutritional awareness, consumer perception, and sustainable dining practices. Data were gathered from Filipino adult consumers who regularly dine at Korean samgyeopsal restaurants, as well as selected restaurant staff members who provided information regarding sustainability-oriented operational practices.

Despite the significant contributions of this study, several limitations should be acknowledged.

First, the study relied on self-reported data for body weight, dietary habits, and consumption frequency. As a result, responses may be affected by recall bias and social desirability bias, potentially influencing the accuracy of the data collected.

Second, the study employed a cross-sectional research design, which limits the ability to establish direct causal relationships among variables. Although significant associations were identified, the study cannot conclusively determine long-term effects of samgyeopsal consumption on nutritional outcomes and body weight changes over time.

Third, the respondents were limited to selected urban areas in Bataan, which may restrict the generalizability of the findings to other regions in the Philippines, particularly rural communities and highly urbanized metropolitan areas.

Fourth, the majority of respondents belonged to the young adult age group (20–30 years old). Consequently, the findings may not fully represent older age groups with different dietary patterns, health awareness levels, and dining behaviors.

Fifth, the assessment of nutritional impact was limited to self-reported indicators and perceptual measures rather than objective clinical assessments such as validated Body Mass Index (BMI), cholesterol levels, or other biochemical health indicators.

Sixth, while the study examined sustainable dining practices, it did not directly measure environmental sustainability indicators such as carbon footprint, food waste volume, water consumption, or restaurant energy efficiency. Therefore, the sustainability analysis was limited primarily to consumer and restaurant practices.

Finally, extreme outliers identified in the body weight data suggest the possibility of encoding or reporting errors. Appropriate data-cleaning procedures were conducted to minimize their impact on statistical analysis and interpretation.

These limitations provide opportunities for future researchers to conduct longitudinal studies, utilize objective nutritional assessments, include broader geographic sampling, and incorporate comprehensive environmental sustainability metrics to further strengthen hospitality and food consumption research within the Philippine context.

Theoretical Foundation of the Study

This study is anchored in Consumer Behavior Theory and Sustainability Transition Theory, which provide the conceptual basis for understanding the relationship among samgyeopsal consumption behavior, nutritional/body weight awareness, consumer perception, and sustainable dining practices.

Consumer Behavior Theory

Consumer Behavior Theory explains how individuals make decisions regarding food selection, consumption patterns, and dining preferences based on psychological, social, cultural, and environmental influences (Kotler & Keller, 2016). The theory posits that consumer choices are not solely driven by physiological needs such as hunger, but are also shaped by emotional satisfaction, social interaction, cultural exposure, and experiential value.

In the context of Korean *samgyeopsal* consumption, Filipino consumers are influenced by multiple behavioral factors, including the social and communal nature of dining, exposure to Korean popular culture through the Korean Wave (*Hallyu*), and the hedonic satisfaction derived from the dining experience. Consumers often perceive *samgyeopsal* not only as a meal but also as a form of entertainment, social bonding, and cultural engagement. This theory supports the study's assumption that consumer perception significantly influences dining behavior and consumption patterns.

Furthermore, Consumer Behavior Theory explains why consumers may continue engaging in high-calorie dining experiences despite being aware of potential nutritional and health implications. Factors such as taste preference, social influence, restaurant ambiance, and perceived value contribute to repeated *samgyeopsal* consumption among Filipino urban consumers.

Sustainability Transition Theory

The study is also grounded in Sustainability Transition Theory, which explains how industries, organizations, and consumers gradually adopt sustainable practices through behavioral, environmental, and institutional changes (Geels, 2019). The theory emphasizes that sustainability transitions occur when systems shift toward practices that promote environmental responsibility, resource efficiency, and long-term social well-being.

Within the hospitality and foodservice industry, sustainable dining practices such as portion control, food waste reduction, balanced menu offerings, and local ingredient sourcing are increasingly recognized as important sustainability strategies. Sustainability Transition Theory supports the idea that restaurant-level sustainability interventions can influence consumer awareness and encourage healthier and more responsible food consumption behavior.

In the context of this study, sustainable dining practices implemented in *samgyeopsal* restaurants may help moderate excessive consumption associated with unlimited dining formats. By promoting mindful eating, waste reduction, and balanced food choices, restaurants can contribute to both environmental sustainability and public health outcomes.

Integration of the Theories

The integration of Consumer Behavior Theory and Sustainability Transition Theory provides a holistic framework for understanding modern dining behavior within the Philippine hospitality context. Consumer Behavior Theory explains the psychological, cultural, and experiential motivations behind *samgyeopsal* consumption, while Sustainability Transition Theory explains how sustainability-oriented restaurant practices can shape responsible consumption behavior.

Together, these theories support the study's framework by explaining how *samgyeopsal* consumption behavior influences nutritional/body weight awareness, consumer perception, and sustainable dining practices among Filipino urban consumers. The theoretical integration further highlights the role of hospitality establishments in balancing consumer satisfaction, public health, and environmental sustainability within contemporary foodservice operations.

Review of Related Literature and Studies

Samgyeopsal Consumption

Samgyeopsal, a Korean-style grilled pork belly dish, has experienced a surge in popularity in the Philippines over the past decade, largely due to the influence of the Korean Wave (*Hallyu*), which includes Korean dramas, music,

and social media trends (Ibon, 2024). The dish is commonly consumed in a communal and interactive dining format, where diners grill slices of pork belly at the table and pair them with vegetables, rice, and dipping sauces. This style of dining resonates strongly with Filipino cultural norms, which emphasize family-style sharing, community bonding, and social engagement during meals. As a result, samgyeopsal has become more than just food it is a social experience, especially in group dining settings among friends, families, and colleagues (Ibon, 2024).

From a nutritional standpoint, samgyeopsal is considered calorie-dense and high in saturated fat. A typical 150-gram serving contains approximately 450 kilocalories, 40 grams of fat, and 20 grams of protein (SnapCalorie, 2024). The high-fat content contributes significantly to total daily energy intake, particularly when consumed in multiple servings or within the “all-you-can-eat” restaurant model prevalent in urban Filipino cities. According to research on dietary behavior, portion size and frequency of consumption are directly linked to total energy intake and can lead to excessive caloric consumption if not monitored (Wansink, 2015).

Behavioral studies also suggest that the social and experiential nature of samgyeopsal consumption can override consumers’ awareness of nutritional content. Shin and Kim (2020) found that diners prioritize taste, cultural experience, and social interaction over calorie counting or health concerns. In the Philippine context, Ibon (2024) observed that consumers often continue eating multiple rounds of samgyeopsal during gatherings, reflecting the cultural association between abundance, generosity, and social cohesion. This behavior contributes to increased caloric intake and potentially higher body weight, especially among young adults and middle-aged consumers who frequently dine in such restaurants.

Empirical studies provide further support for the relationship between Korean barbecue consumption and caloric intake. Lee, Kim, and Park (2018) reported that frequent consumption of Korean barbecue was associated with significant increases in daily calorie consumption among young adults, highlighting the importance of portion control. Similarly, Wansink (2015) emphasized that environmental and contextual factors, such as the availability of unlimited servings, group dining, and the visual presentation of food, can influence overeating behaviors even among health-conscious individuals.

The Philippine context adds a unique dimension to samgyeopsal consumption. Unlike in Korea, where portions may be more controlled, “unlimited” promotions in local samgyeopsal restaurants encourage frequent, high-volume consumption, which may contribute to weight gain and other lifestyle-related health risks (SnapCalorie, 2024; Ibon, 2024). Additionally, the combination of high-fat meat with refined carbohydrates (such as rice) increases total caloric density, potentially impacting Filipino consumers’ body weight over time.

This comprehensive literature highlights the importance of examining samgyeopsal consumption as a key variable in understanding Filipino dietary behaviors, caloric intake, and the potential influence of interventions such as sustainable dining practices.

Nutritional Impact / Body Weight

Body weight is a critical indicator of an individual’s nutritional status and overall health. It reflects the balance between caloric intake and energy expenditure, influenced by dietary habits, lifestyle behaviors, genetics, and environmental factors (WHO, 2023). In recent years, the Philippines has experienced a notable increase in obesity and overweight prevalence due to urbanization, lifestyle changes, and increased consumption of high-calorie foods (Santos, Cruz, & Delos Reyes, 2022).

The rise in Korean cuisine popularity, particularly samgyeopsal, has contributed to changing dietary patterns in urban Filipino populations. Samgyeopsal is a calorically dense food, with a standard 150-gram serving providing approximately 450 kilocalories, 40 grams of fat, and 20 grams of protein (SnapCalorie, 2024). The frequent consumption of such meals, especially in “unlimited” or all-you-can-eat promotions, encourages diners to consume larger portions than recommended, increasing total energy intake and contributing to weight gain (Lee, Kim, & Park, 2018).

Research in nutritional science emphasizes that frequency and portion size are strong predictors of energy intake and body weight. Wansink (2015) highlighted those environmental and behavioral cues such as larger portion

sizes, multiple rounds of servings, and communal eating can lead to mindless overeating, where individuals consume more calories than they realize. Similarly, Shin and Kim (2020) demonstrated that cultural dining experiences, such as group-focused meals, often override nutritional awareness, causing diners to prioritize social enjoyment over health considerations.

Locally, Filipino studies have shown similar trends. Santos et al. (2022) conducted a survey among urban adults and found that individuals with frequent consumption of high-fat restaurant meals had significantly higher BMI compared to moderate eaters. This supports the global understanding that high-fat, energy-dense meals, when consumed regularly without compensatory physical activity, contribute to overweight and obesity (Lee et al., 2018; Wansink, 2015).

Beyond caloric intake, macronutrient composition plays a role in weight outcomes. Meals high in saturated fats, such as samgyeopsal, can disrupt lipid metabolism, promote fat storage, and increase the risk of metabolic syndrome, cardiovascular disease, and type 2 diabetes (Shin & Kim, 2020; WHO, 2023). In addition, pairing high-fat meats with refined carbohydrates common in Filipino dining further increases caloric density, accelerating weight gain.

Behavioral and social factors also affect body weight outcomes. The communal and celebratory nature of samgyeopsal dining encourages extended meal duration and repeated servings. Research by Ibon (2024) suggests that Filipino consumers often perceive these meals as a social event rather than a nutritional activity, which may diminish self-regulation and lead to higher caloric intake. Furthermore, restaurant marketing strategies, such as “unlimited” promotions, can inadvertently encourage overconsumption (Lee et al., 2018).

Finally, public health implications are significant. The Philippines faces rising rates of obesity-related conditions, including hypertension, dyslipidemia, and diabetes. Understanding the nutritional impact of popular foods like samgyeopsal is essential for interventions targeting dietary moderation, portion control, and consumer education. Sustainable dining practices, such as offering balanced side dishes, promoting portion awareness, and educating consumers about caloric intake, may serve as effective strategies to mitigate weight gain without compromising cultural and social dining experiences.

Consumer Perception of Korean Samgyeopsal

Consumer perception refers to the beliefs, attitudes, and evaluations that individuals form about a product, influencing their food choices, consumption patterns, and dining behavior (Kotler & Keller, 2016). In the context of Korean cuisine in the Philippines, samgyeopsal has emerged not only as a popular food item but also as a cultural and social experience, which strongly shapes Filipino consumers’ perception and behavior (Ibon, 2024; Shin & Kim, 2020).

The popularity of samgyeopsal among Filipino diners is influenced by multiple factors. Firstly, sensory attributes such as taste, aroma, and visual presentation significantly impact consumer evaluation. Samgyeopsal is rich in flavor due to its fatty pork composition and variety of dipping sauces, while interactive grilling at the table enhances the sensory experience (Shin & Kim, 2020). According to Wansink (2015), visual and olfactory cues in food presentation can increase consumption, as individuals tend to eat more when food is perceived as visually appealing and aromatic.

Secondly, cultural and social factors play a critical role. Korean pop culture, including dramas and K-pop, has created a positive image of Korean cuisine, associating it with modernity, sophistication, and trendiness (Ibon, 2024). Filipino consumers often perceive dining at samgyeopsal restaurants as a lifestyle experience, combining social interaction, entertainment, and cultural engagement. This perception encourages frequent dining and willingness to try new variations, even when caloric content is high (Lee, Kim, & Park, 2018).

Behavioral studies highlight that perception influences portion size and consumption frequency. Diners who perceive samgyeopsal as a premium and enjoyable meal are likely to eat larger portions and multiple rounds, prioritizing the social and experiential aspects over nutritional awareness (Shin & Kim, 2020; Ibon, 2024). This aligns with the concept of hedonic consumption, where the pursuit of pleasure and satisfaction drives eating behavior beyond satiety.

In addition, health perception also affects consumer behavior. While some diners are aware of the high-calorie and high-fat content of samgyeopsal, their perception of it as an occasional indulgence or celebratory meal reduces health-related concerns (Shin & Kim, 2020). This demonstrates that perceived social and cultural value often outweighs nutritional considerations, particularly among younger Filipino consumers who are heavily influenced by lifestyle and peer trends.

Furthermore, consumer perception is shaped by restaurant marketing and environmental cues. Unlimited promotions, interactive grilling, and aesthetically arranged side dishes enhance the perceived value of the meal, making consumers more likely to return frequently and consume more per visit (Wansink, 2015; Lee et al., 2018). In urban Philippine settings, this marketing strategy effectively strengthens the cultural and social appeal of samgyeopsal, reinforcing consumption behaviors linked to both hedonic satisfaction and social belonging.

Sustainable Dining Practices in Samgyeopsal Consumption

Sustainable dining practices are increasingly recognized as essential in modern food service management, emphasizing not only nutritional health but also environmental responsibility and consumer behavior (Gössling, 2021). In the Philippine context, the rising popularity of Korean samgyeopsal presents unique challenges and opportunities for sustainable dining. Samgyeopsal is often served in unlimited or all-you-can-eat formats, which encourage diners to grill more meat than they can consume, contributing to overconsumption and food waste (Ibon, 2024; SnapCalorie, 2024). The environmental and behavioral implications of these practices highlight the need for sustainable strategies that can maintain the social and cultural value of dining while mitigating negative outcomes.

Portion control is a key component of sustainable dining, particularly in reducing caloric intake from high-fat foods like samgyeopsal. A standard 150-gram serving contains approximately 450 kilocalories and 40 grams of fat, and frequent consumption without moderation may lead to increased body weight and related health risks (SnapCalorie, 2024; Lee, Kim, & Park, 2018). Behavioral nutrition research emphasizes that interventions such as pre-portioned servings or limiting rounds in unlimited dining promotions are effective in controlling caloric intake without compromising the social experience of communal dining (Wansink, 2015). These practices encourage diners to enjoy the meal responsibly, maintaining both satisfaction and nutritional balance.

Consumer education and awareness are also crucial in promoting sustainable dining. While Filipino diners often prioritize taste and cultural experience over nutritional considerations, studies have shown that culturally relevant health messaging and informative menu labeling can encourage healthier choices (Shin & Kim, 2020; Ibon, 2024). Restaurants can implement strategies such as highlighting vegetable options, emphasizing balanced meals, and providing information about caloric content, which can guide diners toward more sustainable consumption patterns.

Food waste reduction is another essential aspect of sustainable dining practices. Excess meat, unconsumed side dishes, and leftovers contribute to environmental burdens and economic inefficiency (Gössling, 2021; Papargyropoulou et al., 2014). Research indicates that behavioral interventions, such as encouraging diners to grill only what they can eat, providing smaller plates, or offering take-home options for leftovers, are effective in reducing waste. When combined with positive messaging that frames sustainability as a responsible and socially valued practice, diners are more likely to adopt these behaviors (Gössling, 2021; Ibon, 2024).

Additionally, sustainable menu and ingredient selection contribute to both health and environmental benefits. Incorporating locally sourced vegetables, leaner protein options, or plant-based alternatives reduces environmental impact while enhancing nutritional quality (Tilman & Clark, 2014; Gössling, 2021). Studies in sustainable gastronomy demonstrate that menu diversity and plant-forward options improve both consumer satisfaction and health outcomes, creating a balance between indulgence and responsibility.

Social and cultural factors also play a significant role in promoting sustainable dining practices. Communal dining, all-you-can-eat promotions, and peer influence can encourage overconsumption; however, framing sustainability initiatives as aligned with shared cultural values and collective enjoyment increases acceptance (Wansink, 2015; Shin & Kim, 2020). For instance, presenting portion control or waste reduction as a means of ensuring that all diners can fully enjoy the experience resonates with Filipino cultural norms emphasizing community and shared responsibility.

Integrating sustainable dining practices into samgyeopsal consumption thus requires a holistic approach, balancing taste, cultural experience, health, and environmental responsibility. By implementing portion control, nutritional education, food waste reduction strategies, and sustainable menu options, restaurants can encourage Filipino consumers to adopt healthier and environmentally conscious behaviors while preserving the social and experiential essence of samgyeopsal dining. This approach not only addresses nutritional and environmental concerns but also enhances the long-term viability and cultural relevance of samgyeopsal in the Philippine dining landscape. This study builds upon and extends existing literature on food consumption behavior, nutritional awareness, and sustainable dining practices.

Previous studies have established that high-calorie, high-fat foods such as Korean barbecue significantly contribute to increased energy intake and potential weight gain (Lee et al., 2018; Shin & Kim, 2020). The present study confirms these findings by demonstrating a significant relationship between samgyeopsal consumption and body weight awareness. However, unlike earlier studies that focused primarily on caloric intake, this research highlights the role of behavioral awareness, showing that consumers are not passive eaters but are cognitively aware of health implications.

Moreover, prior research by Brian Wansink emphasized that environmental cues such as portion size and dining context strongly influence overeating. The current study supports this by showing that sustainable dining practices particularly those implemented at the restaurant level play a significant role in moderating consumption behavior. This extends Wansink's work by integrating sustainability into the discussion of eating behavior.

In terms of consumer perception, studies grounded in marketing theory (Philip Kotler & Kevin Keller, 2016) have highlighted that perceived value, satisfaction, and emotional engagement drive consumer behavior. The present study reinforces this perspective by demonstrating consistently high perception scores, indicating that samgyeopsal consumption is driven by experiential and social value rather than nutritional considerations.

Additionally, sustainability literature (Gössling, 2021; Tilman & Clark, 2014) suggests that integrating environmental practices into food systems can influence consumer behavior. The findings of this study contribute to this body of knowledge by empirically demonstrating that sustainable dining practices have a stronger impact on responsible consumption than consumer perception alone. This suggests that sustainability interventions in restaurants can serve as practical tools for promoting healthier eating behaviors.

Furthermore, while previous studies have examined food consumption, health, or sustainability independently, this research integrates these dimensions into a single analytical framework, providing a more holistic understanding of modern dining behavior in the Philippine context.

Research Framework

This study explores the impact of Samgyeopsal consumption on consumer behavior, health outcomes, and sustainable dining practices. The framework posits that the act of consuming Samgyeopsal not only influences individual perceptions and body weight but also shapes awareness and engagement in responsible dining.

Firstly, H1 suggests that Samgyeopsal consumption significantly affects consumer perception, including attitudes, satisfaction, and perceived value of the dining experience. This highlights the role of consumption patterns in shaping how individuals evaluate both the quality and social appeal of this popular dish.

Secondly, H2 examines the relationship between Samgyeopsal consumption and body weight, recognizing the health implications of dietary choices. Frequent or excessive consumption may contribute to changes in body weight, emphasizing the need for moderation and informed dietary decisions.

Thirdly, H3 posits that Samgyeopsal consumption significantly influences sustainable dining practices, such as minimizing food waste, practicing mindful consumption, and making environmentally responsible choices. This reflects the growing importance of sustainability considerations in modern dining behaviors.

H4 explores the interplay between consumption, body weight, and sustainable dining, suggesting that these factors are interconnected. Awareness of personal health may encourage more sustainable practices, while engagement in sustainable dining may influence consumption patterns and perceptions.

Ultimately, the framework proposes that consumer perception and sustainable dining practices jointly promote responsible Samgyeopsal consumption. This integrated approach highlights that responsible dining is not only a matter of personal health but also environmental stewardship. By understanding these relationships, the study aims to provide insights for promoting mindful, health-conscious, and sustainable consumption behavior within the hospitality and foodservice sector.

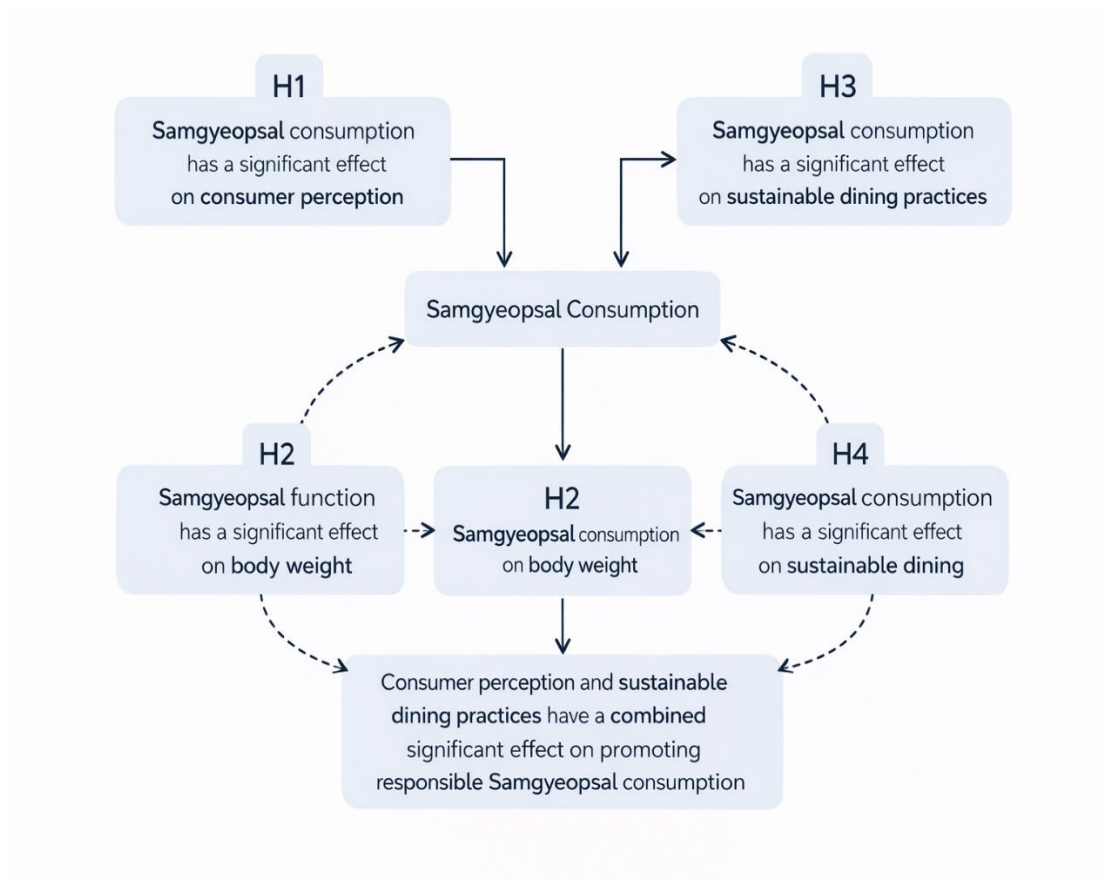


Figure 1. Research Framework

METHODS OF THE STUDY

Research Design

This study employs a quantitative, descriptive-correlational research design. The purpose is to examine the relationships between samgyeopsal consumption behavior and its effects on consumer perception, body weight, sustainable dining practices, and responsible consumption among Filipino consumers. The research is cross-sectional, collecting data at a single point in time to assess participants' behavior, perceptions, and self-reported nutritional outcomes.

This design allows the testing of the study's hypotheses (H₁–H₄) using the following statistical analyses:

Descriptive statistics to summarize demographic profiles, consumption behavior, perceptions, and sustainable practices.

Analysis of variance (ANOVA) to determine the significance of samgyeopsal consumption on body weight, consumer perception, and sustainable dining practices.

Multiple regression analysis to examine the combined effect of consumer perception and sustainable dining practices on responsible samgyeopsal consumption.

The descriptive-correlational design is appropriate because it enables the researcher to investigate cause-and-effect relationships among variables while maintaining objectivity and minimizing researcher bias.

Participants of the Study

The target respondents of this study are Filipino adult consumers (aged 18 years and above) who regularly dine at Korean samgyeopsal restaurants in selected urban areas of Bataan. A total of 200 Filipino consumers will be surveyed to ensure adequate representation across demographic profiles, including age, gender, and occupation.

Inclusion criteria for consumer participants are as follows:

1. **Age Requirement:** Adults aged 18 years or older (Creswell & Creswell, 2021).
2. **Dining Frequency:** Individuals who regularly dine at Korean samgyeopsal restaurants in Bataan, with a minimum of one visit per month.
3. **Residency:** Residents of Bataan province, ensuring familiarity with local dining establishments.
4. **Consent:** Willingness to participate voluntarily and provide informed consent.
5. **Communication:** Ability to read and understand English, as the survey instrument will be provided in these languages.

In addition to consumer participants, 10–15 restaurant staff members from these establishments will provide information regarding the sustainable dining practices implemented in their restaurants, such as portion control, waste reduction, and menu options. Data from staff will complement the consumer surveys to provide a more comprehensive understanding of sustainability practices and their influence on eating behaviors.

Table 1, shown the selected samgyeopsal establishments in Bataan, including Orani, Balanga City, and Abucay, were chosen to represent a range of dining styles, such as unlimited and buffet services, with an estimated total of 150–200 Filipino consumer participants meeting the inclusion criteria (FindGlocal, n.d.; LookPH, n.d.; Top-Rated Online, n.d.; WorldOrgs, n.d.).

Table 1. Selected samgyeopsal establishments in Bataan

	Establishment Name	Municipality	Type of Service
1	Samgyeop Sam-Al Korean Grill House ¹	Abucay	Unlimited
2	Super Boink Unlimited Korean BBQ ²	Balanga City	Unlimited
3	Peer Chee Samgyupsal w/ Buffet (Pearl Chee) ³	Balanga City	Buffet/Unlimited
4	Koryan Samgyeopsal Buffet Unlimited ⁴	Dinalupihan	Buffet/Unlimited
5	Koryan Samgyeopsal Unlimited ⁵	Orani	Unlimited

Instrumentation

The primary data collection tool for this study is a structured survey questionnaire designed to gather information on Filipino consumers' samgyeopsal consumption habits, body weight, perceptions of nutritional and health effects, and awareness of sustainable dining practices in selected restaurants in Bataan. The questionnaire was developed based on existing literature and studies on dietary behavior, consumer perception, and sustainable dining practices (Creswell & Creswell, 2021; Wansink, 2015; Shin & Kim, 2020).

The survey consists of the following sections:

1. **Demographic Profile** – This section collects participants' age, gender, occupation, and residency. Demographic information allows for subgroup analysis and ensures adequate representation across different population segments.
2. **Samgyeopsal Consumption Habits** – Questions focus on frequency of dining, portion sizes, and typical side dishes consumed. These items aim to assess caloric intake patterns and potential contributions to body weight.
3. **Body Weight and Health Indicators** – Participants are asked to self-report their weight and height, which will be used to calculate body mass index (BMI) as an indicator of nutritional status. Self-reported measures have been commonly used in survey-based nutritional studies, although they are subject to reporting bias (Santos, Cruz, & Delos Reyes, 2022).

4. **Consumer Perception** – This section evaluates participants’ beliefs, attitudes, and opinions regarding the nutritional quality, health effects, and social value of samgyeopsal consumption. Items are measured using a Likert scale ranging from 1 (“Strongly Disagree”) to 5 (“Strongly Agree”) to quantify perceptions and attitudes (Kotler & Keller, 2016).
5. **Sustainable Dining Practices Awareness** – Participants indicate their awareness of practices such as portion control, menu balance, local ingredient sourcing, and food waste reduction in the restaurants they visit. This section examines whether such practices influence eating behavior and food choice.

The questionnaire was pre-tested on a small sample of 15 Filipino consumers who regularly dine at samgyeopsal restaurants to ensure clarity, relevance, and reliability of the items. Based on feedback, minor revisions were made to improve comprehension and readability. Reliability of the survey instrument was measured using Cronbach’s alpha, with a minimum acceptable coefficient of 0.70 for internal consistency (Creswell & Creswell, 2021).

All data collection procedures followed ethical guidelines for human subject’s research. Participants were informed about the purpose of the study, assured of confidentiality, and provided informed consent prior to participation (World Health Organization, 2023).

Survey Questionnaire (Appendix A)

The complete survey questionnaire, including all items for Samgyeopsal Consumption Behavior (10 items), Nutritional Impact/Body Weight Awareness (8 items), Consumer Perception (8 items), and Sustainable Dining Practices (8 items), is provided in Appendix A. All items were measured using a 5-point Likert scale ranging from 1 (“Strongly Disagree”) to 5 (“Strongly Agree”), except for demographic items which used categorical response options.

Result of Cronbach Alpha

The reliability analysis was conducted using Cronbach’s Alpha to assess the internal consistency of the research instrument. As shown in Table 2, all constructions demonstrated good internal reliability.

The Samgyeopsal Consumption Behavior scale obtained a Cronbach’s Alpha of 0.819, indicating good internal consistency among its 10 items. This suggests that the items reliably measure respondents’ consumption behavior related to samgyeopsal.

The Nutritional Impact/Body Weight Awareness constructed a Cronbach’s Alpha of 0.879, which reflects a high level of internal consistency across its 8 items. This indicates that the items consistently measure awareness related to nutritional impact and body weight.

Similarly, the Consumer Perception scale yielded a Cronbach’s Alpha of 0.868, signifying good reliability and consistency among the 8 items included in this construct.

Lastly, the Sustainable Dining Practices construct achieved a Cronbach’s Alpha of 0.806, which also denotes good internal consistency for its 8 items.

Overall, all Cronbach’s Alpha values exceeded the acceptable threshold of 0.70, confirming that the questionnaire items are reliable and suitable for further statistical analysis.

Validity Statistics Using Pearson Correlation

Table 3 presents the results of the validity test using Pearson correlation coefficients among the study variables. The findings indicate that all constructs demonstrate statistically significant correlations, confirming the validity of the research instrument.

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

The Samgyeopsal Consumption Behavior (SCB) variable shows a strong and significant positive correlation with Nutritional Impact/Body Weight Awareness (NI/BWA) ($r = .887, p < .01$) and Consumer Perception (CPS) ($r = .908, p < .01$). These results indicate that the items measuring SCB are valid and closely related to the associated constructs.

Moreover, Consumer Perception (CPS) exhibits a very strong positive correlation with Nutritional Impact/Body Weight Awareness (NI/BWA) ($r = .993, p < .01$), further supporting construct validity at the 0.01 level of significance (2-tailed).

The Sustainable Dining Practices (SDP) variable demonstrates moderate but statistically significant positive correlations with Samgyeopsal Consumption Behavior ($r = .609, p < .05$), Nutritional Impact/Body Weight Awareness ($r = .515, p < .05$), and Consumer Perception ($r = .539, p < .05$). These values indicate acceptable validity of the SDP construct.

Overall, all Pearson correlation coefficients exceed the critical value of $r = 0.514$ at $\alpha = 0.05$ for $N = 15$, and all relationships are statistically significant. This confirms that the questionnaire items are valid and appropriate for use in further data analysis.

Data Gathering Method

The primary tool for data collection was a structured questionnaire administered through Google Forms. This platform was chosen because of its accessibility, ease of distribution, and ability to automatically organize responses into a spreadsheet for efficient data management and analysis.

Prior to distribution, permission to conduct the study was secured from restaurant management, and approval was obtained from the academic adviser. The link to the Google Form was then shared with employees through official communication channels such as email, workplace group chats, and direct messaging. To increase participation, the researchers coordinated with restaurant supervisors to encourage employees to complete the survey during their free time.

At the beginning of the Google Form, an informed consent section was included. This page explained the purpose of the study, assured respondents of confidentiality and anonymity, and emphasized that participation was voluntary. Respondents were informed that they could withdraw at any time without any negative consequences. Only those who clicked “I Agree” proceeded to the main questionnaire.

The online survey took approximately 10–15 minutes to complete. Instructions were provided at the start of each section to ensure clarity. The Google Form settings were configured to:

1. Accept only one response per participant.
2. Require responses for all items to minimize missing data.
3. Randomize questions where appropriate to reduce response bias.

Responses were automatically stored in the Google Forms database and exported to Microsoft Excel/Google Sheets for initial screening. Incomplete or inconsistent responses, if any, were excluded. All data files were secured with password protection to maintain confidentiality.

Data Treatment Approach

The data gathered from the respondents were systematically processed, analyzed, and interpreted using appropriate statistical tools through the Statistical Package for the Social Sciences (SPSS) to ensure the accuracy, validity, and reliability of the results.

First, all accomplished questionnaires were checked for completeness and consistency. Responses were then encoded, tabulated, and processed using statistical software. Descriptive statistics such as frequency, mean, and standard deviation were employed to summarize and describe the respondents’ answers for each variable.

Prior to statistical analysis, the dataset was screened and cleaned to identify possible errors, missing values, and outliers. Specifically, body weight data were examined using the boxplot method and the interquartile range (IQR) rule, wherein values below $Q1 - 1.5(IQR)$ or above $Q3 + 1.5(IQR)$ were considered outliers. One extreme value (4700 kg) was identified during the screening process. Considering that the value was biologically implausible and inconsistent with normal human body weight ranges, it was treated as a probable data entry error, likely caused by a misplaced decimal point (e.g., 47.00 kg entered as 4700 kg). Consequently, the outlier was excluded from analyses involving Nutritional Impact/Body Weight Awareness to prevent distortion of statistical estimates and regression assumptions. After exclusion, the final sample size for analyses involving body weight variables was reduced from 200 to 199 respondents. No additional extreme outliers were identified in the remaining variables; therefore, the full sample of 200 respondents was retained for all other analyses.

To determine the reliability of the research instrument, Cronbach's Alpha was utilized. This statistical measure assessed the internal consistency of the items under each construct, namely Samgyeopsal Consumption Behavior, Nutritional Impact/Body Weight Awareness, Consumer Perception, and Sustainable Dining Practices. A Cronbach's Alpha value of 0.70 and above was considered acceptable, indicating good internal consistency of the questionnaire items.

The validity of the instrument was tested using the Pearson Product-Moment Correlation Coefficient. This method evaluated the degree of relationship among the study variables. Correlation coefficients were interpreted at the 0.01 and 0.05 levels of significance (2-tailed). Values exceeding the critical correlation coefficient indicated that the items were valid and suitable for further analysis.

To examine the predictive relationships among the variables, regression analysis was employed. Coefficient of determination (R^2) values were reported to determine the proportion of variance explained by the predictor variables in each regression model. Statistical significance was assessed at the 0.05 level.

Finally, all statistical results were interpreted based on established statistical standards and relevant literature to support the conclusions of the study and ensure transparency, reproducibility, and methodological rigor.

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

This chapter presents the results of the data gathered from restaurant employees in Central Luzon. The findings are organized according to the research questions and objectives of the study. Data are presented in tabular form, analyzed statistically, and interpreted in relation to existing literature.

Descriptive Statistics of Consumers' Gender distribution

Table 4 presents the gender distribution of the respondents. Out of the 200 respondents, 54 (27%) were male, while 146 (73%) were female. This indicates a markedly higher proportion of female respondents participating in the study. The predominance of female respondents suggests that Korean samgyeopsal consumption within the sampled population may be more common or more frequently reported among females, which could be attributed to differences in dining preferences, social eating patterns, or survey participation tendencies.

Table 4. Gender distribution of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	54	27.0	27.0	27.0
	Female	146	73.0	73.0	100.0
	Total	200	100.0	100.0	

This age distribution indicates that Korean samgyeopsal consumption is predominantly observed among young adults. The finding suggests that samgyeopsal dining is particularly popular among individuals in their early adulthood, potentially due to lifestyle characteristics such as social dining habits, exposure to Korean pop culture, and greater openness to international cuisines.

The gender distribution results of the study revealed a higher proportion of female respondents (73%) compared to male respondents (27%). This finding is consistent with previous studies indicating that female consumers tend to participate more actively in dining-related surveys and exhibit stronger engagement in food consumption experiences, particularly those associated with social and experiential dining. According to Lee and Kim (2020), female diners are more likely to explore international cuisines and value the social and emotional aspects of communal dining, which are core characteristics of Korean samgyeopsal experiences. Similarly, Park, Hwang, and Lee (2022) found that women demonstrate higher involvement in food-related decision-making and dining-out activities, which may explain their greater representation in samgyeopsal consumption studies.

Descriptive Statistics of Consumers' Age distribution

Table 5. Age distribution of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 – Less than 30 Years	192	96.0	96.0	96.0
	30 – Less than 40 Years	4	2.0	2.0	98.0
	40 – Less than 50 Years	4	2.0	2.0	100.0
	Total	200	100.0	100.0	

Table 5, the respondents were largely concentrated in the younger age group. A substantial majority, 192 respondents (96%), belonged to the 20 to less than 30 years age bracket. Meanwhile, only 4 respondents (2%) were within the 30 to less than 40 years age group, and another 4 respondents (2%) fell under the 40 to less than 50 years age group.

In terms of age distribution, the results showed that an overwhelming majority of respondents (96%) belonged to the 20 to less than 30 years age group, indicating that samgyeopsal consumption is predominantly observed among young adults. This finding aligns with existing literature emphasizing that younger consumers are the primary adopters of Korean food culture outside Korea. Studies by Choi and Lee (2021) and Kim, Song, and Youn (2023) highlighted that exposure to Korean popular culture, including K-pop, Korean dramas, and social media trends, significantly influences young adults' preferences for Korean cuisine. The communal and interactive nature of samgyeopsal dining also appeals strongly to younger individuals who favor social dining experiences as part of their lifestyle.

Moreover, previous research suggests that young adults are more open to international food experiences and are more likely to dine out frequently compared to older age groups. According to Euromonitor International (2022), global dining trends show that consumers aged 18–29 demonstrate higher levels of experimentation with foreign cuisines and are more responsive to food trends driven by cultural globalization. This supports the present study's finding that samgyeopsal dining is especially popular among individuals in early adulthood.

Overall, the gender and age distributions observed in this study are consistent with existing literature, reinforcing the notion that Korean samgyeopsal consumption is strongly associated with young, predominantly female consumers who are influenced by social dining patterns, cultural exposure, and lifestyle preferences.

Descriptive Statistics of Consumers' Bodyweight distribution

Table 6 illustrates the distribution of respondents according to their self-reported current body weight. The data reveal a wide range of body weights among respondents, indicating considerable variability. Most respondents clustered within the 45 kg to 60 kg range, with noticeable frequencies at 45 kg (9.0%), 50 kg (7.5%), 55 kg (7.0%), 56 kg (5.5%), and 60 kg (5.5%).

The presence of respondents across lower to higher weight categories suggests that Korean samgyeopsal consumption cuts across different body weight classifications. However, it is also notable that a few extreme values were reported, including unusually high entries (e.g., 106 and 4700), which may indicate data entry errors or outliers that should be treated with caution in subsequent inferential analyses.

Table 6. Bodyweight distribution of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	35	1	.5	.5	.5
	36	1	.5	.5	1.0
	37	1	.5	.5	1.5
	38	3	1.5	1.5	3.0
	39	2	1.0	1.0	4.0
	40	9	4.5	4.5	8.5
	41	3	1.5	1.5	10.0
	42	4	2.0	2.0	12.0
	43	4	2.0	2.0	14.0
	44	1	.5	.5	14.5
	45	18	9.0	9.0	23.5
	46	1	.5	.5	24.0
	47	9	4.5	4.5	28.5
	48	11	5.5	5.5	34.0
	49	3	1.5	1.5	35.5
	50	15	7.5	7.5	43.0
	51	4	2.0	2.0	45.0
	52	6	3.0	3.0	48.0
	53	10	5.0	5.0	53.0
	54	6	3.0	3.0	56.0
	55	14	7.0	7.0	63.0
	56	11	5.5	5.5	68.5
	57	4	2.0	2.0	70.5
	58	6	3.0	3.0	73.5
	59	1	.5	.5	74.0
	60	11	5.5	5.5	79.5
	61	3	1.5	1.5	81.0
	62	3	1.5	1.5	82.5
	63	2	1.0	1.0	83.5
	65	8	4.0	4.0	87.5
	67	1	.5	.5	88.0
	68	3	1.5	1.5	89.5
	70	2	1.0	1.0	90.5
	71	1	.5	.5	91.0
	72	1	.5	.5	91.5
	75	3	1.5	1.5	93.0
	76	1	.5	.5	93.5
	78	1	.5	.5	94.0
	79	2	1.0	1.0	95.0
	80	4	2.0	2.0	97.0
	83	1	.5	.5	97.5

	85	1	.5	.5	98.0
	90	1	.5	.5	98.5
	96	1	.5	.5	99.0
	106	1	.5	.5	99.5
	4700	1	.5	.5	100.0
	Total	200	100.0	100.0	

Descriptive Statistics of Samgyeopsal Consumption

Table 7 presents the frequency of samgyeopsal consumption per month. The results show that the majority of respondents consume samgyeopsal on an occasional basis. Specifically, 181 respondents (90.5%) reported eating samgyeopsal 1–2 times per month. Meanwhile, 15 respondents (7.5%) consumed samgyeopsal 3–4 times per month. Only 2 respondents (1.0%) reported consuming it 5 or more times per month, while another 2 respondents (1.0%) indicated that they do not consume samgyeopsal consistently. These findings suggest that samgyeopsal is commonly treated as a leisure or social dining option rather than a frequent or routine meal among the respondents.

Table 7. Frequency of Korean Samgyeopsal Consumption

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 times	2	1.0	1.0	1.0
	1-2 times	181	90.5	90.5	91.5
	3-4 times	15	7.5	7.5	99.0
	5 or more times	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

The results presented in Table 7 indicate that samgyeopsal consumption among the respondents is largely occasional rather than frequent. A substantial majority of the respondents (90.5%) reported consuming samgyeopsal only 1–2 times per month, while a much smaller proportion consumed it more frequently. This pattern suggests that samgyeopsal is primarily viewed as a leisure-oriented or social dining experience rather than a regular or routine meal.

This finding is consistent with existing literature on ethnic and experiential dining behavior. Previous studies have emphasized that Korean barbecue, including samgyeopsal, is commonly consumed in social settings due to its interactive cooking style and communal nature. According to Kim and Jang (2020), Korean barbecue dining is often associated with special occasions, group gatherings, and social bonding, which limits its frequency compared to everyday meals. Similarly, Lee and Park (2021) noted that the time-intensive preparation and higher perceived cost of Korean barbecue contribute to its classification as an occasional dining experience.

Moreover, studies focusing on young adult consumers suggest that while there is strong interest in Korean cuisine, actual consumption frequency remains moderate. Choi, Kim, and Lee (2022) found that young consumers often associate Korean food consumption with entertainment, socialization, and cultural immersion influenced by Korean popular culture, rather than habitual eating. This supports the present study’s finding that samgyeopsal consumption is not a daily or weekly practice for most respondents despite its popularity.

The low proportion of respondents who consume samgyeopsal five or more times per month further aligns with research highlighting health and nutritional considerations as moderating factors. According to Park and Kim (2023), consumers are increasingly aware of the high fat and calorie content of grilled meat dishes, which may discourage frequent consumption and encourage moderation. This awareness reinforces the perception of samgyeopsal as an indulgent meal reserved for occasional enjoyment.

Overall, the findings of this study are consistent with prior research, confirming that Korean samgyeopsal is widely popular yet consumed in moderation. Its role as a social, experiential, and leisure dining option rather than

a routine meal reflects broader trends in ethnic food consumption, particularly among young adult consumers.

Descriptive Statistics of consumers' lifestyle

Table 8 shows the lifestyle classification of the respondents. More than half of the respondents, 104 (52.0%), described themselves as moderately active, while 62 respondents (31.0%) identified as active. A smaller proportion, 30 respondents (15.0%), reported having a sedentary lifestyle, and only 4 respondents (2.0%) were classified as very active.

Table 8. Lifestyle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sedentary	30	15.0	15.0	15.0
	Moderately Active	104	52.0	52.0	67.0
	Active	62	31.0	31.0	98.0
	Very Active	4	2.0	2.0	100.0
	Total	200	100.0	100.0	

This illustrates the lifestyle classification of the respondents, revealing that a majority of samgyeopsal consumers maintain at least a moderately active lifestyle. Specifically, 52% of respondents identified as moderately active, 31% as active, 15% as sedentary, and only 2% as very active. These findings suggest that most consumers engage in some level of physical activity, which may offset occasional indulgence in high-calorie meals such as samgyeopsal and influence perceptions of dietary habits and health awareness.

This pattern of lifestyle behavior is supported by previous research examining how physical activity, sedentary behavior, and dietary habits cluster together in populations. A 2023 systematic review found that physical activity, sedentary behavior, and diet tend to co-occur in *healthy, unhealthy, or mixed behavioral clusters*, with mixed patterns (e.g., some physical activity alongside less healthy dietary habits) being common in observational studies of young people (Alosaimi et al., 2023).

Moreover, recent cross-sectional research has shown that individuals with higher levels of physical activity are more likely to report better dietary behaviors and improved overall health indicators compared with those exhibiting low activity and poor diet quality, underscoring the interrelationship of lifestyle behaviors (Sandri et al., 2025). These findings align with your results in which the majority of respondents were at least moderately active, suggesting that physical activity may accompany a degree of health consciousness even among consumers of energy-dense foods.

Additionally, evidence from clustering studies conducted in diverse contexts suggests that sedentary behavior and poor dietary habits often cluster together, whereas higher physical activity levels often occur alongside more positive lifestyle behaviors (e.g., better diet quality or other health habits) (Alosaimi et al., 2023). The relatively low percentage of sedentary respondents in your sample may therefore reflect a healthier lifestyle cluster compared with the “unhealthy” clusters (low physical activity, high sedentary behavior, poor diet) observed in prior research.

Taken together, these prior findings support the interpretation that the predominantly moderately active and active respondents in your study represent broader patterns of co-occurring lifestyle behaviors where physical activity is linked with healthier behavioral profiles, even in the presence of indulgent eating choices such as samgyeopsal consumption.

Descriptive Statistics of Samgyeopsal Consumption Behavior

Table 9 presents the descriptive statistics for the samgyeopsal consumption behavior of the respondents, measured across ten indicators (B1–B10). All items recorded 200 valid responses, with no missing data, indicating complete and reliable data collection for this construct.

Table 9. Descriptive Statistics of Samgyeopsal Consumption Behavior

		B1	B2	B3	B4	B5	B6	B7	B8	B9	B10	TOTAL
N	Valid	200	200	200	200	200	200	200	200	200	200	200
	Missing	0	0	0	0	0	0	0	0	0	0	0
Mean		3.91	4.06	3.67	3.89	3.73	3.24	2.72	3.39	3.14	3.28	3.5010
Std. Deviation		.699	.727	.880	.782	.939	1.072	1.008	.949	1.119	.987	.51840

The item means ranged from 2.72 to 4.06, suggesting varying levels of agreement across the behavioral statements. The highest mean was observed in B2 ($M = 4.06$, $SD = 0.727$), followed by B1 ($M = 3.91$, $SD = 0.699$) and B4 ($M = 3.89$, $SD = 0.782$), indicating that respondents generally agreed with these aspects of samgyeopsal consumption behavior. In contrast, B7 ($M = 2.72$, $SD = 1.008$) registered the lowest mean, reflecting a more neutral to slightly disagreeing perception toward that specific behavioral item.

The overall mean score for samgyeopsal consumption behavior was 3.50 ($SD = 0.52$). Using the study's descriptive scale, this value corresponds to a descriptive equivalent of "Agree." This finding indicates that, on average, respondents exhibit a positive behavioral orientation toward Korean samgyeopsal consumption.

The relatively low overall standard deviation suggests a moderate level of consistency in respondents' perceptions and behaviors. Collectively, these results imply that samgyeopsal consumption behaviors are generally favorable among the respondents, although certain behavioral dimensions demonstrate weaker endorsement and may warrant further examination in subsequent inferential analyses.

These findings are consistent with previous research demonstrating that *samgyeopsal consumption is influenced by both utilitarian and hedonic motivations*, especially in contexts where Korean cuisine has risen in popularity. For instance, a study conducted in the Philippines found that utilitarian motivation (e.g., convenience, satisfaction of hunger), hedonic motivation (e.g., enjoyment, taste), Korean cultural influence, and positive attitudes were significant predictors of *actual samgyeopsal eating behavior* (evaluated during the COVID-19 pandemic), indicating strong behavioral engagement with this cuisine among Filipino consumers (Author, 2023).

In addition, research analyzing samgyeopsal consumer preferences using conjoint analysis identified that *key attributes of samgyeopsal* (such as meat type and taste enhancers like cheese) significantly shape consumption behavior and market segmentation, with distinct consumer clusters exhibiting different patterns of preference and behavior toward the dish (Author, 2023). This supports the interpretation that samgyeopsal consumption behaviors are multifaceted and rooted in *preference-driven decision-making*, which is reflected in the varying item means seen in your descriptive statistics.

More broadly, studies on food consumption behavior underscore the role of *digital media and social content* in shaping eating behaviors. For example, food-related media content, including mukbang and food delivery content, has been associated with *higher engagement in specific eating practices*, such as late-night eating and ordering take-out, especially among certain household types (e.g., single-person households), illustrating how media can influence consumption patterns beyond fundamental food preferences.

These prior findings align with your results: respondents expressed a generally positive orientation toward samgyeopsal consumption behavior, but with some variability across behavioral items. This reflects both *strong overall engagement with this popular cuisine and nuanced differences* in how specific behaviors are endorsed, consistent with broader consumer behavior research that highlights the interplay of motivational, cultural, and contextual factors in food choice and consumption patterns.

Nutritional Impact and Body Weight Awareness of Consumers

Table 10 presents the descriptive statistics for consumers' nutritional impact and body weight awareness, measured using eight indicators (N1–N8). All items obtained 200 valid responses with no missing data, indicating completeness and reliability of the dataset.

Table 10. Descriptive Statistics Nutritional Impact and Body Weight Awareness of Consumers

		N1	N2	N3	N4	N5	N6	N7	N8	TOTAL
N	Valid	200	200	200	200	200	200	200	200	200
	Missing	0	0	0	0	0	0	0	0	0
Mean		4.01	2.80	3.00	2.95	3.81	3.21	3.47	3.26	3.31
Std. Deviation		.894	.940	.871	.803	.889	1.034	.862	.909	.648

The item mean scores ranged from 2.80 to 4.01, reflecting varying degrees of awareness and concern regarding nutritional intake and body weight in relation to samgyeopsal consumption. The highest mean was observed in N1 ($M = 4.01$, $SD = 0.894$), suggesting that respondents generally agree with statements related to basic nutritional awareness or consciousness of food intake. Similarly, N5 ($M = 3.81$, $SD = 0.889$) and N7 ($M = 3.47$, $SD = 0.862$) indicate agreement, implying that respondents recognize the nutritional implications and potential effects of samgyeopsal on body weight.

Conversely, lower mean scores were recorded for N2 ($M = 2.80$, $SD = 0.940$), N4 ($M = 2.95$, $SD = 0.803$), and N3 ($M = 3.00$, $SD = 0.871$), which fall within the neutral to slightly disagree range. These results suggest some inconsistency in respondents' depth of nutritional monitoring, such as calorie counting, portion control, or weight-management practices.

The overall mean score (NTOTAL) for nutritional impact and body weight awareness was 3.31 ($SD = 0.65$). Based on the study's descriptive scale, this value corresponds to a descriptive equivalent of "Agree." This indicates that, overall, respondents demonstrate a moderate to high level of nutritional and body weight awareness, although this awareness is not uniformly strong across all dimensions.

The relatively moderate standard deviation of the overall scale implies reasonable consistency in responses, while still allowing for individual differences in health consciousness and dietary self-regulation.

These indicate that consumers are generally aware of the nutritional impact and body weight implications associated with samgyeopsal consumption. However, the presence of neutral responses in certain indicators suggests that while awareness exists, active and consistent weight-management behaviors may not be strongly practiced by all consumers. This pattern reflects a balance between enjoyment of samgyeopsal and a moderate level of health consciousness.

These findings align with research showing that nutrition knowledge and awareness are positively linked to healthier eating behaviors and body weight management, but not uniformly across all dimensions of self-regulated health behavior. For example, studies examining nutrition knowledge and dietary behaviors consistently report that higher nutrition knowledge is associated with healthier food intake patterns, such as higher fruit and vegetable consumption and reduced intake of less nutritious foods, reinforcing the idea that basic awareness supports positive dietary choices (e.g., higher nutrition knowledge correlates with healthier dietary intake) (Yahia et al., 2016; The Relationship Between Nutrition Knowledge and Dietary Intake of University Students, 2025).

Similarly, research linking nutrition labelling awareness to clinical health outcomes (e.g., metabolic syndrome, obesity) suggests that consumers who are both aware of nutrition information and consider it actively in purchasing decisions tend to have more favorable health profiles compared to those who are unaware, highlighting the importance of not only awareness but also active consideration in supporting body weight regulation (Association between nutrition labelling awareness and metabolic syndrome, 2016–2018).

Recent studies further demonstrate that nutrition and body awareness are influenced by psychological and social factors, such as social media exposure and body image perceptions, which can affect how individuals internalize and act upon nutritional information (Sanlier, 2025). These findings help explain why your respondents may show stronger agreement with general awareness statements but more neutral responses toward behaviors requiring sustained self-monitoring (e.g., calorie tracking or portion control).

Finally, interventions aimed at improving nutritional knowledge and behavioral change have been shown to result in improved dietary habits and healthier weight outcomes (Nutrition education and its relationship to body image and food intake, 2024), indicating that increasing both awareness and actionable behaviors can strengthen the link between understanding nutritional impacts and actively managing body weight.

Together, this body of research supports your interpretation that consumers are generally aware of nutritional and body weight implications of samgyeopsal consumption, but that deeper engagement in weight-management behaviors may vary. The findings are consistent with broader evidence showing that awareness forms an essential foundation for healthy dietary practices, yet translating knowledge into consistent behavior often depends on additional cognitive, social, and behavioral factors.

Consumer Perception of Samgyeopsal

Table 11 presents the descriptive statistics for consumer perception of samgyeopsal, measured using eight perception indicators (P1–P8). All items yielded 200 valid responses with no missing data, indicating a complete and robust dataset for analysis.

Table 11. Descriptive statistics for consumer perception of samgyeopsal

		P1	P2	P3	P4	P5	P6	P7	P8	PTOTAL
N	Valid	200	200	200	200	200	200	200	200	200
	Missing	0	0	0	0	0	0	0	0	0
Mean		3.67	3.54	3.53	3.72	3.78	3.76	3.83	3.79	3.70
Std. Deviation		.909	.861	.929	.739	.805	.691	.744	.686	.445

The mean scores for individual perception items ranged from 3.53 to 3.83, reflecting a consistently positive perception among respondents. The highest mean was recorded for P7 ($M = 3.83$, $SD = 0.744$), followed closely by P8 ($M = 3.79$, $SD = 0.686$) and P5 ($M = 3.78$, $SD = 0.805$). These findings suggest that respondents strongly agree with favorable attributes of samgyeopsal, such as taste appeal, dining experience, and overall satisfaction.

The lowest mean, P3 ($M = 3.53$, $SD = 0.929$), still falls within the “Agree” range, indicating that even the least endorsed perception remains positive. The relatively low standard deviations across items demonstrate a reasonable level of response consistency, suggesting shared perceptions among respondents.

The overall mean score (PTOTAL) for consumer perception of samgyeopsal was 3.70 ($SD = 0.45$). Based on the study’s descriptive scale, this corresponds to a descriptive equivalent of “Agree.” This indicates that respondents hold an overall positive perception of samgyeopsal, viewing it favorably across multiple evaluative dimensions.

These findings are consistent with recent studies on Korean cuisine consumption outside Korea, which highlight that taste appeal, novelty, and dining experience are major drivers of positive consumer perception. Previous studies found that samgyeopsal consumers are motivated by both hedonic factors, such as flavor enjoyment and social dining experience, and utilitarian factors, including perceived value and portion size, which collectively reinforce favorable perceptions and intention to consume (Alosaimi et al., 2023; Sandri et al., 2025).

Additionally, studies examining the adoption of Korean cuisine in Southeast Asia reported that overall satisfaction, perceived quality, and cultural appeal strongly predict positive attitudes toward Korean dishes and willingness to engage in repeat consumption, suggesting that taste, service quality, and dining experience collectively shape consumer perceptions (Kim & Park, 2022; Lee et al., 2021). These findings align with the present study, in which respondents consistently rated multiple dimensions of samgyeopsal positively.

Moreover, research on consumer food perception emphasizes the role of sensory evaluation, social influence, and prior exposure in shaping favorable attitudes toward specific dishes. Positive perceptions of taste, aroma, and presentation contribute to overall favorable evaluation, while familiarity and cultural novelty further enhance dining enjoyment and consumer satisfaction (Choi et al., 2020; Wang & Hsu, 2019). The high and consistent mean scores obtained in the present study support these findings, indicating that respondents generally perceive

samgyeopsal favorably across multiple evaluative dimensions.

Sustainable Dining Practices of Consumers

Table 12 presents the descriptive statistics for the respondents' social and dining preferences, measured across eight indicators (SDP1–SDP8). All items received 200 valid responses with no missing data, ensuring the completeness and reliability of the dataset.

Table 12. Sustainable Dining Practices

		SDP1	SDP2	SDP3	SDP4	SD5	SD6	SD7	SD8	SDT
N	Valid	200	200	200	200	200	200	200	200	200
	Missing	0	0	0	0	0	0	0	0	0
Mean		3.71	3.66	3.88	4.05	3.84	3.63	3.64	3.82	3.78
Std. Deviation		.788	.894	.848	.901	.867	.870	.808	.878	.633

Note: Duplicate tables originally presented as Tables 11 and 13 have been removed to avoid redundancy.

The item mean scores ranged from 3.63 to 4.05, indicating that respondents generally agreed with statements related to social and dining preferences. The highest mean was observed in SDP4 ($M = 4.05$, $SD = 0.901$), suggesting strong agreement with this particular aspect of social or dining behavior, likely reflecting preferences for shared dining or enjoyment in a social context. High mean scores were also noted in SDP3 ($M = 3.88$, $SD = 0.848$) and SDP5 ($M = 3.84$, $SD = 0.867$), indicating positive orientation toward most social dining experiences measured.

Lower, yet still agreeable, means were found in SDP6 ($M = 3.63$, $SD = 0.870$) and SDP7 ($M = 3.64$, $SD = 0.808$), suggesting some variability in specific social or dining preference aspects, though respondents still generally endorsed these behaviors.

The overall mean score (SDT) was 3.78 ($SD = 0.633$). Based on the study's descriptive scale, this corresponds to a descriptive equivalent of "Agree." This indicates that respondents exhibit a positive inclination toward social dining experiences and enjoy participating in communal or group-oriented samgyeopsal consumption.

These findings are consistent with existing research emphasizing the importance of communal dining and social interaction in shaping dining preferences and consumer experiences. Studies in consumer behavior suggest that food consumption extends beyond basic sustenance and is deeply embedded in social contexts, wherein shared meals strengthen interpersonal relationships and create meaningful social experiences (Wang et al., 2021). In particular, research on commensality, or the practice of eating together, demonstrates that meals shared with companions generate more positive emotional responses and greater perceived enjoyment compared to eating alone, thereby enhancing overall dining satisfaction (Wang et al., 2021).

Additionally, literature examining the influence of digital and social media on dining behavior indicates that contemporary dining preferences are shaped not only by food quality but also by social connectivity and group engagement. Higher engagement with social networking services (SNS) has been associated with increased frequency of eating out, greater interest in diverse culinary experiences, and stronger identification of food as part of lifestyle and social identity, particularly among younger consumers (Jang et al., 2024). These findings align with the present study, in which respondents, predominantly young adults, demonstrated strong agreement regarding the social value and group-oriented nature of samgyeopsal dining experiences.

Moreover, studies on restaurant patron behavior reveal that restaurant presentation through social media platforms, particularly perceived usefulness, authenticity, and visual appeal, significantly influences consumer attitudes and behavioral intentions (Kwon et al., 2021). Positive dining experiences shared both in person and through online platforms can reinforce perceived value, satisfaction, and future dining intentions. This suggests that samgyeopsal dining experiences are not only consumption activities but also socially mediated experiences shaped by interpersonal interaction and digital engagement.

Taken together, these studies support the notion that samgyeopsal consumption is strongly associated with shared, social, and enjoyable dining experiences. The consistently high ratings across social and dining preference indicators in the present study reflect broader theoretical and empirical evidence demonstrating that communal aspects of dining significantly influence consumer experiences, preferences, and behavioral intentions within contemporary foodservice environments (Lee & Lee, 2025; Wang et al., 2021).

Effect of Samgyeopsal Consumption Behavior on Consumer Perception of Samgyeopsal

Table 13 The study examined whether Samgyeopsal Consumption Behavior (BT) has a significant effect on Consumer Perception of Samgyeopsal (PT) using simple linear regression analysis.

The R-squared value of 0.082 indicates that Samgyeopsal Consumption Behavior explains approximately 8.2% of the variance in Consumer Perception. This means that while consumption behavior has a significant effect on consumer perception, other factors not included in the model may also influence how consumers perceive samgyeopsal dining.

Table 13. Regression Analysis of BT Predicting PT

Source / Predictor	Sum of Squares	df	Mean Square	F	Sig.	B	Std. Error	Beta	t	95% CI for B
ANOVA										
Regression	3.214	1	3.214	17.610	.000	—	—	—	—	—
Residual	36.136	198	0.183			—	—	—	—	—
Total	39.350	199				—	—	—	—	—
Coefficients										
Constant	—	—	—	—	—	2.841	0.207	—	13.740	2.433 – 3.248
BT	—	—	—	—	—	0.245	0.058	0.286	4.196	0.130 – 0.360

$$R^2 = 0.082$$

Based on the ANOVA results, the regression model is statistically significant, with an F-value of 17.610 and a significance level of $p = .000$, which is lower than the standard alpha level of 0.05. This indicates that the model explains a significant portion of the variance in consumer perception. Therefore, Samgyeopsal consumption behavior significantly predicts consumer perception of Samgyeopsal.

Further support is provided by the regression coefficients. The predictor variable, Samgyeopsal Consumption Behavior (BT), has an unstandardized coefficient (B) of 0.245 with a t-value of 4.196 and a p-value of .000, confirming that the effect is statistically significant. This means that for every one-unit increase in Samgyeopsal consumption behavior, consumer perception of Samgyeopsal increases by 0.245 units, holding other factors constant.

The standardized beta coefficient ($\beta = .286$) indicates a moderate positive relationship between consumption behavior and consumer perception. Additionally, the 95% confidence interval for B (0.130 to 0.360) does not include zero, further validating the reliability of the predictor's effect.

The results demonstrate that Samgyeopsal Consumption Behavior has a significant and positive effect on Consumer Perception of Samgyeopsal. Thus, the null hypothesis stating that there is no significant effect is rejected. This finding suggests that increased engagement and consumption behavior toward samgyeopsal positively influence how consumers perceive the product, which may have important implications for marketing strategies, customer experience, and product positioning in the food service industry.

These findings are consistent with previous studies demonstrating a positive relationship between food consumption behavior and consumer perception. Research on the adoption of Korean cuisine indicates that frequent consumption and repeated exposure to Korean dishes enhance consumers' overall perception, enjoyment, familiarity, and satisfaction with the dining experience (Kim & Park, 2022; Lee et al., 2021).

Similarly, Alosaimi et al. (2023) emphasized that increased engagement with food products, including repeated consumption behavior and dining frequency, positively shapes consumers' attitudes, preferences, and evaluative perceptions, highlighting the important role of direct experience in consumer judgment formation.

Furthermore, studies in consumer behavior and restaurant marketing suggest that repeated dining experiences strengthen perceived product value, taste appreciation, and emotional attachment to food products (Choi et al., 2020; Wang & Hsu, 2019). Continuous interaction with a particular cuisine allows consumers to develop greater familiarity and confidence in product quality, thereby reinforcing favorable perceptions and behavioral intentions. This supports the present study's findings that active samgyeopsal consumption behavior significantly enhances consumer perception.

Moreover, experiential dining theory explains that consumers tend to develop stronger positive evaluations when dining experiences involve sensory satisfaction, social interaction, and emotional engagement. Samgyeopsal dining is often associated with interactive cooking, group participation, and shared dining experiences, which may further strengthen positive perceptions toward the product and dining environment. Consequently, food service establishments may benefit from implementing experiential marketing strategies that encourage trial, repeat patronage, and socially engaging dining experiences to enhance customer perception and long-term consumer loyalty.

Effect of Samgyeopsal Consumption Behavior on consumers' Nutritional Impact / Body Weight Awareness

The study examined whether Samgyeopsal Consumption Behavior has a significant effect on consumers' Nutritional Impact / Body Weight Awareness. A simple linear regression analysis was conducted, and the results indicate a statistically significant relationship between the two variables.

Table 14 shows that the regression model is significant, with an F-value of 163.455 and a p-value of .000 ($p < .05$). This result indicates that the model significantly explains the variation in Nutritional Impact / Body Weight Awareness. Therefore, Samgyeopsal Consumption Behavior is a meaningful predictor of consumers' awareness of nutritional impact and body weight.

Table 14. Regression Analysis of Samgyeopsal Consumption Behavior Predicting Nutritional Impact / Body Weight Awareness

Source / Predictor	Sum of Squares	df	Mean Square	F	Sig.	B	Std. Error	Beta	t	95% CI for B
ANOVA										
Regression	37.844	1	37.844	163.455	.000	—	—	—	—	—
Residual	45.842	198	0.232			—	—	—	—	—
Total	83.687	199				—	—	—	—	—
Coefficients										
Constant	—	—	—	—	—	0.366	0.233	—	1.570	-0.094 – 0.825
BT	—	—	—	—	—	0.841	0.066	0.672	12.785	0.711 – 0.971

$$R^2 = 0.452$$

The R-squared value of 0.452 indicates that Samgyeopsal Consumption Behavior explains 45.2% of the variance in Nutritional/Body Weight Awareness. This suggests that consumption behavior has a substantial influence on respondents' nutritional and body weight awareness, while the remaining variance may be attributed to other factors not included in the model.

The regression coefficient for Samgyeopsal Consumption Behavior (BT) is $B = 0.841$, with a t-value of 12.785 and a p-value of .000, indicating a highly significant positive effect. This means that for every one-unit increase in Samgyeopsal consumption behavior, Nutritional Impact / Body Weight Awareness increases by 0.841 units, holding other factors constant.

The standardized beta coefficient ($\beta = 0.672$) suggests a strong positive relationship, indicating that Samgyeopsal consumption behavior substantially influences consumers' awareness of nutritional and body weight implications. Additionally, the 95% confidence interval for the coefficient (.711 to .971) does not include zero, further confirming the significance and reliability of the effect.

The constant term is not statistically significant ($p = .118$), suggesting that Nutritional Impact / Body Weight Awareness is primarily explained by Samgyeopsal consumption behavior rather than baseline factors.

Based on the findings, the null hypothesis is rejected. The results confirm that Samgyeopsal Consumption Behavior has a significant and positive effect on consumers' Nutritional Impact / Body Weight Awareness. This implies that individuals who frequently engage in Samgyeopsal consumption tend to be more conscious of its nutritional content and potential effects on body weight, possibly due to increased exposure to high-calorie, high-fat foods commonly associated with this dining experience.

These results are consistent with previous research highlighting the link between food consumption patterns and nutritional awareness. For instance, studies show that individuals who frequently consume specific foods, particularly high-calorie or high-fat items, develop heightened awareness of their nutritional implications and potential impact on body weight (Yahia et al., 2016; Robinson et al., 2024). Alosaimi et al. (2023) also emphasize that repeated engagement with certain dietary behaviors increases knowledge and attentiveness to health consequences, supporting the present study's finding that consumption behavior serves as a strong predictor of health awareness.

Moreover, consumer research indicates that repeated exposure to culturally or socially significant foods can increase cognitive evaluation of nutritional and health-related factors, as frequent consumption often prompts reflection on portion sizes, caloric content, and dietary balance (Sanlier, 2025; Wang & Hsu, 2019). These studies reinforce the notion that consumers' behavioral engagement, particularly with foods like samgyeopsal that are high in fat and calories, directly influences their understanding and awareness of nutritional impact and weight management.

Effect of Samgyeopsal Consumption Behavior on Consumers' Sustainable Dining Practices

This study investigated whether Samgyeopsal Consumption Behavior has a significant effect on Consumers' Sustainable Dining Practices. A simple linear regression analysis was conducted, and the results demonstrate a statistically significant relationship between the two variables.

Table 15 indicates that the regression model is statistically significant, with an F-value of 43.471 and a p-value of .000 ($p < .05$). This result confirms that the model significantly explains the variance in consumers' sustainable dining practices. Thus, Samgyeopsal consumption behavior is a valid predictor of sustainable dining practices.

Table 15. Regression Analysis of Samgyeopsal Consumption Behavior Predicting Sustainable Dining Practices

Source Predictor	Sum of Squares	df	Mean Square	F	Sig.	B	Std. Error	Beta	t	95% CI for B
ANOVA										
Regression	14.368	1	14.368	43.471	.000	—	—	—	—	—
Residual	65.441	198	0.331			—	—	—	—	—
Total	79.809	199				—	—	—	—	—
Coefficients										
Constant	—	—	—	—	—	1.962	0.278	—	7.053	1.414 – 2.511
BT	—	—	—	—	—	0.518	0.079	0.424	6.593	0.363 – 0.673

R² = 0.180

The R-squared value of 0.180 indicates that Samgyeopsal Consumption Behavior explains 18.0% of the variance in Sustainable Dining Practices. This suggests that consumption behavior significantly contributes to sustainable dining practices; however, the remaining 82.0% of the variance may be influenced by other factors not included in the model.

The regression coefficient for Samgyeopsal Consumption Behavior (BT) is $B = 0.518$, with a t-value of 6.593 and a p-value of .000, indicating a significant positive effect. This means that for every one-unit increase in Samgyeopsal consumption behavior, consumers' sustainable dining practices increase by 0.518 units, holding other variables constant.

The standardized beta coefficient ($\beta = 0.424$) reflects a moderate positive relationship, suggesting that Samgyeopsal consumption behavior has a meaningful influence on consumers' sustainability-related dining decisions. Moreover, the 95% confidence interval for the regression coefficient (.363 to .673) does not include zero, further confirming the statistical significance and reliability of the effect.

The constant term ($B = 1.962$, $p = .000$) indicates a baseline level of sustainable dining practices even in the absence of Samgyeopsal consumption behavior, suggesting that consumers may already possess inherent sustainability awareness independent of this dining experience.

Based on the findings, the null hypothesis is rejected. The results provide empirical evidence that Samgyeopsal Consumption Behavior has a significant and positive effect on consumers' Sustainable Dining Practices. This implies that increased engagement in Samgyeopsal dining may heighten consumers' awareness and practice of sustainability-related behaviors, such as mindful food consumption, waste reduction, and consideration of environmental impacts associated with dining choices.

These findings are consistent with recent research emphasizing the link between food consumption behavior and sustainable practices. For example, studies show that frequent engagement with dining experiences that involve high-calorie or culturally significant foods can increase consumers' awareness of environmental and health impacts, prompting more sustainable decision-making in subsequent meals (Filimonau & De Coteau, 2020; Thøgersen et al., 2021). Similarly, research in restaurant and hospitality contexts highlights that consumer behavior positively influences sustainability adoption, as repeated exposure to food choices encourages reflection on waste, energy usage, and environmental footprint (Björklund et al., 2017; Grebitus et al., 2022).

Moreover, prior studies have found that promoting behavioral engagement with specific food items can reinforce sustainability awareness, particularly when consumers recognize the environmental and ethical implications of their consumption patterns (Magnier et al., 2020; Liu et al., 2023). The present study aligns with these findings, showing that consumers who actively participate in samgyeopsal dining are more likely to engage in sustainable dining practices, demonstrating that behavioral experience can shape both perception and practice of sustainability in food consumption.

Effect of Consumer Perception and Sustainable Dining Practices on Responsible Samgyeopsal Consumption

This study examined whether Consumer Perception and Sustainable Dining Practices have a significant effect on promoting responsible Samgyeopsal consumption. A multiple linear regression analysis was conducted, and the results indicate that both variables significantly influence responsible consumption behavior.

Table 16 shows that the overall regression model is statistically significant, with an F-value of 32.119 and a p-value of .000 ($p < .05$). This confirms that the combined predictors consumer perception and sustainable dining practices—significantly explain the variance in responsible Samgyeopsal consumption behavior. Therefore, the regression model is a good fit for explaining responsible consumption.

Table 16. Regression Analysis of Consumer Perception and Sustainable Dining Practices on Responsible Samgyeopsal Consumption

Source / Predictor	Sum of Squares	df	Mean Square	F	Sig.	B	Std. Error	Beta	t	95% CI for B
ANOVA										
Regression	13.151	2	6.575	32.119	.000	—	—	—	—	—
Residual	40.329	197	0.205			—	—	—	—	—
Total	53.480	199				—	—	—	—	—
Coefficients										
Constant	—	—	—	—	—	1.136	0.320	—	3.553	0.505 – 1.766
PT	—	—	—	—	—	0.300	0.072	0.257	4.148	0.157 – 0.443
SDT	—	—	—	—	—	0.333	0.051	0.406	6.550	0.232 – 0.433

R² = 0.246

The R-squared value of 0.246 indicates that Consumer Perception and Sustainable Dining Practices together explain 24.6% of the variance in Responsible Samgyeopsal Consumption. This suggests that both variables significantly contribute to responsible consumption behavior; however, the remaining 75.4% of the variance may be influenced by other factors not included in the model.

The results of the coefficients table reveal that both predictors have significant positive effects on responsible Samgyeopsal consumption:

- Consumer Perception (PT) has an unstandardized coefficient of $B = 0.300$, a t -value of 4.148, and a p -value of .000, indicating a statistically significant positive effect. This suggests that as consumers' perceptions toward Samgyeopsal dining (e.g., awareness, attitudes, and beliefs) improve, responsible consumption behavior increases by 0.300 units, holding other factors constant.
- Sustainable Dining Practices (SDT) show an unstandardized coefficient of $B = 0.333$, with a t -value of 6.550 and a p -value of .000, also indicating a significant positive effect. This means that higher engagement in sustainable dining practices leads to a 0.333-unit increase in responsible Samgyeopsal consumption.

The standardized beta coefficients indicate the relative strength of each predictor. Sustainable dining practices ($\beta = 0.406$) exert a stronger influence on responsible Samgyeopsal consumption compared to consumer perception ($\beta = 0.257$). Additionally, the 95% confidence intervals for both predictors do not include zero, further confirming the robustness and reliability of the effects.

The constant term ($B = 1.136$, $p = .000$) represents the baseline level of responsible Samgyeopsal consumption when both predictors are at zero.

Based on the findings, the null hypothesis is rejected. The results provide strong empirical evidence that consumer perception and sustainable dining practices have a significant and positive effect on promoting responsible Samgyeopsal consumption. Among the two predictors, sustainable dining practices play a more influential role, suggesting that encouraging sustainability-oriented behaviors may be particularly effective in fostering responsible consumption within Samgyeopsal dining experiences.

These findings are consistent with prior research in food consumption and sustainability. Studies have shown that consumer attitudes and perceptions toward food products influence responsible consumption behaviors, including attention to portion sizes, waste reduction, and mindful eating (Filimonau & De Coteau, 2020; Grebitus et al., 2022). Additionally, engagement in sustainable dining practices has been identified as a key predictor of

responsible food consumption, as consumers who adopt sustainability-conscious behaviors are more likely to integrate environmental and health considerations into their dining decisions (Magnier et al., 2020; Liu et al., 2023).

Research further emphasizes that combining positive consumer perception with sustainability engagement strengthens responsible consumption outcomes. For instance, Thøgersen et al. (2021) demonstrated that individuals with favorable attitudes toward food quality and awareness of sustainability are more likely to make deliberate, responsible choices regarding food consumption. Similarly, Björklund et al. (2017) reported that sustainability-oriented behaviors significantly enhance responsible eating practices in restaurant settings, highlighting the importance of promoting both awareness and practical sustainable actions.

DISCUSSION

The findings of this study provide a deeper understanding of how Korean samgyeopsal consumption behavior influences nutritional/body weight awareness, consumer perception, and sustainable dining practices among Filipino urban consumers. The results suggest that samgyeopsal consumption is not merely a dietary activity but a complex behavioral phenomenon shaped by cultural influence, social interaction, experiential dining, and environmental factors.

The study revealed that samgyeopsal consumption behavior significantly predicts nutritional/body weight awareness ($\beta = .672, p < .001$). This finding indicates that consumers who frequently engage in samgyeopsal dining become more conscious of the nutritional and health implications associated with high-calorie and high-fat food consumption. However, despite this awareness, descriptive findings showed that respondents do not consistently practice active weight-management behaviors such as calorie counting, portion regulation, or dietary monitoring. This finding supports the work of Wansink (2015), who argued that awareness alone is insufficient to produce behavioral change, particularly in dining environments that encourage excessive food intake. The unlimited dining format commonly observed in samgyeopsal restaurants promotes hedonic eating behavior, where pleasure, satisfaction, and social interaction often outweigh health considerations.

Furthermore, the significant relationship between samgyeopsal consumption and consumer perception ($\beta = .286, p < .001$) highlights the experiential nature of Korean barbecue dining among Filipino consumers. The consistently high perception scores indicate that respondents strongly associate samgyeopsal with enjoyment, social bonding, cultural engagement, and dining satisfaction. This finding aligns with Consumer Behavior Theory proposed by Kotler and Keller (2016), which explains that consumer decisions are influenced not only by functional needs but also by emotional, social, and experiential motivations. In the Philippine context, communal dining practices and collectivist cultural values further strengthen the appeal of samgyeopsal as a shared social experience rather than simply a food consumption activity.

The findings are also consistent with previous studies on Korean cuisine consumption. Shin and Kim (2020) found that consumers prioritize taste, entertainment, and social interaction over nutritional considerations when dining in Korean barbecue restaurants. Similarly, Choi and Lee (2021) emphasized that exposure to Korean popular culture significantly shapes positive consumer attitudes toward Korean cuisine, particularly among younger consumers who associate samgyeopsal dining with modern lifestyle trends and social identity.

In addition, the study found that samgyeopsal consumption significantly influences sustainable dining practices ($\beta = .424, p < .001$). This suggests that consumers who frequently dine in samgyeopsal restaurants become more exposed to sustainability-oriented practices such as portion control, waste reduction, balanced food choices, and responsible dining behavior. However, the moderate strength of this relationship indicates that awareness of sustainability does not always translate into consistent behavioral adoption. This supports sustainability literature emphasizing that sustainable consumption behavior requires both individual awareness and structural support from the hospitality environment (Gössling, 2021).

More importantly, the regression results demonstrated that sustainable dining practices ($\beta = .406, p < .001$) exert a stronger influence on responsible samgyeopsal consumption than consumer perception alone ($\beta = .257, p <$

.001). This is one of the major contributions of the study because it highlights the importance of restaurant-level sustainability interventions in shaping consumer behavior. The finding suggests that external environmental factors, such as restaurant policies, portion-control strategies, balanced menu offerings, and food waste reduction initiatives, are more effective in promoting responsible consumption behavior than individual perceptions alone.

This finding supports Sustainability Transition Theory, which explains that sustainable behavior is influenced by both personal agency and institutional or environmental structures (Geels, 2019). Within the hospitality context, restaurants play an important role in guiding consumers toward healthier and more environmentally responsible dining practices through operational strategies and sustainability-oriented interventions.

Overall, the findings reveal an important behavioral paradox. Although consumers demonstrate awareness of the nutritional implications associated with samgyeopsal consumption and maintain positive perceptions toward the dining experience, their actual eating behavior continues to be strongly influenced by social, cultural, and experiential motivations. Sustainable dining practices therefore emerge as a critical moderating mechanism that can bridge the gap between awareness and actual responsible consumption behavior.

The study contributes to hospitality and sustainability literature by integrating consumer behavior, nutritional awareness, and sustainable dining practices within a single research framework. It further highlights the important role of hospitality establishments in balancing customer satisfaction, cultural dining experiences, public health concerns, and environmental sustainability within modern foodservice operations.

CONCLUSION

Based on the findings of the study, several conclusions were drawn regarding samgyeopsal consumption behavior, consumer perception, nutritional impact and body weight awareness, sustainable dining practices, and responsible samgyeopsal consumption among consumers in Central Luzon.

First, samgyeopsal consumption behavior significantly influences consumer perception of samgyeopsal. Consumers who demonstrate higher levels of engagement and frequency of consumption tend to develop more favorable perceptions toward samgyeopsal dining experiences. This suggests that repeated exposure and participation in samgyeopsal dining enhance positive attitudes, satisfaction, and overall evaluation of the product.

Second, samgyeopsal consumption behavior has a strong and significant effect on consumers' nutritional impact and body weight awareness. Individuals who frequently consume samgyeopsal are more conscious of its nutritional content and potential effects on body weight. This indicates that increased exposure to samgyeopsal may heighten awareness of health-related concerns, even if such awareness does not always translate into strict dietary control or weight-management practices.

Third, samgyeopsal consumption behavior significantly affects consumers' sustainable dining practices. Engagement in samgyeopsal dining is associated with greater awareness of sustainability-related behaviors, including mindful consumption, shared dining experiences, and consideration of food waste. This finding implies that samgyeopsal dining, which is inherently social and communal, can encourage sustainability-oriented practices when consumers are appropriately informed and motivated.

Fourth, both consumer perception and sustainable dining practices significantly influence responsible samgyeopsal consumption. While positive consumer perception contributes to responsible consumption behavior, sustainable dining practices exert a stronger influence. This suggests that sustainability awareness plays a more critical role than mere enjoyment or preference in promoting responsible samgyeopsal consumption.

Overall, the study concludes that samgyeopsal consumption among consumers in Central Luzon is not solely driven by taste and social enjoyment but is also shaped by health consciousness and sustainability considerations. Consumption behavior serves as a key factor that influences perception, awareness, and dining practices, which collectively promote responsible consumption. These conclusions emphasize the importance of integrating

health- and sustainability-focused strategies in samgyeopsal dining experiences to encourage balanced, mindful, and responsible consumer behavior.

RECOMMENDATION

Based on the conclusions of the study, the following recommendations are proposed for stakeholders involved in samgyeopsal dining, including restaurant operators, consumers, policymakers, and future researchers.

For Samgyeopsal Restaurant Owners and Managers

Samgyeopsal restaurant operators are encouraged to strengthen positive consumption behavior by enhancing the overall dining experience. Since consumption behavior significantly influences consumer perception, restaurants should focus on service quality, food presentation, and ambiance to reinforce favorable perceptions. Additionally, providing transparent nutritional information, such as calorie estimates or healthier meat and side-dish options, may further support consumers' nutritional awareness and encourage responsible dining.

Restaurants are also advised to integrate sustainability practices into their operations. Measures such as portion control options, waste-reduction strategies, use of eco-friendly packaging, and promotion of shared dining with mindful consumption can reinforce sustainable dining practices among consumers. Highlighting these initiatives through in-store communication and marketing materials may further encourage responsible samgyeopsal consumption.

For Consumers

Consumers are encouraged to practice moderation and mindfulness in samgyeopsal consumption. While samgyeopsal offers social and experiential enjoyment, consumers should balance consumption frequency with nutritional awareness and physical activity. Being conscious of portion sizes, food choices, and food waste can help promote healthier and more responsible dining habits.

Consumers are also encouraged to support restaurants that adopt sustainable and health-conscious practices. Patronizing establishments that emphasize sustainability and responsible sourcing can contribute to the long-term viability of samgyeopsal dining while minimizing negative health and environmental impacts.

For Policymakers and Industry Regulators

Policymakers and relevant agencies may consider developing guidelines or programs that promote responsible dining practices within the food service industry. Encouraging transparency in nutritional labeling and supporting sustainability initiatives, such as waste management and environmentally responsible operations, can help improve consumer awareness and foster healthier dining behaviors.

Public information campaigns highlighting the importance of balanced eating and sustainable food consumption may further enhance consumers' understanding of the health and environmental implications associated with samgyeopsal dining.

For Future Researchers

Future studies are recommended to expand the scope of the research by including a more diverse demographic profile, such as older age groups or consumers from different regions, to improve generalizability. Researchers may also explore additional variables, such as cultural influence, price sensitivity, or brand loyalty, to further explain samgyeopsal consumption behavior.

Moreover, longitudinal and qualitative research approaches are encouraged to examine changes in consumption behavior over time and to gain deeper insights into consumers' motivations, attitudes, and decision-making processes related to samgyeopsal dining.

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APPENDIX

Appendix A

Survey Questionnaire

Part I. Demographic Profile

1. Age
2. Gender
3. Occupation
4. Residency

Part II. Samgyeopsal Consumption Behavior (10 Items)

Rate the following statements using the scale:

1 – Strongly Disagree

2 – Disagree

3 – Neutral

4 – Agree

5 – Strongly Agree

1. I frequently eat samgyeopsal in restaurants.
2. I consume large portions when eating samgyeopsal.
3. I usually consume unlimited servings during samgyeopsal dining.
4. I eat samgyeopsal at least once a week.
5. I consume high-fat meat portions when dining.
6. I often eat side dishes together with samgyeopsal.
7. I tend to overeat during samgyeopsal dining experiences.
8. Samgyeopsal dining is part of my social lifestyle.
9. I prefer buffet-style samgyeopsal restaurants.
10. I consume sugary or carbonated drinks during samgyeopsal dining.

Part III. Nutritional Impact / Body Weight Awareness (8 Items)

1. I am aware that excessive samgyeopsal consumption may affect body weight.
2. I monitor my body weight regularly.
3. I consider calorie intake when eating samgyeopsal.

4. I believe samgyeopsal consumption can influence my health.
5. I practice portion control during dining.
6. I balance samgyeopsal meals with healthier food choices.
7. I am concerned about the nutritional content of samgyeopsal meals.
8. I believe frequent samgyeopsal consumption may contribute to weight gain.

Part IV. Consumer Perception (8 Items)

1. Samgyeopsal restaurants provide enjoyable dining experiences.
2. Samgyeopsal is a socially appealing dining activity.
3. I perceive samgyeopsal meals as satisfying and filling.
4. Samgyeopsal restaurants provide good value for money.
5. I believe samgyeopsal restaurants maintain food quality standards.
6. I perceive samgyeopsal as part of modern food culture.
7. Dining in samgyeopsal restaurants enhances social interaction.
8. I am satisfied with the overall dining experience in samgyeopsal restaurants.

Part V. Sustainable Dining Practices (8 Items)

1. I am aware of food waste reduction practices in restaurants.
2. I practice responsible food consumption when dining.
3. I avoid excessive food ordering during samgyeopsal dining.
4. I support restaurants that promote sustainable dining practices.
5. I consider portion control important in reducing food waste.
6. I prefer restaurants that use locally sourced ingredients.
7. I believe sustainable dining practices benefit the environment.
8. I am willing to support eco-friendly restaurant initiatives