

Understanding restaurant consumers' reaction toward the iPad menu

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### Abstract

The impact of the iPad has been radically big in the world. There are restaurants having provided services by substituting Apple' s touch-screen iPad for their printed menus recently. Thus, the objective of this study was to propose and test a research model involving both cognitive and affective components that can influence potential restaurant visitors' behavioral intention to visit by way of influencing their value perceptions. Structural equation modeling was used to analyze the model. Theoretical and practical implications of the outcome were addressed.

Keyword : iPad, perceived value, behavior intention