

UNIVERSITY OF EDUCATION, WINNEBA

**CONSUMER DECISIONS AND SELECTION OF UPSCALE AND CASUAL
CATERING ESTABLISHMENT: EVIDENCE FROM CONSUMERS WITHIN
THE KUMASI METROPOLIS**

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Fulfilment of the Requirements for the Award of the Degree of Master of
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OCTOBER, 2020

DECLARATION

Student's Declaration

I, AKUA POMAAH-FOSU declare that this thesis, with the exception of quotations and references contained in published works which have all been identified and duly acknowledged, is entirely my own original work, and it has not been submitted, either in part or whole, for another degree elsewhere.

Signature:

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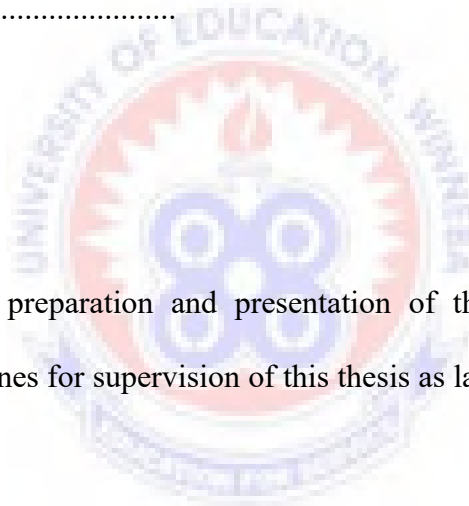
Supervisor's Declaration

I hereby declare that the preparation and presentation of this work was supervised in accordance with the guidelines for supervision of this thesis as laid down by the University of Education, Winneba.

Name: Dr. Mrs. Ellen Olu

Signature:

Date:



DEDICATION

This work is dedicated to my husband Benjamin Adu-Fosu and my children Awo Yaa Amoah Adu-Fosu, Maame Adwoa Adubeah Adu-Fosu Papa Kwadwo Adu-Fosu, Nana Kwadwo Gyem Adu-Fosu and Paapa Kwadwo Osei Adu-Fosu.



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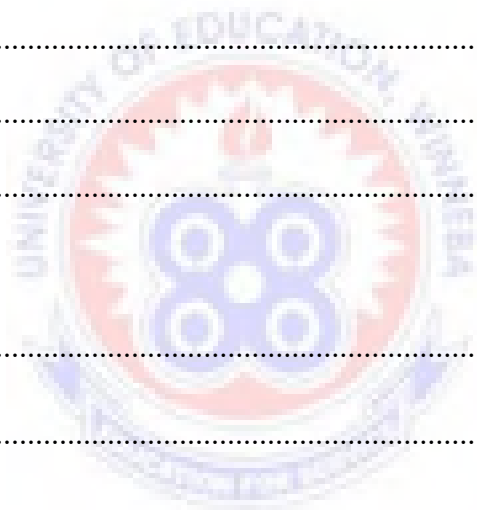
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ABSTRACT

Consumers' increasingly demand for convenient, quick serving and ready-made food away from home has made restaurants and fast-food outlets one of the fastest growing sectors in the service industry. In some time, past, most developing countries food service industry sector was mainly dominated by locals with little or no involvement of foreign brands yet in recent times, developing countries food service space is highly filled with foreign brands. This study investigated consumers' decisions and selection of upscale and casual restaurant within the Kumasi Metropolis. The specific objectives of the study were; to identify the factors consumers, give much credence to when deciding to dine at an upscale-restaurant, to investigate the factors consumer, give much weight to when deciding to dine at a casual facility, to investigate the relationship between consumer demographic profile and their selection criteria patterns of both an upscale and a casual restaurant and lastly to assess whether there are differences in consumer selection criteria when deciding to dine at an upscale restaurant or casual restaurant. The study population came from both undergraduate and post-graduate students within the three public universities (i.e. Kwame Nkrumah University of Science and Technology, College of Technology Education, and Kumasi Technical University) within the Greater Kumasi Metropolis. A sample population size of 200 students each within these universities were targeted. A stratified sampling approach was used where the study population was divided into three strata that is, students from the Kwame Nkrumah University of Science and Technology, College of Technology Education, Kumasi and Kumasi Technical University. Afterwards, the Krejcie and Morgan sampling table was used in the determination of the sample size across these strata. The study used a cross-sectional research design where questionnaire instruments based on a five-point likert scale was distributed to the study respondents. Data on this study was analysis on the basis of descriptive statistics (i.e. frequency, mean and standard deviation) and inferential statistics (multiple linear regression analysis and one-way anova). Results from the study suggest that the respondents did not use the same selection criteria when deciding to eat either at an upscale facility or a casual restaurant. For instance, when it comes to the selection of an upscale restaurant a consumer was very critical of atmospheric elements such as parking space, building exterior, interior décor and lightening in their selection decision. Interestingly, consumers who wanted to dine at the casual restaurant gave little or no attention to these atmospheric elements in their selection decision. Again, it was observed that consumers seeking to dine at an upscale restaurant were very particular about the parking space, building exterior, interior décor and lightening conditions at the facility. On this score, it is recommended to the upscale restaurateurs to take critical notice of these atmospheric elements at their facilities since its presence could increase the selection rate of their facility among upscale restaurant lovers.

KEYWORDS: upscale restaurant, casual restaurant, consumer selection decision, public universities, Kumasi Metropolis.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The number of meals eaten outside from home is increasingly making the fast-food industry one of the easy targets by global brands (Kim & Choi, 2019). Previously, eating out was regarded as ceremonial event and only done on special occasions such as on Christmas, anniversaries and on birthday celebrations but in the 21st century the changes in social dynamics (i.e. job stress, child bearing, women involvement in formal employment) coupled with improved economic growth and increased in individual income levels has made it a daily practice both in developed and developing economies (Lin & Wu, 2016).

Hence, in this 21st century, eating away from home has now become a regular act and no longer regarded as special event. According to Kim and Choi (2019), consumers' increasingly demand for convenient, quick serving and ready-made food away from home has made restaurants and fast-food outlets one of the fastest growing sectors in the service industry. According to Oni and Matiza (2014), in some time past, most developing countries food service industry sector was mainly dominated by locals with little or no involvement of foreign brands yet in recent times, developing countries food service space is highly filled with foreign brands.

Generally, the improved socioeconomic conditions coupled with the stabled democracy witnessed in most of the African countries have made the sub-Saharan Africa highly attractive to foreign food chains brands (Oni & Matiza, 2014). Hence, consumers within these regions now have array of catering establishments to select their meals from. Even though,

the food service industry happens to be one of the fastest growing industries it still remains as one of the most fiercely competitive industry in the service industry (Tabassum & Rahman, 2012). Ghana has not been left out of this new development as foreign food service brands such as Kentucky Fried Chicken (KFC), Star Bites, Peter Pan, etc. have overtime increased their presence in most of the urban centers in Ghana. This new development suggests that local catering facilities are no longer competing among themselves but will now have to compete with other global brands within the same market space. This means that, an industry that in some time past happened to be for the only few has now grown into hundreds of players with some catering facilities facing themselves apart from the same township or location points.

According to Harrington, Ottenbacher and Powell (2012), meeting customers expectation has continued to remain one of the main determining factors that influence the food service outlets survival nonetheless there seems to be no clear-cut way to achieve such feat. Accordingly, many have argued that for food service entities to be able to meet or exceed their customers' expectations, they first have to be aware of the main issues consumers or buyers often look out for when deciding buy their food or have their meal at a particular place (Harrington et al., 2012; Tabassum & Rahman, 2012). Moreover, knowing the main factors that influence customers selection decision particularly within catering industry has been deemed to be very important since within this sector it is estimated over 90% refuse to go to back to a catering facility when their expectation is not met (Sulek & Hensley, 2004).

Even though, some works have looked into consumers selection decision of catering establishments nonetheless, most of these studies either looked at the consumer selection criteria of an upscale or casual restaurant with none comparing these selection criteria in a

single study (e.g., Medeiros & Salay, 2013; Junga, Sydnorb, Leec & Almanza, 2015; Sudhagar & Rajendran, 2017). For instance, the study of Medeiros and Salay (2013), examined the factors that influence consumer selection of a casual restaurant and found out that issues such as price and speed of service delivery were the main factors consumers looked out for when deciding to eat at a casual facility. However, in the study of Junga, Sydnorb, Leec and Almanza (2015), it was established that the main factors that informed consumer selection of a casual restaurants were issues of food quality and location. Also, the study of Ariffin et al. (2012) explored the key factors that influence consumer selection of casual restaurant facilities and came by the conclusion that atmospheric elements such as colour, design, lighting, and restaurant layout had a significant impact on a consumer selection of casual restaurants. However, when it comes to the factors that influence consumer selection criteria of upscale restaurants, Khan, Hussain and Yaqoob (2013) found out that issues such as service quality and brand constituted the key criteria that influence consumer selection of an upscale restaurant.

On the part of Bae, Slevitch and Tomas (2018) issues such as quality of food, service, and physical environment formed the main criteria diners gave much credence when deciding to dine at an upscale restaurant. Although results from these studies have shown that the factors that influence consumer selection decision of upscale and casual restaurants tend not to be similar yet we still cannot tell whether a consumer selection criteria will alternate as their preference shift from an upscale to a casual or vice versa. As rightly indicated by Sudhagar and Rajendran (2017) not comparing the same consumers selection criteria on different catering establishment (i.e. upscale and casual) at the same given time will limit our understanding as to whether the same consumer will always look out for the same selection criteria when deciding to dine at a casual or upscale restaurant. According to Bae, Slevitch

and Tomas (2018), comparing a consumer selection criterion across different restaurant types (i.e. upscale and casual) within a single study will help us to know whether a consumer selection criterion will remain the same or differ at all times. Accordingly, it is against this backdrop that this study seeks to investigate the main factors that influence Ghanaian consumers decision of an upscale and casual restaurant facilities.

1.2 Statement of the Problem

According to Ariffin, Bibon, Puteri and Abdullah (2012), for a catering establishment to be able to meet or exceed the needs of its patrons, it requires that these institutions understand the key factors that guide consumers in their selection decisions. Again, since it takes more than food to create a good eating experience for the consumer, it becomes very important for restaurateur to understand the main factors that shape a customer selection decision of a catering facility (Ariffin et al., 2012).

As indicated earlier, even though some works have been done when it comes to the factors that influence consumer selection decision of catering establishments nevertheless, most of existing works have not looked at the factors that influence consumer selection criteria of both upscale and casual restaurants in a single study (see for example, Alonso, O'Neill, Liu, & O'Shea, 2013; Feldmann & Hamm, 2015; Frash, DiPietro, & Smith, 2015; Jung, Sydnor, Lee, & Almanza, 2015; Sudhagar & Rajendran, 2017). Often times, most of these studies have either investigated the selection criteria of upscale restaurant or casual restaurant. For instance, the study of Bryant and Dundes (2008) sought to assess the factors that influence US and Spanish student's selection of casual restaurants and identified issues such as, food taste and smell as the main factors that influenced the student's selection decisions of casual restaurants. Similarly, a study done by Tam et al. (2017) in Australia looked out for the

factors that influence Australian students' selection of casual restaurants and identified cost of food and convenience as the main factors that influence the respondent's selection of casual restaurants.

Likewise, a study by Becker, Murrmann, Murrmann and Cheung (1999) identified issues such as respect, unobtrusive courtesy and personal hygiene of employees as the main factors that influence Hong Kong student's decision to patronize a casual restaurant. Also, in the case of Serbia a study by Blešić, Raljić, Pivac and Ivkov (2018) observed that the main factors that influenced consumers selection of casual restaurants were proximity, accessibility, cleanliness of the restaurant and the kitchen. However, when it comes to factors that influence consumers selection of upscale restaurants, the study of Sahni and Mohsin (2017) observed that one of the key elements that influenced consumer selection of an upscale restaurant in Delhi was service quality. Also, with the study of Basri, Ahmad, Anuar and Ismail (2016) it was observed that physical environment quality was the key factor consumers considered when deciding to dine at an upscale restaurant.

Clearly, reviews of these studies suggest that none of the studies simultaneously examined factors that influence a consumer selection of both upscale and casual restaurants in a single study. As argued earlier by Sudhagar and Rajendran (2017) failing to compare the same consumers selection criteria across different catering facilities (i.e. upscale and casual) at the same time limits our understanding on the main issues consumers often look out for when deciding between a casual or upscale restaurant. Even though, the reviewed studies have come out with some of the possible factors that shape consumers selection decisions however, it has to be noted that consumer behavior across different times or needs may not be always the same (Blešić, Raljić, Pivac, & Ivkov, 2018) since their taste could shift as they

move from one restaurant category or type to the other (Brindal, 2010). Accordingly, gaining deeper understanding on the main issues that influence customers selection across different restaurant types will enable catering establishments to streamline their offerings to meet the needs of their different consumer groups (Jang & Namkung, 2007).

In the case of Ghana only few works have looked into factors that inform consumer selection decision of catering facilities (see for example, Donkoh, Quainoo, Cudjoe & Kaba, 2012; Mensah, Agboka, & Azilla-Gbettor, 2016; Adzovie & Jibril, 2020). Even with these studies none of them looked at consumer selection decision of both upscale and casual restaurant in a single study. For instance, the work of Donkoh et al. (2012), assessed customer satisfaction and their general perception about food services of two restaurants facilities in the Nyankpala Campus of the University for Development Studies, Tamale, Ghana. In addition, with the work of Mensah et al. (2016), it investigated the factors that influence consumers selection of traditional catering establishments in Ho, Ghana. Results from the study suggest that hygienic and cleanliness factors were the key issues the respondents placed much emphasis on when deciding to dine at a traditional catering facility. Again, with the work of Adzovie and Jibril (2020) it assessed the key factors that simulated consumers' intent to select a fast-food joint in the Cape Coast Metropolis. Results from the study showed that word-of-mouth has the strongest relationship with source trustworthiness with regards to consumers' intent to select a fast-food joint. Clearly, most of these studies done in Ghana did not simultaneously looked at the that factors that influence a consumer selection of both upscale and casual restaurants in a single study. According to Adzovie and Jibril (2020), since consumers may not use the same selection criteria at all context it becomes important to compare their selection across different restaurant types to understand whether their selection criteria either alternate or remain same at all times. Mensah et al. (2016) held similar view as they argued that

comparing consumers selection criteria across different restaurant categories within a single will help improved understanding as to whether selection criteria of restaurant whether upscale or casual are based on the same level of attributes or not. Accordingly, this work seeks to add more breadth to the existing literature by examining consumers' decisions and selection of upscale and casual restaurant in a single study.

1.3 Purpose of the Study

The primary purpose of the study is to assess consumers' decisions and selection of upscale and casual restaurant.

1.4 Objectives of the Study

The following are the research objectives:

1. To identify the factors consumers, give much credence to when deciding to dine at an upscale-restaurant consumers selection decision of a catering establishment.
2. To investigate the factors consumer, give much weight to when deciding to dine at a casual facility.
3. To investigate the relationship between consumer demographic profile and their selection criteria patterns in both upscale and casual restaurant.
4. To assess whether there are differences in consumer selection criteria when deciding to dine at an upscale restaurant or casual restaurant.

1.5 Research Questions

To accomplish the stated objectives, the following research questions are formulated to guide the study:

1. What are the factors consumers give much credence to when deciding to dine at an upscale-restaurant consumers selection decision of a catering establishment?
2. What is the factors consumer give much weight to when deciding to dine at a casual facility?
3. What is the relationship between consumer demographic profile and their selection criteria patterns in both upscale and casual restaurant?
5. What significant difference exist between consumer selection criteria of upscale restaurant and casual restaurant?

1.6 Significance of the study

Through this study findings, managers and catering establishment will get to know about the main issues that influence their customers decision with regards to why they decide to eat at a particular place. Again, insight from this study will enable catering establishments to streamline their services and product offerings in accordance with these identified factors in order to make them well prepared and positioned to meet the needs and expectations of its customers. Also, through this work, catering establishment will be able to improve the satisfaction levels of their customers since getting to know the main issues that affect customers selection decision of a catering facility may enable them to put in place the necessary in-house measures that will be able to address these concerns accordingly. Again, this study will also provide vital information on how catering establishment managers can capture, segment and communicate their offerings to meet the different profile of its target market. Finally, findings from the study will to the limited work in the Ghanaian literature particularly with reference to the main factors that shape Ghanaians selection decision of a particular catering establishment.

1.7 Limitation of the study

First, the study intent to use tertiary students within the Kumasi metropolis this suggests that its target population may not be a true reflection of the entire consumers who are patrons of the various catering establishment within the Kumasi metropolis hence, findings from the study may not be able to be generalized to all consumers within the country. Again, since this research will rely on self-reported survey, the respondents may consciously or unconsciously skew their responses towards a certain direction hence affecting the study end results.

1.7.1 Scope of the study

The research is to be undertaken within a specific context thus, the main study area of the study will be students schooling at KNUST, Kumasi Technical University as well as students from the Kumasi campus of the UEW. Accordingly, both undergraduate and post-graduate students at these two institutions will form the study population.

1.8 Organization of the Study

This study will be structured into six chapters. Chapter One, will give background information of the work and sets the topic of the study in context. It presents the aims and objectives of the study and explains the structure of the dissertation. Chapter Two is literature review. This chapter captures a review of related literature conducted in the food-drug interaction taking into account its relevance to the research topic in question, whilst pointing out gaps in previous research which this study intends to fill. Chapter Three discusses research methodology. It focuses on the methodology to be used to arrive at the conclusions in the last chapter. Explanation and justification for the selection of methods used in analysis will be discussed focusing on their reliability, validity and effectiveness in realising the goals of the study. Chapter four will be on the results or the study findings. The outcome of the

research will be presented here. Chapter five will discuss the results in relation to the literature reviewed in chapter two. Also, significant and novel findings will be identified, interpreted and discussed. The discussion will highlight the major findings of the research and the inferences made from them in view of findings from related previous studies. The last chapter thus Chapter Six will be on the summary of findings, conclusions and recommendations. This section will itemize the major research findings and indicate how this research work will contribute to knowledge. This section will also include recommendations and any limitations of the study and will also include suggestions for future research work.



CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents works that are linked to the study objectives. The chapter is structured into four main sections. The first section that is, section 2.2 presents the conceptual review. Here how the main concepts of the study are defined in the literature are presented. The next section that is, section 2.3 looks at the consumer buying or purchasing decision process with particular reference to how these processes inform a consumer selection of a catering facility. The next sections that is, section 2.4-2.6 look at the empirical review with regards to the factors that influence consumers selection decision of a catering establishment, the factors that have the most significant impact on consumers selection decision and finally the relationship between consumer demographic profile and their selection decision of a catering facility. Finally, the last section of the chapter looks at the conceptual framework of the study. Here, the conceptual framework presents the key variables the study seeks to investigate as well as how the relationship between the dependent and the independent variables will manifest in a pictorial form.

2.2 Consumer Behaviour

According to Jacoby and Morrin (2015), consumer behaviour can be described as the acquisition, consumption, and disposal of time and offerings (goods, services, and ideas) by decision-making units (i.e. individuals, dyads, and larger groups). In a much similar vein, Cengage Learning (2007) viewed consumer behaviour as how consumers make purchase decisions and how they use and dispose of a purchased good or used services. This goes to suggest that business and marketing managers ought to be well informed of consumers behaviour in order to be in the better position to tailor its products and services to meet their

needs. The American Marketing Association (AMA) described consumer behavior as a dynamic interaction between thinking, behavior and events in the environment as well as how human beings manage aspects of the exchange in their lives (Peter & Olson, 2008). These exchanges could take the form of purchasing of goods or services or using of a good or service to satisfy their needs and wants.

Generally, consumer behaviour tends to be pervasive and universal since every individual in his or her entire life time will make decisions all the time (Willman-Iivarinen, 2017). Interestingly, some of these everyday decisions happen to be unconsciously done. For instance, bathing in the morning, dressing up for work or school, greeting your friends or colleagues, etc. However, some decisions happen to be semi-automatic that is, they can be part of everyday habits, but not necessarily automatic, for instance, deciding on which attire to wear for work, deciding on which food to eat or where to purchase your breakfast or lunch meal (Willman-Iivarinen, 2017). Aside these, there are other decisions that are highly reflective or will take much time or effort to make. For instance, a decision to buy a personal car, choose a life partner, or undertake a graduate study. According to Willman-Iivarinen (2017), although, the decisions may appear different nonetheless, it has to be added that the decision-making processes are almost always the same. Accordingly, to Živković (2011), the main purpose of business leaders or catering facilities is to understand consumer behavior in these separate contexts and create the supply (marketing mix), that will be sufficient and adequate in addressing consumers needs and wants.

2.3 Consumer Purchasing Decision Making Process

In a typical decision-making process, a consumer being it individual or corporate passes through the same processes when seeking to purchase a product or use a service. These

processes are; need recognition, information search, evaluation of alternatives, purchase decision, and post purchase behaviour (Kotler & Keller, 2012). Consistent processes were identified by Cengage Learning (2007) and Munthiu (2009) as both in their respective report assert that before a consumer will make a decision to buy a product or use a particular services, he or she has to go through five stage processes namely; need recognition, information search, evaluation of alternatives, purchase decision, and post purchase behaviour. Accordingly, these processes will be discussed in the preceding paragraphs to understand how it influence a consumer selection of a restaurant facility.

The first stage at the decision-making process is the need identification or recognition. Generally, it is at the need recognition that a consumer comes to the realization that he/she needs a particular food or services (Stankevich, 2017). Often times, a catering facility will seek to create a state of deprivation between the consumer current condition and that of their preferred state or status. Hence, it is as a result of this deprivation or imbalances that coerced the consumer to recognize how the purchasing of a particular meal at a facility will address their present hunger or not.

Generally, a need can emanate either from an internal or external stimulus. Munthiu (2009) argued that the internal stimuli can be caused by the most basic needs that are generally situated at the realm of Maslow's hierarchy of needs (i.e. hunger, thirst, sex, etc.) or at most often times from a person's religious belief or affiliation. Conversely, external stimuli are influencers that often come from outside sources such as recommendation of a new restaurant facility by a friend, the design or layout of an eating facility, or an advertisement about an eating facility done on the television or radio (Stankevich, 2017). Stankevich (2017) again argues that in other instances, restaurant operators may create the need by themselves by

making the consumer feel self-doubting without purchasing their meal or having their most favoured meal at their facility. This goes to suggest that it is not in all instances that a consumer will create the need by themselves since others too are intentionally created by the seller via advertisement and promotions.

Moreover, it is after the identification of the need that the information search comes to play thus, the second stage in the decision-making process. Accordingly, after the identification of a need, a consumer begins to search for information about the availability of products and services within the market space (Stankevich, 2017). Strictly, the intent of this exercise is to help the consumer identify the best available option that can address or satisfy his or her immediate need. As suggested by Cengage Learning (2007), a consumer information search can either take the form of an internal or external source. With an internal information search, the person focus is to recall information stored in his or her personal memory. This stored information comes largely from earlier experiences with a restaurant facility, for example, recalling whether a food purchased at a catering facility in some time ago gave the user a trilling experience or the vice versa (Cengage Learning, 2007). However, with an external information search, the consumer will usually seek for information from his closest friends or family members (Stankevich, 2017). Aside these sources, external information search could at times come from public sources, such as reviews, blogs or even from marketing-controlled sources, such as banners, television ads, brochures, etc.

The information search leads the consumer into the third stage which is the evaluation of alternatives (Ahmad, 2015). As anticipated, the consumer will assess the available alternatives within the market by using the information gathered during the information search. Specifically, a consumer at this stage will pose these questions to himself or herself:

"Do I really need the meal?" Are there alternatives out there? Is the one near me really bad? (Stankevich, 2017). Largely, the consumer will select the food service or catering facility that corresponds best to his personal attributes' or in other instances used a shortened form method (e.g., price, quality, brand, etc.) to decide on which restaurant to use or purchase their meal from (Ahmad, 2015). However, the attitude a consumer will form or have towards a food service after its evaluation will inform his or her selection decision (Kotler, 2010). Moreover, consumers do not use a simple and single evaluation process in all buying situations. For instance, the extent of complexity of the evaluation process is influenced by various factors, among which the most essential ones are; the importance of the service/product to be considered; the cost of making a bad decision; the complexity of the evaluated alternatives and the urgency with which the decision has to be taken (Muntiu, 2009). Hence, consumer level of involvement in the decision process will inform the kind of assessment method to employ when assessing the available alternatives.

The purchase or selection decision is the last but one stage where the consumer eventually makes the choice as to what food to purchase or where to have his or her meal at. However, as indicated by Kotler (2010), this stage may be disrupted by unforeseen circumstances such as a job loss or income loss. Additionally, knowledge which may not have been encountered in the information search can now become present and changed the mind of the consumer (Ahmad, 2015). An example of this would be a negative feedback from a previous catering facility that would cause a consumer to re-evaluate his decision again.

The final and perhaps the most important stage for catering facilities will take place after the purchase when the buyer will have two outcomes. The post purchase behaviour of the consumer will be either satisfied or dissatisfied (Ahmad, 2015). Satisfaction can result from

the food taste, quality, place ambience, cost, services, etc. However, if it happens that a consumer is dissatisfied with the food purchased or service received at a facility, it may result in negative assumptions of the catering facility which in effect can diminish their revisit decision or recommendation of the facility to other friends or colleagues (B2B Marketing, 2015). From these explanations, it suggests that consumers seeking to purchase or have their meal at a particular facility will usually go through these five processes; need recognition, information search, evaluation of alternatives, purchase decision, and post purchase behaviour (Kotler & Keller, 2012). Finally, the consumer buying decision has been presented in Figure 2. 1.

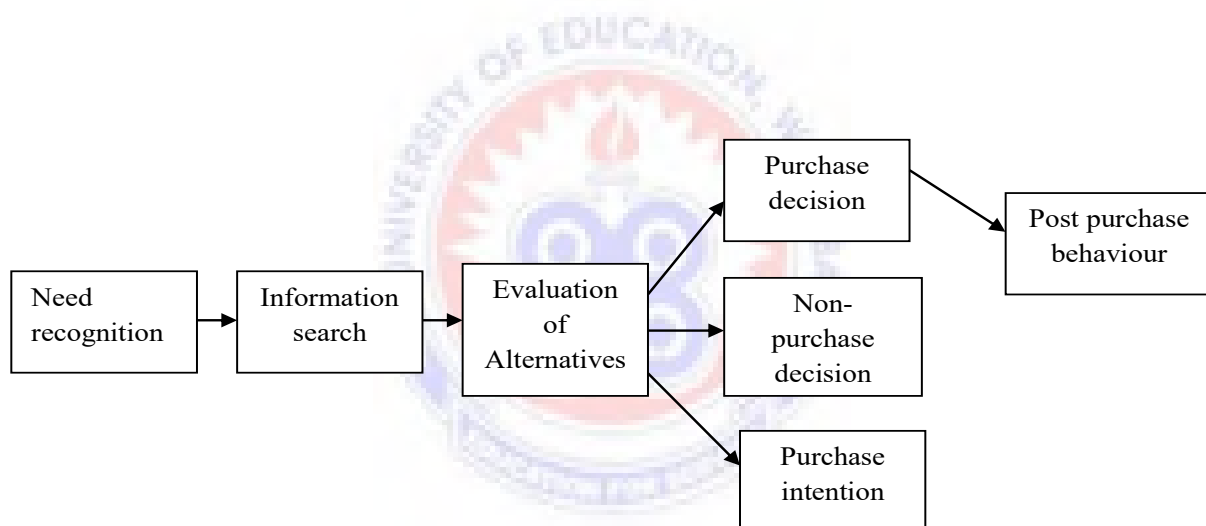


Figure 2.1: Consumer Buying Decisions

Source: (Kotler & Keller, 2012)

2.4 Factors that Influence Consumers Selection Decision of Upscale Restaurant

According to Akinyele (2010), restaurant customers are usually made up of individuals who come from diverse background with distinct characteristics and different cultural identities. As such, consumers are influenced by different factors since they happen to use different selection criteria when deciding on which restaurant to have their meal at or purchased from

(Chung & Kim, 2011). For instance, Kim and Moon (2009) observed that the selection criteria employed by customers when deciding on which restaurant to have their meal at happens to differ according to the restaurant type. Particularly, customer who prefer to eat in an upscale restaurant may place high value on restaurant ambience and service. Accordingly, this section of the study seeks to identify the main factors consumers consider most when deciding to dine at an upscale restaurant.

Often in seeking to dine at an upscale restaurant one of the key things' consumer place their decision on is the quality of food served at the facility (Jung, Sydnor, Lee, & Almanza, 2015). Food quality constitutes elements such as food presentation, food variety, and to some extent the prices charged on the served foods (Namkung & Jang, 2008). Namkung and Jang (2008) argued that customers will always want to have a memorial experience hence; they will want to be served with food that can give them a memorable experience. Accordingly, the quality of food served at a facility becomes one of the key attribute consumers look out for when seeking to eat at an upscale restaurant (Harrington et al., 2011; Parikh et al. 2014). For instance, Parikh et al. (2014) posits that even when a restaurant has a serene atmosphere, if it still fails to provide or serve the consumer the very least good quality of food, the consumer will perceive their dining experience with a great discontent. Meaning, it is the quality of food served at the facility that tend to create a positive relationship between the restaurant and the consumer (Clemes et al., 2010), and may even influence their revisit intention (Jeong & Jang, 2011). Hence, when seeking to dine at an upscale restaurant one of the key element consumer look out for is the facility ability to provide them with quality food. Similarly, in the study of Ponnampalani and Balaji (2014), it was established that food quality constituted one of the key elements' consumers look out for when seeking to dine at an upscale restaurant.

Again, in the service sector like the restaurant sector, service quality becomes one of the key elements that distinguishes a business services from that of the other. Service quality has also been found to influence the satisfaction level of restaurant consumers and even result in a positive word of mouth. Service quality comes from elements such as, the quality of food provided, employees attitude towards consumers, location and atmosphere of the facility and the price of food sold at the facility. According to Yim et al. (2014), consumers will usually want to be served with a quality food, treated by a courteous employee, want a conducive environment to chat and eat with their family members or friends. As observed in the study of Jin and Lee (2016), since the decision to dine at an upscale restaurant does not occurs at all times, consumers will always want to select an upscale restaurant who services epitomizes all these elements of service quality. Khan, Hussain and Yaqoob (2013) confirmed similar relationship in their study as their work identified service quality and brand as the key criteria that influenced consumer selection of an upscale restaurant. Likewise, in a study undertaken by Bae, Slevitch and Tomas (2018) to understand the key factors that influence solo diners' selection of upscale restaurant facilities in the US, factors such as quality of food, service, and physical environment formed the main criteria solo diners gave much credence when deciding to dine at an upscale restaurant.

Comparable result is found in the study of Sahni and Mohsin (2017) as it was observed that one of the key elements that influenced consumer selection of an upscale restaurant in Delhi is service quality. Interestingly, in their case, food quality and atmospheric quality were found to espouse the same level of influence on the respondent's selection of upscale restaurants. Their study sought to examine the factors that influence consumer selection decision of upscale restaurant in Delhi & NCR. The study drew its sample from both local residents and tourists that either resided or had paid a visit to Delhi and the NCR region.

Also, the study selected upscale restaurants operating in areas of Noida, Faridabad and South Delhi. The study analyzed its data with inferential statistics such as Chi square test, ANOVA and t-test.

A study done by Njite, Njoroge, Parsa, Parsa, and van der Rest (2015) sought to assess the effect of three key restaurant attributes; food quality, service quality and ambiance had on consumers' willingness-to-pay and intentions to dine at a casual and upscale restaurant in Kenya. Results from the study showed that food quality was the only attribute to have recorded a positive relationship on both consumer patronage and willingness-to-pay, in high-end as well as casual restaurant. However, with the other factors, service quality and ambiance had a significant relationship on consumers intentions to dine in an upscale restaurant but not on consumers decision to dine at a casual restaurant. More so, an interaction effect was found in upscale restaurant as increasing the facility ambience corresponded in an increase in consumers patronage of a facility and their willingness-to-pay for a significant amount if service quality was also increased in that same direction.

A study done by Basri, Ahmad, Anuar and Ismail (2016), seek out to examine the relationship between attributes of word of mouth towards purchase decision in Malay upscale restaurants in Klang Valley. The study looked at how the antecedents of word of mouth such as, service quality, food quality, physical environment quality and price impacted on the selection decision of Malay upscale restaurant consumers. The study distributed a total of 300 questionnaires to the selected respondents. Multiple linear regression was used to analyse the study data. Results from the study suggest that physical environment quality (p value = 0.000) had the most significant impact on the respondent's selection decision of an upscale restaurant in Malay.

Findings found in the study of Basri et al. (2016) is in line with the view of Ryu and Han (2011), as they assert that most consumers when deciding to dine out at an upscale restaurant will always want to have a memorable dining experience away from home hence, the atmosphere of the restaurant tend to play a critical role in making their experiences a memorable one. Hence, consumer seeking to go to an upscale restaurant may not only want to satisfy their appetite but may also want to have a joyous moment through the high-quality dining experience and prestigious service provided at the facility (Walker & Lundberg, 2005). Accordingly, the physical environment of a restaurant which takes into account the atmosphere, ambience, décor, and other facilities tend to have great impact on the selection decision of most consumers particularly with regards to upscale restaurants (Basri et al., 2016).

With the study of Lin and Wu (2016), it sought to explore the connection between food safety attributes and consumer selection decision of upscale restaurants. The study used a food-related lifestyle approach and cluster analysis to identify three consumer segments: the conservative, the adventurous and the health-conscious consumer. Results from the study suggest that health conscious consumers were more interested in eating at an upscale facility that served healthy and natural foods than the other two segments. This suggests that the main factors that influenced health conscious selection of an upscale restaurant were healthy and natural foods. This consumer segment also showed the highest likeliness to pay more for restaurants with higher food-safety standards. However, with the adventurous consumers, the main factor that influenced their selection decision was novelty in cooking skills and meals. Hence, this group of consumers give preference to convenience over health concerns.

Similarly, in the studies of Jung, Sydnor, Lee and Almanza (2015), it was established that issues such as, food quality and the healthiness of the food constituted the factors that influenced consumer selection of upscale restaurant. Also, in the same study, the origin of food ingredients constituted one of the factors that motivate customers to select an upscale. For instance, Campbell and DiPietro (2014) assert that some consumers are very much interested in where their meal ingredients are coming from since location of a food ingredient signifies the authenticity of a meal. Hence, consumers who favour local ingredients tend to espouse good attitude or feeling towards a restaurant that sources its ingredients locally. Again, the value attached to locally sourced foods resonate semblance of taste and freshness (Gracia, de Magistris, & Nayga, 2012) safety, nutritional value, environmental sustainability (Erraach, Gmada, Gomez, & Parra-López, 2014) and support to communities and social responsibility (Frash, DiPietro & Smith, 2015). Alfnes and Sharma (2010) corroborated similar view in their study as their results revealed that locally grown foods are preferred by a large number of customers particularly those that are health conscious about their meal. Lillywhite and Simonsen (2014) confirmed similar connection between locally sourced meal as their analysis of 320 consumers restaurant selection criteria revealed that using local ingredients in the preparation of dishes constituted the most important choice factor for one fifth of respondents (i.e. 64) who wanted to dine at an upscale restaurant.

With the study of Mhlanga and Tichaawa (2016) it sought to look at the main factors that affect consumer selection criteria of upscale restaurants in Port Elizabeth, South Africa. The study used questionnaire instrument as its main data collection instrument hence, questionnaire items were distributed to consumers who patronized upscale restaurants in Port Elizabeth. To address the issue multicollinearity, factor analysis was conducted on the study variables; convenience, to relax, been there before, celebration, business need, social

occasion, quality food, good service, good ambience, quietness and recommendations on selection of formal full-service restaurants. Afterwards, regression analysis was computed on the variables where it was found out that factors such as, good service, quality of food, positive word of mouth and good ambience formed the main factors that influenced consumers selection of an upscale restaurant.

2.5 Factors Influence Consumer Selection of Casual Restaurant

A study done by Haghghi, Dorosti, Rahnama and Hoseinpour (2012) assessed the factors influencing customer selection and loyalty in casual restaurant facilities in Tehran, Iran. Data was collected using questionnaire which was distributed to 10 randomly selected branches of Boof Chain Restaurant in Tehran. In each branch, 40 customers were selected for the study. In total, the study sampled 268 customers. With regards to the data analysis method, structural equation modeling was used for data analysis and hypothesis testing. Results from the study suggest that factors such as food quality, service quality, restaurant environment, and perception of price fairness had a positive impact on customer selection decision of a casual restaurant. Again, it was observed that food quality, service quality, and perception of price fairness had a significant positive impact on customer trust. In contrast, restaurant location recorded an insignificant relationship on consumer selection casual restaurant. Accordingly, the study concluded that food quality is the predominant factor that had the most significant impact on consumer decision to eat or purchase at a casual restaurant facility.

More so, in using a descriptive approach, the study of Harrington et al. (2012) identified the most important attributes affecting positive and negative dining experiences of Generation Y consumers at a casual restaurant. Results from the study suggest that the main five elements

that drove the restaurant selection decisions of Generation Y consumers in casual restaurants were the quality of food/drink, quality of service, friendliness of staff, atmosphere of restaurant, and speed of service. Similarly, the absence of these elements were identified to negatively affect the dining experience of Generation Y consumers. Tam, Yassa, Parker, O'Connor and Allman-Farinelli (2017) confirm similar factors in their study as their results showed that the main factors that determined Australian universities students selection decision of casual restaurant facilities were taste of food, followed by value for money, convenience, then cost. Tam and colleagues (2017) based their study results on a survey of 50,00 university students across seven Australian universities.

Again, in the context of Bangladesh, a study by Islam and Ullah (2010) revealed that the main factor that determined consumers selection decision of a casual restaurant was the brand reputation of the facility. Even though, other factors such as proximity of the place to the consumer and accessibility, similarity of taste with previous experience, cost and quality of the food, discount and taste, cleanliness and hygiene, salesmanship and decoration, fat and cholesterol level, and self-service factors found part of the determinants nonetheless, their level of impact on the consumer selection decision was not as significant as that of the brand reputation of the facility.

Comparable results were found in the studies of Blešić et al. (2018) as their results observed that the main factors that influence students selection of casual restaurants were cleanliness of the restaurant, kitchen, and service personnel. Specifically, their study sought to investigate the factors that influence students' choice of fast food restaurants in Novi Sad. Likewise, in the study of Mhlanga and Tichaawa (2016), it was revealed that the main factors that informed South African consumers selection decision of casual restaurant were good service,

food quality, ambience, recommendations, social occasion and past experience. However, in terms of ranking, good service was ranked as the number one factor that influence consumers selection decision of casual. It recorded a percentage score of 21.25%, followed by food quality with a total score of 19.5%, followed by ambience with a percentage score of 16% and recommendations from friends or relatives with a percentage score of 9.25%. However, social occasion and previous experience about the facility was the least rated factor found to influence the consumers casual restaurant selection decision. It received a percentage score of 7%.

Also, in the study of Akbar and Alauddeen (2012), it was established that the main factors that influenced consumer selection decision of casual restaurant were the surroundings of the facility, customer turnover (i.e. waiting time), location, price, quality of food, quality of service, and type of food served in the facility. Similarly, in terms of ranking, a study by Kafel and Sikora, (2013) found out that the number one highly ranked factor that informed consumer selection decision was food quality followed by cleanliness, service, value, menu variety, convenience, and lastly atmosphere or surrounding of the facility.

However, in the study of Kim and Moon, (2009), issues such as prices of meal, past experience with similar types of restaurants, reputation of restaurant among people the respondent know, convenience of location, whether any memorable advertisement has been seen, appearance of other customers, whether employee appropriately dressed, manner of employees, and premise constituted the main factors that informed consumers selection decision of restaurant facilities. Also, in the study of Almohaimmeed (2017) it was observed that when it comes to consumer selection criteria of casual restaurants, issues such as food quality (i.e. taste, freshness of meals and amount of food), hygiene (i.e. clean dining area and

clean staff), responsiveness (i.e. prompt service) and menu (i.e. display, variety and knowledge of items) constituted the main factors that influenced consumer selection of casual restaurant.

Lastly, in the study of Oni and Matiza (2014), it was revealed that factors such as, value for money, convenience and accessibility were the factors that had the most significant impact on consumer selection decision of fast food outlet. However, other factors such as the nutritional value and the variety of meal on the menu as well as the country of origin of the franchise brand did not have any significant impact on the consumer selection decision of a fast food outlet in South Africa. Specifically, their study aim was to examine the value and relevance of the salient factors influencing rural-consumer choice of fast food outlet.

2.6 Relationship between Consumer Demographic Profile and their Selection Decision of a Restaurant

According to Tikkanen (2007), consumers have variety of needs and desires when deciding where to eat out and what to eat. Specifically, what may inform a youthful consumer to eat or purchase their food at a facility may not be same as the reasons often looked out for by an adult or grown up consumer. For instance, in the study of Ehsan (2012), it was established that the main factors that influenced a youth when it comes to the selection of catering facility were price, variety of food, promotional deals and timely service. The study also found out that the customer choice and selection criteria of fast-food restaurants differ across cities in the country.

Likewise, in the study of Rahman (2012), it was observed that a person's age, gender and level of income had a significant impact on their selection of a restaurant facility.

Particularly, in the case of Rahman (2012), consumer's age was found to be the biographic characteristics that had the most significant influence on consumer selection decision of a restaurant. Additionally, the work of Myung et al. (2008) seeks out to explore the various attributes that contributed to consumer meal choice decisions within a prized fixed menu. Attributes examined in their study were healthy food, nutritional characteristics, freshness of food, food familiarity, variety seeking and value for price. Results from the study showed that the older age group mostly considered the health or nutritional status of the meal before deciding to dine at a facility. Interestingly, this was not the case for the most of the younger group as price was their primary determinant when looking out for place to dine or purchase their meal. Hence, the study recommended that in order for restaurant facilities to meet the needs of both the young and the old, they have to strike a balance between healthy meal and its corresponding prices.

However, in the case of Njite et al. (2008), it was established that the older consumers who were often interested in dining in a flashy restaurant were less concern about the price charged at these facilities. According to Njite et al. (2008), the main factor often looked out for by older consumers is the place ability to offer them value and a favourable dining experience. Again, a study conducted by Knutson et al. (2006) sought to explore the factors that inform older and younger consumers restaurant selection decisions. Evidently, results from the study suggest that elements such as friendliness, menu variety, location and overall price were the most important factors influencing both young and older consumers restaurant selection decisions. Nonetheless, in terms of how these selection criteria differs among consumer groups, it was revealed that friendliness, menu variety, value and location were the main factors that inform older groups restaurant selection decision. However, with the young consumer group it was revealed that elements such as price, speed of service and convenience

were the important influencing their restaurant selection decisions. This means that the criteria that affected older consumers selection decision tends to be different from the factors that inform younger consumers selection decision.

Also, a work done by Lockyer (2005) sought to find out the main factors that predict consumers restaurant selection decision. Results from the study showed that issues such as cleanliness, food taste, and service quality were the three most important issues that consumers look out for when contemplating where to purchase their meal or have their meal from. However, when the study compares the selection criteria across groups, it was established that there is no significant differences between the age and income of the respondents and their selection criteria. Moreover, in terms of gender, it was established that women consumers give much emphasis to the cleanliness of the place than their male counterparts. Meaning, the weight female consumers attach to an eating facility cleanliness is not the same as that of the male consumers. Results from the study of Lockyer (2005) is consistent with that of Yamanaka et al. (2003) as their study posited that when it comes to the factors that inform older groups selection of restaurants factors such as quality of food, cleanliness, and reasonable prices constituted the main factors that inform their selection decision.

Again, a study done by Moschis et al. (2003) examined the factors that induces the revisit decision of consumers towards a restaurant facility. Evidently results from the study showed that the availability or provision of discount and coupons was the principal reason that accounted for senior customers decision to revisit a restaurant facility again for dining. From the same study it was established that revisit intention was high in consumers in the age group of 55 and above than those below such age group. Likewise, it was revealed that the

main reason that shaped younger consumers revisit decision was the comfortability of the place for chatting and socializing.

In the study of Ali and Nath (2013), it was established that income has a significant influence on a consumer restaurant selection decision. Particularly, in their case, it was found out that moderately priced restaurants were more popular among middle- and upper-income consumers than in lower income group in India. Again, it was established that when it comes to students' consumers the main trigger of their restaurant selection decision was based on price hence, discount was found to be an important predictor of Indian students' restaurant selection decision. Hence, Ali and Nath (2013) concluded that advertisement and lifestyle were the two key factors that predicted a consumer selection decision of a restaurant facility.

Baek, Ham and Yang (2006) on their part sought to explore the main factors that shape the restaurant choice of Korean and Filipino students. Results from the conjoint analyses showed that menu price was viewed as the most important attribute, followed by other attributes such as brand, food-related factors, service, and hygiene-related factors. However, with the exception of price which was found to place the same level of importance across Korean and Filipino students all the other factors such as brand, food-related factors, service, and hygiene-related factors differed significantly by ethnicity.

Again, in using t-tests and multiple regression on survey data obtained from the American university students, Kwun et al. (2013) work seek out to assess the impact elements such as customer satisfaction, image, and word-of-mouth had on consumer selection decision. Results from the study showed that the various foodservice attributes effect on consumer selection decision differ significantly across the respondents' group. Equally, Jang, Kim and Bonn (2011) surveyed and analyzed selection attributes and behavioral intentions of

American college students toward green restaurants. The study used the analysis of variance (ANOVA) to analyse the difference of selection criteria across respondents' groups. Results from the study suggest that respondent's selection criteria differ significantly across consumer segments.

More so, a work done by Blešić et al. (2018) assessed the factors influencing students' choice of fast-food restaurants. The study conducted its investigation among students studying at University of Novi Sad. Evidence from the study suggest that the main important factors that influence student's restaurant selection decisions are food quality, nearness and accessibility and hygienic factors. Moreover, with reference to the level of difference among the student's selection criteria it was revealed that a person's gender moderated the kind of selection criteria they used in their selection decision. Hence, the study concluded that there is significant difference in fast food choice and a respondent gender.

Finally, with the study of Lin and Wu (2016) it sought to explore the relationship between food safety attributes and consumer selection decision of restaurants. The study clustered its respondents along three consumer segments namely; the conservative, the adventurous and the health-conscious consumer. Results from the study suggest that health conscious consumers were more interested in eating at a facility that served healthy and natural foods than the other two segments. This suggests that the main factors that influenced health conscious selection decision of a restaurant facility were healthy and natural foods. However, with the adventurous consumers, the main factor that influenced their selection decision was novelty in cooking skills and meals. Hence, the study concluded that there is a significant difference between the selection criteria of customers within the the conservative, the adventurous and the health-conscious group.

2.7 Differences in Consumer Selection Criteria of Upscale Restaurant and Casual

Restaurant

As indicated earlier consumers are shaped by different characteristics hence, they tend to use different selection criteria when deciding on which restaurant to have their meal at or purchased their food from (Chung & Kim, 2011). For instance, the selection criteria used by customers when deciding on which restaurant to have their meal at differ with reference to the category of restaurant they may want to go (Kim & Moon, 2009). Particularly, consumers who prefer to eat in an upscale restaurant may place high value on restaurant ambience and service. Hence, from this background, this section of the study seeks to explore the differences in the selection criteria used by consumers when choosing either an upscale restaurant or casual restaurant.

According to Namkung and Jang (2008), food quality serves as one of the key factors that consumers often look out for when deciding to dine at an upscale facility. For instance, Harrington et al. (2011) argued that since upscale restaurant often resemble a feeling of quality, patrons of such facility will want experience that same feeling when dining at the facility. Accordingly, food quality becomes one of the major determinants that influence consumer selection of upscale restaurant. In the study of Parikh et al. (2014), food quality recorded a significant relationship on consumer selection of upscale restaurant. Interestingly, the identification of food quality as one of the major criteria for the selection of upscale restaurant tend not to be different from consumers selection of casual restaurant. For instance, in the study of Harrington et al. (2012) quality dimensions such as, quality of food and drink and quality of service, constituted part of the factors that influenced consumer selection of casual restaurant. Equally, in the study of Tam et al. (2017) food quality measured as the taste of food formed the main factors that determine Australian universities students selection of

casual restaurant. Results from these studies suggest that there are no differences with regards to the importance consumers attach to food quality in their selection criteria of upscale and casual restaurant facilities. This means that a food service inability to provide consumers with quality food could negatively affect the dining experience of consumers dining at either a casual restaurant or an upscale restaurant.

However, the importance consumers attach to price tend to differ with the type of restaurant a consumer seeks to have their meal from or at. For instance, in the study of Myung et al. (2008), it was observed that price formed the main criteria consumers look out for when looking for a casual restaurant to buy their meal from. Conversely, it was found out that price remained one of the least factors' consumers paid attention to when seeking to dine at an upscale restaurant. Consistent result is reported in the study of Njite et al. (2008), as their results observed that older consumers who were often interested in eating at an upscale restaurant were less concern about the price charged on the food items served at the upscale restaurant. Njite et al. (2008), attributed the older consumers less attention to the food price to the fact that consumers when seeking to dine at an upscale facility want a place that can offer them more value and a favourable dining experience. However, as value often comes with cost, they are found to be less concern about their price. Similarly, in the study of Knutson et al. (2006), their study results observed a significant difference in the selection criteria of consumers when it comes to upscale and casual restaurants. Results from the study showed that factors such as friendliness of employees, menu variety and location formed the main criteria that influenced consumers selection of upscale restaurants. However, when it came to the criteria consumers used to select casual restaurants, it was revealed that elements such as price, speed of service and convenience were the important factors that influenced consumers selection decision of casual restaurants. This means that the criteria that affected the selection

of upscale restaurants tend to be quite different from the factors that inform consumers selection of casual restaurants.

Also, in a study done by Njite et al. (2015), it was revealed that the factors that influence consumers intention to select an upscale restaurant happen to be substantially different from the factors that influenced a consumer selection of casual restaurant. Results from the study suggest that service quality and ambiance had the most significant impact on consumers intentions to dine in an upscale restaurant whereas when it came to the selection of casual restaurants, these same factors recorded an insignificant the respondent's selection criterion. However, when it came to other criteria such as, food quality, it was found to command that same level of importance in consumers selection criteria of both upscale and casual restaurants.

Also, in a study of Ehsan (2012), it was established that there exists a significant difference in the selection criteria used by consumers in the selection of an upscale and casual restaurant. Particularly, in their case, it was observed that elements such as price, variety of food, promotional deals and timely service constituted the main factors consumers look out for when deciding to dine at a casual restaurant facility. Conversely, these were not the factors consumers considered when deciding to select or dine at an upscale restaurant. For instance, consumers seeking to dine at an upscale facility gave much emphasis to issues such as, food quality and less emphasis to food price. Likewise, in the study of Rahman (2012), it was observed that even though, consumers choosing to dine in casual restaurant based their selection decision on issues such as location, price and convenience however those seeking to dine in an upscale restaurant based their selection decision on issues such as cleanliness, responsiveness and value. This suggests the criteria used by consumer to dine at a casual

restaurant is entirely different from the ones used by a consumer to dine at an upscale restaurant.

Again, another attribute that has been found to influence upscale and casual restaurant selection is restaurant review either on online or in a food magazine. As indicated by Nefike (2017) the number of reviews a restaurant has about its facility or services serves as a very important cue to the consumer as it eases their information search and decision-making process. Consumers perceive the number of reviews as the popularity of restaurant or as a mark of service quality (Zhang et al., 2010). Hence, consumers in seeking to lessen the effort required to make a selection tend to base their selection on the number of reviews given by other consumers on the restaurant they intend to visit or use (Zhang et al., 2010). For instance, Pantelidis (2010) posits that in recent times, consumers are not only using their friends and relatives' recommendations to guide their selection decision of restaurants but are also basing their selection decisions on reviews indicated by other users on the various social media platforms. According to Jeong and Jang (2011), having a positive dining experience which comes in the form of quality food, service, atmosphere, and price encourage consumers to share these positive experiences on the social media to encourage others to visit the place for that same level of positive experience. Hence, in recent times consumers seeking to dine at an upscale restaurant are likely to look out for information from the various social media tools (Facebook or Twitter) with regards to how others consumers rated a facility services before they finally decide to select a restaurant for their dining experience (National Restaurant Association, 2014). Lu, Ba, Huang, and Feng (2013) confirmed similar observation as their results showed that consumers mostly prefer to dine at an upscale restaurant that has a large number of reviews. Luca and Zervas (2016) shared same observation as their results assert that a large number of reviews on a restaurant has a

significant impact on consumer selection of upscale restaurant. For instance, Luca and Zervas (2016) added that consumers may choose a pricy restaurant that has a large number of reviews than to choose a cheaper restaurant with fewer reviews. Accordingly, restaurant review has become an important and invaluable source of information in the restaurant industry, and it often gives a powerful impression and cues when consumers are performing the decision-making process (Yim, Lee, & Kim, 2014).

However, restaurants review on consumer selection criteria tends not to be consistent across all restaurant types. For instance, Kovács et al. (2014) argue that since casual connotes something which is unplanned or something which happened unintentional, consumers seeking to dine at a casual restaurant often times may not want to waste their time checking the number of reviews about the facility before they decide to dine there. According to Kovács et al. (2014), when it comes to the selection of casual restaurants, convenience and location happen to be the primary selection criteria used by most consumers.

Additionally, a workd done by Azim, Shah, Mehmood, Mehmood and Bagram (2014) looked at the factors that influenced consumer selection of upscale restaurants in Pakistan. The study used two interview session to collect information from consumers across different profession and background. When it came to the factors the respondents gave much credence to when seeking to dine at an upscale restaurant, it was observed that issues such as, privacy, preferential treatment, and appropriate environment for family gathering, food quality and taste, cleanliness and staff cooperation constituted the main factors Pakistani's looked out for when deciding to dine at an upscale restaurant. However, in the case of Kafel and Sikora (2013), it was established that factors such as, convenience, and atmosphere constituted the main factors that predicted consumers selection of a casual restaurant. Results from the

studies of Azim et al. (2014) and that of Kafel and Sikora (2013) suggest that there is a sharp contrast in the selection criteria used by consumers in selecting an upscale and a casual restaurant. Particularly in the case of casual restaurant emphasis was given to attributes such as location and convenience whereas in the case of an upscale restaurant emphasis was given to attributes such as privacy, preferential treatment, and appropriate environment for family gathering, food quality and taste, cleanliness and staff cooperation. Meaning, consumers seeking to dine at an upscale restaurant placed more attention to the total service experience the facility can give to them and not just one of the dimensions of service quality as found in the case of Kafel and Sikora (2013) where consumers gave much attention to convenience and place location.

Results from the study of Rhee et al. (2016) made similar distinction between upscale restaurant selection criteria and that of casual restaurant selection criteria. For instance, Rhee et al. (2016) observed that customers who prefer to eat in an upscale restaurant placed high value on restaurant ambience and service experience. Conversely, that was not the case to consumers who wanted to dine at a casual facility as to them what they look for in their place selection are issues of speed, convenience and cost of food.

Finally, a study by Oni and Matiza (2014), compared the selection criteria that inform rural consumers selection of upscale and casual restaurant facilities in Mankweng Township and the surrounding rural villages in Limpopo Province of South Africa established. Results from the study showed that consumers seeking to dine at a casual restaurant placed their selection decisions on issues such as price, convenience, location and accessibility. However, when it came to those seeking to dine at an upscale restaurant, issues such as the nutritional value of food provided at the restaurant, origin of restaurant and the variety meal on the menu

constituted the factors the respondents gave much credence to in their selection decision. Results from the study of Oni and Matiza (2014) suggest that there is a sharp differences in the selection criteria used by consumers in selection of an upscale and casual restaurant facilities.

2.8 Conceptual Framework

According to Miles and Huberman (1994), a conceptual framework serves as a visual or written product, one that “explains, either graphically or in narrative form, the main things to be studied, the key factors, concepts, or variables and the presumed relationships among them. Specifically, what this study seeks to investigate is to understand consumers’ decisions and selection criteria of both upscale and casual restaurant facilities in Ghana, the focus here is to identify the main factors that influence consumer selection of restaurants. According to Basri et al. (2016), when customers decide to have their meal away from home, they usually want to have a memorable dining experience that can last long in their minds. Hence, consumers seeking to go to a restaurant may not only want to satisfy their appetite but may also want to have a joyous experience through the high-quality dining and prestigious service they receive at the facility (Walker & Lundberg, 2005). Accordingly, the physical environment of the restaurant which takes into account the restaurant atmosphere, ambience, décor, and other facilities tend to have a great impact on the selection decision of most consumers (Basri et al., 2016). Also, other factors such as value for money, convenience and accessibility form part of the critical factors that shape consumer selection decision of fast food outlet (Oni & Matiza, 2014). In the study of Akbar and Alaudeen (2012), it was established that the main factors that influenced consumer selection decision of restaurant are the surroundings of the facility, customer turnover, location, price, quality of food, quality of service, and type of food served in the facility. Similarly, in terms of ranking, a study by

Kafel and Sikora, (2013) found out that the number one highly ranked factor that informed consumer selection decision was food quality followed by cleanliness, service, value, menu variety, convenience, and lastly atmosphere or surrounding of the facility. Accordingly, these factors are expected to influence Ghanaian consumers selection decision of restaurant facilities.

Again, it has to be argued that consumers have variety of needs and desires when deciding where to eat out and what to eat. For instance, what may inform a person selection of an upscale restaurant may not be the same factors a consumer will consider when deciding to choose a casual restaurant. For example, the importance consumers attach to price tend to differ with type of restaurant a consumer seeks to have their meal from or at. For instance, in the study of Myung et al. (2008) it was observed that price formed the main criteria consumers look out for when looking for a casual restaurant to buy their meal from. Conversely, it was found out that price remained one of the least factors' consumers paid attention to when seeking to dine at an upscale restaurant. Consistent result is reported in the study of in the case of Njite et al. (2008), as their results observed that older consumers who were often interested in dining at an upscale restaurant were less concern about the price charged of their food items.

Similarly, in the study of Knutson et al. (2006), their study results observed a significant difference in the selection criteria of consumers when it comes to choosing of upscale and casual restaurants. Results from the study showed that factors such as friendliness of employees, menu variety and location formed the main criteria that inform consumers selection of upscale restaurants. However, when it came to the criteria consumers used to select casual restaurants, it was revealed that elements such as price, speed of service and

convenience were the important factors that influenced consumers selection decision of casual restaurants. This means that the criteria that affected the selection of upscale restaurants tend to be substantially different from the factors that inform the selection of casual restaurants. Also, in a study by Njite et al. (2015) it was revealed the factors that influence consumers intention to select an upscale restaurant tend to substantially different from the factors that influence a consumer selection of casual restaurant. Results from the study suggest that as service quality and ambiance had a significant relationship on consumers intentions to dine in an upscale restaurant, these same variables recorded an insignificant relationship on consumers decision to dine at a casual restaurant.

Again, it has been observed that a consumer decision to eat or purchase his or her food at a facility may not be same as the reasons often looked out by an adult or grown up consumer. Hence, it has been established that a person's age, gender and income level tend to have a significant impact on an individual selection of a restaurant facility (Rahman, 2012). Particularly, in the case of Rahman (2012), consumer's age was found to be the biographic profile that had the most significant influence on consumer behaviour of choosing a restaurant. Also, in the study of Ehsan (2012), it became evident that the main factors that influence youth when it comes to the selection of catering facility were price, variety of food, promotional deals and timely service. The study also found out that the customer choice and selection criteria of fast-food restaurants differ across cities in the country. From these antecedents it is expected that a person's age, income level, gender, religion, ethnicity and educational background will shape their restaurant selection criteria. Accordingly, these factors constitute the main constructs of the study. Graphically, the conceptual framework showing the relationship between the independent variables and the dependent variable is illustrated in Figure 2.2.

Conceptual Framework

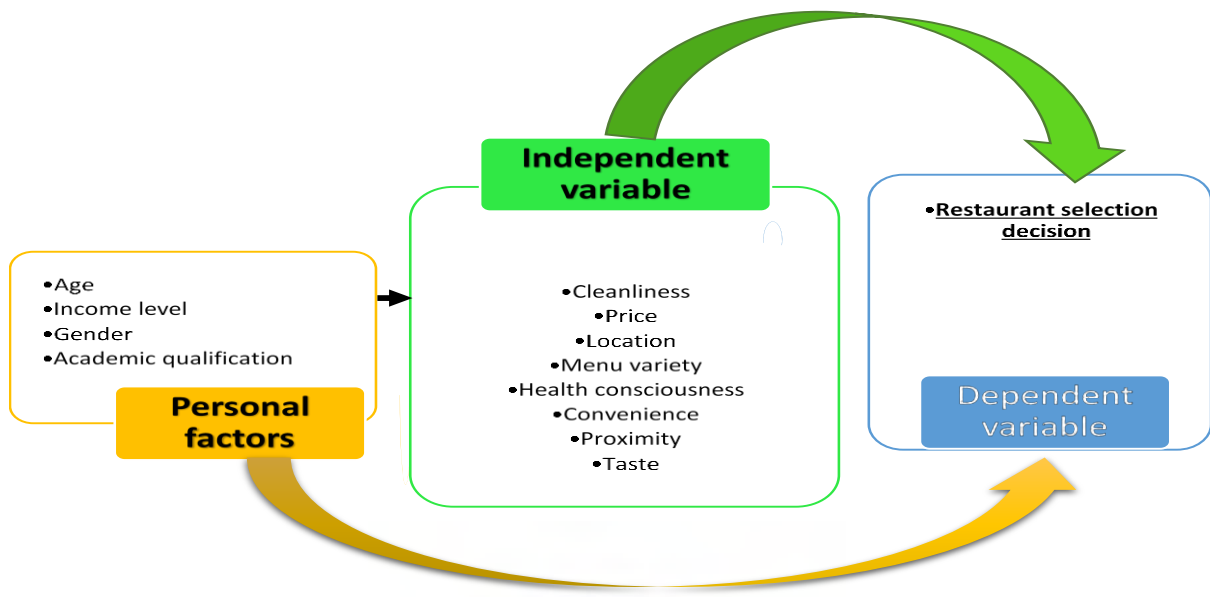


Fig. 2.2 Conceptual Framework of the Study



CHAPTER THREE

METHODOLOGY

3.1 Introduction

This study seeks to examine consumers' decisions and selection of catering establishment in Ghana. Accordingly, the methodology for the study is discussed in this chapter. The sections of this chapter have been structured in areas such as, the research design, study population, sampling procedures, data collection method, ethical considerations and data analysis.

3.2 Research Design

According to Saunders, Lewis and Thornhill (2009), a research design generally depicts the plan which informs a study audience as to how a proposed study seeks to validly respond to all its research questions. Generally, the purpose of the research design is to enable a study respond appropriately to all its research questions in a much more valid and objective manner. From the perspective of Denzin and Lincoln (2011), it is through a research design that a researcher could make informed decision about how a study will select its sample, the instruments to use in the collection of data, analyze its data and share its information to its targeted audience.

Since this study main aim was to assess consumers' decisions and selection of catering establishment (i.e. upscale-restaurant and casual restaurant) the study used the explanatory research design. The study decision to use explanatory research design was informed by the following decisions. With this study the emphasis is to identify set of factors consumers pay attention to when looking for a place to eat and consequently look at the predictive effect these factors had on consumer selection decision of catering facilities. As argued by Saunders et al. (2009), explanatory research remains as one of research designs that permit a study to

investigate a phenomenon wholeheartedly and again enable study to confirm the relationship between study variables.

Additionally, in terms of the time horizon required for the field data collection, it would be carried on a single time line accordingly, the study employed a cross sectional design. According to Bryman (2012), cross sectional design involves the collection of information on more than one case and at a single point in time in order to examine relationship that exist between the various variables. According to Kumar (2011), cross sectional design is most appropriate to studies aimed at identifying the dominance of a phenomenon, situation, problem, attitude or issue, by taking a cross-section of the population. As this study seeks to collect the same set of information from a large set of respondents on two or more given variables and establish the interrelationship between the given variables using cross-sectional approach is the most suitable (Creswell, 2014).

3.3 Study Population

According to Cohen et al. (2007), before a study population can be decided upon, the first issue required is to know beforehand the characteristics of the individuals or units that ought to constitute the study population. According to Malhorta and Birks (2007), it is through this description that a research will know exactly who to include or exclude within a study. As this study seek out to examine consumers' decisions and selection of catering establishment in Ghana, the study decided to use tertiary students in the Kumasi Metropolis as the study population scope. As identified in the literature, tertiary students because of convenience and their dislike for cooking tend to be the most ardent users of restaurant facilities and fast-food joints in both developed and developing economies (see for example, Oni & Matiza, 2014; Basri et al., 2016; Lin & Wu, 2016; Blešić et al., 2018). Hence, using this segment of the

population as the study's target population will provide insightful feedback to the Ghanaian food service industry particularly with regards to the key factors tertiary students often look out for when deciding to dine at an upscale or a casual restaurant facility. Accordingly, all the undergraduate and post-graduate students within the three public universities (i.e. Kwame Nkrumah University of Science and Technology, College of Technology Education, Kumasi and Kumasi Technical University) within the Greater Kumasi Metropolis formed the study population. To ensure uniformity in the population characteristics, the study population was drawn from the hospitality management department of all the three schools. Hence, 200 students each within these department were targeted. The study therefore had a population size of 600 that is, 200 each from each school department.

3.4 Sample and Sampling Strategy

As this study was dealing with three public universities within the Greater Kumasi Metropolis, it became important to ensure that students from each of these identified departments of the university were duly represented in the sample. Accordingly, in this study a stratified sampling approach was used. The stratified sampling made it possible to have a representative sample from of the three schools. For instance, as argued by Bryman (2012), stratified sampling technique becomes the most useful sampling technique especially when a study population is not coming from one organization but rather from different institutions. Hence, in this study, stratified sampling was used in dividing the population into the required strata a simple random sampling was used to select the study sample (Cohen et al., 2007). Since, each school hospitality management department had a population size of 200 the Krejcie and Morgan (1974) sampling table formular was used to calculate the sample size for each strata. Per the Krejcie and Morgan (1974) sampling table a population size of 200 correspond to a sample size of 132 based a on confidence level of 95% and error of margin of

5%. This means, within each department, 132 students were selected as the sample size. With regards to the selection of the sample, simple random sampling was used to select the a sample by giving all the students in the department equal opportunity to be selected. given school. The breakdown of the population size and sample size of the respective strata has been presented in Table 3.2.

Table 3.2: Description of Population Size and Sample Size

| Strata of Population | Population size | Sample size |
|--|------------------------|--------------------|
| Kwame Nkrumah University of Science and Technology | 200 | 132 |
| College of Technology Education | 200 | 132 |
| Kumasi Technical University | 200 | 132 |
| Total | 600 | 396 |

3.5 Data Collection Instrument

The decision to use a specific research instrument in any study should be guided on what a study seeks to achieve and the instrument ability to produce dependable results in the most economical manner. Moreover, there are several forms of data collection instrument and this can take the form of a questionnaire instrument, an interview guide, focus group discussion and in some cases investigation by observation or participation by observing. Since the study has to collect the same set of information from a large pool of respondents within a specified period of time, questionnaire instrument was used in this context. Employing questionnaire instruments provided the study more benefits than the other data collection instruments. For instance, with questionnaire it became much quicker for the respondents to complete their questions in no time (Saunders et al., 2009). Likewise, with questionnaire it made it possible

to use that same instrument to collect information across several respondents without having to change the questions. Again, this research instrument took the researcher away from the respondents as she was not required to be present at the time they were responding to the questions (Bryman, 2012).

Conversely, using other instrument such as interview or observation can be much more daunting since data gathered through this medium will usually take much longer period to collate and analyze and equally ideas from its data has to emerge gradually (Saunders et al., 2009). Moreover, since this study have specified time frame and limited resources to complete its study, questionnaire provided the researcher the optimal means to achieve its study objectives without any imminent challenges.

However, when it came to the development of the questionnaire scale, it was adapted from previous works. The scale used to assess the factors consumers give much credence to when deciding to dine at an upscale-restaurant was adapted from the scale of Harrington et al. (2012), Tam and et al. (2017) and that of Lin and Wu (2016). It was made up of six factors in all; atmosphere, location, status, quality of service, price and food. The total measuring items under this scale was made up of twenty-seven (27) items in all. Specifically, atmosphere as one of the scale had six (6) items, location had three (3) items, status had five (5) items, quality of service had nine (9) in all, price with three (3) items, food with five (5) and selection decision with four (4) items in all. The questions under these scales were assessed on a five-point Likert scale that is from strongly disagree to strongly agree. Also, the scale used to assess factors that influence the respondents selection of casual restaurant was also made up of twenty-seven (27) items with the same factors namely; atmosphere, location, status, quality of service, price and food. Also, on these questions the scales were assessed on

a five-point Likert scale that is using the scale of strongly disagree to strongly agree. The questionnaire instrument also had questions that solicited information about the respondents demographic background that is, age, gender, academic qualification, marital status, average monthly income and their most preferred eating outlet.

3.6 Data Collection Procedures

The questionnaires were sent out to the study samples at all the three universities. However, prior to the commencement of the distribution, discussions were held with the various registrars to seek their consent and how the data collection process ought to take. After the necessary approval had been granted the questionnaires were distributed to the selected sample and the respondents were given a maximum of five days to complete. Also, a cover letter was attached to each questionnaire which detailed out the purpose of the study and provided assurance of confidentiality. The administration of the questionnaire was done by the researcher and took a period of three weeks to complete.

3.7 Instrument Validity and Reliability

In order to ensure that instrument developed are relevant to what the study seeks to achieve, it was given to the study supervisor for her to vet the questions to confirm its content relevance to the study objectives. Also, other experts in the areas of consumer research and food service industry were contacted to vet the questions to confirm its suitability to the study purpose. Again, to ensure that the wording of the instruments was void of contradictions and word ambiguities, it was pilot-tested at Christian Service University at Odeneho-Kwadaso to verify the respondents' level of understanding towards the wording of the instruments. After this exercise any sign of contradictions was corrected before the final questionnaire was given out to the respondents.

Additionally, to assess the internal consistency of the measuring scale, the Cronbach's alpha was used to compute the alpha value of each given scale. A Cronbach alpha value of 0.70 or above was used as to ascertain the reliability of each given scale. The study decision to use this Cronbach alpha value range is based on the recommendations of Nunnally and Bemstein (1994) as they assert that gaining a reliability a social construct within the scale of 0.70 and above confirm an instrument reliability.

3.8 Ethical Considerations

Within any scientific enquiry it is required of the investigator or researcher to assess carefully its study process to identify any possible forms of threats or harm that may impact on its study respondents or participants (Bryman & Bell, 2007). The main purpose of this exercise is to enable the researcher to have foreknowledge on areas that may pose danger or threat to the participants and put in place remedial measures to address same (Kumar, 2011). Similarly, when undertaking any scientific enquiry, it is imperative that respondents are well informed on the reasons why a particular enquiry is being undertaken as well as how the information given will be protected or used. Evidence, available suggests that when this is not done, it may be very likely that the information the respondent may provide or give out may either be an exaggeration or not entirely truthful (Denzin & Lincoln, 2011). Again, per the ethics of research, it has equally become very important to inform participants that their identities will not be made public or shared with any unauthorized body or unit.

Accordingly, in order to address these ethical issues, respondents were well briefed about the purpose of the present study as well how their information given out will be used within the given study. Again, respondents were made aware that any time they feel uneasy within the

course of the study they are permitted to discontinue from completing the assigned task or responding to the questions. Again, in an attempt to make the respondents feel comfortable and secured, permission was sought from each respondent before a data was given to a respondent or he or she was called to partake in an interview session. Finally, every questionnaire that was sent out had a cover letter added to it clearly indicating the purpose of the study. The questionnaire didn't require the names of the respondents; this was to protect their identity and remain anonymous. As a result, the respondents were aware from the beginning what the researcher was doing, why and where the information was going and why it was being gathered.

3.9 Data Analysis

After the questionnaires were completed and returned, the researcher coded all the responses before entering them into the SPSS. The Statistical Package for Social Scientist (SPSS) was the software package used to analyze the study data. However, statistical tools used at each given time depended on what each objective sought to achieve. The analytical tools to use depended on what each objective sought to measure. For instance, on objective one, which seeks to identify the factors consumers, give much credence to when deciding to dine at an upscale-restaurant consumers selection decision of a catering establishment, data obtained on this objective was first computed on descriptive statistics that is, the mean and standard deviation of the respondents ratings were computed to identify the trend and commonalities in the respondents ratings. Afterwards multiple regression analysis was computed on the study variables to identify which of the five variables (i.e. atmosphere, location, status, quality of service, price and food) had the most significant impact on consumer selection of upscale restaurant.

With the second objective, that is to investigate the factors consumer, give much weight to when deciding to dine at a casual facility the same process used on objective was followed. That is, the descriptive analysis of the five factors was first computed to identify the trend in the respondents rating. Afterwards, multiple regression analysis was computed to identify the factors which had the most significant relationship on consumer selection of casual restaurant.

On the third objective, that is to investigate the relationship between consumer demographic profile and their selection criteria patterns in both upscale and casual restaurant, correlation analysis was first performed to identify the strength of association between demographic profile and consumer selection criteria. Subsequently, multiple regression analysis was performed on the data to identify the strength of impact a respondent demographic profile had on their selection criteria patterns in both upscale and casual restaurant.

Finally, on the fourth objective, that is to assess whether there are differences in consumer selection criteria when deciding to dine at an upscale restaurant or casual restaurant, one sample independent t-test was used to assess whether there is any significant difference in consumer selection criteria when deciding to dine at an upscale restaurant or casual restaurant.

CHAPTER FOUR

RESULTS

4.1 Response Rate

The study distributed a total of 396 questionnaires to the selected students within the Kwame Nkrumah University of Science and Technology, College of Technology Education, Kumasi and Kumasi Technical University. From the questionnaires distributed, a total of 315 completed questionnaires were returned to the researcher. Nonetheless, out of these received questionnaires, 11 were unused because of data incompleteness and 304 were usable for analysis, giving an effective response rate of 79.0%. This response rate is deemed sufficient for the present study data analysis, since per the writings of Mugenda and Mugenda (2003) having a response rate of 50 percent can be regarded as adequate for any study data analysis whereas a response rate of 60 percent can be seen as good with a response rate of 70 percent and above being viewed as excellent for a study's data analysis. Hence, getting a response rate which is almost nearing 80 percent can be considered adequate judging from the views expressed by Mugenda and Mugenda (2003).

4.2 Demographic Profile of Sample

The objective of the demographic data was to give background information about the characteristics of the study participants. Accordingly, the demographic profile of the survey respondents is presented in Table 4.1. It includes information about the respondents age, gender, marital and living status, average monthly salary income, educational qualification and preferred eating outlet.

Table 4.1: Demographic Profile of Survey Respondents

| Demographic variable | Category | Frequency | Percentage |
|--------------------------------|-------------------------|------------------|-------------------|
| Age | 21-30 yrs | 103 | 33.9% |
| | 31-40 yrs | 131 | 43.1% |
| | 41-50 yrs | 70 | 23% |
| Gender | Male | 197 | 64.8% |
| | Female | 107 | 35.2% |
| Education | SSCE/WASSCE | 94 | 31.0% |
| | Diploma/HND | 36 | 11.8% |
| | Bachelor's degree | 105 | 34.5% |
| | Master's degree | 69 | 22.7% |
| Marital Status | Married | 184 | 60.5% |
| | Single | 77 | 25.3% |
| | Cohabitation | 8 | 2.6% |
| | Divorced | 35 | 11.5% |
| Average monthly income | Below ₵1,000 | 94 | 30.9% |
| | ₵1,000-1,500 | 44 | 14.5% |
| | ₵1600-2000 | 35 | 11.5% |
| | ₵2100-2500 | 69 | 22.7% |
| | ₵2600-3000 | 53 | 17.4% |
| | ₵3100-35000 | 9 | 3.0% |
| Preferred eating outlet | Restaurant | 193 | 63.5% |
| | Chop bar | 42 | 13.8% |
| | Food vendor | 34 | 11.2% |
| | Corner shop/food joints | 35 | 11.6% |

With regards to the age distribution of the respondents, results from Table 4.1 show that majority of the respondents that is, 131(43.1%) had their ages within the age category of 31-40 years. Again, 103 of the respondents representing 33.9% had their ages within the age bracket of 21-30 years. Again, 70(23.0%) of the respondents ages fell within the age bracket of 41-50 years. Generally, this goes to suggest that most of the studied respondents were largely youthful. Moreover, when it comes to the gender of the respondents, results from

Table 4.1 show that more than half of the respondents that is, 64.8% were males with the rest being females.

More so, for the educational qualification of the respondents, results from Table 4.1 shows that most of the participants thus, 34.5% had bachelor's degree as their highest level of education. Again, on this same issue, it was evident that 31.0% and 11.8% respectfully had SSCE/WASSCE and diploma/HND as their highest level of academic qualification. Also, 22.7% of the respondents had master's degree as their academic qualification. Again, with regards to the marital status of the respondents, it became evident that more than half of the respondents thus, 60.5% were found to be married. Also, 25.3% of the respondents were single (i.e. neither married nor divorced), 11.5% were divorced and 2.6% were cohabitating (i.e. not legally married but were staying together). When it comes to the average monthly income of the respondents, it can be observed from Table 4.1 that 30.9% of the respondents received a monthly income that was below ₵1,000, 14.5% on the other hand had a monthly income within the range of ₵1000-1500, 11.5% had their monthly income within the range of ₵1600-2000, 22.7% of the respondents had their monthly income within the range of ₵2100-2500, 17.4% had their monthly income within the range of ₵2600-3000 and lastly 3.0% of the respondents had their monthly income within the range of ₵3100-3500. Lastly, when it came to the respondents most preferred eating outlet, it can be observed in Table 4.1 that more than half of the respondents that is, 63.5% preferred to have their meal at restaurants. Also, 13.8% of the respondents chose chop bars as their most preferred eating outlet, 11.2% selected food vendors whereas the rest selected corner shop/food joints as their most preferred eating outlet. Findings from the study suggests that most of the respondents were males confirming the old held assertion that men take a significant portion of their day's meal away from home. Again,

it can be observed from the study that most of the respondents were largely youthful with a significant number of them having their ages within the age bracket of 21-40 years.

4.3 Factors that Influence Consumers Selection Decision of Upscale Restaurant

As customers are usually made up of individuals who come from diverse background with distinct characteristics and different identities, it presupposes that what may influence their decision in the selection of an upscale restaurant may be entirely different from one another. Hence, with this assumption this section sought out to identify the factors that are likely to influence a consumer selection decision of an upscale restaurant. On this study objective, a 5-point Likert scale was employed to elicit the respondents' responses on factors that inform their selection of an upscale restaurant.

4.3.1 Atmosphere of the Restaurant

The descriptive results as to whether the atmospheric elements of a restaurant formed part of the factors that influence the respondent selection decision of an upscale restaurant have been presented in Table 4.2.

Table 4.2: Atmosphere of the Restaurant

| Atmosphere | Min | Max | Mean | Std. Dev |
|---|------------|------------|-------------|-----------------|
| 1. I heavily place much emphasis on the interior decoration of the place (i.e. color, lighting) when deciding to dine at an upscale restaurant. | 3 | 5 | 4.36 | .640 |
| 2. I give much attention to the seats in the room when deciding to dine at an upscale restaurant. | 1 | 5 | 3.86 | .903 |
| 3. The dining experience in the room informs my selection of an upscale facility. | 2 | 5 | 3.77 | .952 |
| 4. Visually attractive parking areas and building exteriors is what I give much attention to when deciding to dine at an upscale restaurant. | 1 | 5 | 3.54 | 1.049 |
| 5. How food is presented on the table is what I usually consider when deciding to dine at an upscale restaurant. | 2 | 5 | 4.08 | .837 |
| 6. I always look for place that I can have my privacy. | 2 | 5 | 4.35 | .902 |

The descriptive analysis shows that all the atmospheric elements items had their mean values above 3.5, indicating that the respondents rated these items within the agreed score. This could then be described that, “interior decoration of the place (i.e. color, lighting)” was the item that recorded the highest mean value of 4.36. The next highest mean value went to item 6, “privacy”. It had mean value of 4.35 indicating that respondents always look for place that can guarantee them privacy before deciding to dine there. This rating goes to suggest that an upscale restaurant ability to guarantee its patrons some level of privacy formed part of the reasons the respondents considered when selecting an upscale restaurant. The subsequent highest mean value went to item 5, ‘’ how food is presented on the table’’. It recorded a mean value of 4.08 indicating the respondents’ level of agreement on this item fell within the agreed score.

Moreover, even with the least rated item that is, item 4, “visually attractive parking areas and building exteriors” had a mean value of 3.54 hinting that even on this item the respondents rating were within the agreed score. This suggests that most of the respondents placed much

attention to the parking space and building exteriors of an upscale restaurant when deciding to dine out. Clearly, this goes to suggest that most of the respondents gave much emphasis to the atmospheric elements of a restaurant when deciding on which upscale restaurant to choose or select. Hence, issues such as, interior decoration of the place (i.e. color, lighting), privacy, food presentation, seating arrangement and dining experience, etc. constituted the main atmospheric factors the respondents based their selection decision when deciding on which upscale restaurant to choose.

4.3.2 Location of the Restaurant

The descriptive results as to whether the respondents placed significant emphasis on a restaurant location when choosing between an upscale restaurant have been presented in Table 4.4.

Table 4.3: Location of the Restaurant

| Location | Min | Max | Mean | Std. Dev |
|--|-----|-----|------|----------|
| 1. A facility closeness informs my decision when seeking to dine at an upscale restaurant. | 1 | 5 | 2.95 | .853 |
| 2. I always look for a facility visibility when deciding to dine at an upscale restaurant. | 1 | 5 | 2.54 | 1.024 |
| 3. I prefer upscale restaurants that are located in the busiest places in Kumasi. | 1 | 5 | 2.31 | 1.155 |

Results from Table 4.4 reveal that with the exception of item 3, (busiest places in Kumasi) all the other items had their mean score above 2.5. This suggests that most of the respondents were inconclusive in their ratings as to whether the location of a restaurant informed their selection decision of an upscale restaurant. For instance, on item 1 (a facility closeness informs my decision when seeking to dine at an upscale restaurant) obtained the maximum mean rating of 2.95 indicating that the respondents neither agreed nor disagreed as to whether

a facility closeness is what they looked out for when deciding to dine at an upscale restaurant. Likewise, on item 2 (a facility visibility) results from Table 4.4 suggests that most of the respondents neither agree nor disagree as to whether they always look for a facility visibility when deciding to dine at an upscale restaurant. It obtained a mean value of 2.54 indicating that most of the respondents rating on this item fell within the neutral rating.

As indicated earlier it was only with item 3 (I prefer upscale restaurants that are located in the busiest places in Kumasi) where most of the respondents could be conclusive in their responses. Specifically, on this item most of the respondents held that they did not prefer upscale restaurants that are located in the busiest places in Kumasi. Apparently, results from the respondents rating suggest that the location of restaurant did not form part of the main factors they give much attention to when deciding which type of upscale restaurant to select.

4.3.3 Status of the Restaurant

The descriptive results as to the respondents placed significant emphasis on the status of a facility when selecting an upscale restaurant has been presented in Table 4.5.

Table 4.4: Status of the Restaurant

| Status | Min | Max | Mean | Std. Dev |
|--|-----|-----|------|----------|
| 1. I always want to dine at an upscale facility that has positive reputation. | 1 | 5 | 4.00 | 1.075 |
| 2. I dine at upscale restaurants that have been advertised in the newspaper, radio or television. | 1 | 5 | 3.35 | .964 |
| 3. My friend's recommendation about an upscale restaurant services inform my decision to dine there. | 1 | 5 | 3.75 | 1.041 |
| 4. A restaurant rating in food guides inform my selection decision. | 1 | 5 | 3.80 | .999 |
| 5. A restaurant reviews in magazines and newspapers shape my selection decision. | 1 | 5 | 3.40 | .903 |

With the first item, results from Table 4.5 show that most of the respondents rating fell within the agreed score when asked whether they will always want to dine at an upscale facility that has positive reputation. It obtained a mean value of 4.00 and SD of 1.075 confirming that a restaurant facility with positive reputation is what they always looked out for when deciding on which upscale restaurant to select or dine at.

However, on the next item, results from the study suggest that most of the respondents could not be explicit in their rating as most of them remained undecided when asked whether they prefer to dine at an upscale restaurant that has been advertised in the newspaper, radio or television. It obtained a mean value of 3.35 and SD of 0.964. Again, on the third item, result from the study suggests that most of the respondents rating fell within the agreed score when asked whether a friend's recommendation about an upscale restaurant services inform their selection decision. It recorded a mean value of 3.75 and SD of 1.041. Likewise, most of the respondents agreed when asked whether a restaurant rating in food guides inform their selection decision. It obtained a mean value of 3.80 and SD of 0.999. Lastly, on the fifth item, results from the study suggests that most of the respondents remained undecided when asked whether a restaurant reviews in the magazines and newspapers shape their selection decision of an upscale restaurant. It recorded a mean value of 3.40 and SD of 0.903. Results from the study suggest that a restaurant facility with a good status is what the respondents always look out when choosing between upscale restaurant.

4.3.4 Quality of Service

The descriptive results as to whether the gave credence to the quality of service rendered at a restaurant before deciding on which upscale restaurant to choose have been presented in Table 4.6.

Table 4.5: Quality of Service

| Quality of Service | Min | Max | Mean | Std. Dev |
|--|-----|-----|------|----------|
| 1. I always place emphasis on the quality of food/drink serve at a restaurant facility. | 2 | 5 | 4.57 | .681 |
| 2. I always consider a place menu innovativeness when seeking to eat at the place. | 2 | 5 | 3.98 | .742 |
| 3. An eating facility speed of service informs my decision to dine there or not. | 2 | 5 | 3.92 | .968 |
| 4. A restaurant flexibility for special dining requests inform my selection decision of that facility. | 2 | 5 | 3.86 | .898 |
| 5. The friendliness of staff at a catering facility is what I give much attention to when deciding to dine at an upscale facility. | 3 | 5 | 4.24 | .716 |
| 6. Clean wash rooms are what I give much attention to when deciding to dine at an upscale facility. | 2 | 5 | 4.12 | .981 |
| 7. I place significant emphasis on the cleanliness, neatness and dressing of staff when choosing an upscale restaurant. | 2 | 5 | 4.29 | .887 |
| 8. I always want a place which prepares accurate bill. | 1 | 5 | 4.13 | .975 |
| 9. I give much attention to a facility that always seek to ensure error-free served order. | 1 | 5 | 4.11 | 1.044 |

The descriptive analysis shows that all the items under the quality of service construct had their mean values above 3.8 implying that the respondents rated these items within the agreed and strongly agree score. Notably, 'item 1' (the quality of food/drink serve at a restaurant facility) was the highest rated item under this construct with a mean value of 4.57. This mean value suggests that most of the respondents rating on this item fell within the strongly agree score. Again, the second highest rated item went to 'item 7' (I place significant emphasis on the cleanliness, neatness and dressing of staff when choosing an upscale restaurant) which recorded a mean value of 4.29. The third highest mean value went to item 5, (friendliness of

staff at a catering facility). It recorded a mean value of 4.24 suggesting that the respondents agreed that the friendliness of staff at a catering facility is what they always considered when deciding to dine at an upscale restaurant.

Moreover, even with the least rated item thus, 'item 4' (restaurant flexibility for special dining requests) it recorded a mean value of 3.86 which gives a clear indication that, most of the respondents placed a significant emphasis on the quality of service when deciding on which upscale restaurant to select. This goes to suggest that service quality dimensions such as, quality of food/drink, the cleanliness, neatness and dressing of staff, friendliness of staff, accuracy in bills, cleanliness of washrooms and error-free served order are the main service quality dimensions the respondents based their upscale restaurant selection decision on.

4.3.5 Price

The descriptive results as to whether the prices and charges of a facility services formed part of the factors that influence the respondent's selection of an upscale restaurant have been presented in Table 4.7.

Table 4.6: Price

| Price | Min | Max | Mean | Std. Dev |
|---|-----|-----|------|-------------|
| 1. I barely place much emphasis on the price charges of the items on the menu when selecting an upscale facility. | 1 | 5 | 4.13 | 1.022 |
| 2. Cost of eating at the facility remain key to me when choosing an upscale restaurant. | 2 | 5 | 2.20 | .827 |
| 3. I always look for upscale facility with price coupon. | 1 | 5 | 2.40 | 1.178 |

The descriptive analysis shows that with the exception of item 1 (I barely place much emphasis on the price charges of the items on the menu) all the other items under the price construct had their mean value within the disagreed score. For instance, on item 2, most of the respondents held that the cost of food at a facility was not very key to them when choosing an upscale restaurant. It recorded a mean value of 2.20 and SD of 0.827. Likewise, most of the respondents held that they did not always look for an upscale facility with price coupon. Particularly, this item obtained a mean value of 2.40 and SD of 1.178. Results from the study suggest that price was not part of the main factors the respondents looked out for when deciding to dine at an upscale restaurant.

4.3.6 Food

The descriptive results as to whether the kind of food served at outlet formed part of the reasons that influence the respondent's selection of an upscale restaurant have been presented in Table 4.8.

Table 4.7: Food

| Food | Min | Max | Mean | Std. Dev |
|--|------------|------------|-------------|-----------------|
| 1. A facility with much variety in its menu is what I usually prefer. | 2 | 5 | 4.19 | .828 |
| 2. I prefer restaurants that serve authentic foods. | 2 | 5 | 4.22 | .958 |
| 3. Portion size/quantity of food and drink served at the facility always inform my decision to eat at an upscale restaurant. | 2 | 5 | 4.17 | .811 |
| 4. I prefer upscale restaurants that use fresh ingredients every day. | 2 | 5 | 4.26 | .938 |
| 5. I prefer restaurants that serve tasty foods. | 2 | 5 | 4.33 | .758 |

The descriptive analysis shows that all the items under the food construct had their mean values above 4.10, which implies that the respondents rated these items within the agreed score. This could then be described that, “I prefer restaurants that serve tasty foods” was the item that received the highest mean value of 4.33. The second highest mean value went to item 4, “I prefer upscale restaurants that use fresh ingredients every day”. It recorded a mean value of 4.26 hinting that most of the respondents rating on this item fell within the agreed score. The next highest mean value went to item 2, “ I prefer restaurants that serve authentic foods”. It recorded a mean value of 4.22 indicating most of the respondents looked out for an upscale restaurant that serve authentic foods.

Moreover, even with the least rated item that is, item 3, “portion size/quantity of food and drink served at the facility” had a mean value of 4.17 hinting that even on this item most of the respondents rating fell within the agreed score. Clearly, this goes to suggest that most of the respondents gave much emphasis on the kind of food an upscale restaurant serve to their patrons. Hence, issues such as, a place ability to serve tasty foods, a facility ability to use fresh ingredients every day, a facility ability to serve authentic foods and a facility with much variety in its menu constituted the main factors the respondents placed their selection decision when choosing between upscale restaurant.

4.3.7 Impact of Upscale Factors on the Respondent Selection Decision

The regression analysis on the impact these factors (atmosphere, location, status, quality of service, price and food) had on the respondents’ selection decision of an upscale restaurant have been shown in Table 4.9.

Table 4.8: Impact of these Factors on the Respondents Selection Decision of an Upscale Restaurant

| Predictors | Stand. β_i | Std. Error | t | p-value |
|-------------------------------|------------------|------------|--------|---------|
| Constant | -1.176 | 1.137 | -1.034 | .302 |
| Atmos. | .184 | .062 | 2.957 | .003*** |
| Loc. | -.017 | .072 | -.231 | .817 |
| Stat. | .121 | .065 | 1.858 | .050** |
| Qua.serv | .227 | .105 | 2.169 | .031** |
| Pric. | .047 | .041 | 1.168 | .244 |
| Food | .304 | .058 | 5.265 | .000*** |
| R | .636 | | | |
| R² | .404 | | | |
| Adjusted R² | .389 | | | |

a. Dependent Variable: Selection of an Upscale Restaurant

Note: Atmos. (Atmosphere), Loc. (Location), Stat. (Status), Qua.serv (Quality of service), Pric. (Price), Food

F (6, 236), 26.706, $p < 0.001$

Source: Author's fieldwork, 2020

Results from Table 4.9 show that the predictors that is, atmosphere, location, status, quality of service, price and food had significant relationship on the respondents' selection decision of an upscale restaurant since its p value was < 0.01 . The entire model obtained a correlation coefficient value of 0.636 suggesting that there is a perfect relationship between atmosphere, location, status, quality of service, price, food and consumer selection decision of an upscale restaurant. Again, the fitted model recorded an Adjusted R square value of 0.389 hinting that only 38.9% of the respondent's selection decision of an upscale restaurant could be collectively explained by these factors (i.e. atmosphere, location, status, quality of service, price and food).

However, when it comes to the predictive power each variable had on a consumer selection decision, it can be observed from Table 4.9 that atmospheric elements, status, quality of service and food had the most significant impact on consumer selection decision of an upscale restaurant since the recorded p value on this variable stood at 0.005. Specifically,

atmospheric elements obtained a positive beta coefficient value of 0.184 signifying that observing a 1% change in an upscale restaurant atmospheric element will increase a consumer selection of that restaurant by the percentage points of 0.1844. Also, the status of the facility recorded a positive beta coefficient value of 1.121 pointing out that improving the status of an upscale facility will increase the consumer selection of that facility. Again, quality of service recorded a positive beta value of 0.222 pointing out that witnessing an increase in the quality of service provided at an upscale restaurant will result in an increase in the respondent's selection of that facility. Likewise, the variety of food served in a place obtained a positive beta coefficient value of 0.304 hinting that increasing the variety of foods served at an upscale facility will increase the consumer selection of that facility.

Conversely, location of the restaurant and price/service charges of the restaurant had a non-statistically relationship on the respondent's selection decision of an upscale restaurant since its p value stood a >0.05 . Results from the study suggest that atmosphere, status, quality of service and food had the most significant impact on consumer selection decision of an upscale restaurant.

4.4 Factors that Influence Consumers Selection Decision of a Casual Restaurant

Similarly, when it comes to the selection of a casual restaurant or eating outlet, consumers tend to base their selection decision on an array of factors. On this premise, this objective, seek out to identify the main factors the respondents paid much attention when deciding upon which casual facility to select or eat from. Accordingly, the descriptive results on the factors that informs the respondents selection decision of an upscale restaurant has been presented under this section.

4.4.1 Atmosphere

Respondents' ratings as to whether the atmospheric element of a facility form part of the factors that inform their selection decision of casual restaurants have been presented in Table 4.10.

Table 4.9: Atmospheric Elements

| Atmosphere | N | Min | Max | Mean | Std. Dev |
|--|-----|-----|-----|------|----------|
| 1. When looking for a casual place to eat I hardly emphasis on the interior décor and the place lightening. | 304 | 1 | 5 | 3.65 | 1.239 |
| 2. I give significant attention to the seating arrangement of place when deciding to eat there. | 295 | 3 | 5 | 4.02 | .822 |
| 3. The dining experience in the room informs my selection of a casual eating facility. | 304 | 2 | 5 | 3.86 | .840 |
| 4. I hardly place significant attention on the parking space and building exterior when looking for a casual place to eat. | 304 | 1 | 5 | 3.29 | 1.055 |
| 5. Food presentation is what I look out for when eating at a casual facility. | 295 | 3 | 5 | 4.06 | .639 |
| 6. I always look for place that I can have my privacy. | 295 | 2 | 5 | 4.00 | .833 |

When it comes to the items under the atmospheric elements, it can be observed from Table 4.10 that most of the items here attained a mean value within the agreed rating. For instance, among all the six items here, 'item 5' (Food presentation is what I look out for when eating at a casual facility) got the maximum mean value of 4.06 and SD of 0.639. What this mean value suggests is that the respondents placed significant emphasis on food presentation before deciding between which casual eating outlet to select.

The subsequent maximum mean value went to item 2 (I give significant attention to the seating arrangement). It got a mean value of 4.02 and a SD vale of 0.822 suggesting that most of the respondents considered the seating arrangement of casual restaurant before they

eventually decide on which casual restaurant to select. Again, the third highest rated item went to 'item 6' (I always look for place that I can have my privacy) which obtained a mean value of 4.00. This mean value implies that most of the respondents did consider an eating outlet ability to guarantee privacy before deciding to choose or select that facility

More so, the fourth highest rated item went to item 3 (dining experience in the room). It obtained a mean value of 3.86 and SD of 0.840 hinting that the dining experience forms one of the main issues that informs consumers selection of a casual eating facility.

However, the item with the lowest mean value was 'item 4' (I hardly place significant attention on the parking space and building exterior). Even with this item it can be observed in Table 4.10 that most of the respondents remained undecided in their rating. Meaning, most of the respondents neither agree nor disagree as to whether the parking space and building exterior of an eating outlet formed part of the reasons that influence the respondent's selection decision of a casual eating outlet. It obtained a mean value of 3.29 indicating that most of the respondents rating on this item fell within the neutral score. Results from the study suggest that issues such as, food presentation, seating arrangement, privacy and dining experience are the main atmospheric elements that informs the respondents selection of a casual restaurant.

4.4.2 Location

The respondents' ratings as to whether the location of a facility influence their selection decision of a casual restaurant have been presented in Table 4.11.

Table 10: Location

| Location | N | Min | Max | Mean | Std. Dev |
|---|----------|------------|------------|-------------|-----------------|
| 1. When looking for a casual place to eat I always look out for the place proximity. | 304 | 2 | 5 | 4.06 | .856 |
| 2. I always look out for the facility visibility when I deciding to eat at a casual facility. | 304 | 2 | 5 | 3.97 | .737 |
| 3. I prefer food joints that are located in well-known places in Kumasi. | 287 | 2 | 5 | 3.81 | .837 |

Results in Table 4.11 show that all the items under the location construct had their mean rating within the agreed score. Notably, item 1, (when looking for a casual place to eat I always look out for the place proximity) obtained the highest mean value of 4.06. Item 2, (always look out for the facility visibility when I deciding to eat at a casual facility) recorded the second highest mean value of 3.97. Evidently, the descriptive results of the respondent's ratings suggest that the respondents placed a significant emphasis on location when deciding on which casual restaurant to select at any given time. Hence, issues such as place proximity, visibility and well-known places constituted the main issues the respondents based their selection decision on when deciding upon which casual restaurant to select for their dining experience.

4.4.3 Status of Facility

Respondents' responses as to whether the status of a facility influence their selection decision of casual restaurants have been presented in Table 4.12

Table 4.11: Status

| Status | Min | Max | Mean | Std. Dev |
|--|------------|------------|-------------|-----------------|
| 1. I do not place much emphasis on the status of the place when eating at a casual facility. | 1 | 5 | 3.32 | 1.277 |
| 2. I eat at places that have been advertised in the newspaper, radio or television. | 1 | 5 | 3.26 | 1.106 |
| 3. I eat at places that have been recommended by my friend | 2 | 5 | 4.25 | .876 |
| 4. A casual eating facility rating in food guides inform my selection decision. | 1 | 5 | 2.85 | .761 |
| 5. A restaurant reviews in magazines and newspapers shape my selection decision. | 1 | 5 | 3.37 | .938 |

Results from Table 4.12 show that with the exception of item 3, (I eat at places that have been recommended by my friend) where most of the respondents' level of agreement fell under the agreed score with the other items it can be observed most of the respondent's ratings on these items fell within the undecided rating. For instance, on item 1, results from Table 4.12 suggest that most of the respondents neither agree nor disagree whether they place much emphasis on the status of an eating outlet when deciding on which casual restaurant to select. It obtained a mean value of 3.32. Again, on item 2, results from the study revealed that most of the participants neither agree nor disagree when asked whether they based their selection decision on eating outlets that have been advertised in the newspaper, radio or television. Likewise, on item 4 and 5, results from the study showed that most of the respondents neither agree nor disagree when asked whether an eating facility rating in a food guide or its review in the magazine or newspaper influence their selection decision of casual restaurants.

Generally, results from the study suggest most of the respondents did not pay much attention to an eating outlet status when deciding upon which casual restaurant to select.

4.4.4 Quality of Service

The descriptive results as to whether quality of service provided at an eating outlet formed part of the key factors that influence the respondent's selection of a casual restaurant has been presented in Table 4.13.

Table 4.12: Quality of Service

| Quality of Service | Min | Max | Mean | Std. Dev |
|---|-----|-----|------|----------|
| 1. I always place emphasis on the quality of food/drink serve at the facility. | 2 | 5 | 4.25 | .971 |
| 2. I always consider a place menu innovativeness when seeking to eat at the place. | 2 | 5 | 3.88 | .954 |
| 3. An eating facility speed of service informs my decision to eat there or not. | 2 | 5 | 3.99 | .913 |
| 4. An eating facility flexibility for special dining requests inform my selection decision. | 2 | 5 | 3.85 | .682 |
| 5. The friendliness of staff at a catering facility is what I give much attention to when deciding to eat at a casual facility. | 2 | 5 | 3.99 | .992 |
| 6. Clean wash rooms are what I give much attention to when deciding to eat at a casual facility. | 2 | 5 | 3.94 | .794 |
| 7. I place significant emphasis on the cleanliness, neatness and dressing of employees when choosing a casual eating facility. | 2 | 5 | 4.12 | .945 |
| 8. I always prefer a place which prepares accurate bill. | 2 | 5 | 3.83 | .915 |
| 9. I give much attention to a facility that always seek to ensure error-free served order. | 1 | 5 | 3.70 | 1.016 |

The descriptive analysis shows that all the items under the quality of service construct had their mean values above 3.7 suggesting that most of the respondents rated these items within the agreed rating. Particularly, ‘item 1’ (the quality of food/drink serve at a restaurant facility) was the item with the highest mean value of 4.25. The next highest mean value went to ‘item 7’ (I place significant emphasis on the cleanliness, neatness and dressing of staff when choosing an upscale restaurant) which recorded a mean value of 4.12. Moreover, item 3 (facility speed of service) and item 5 (friendliness of staff at a catering facility) became the items with the third highest mean of 3.99. This suggests that the speed of service delivery as well as the friendliness of an eating outlet staff formed part of the main reasons the respondents looked up to when selecting a casual restaurant. Moreover, even with the least rated item thus, ‘item 9’ (error-free served order) it recorded a mean value of 3.70 giving a clear indication that most of the respondents based their selection decision of casual restaurants on the quality of service provided at the facility.

4.4.5 Price

Responses rating as to whether price of charges of an eating outlet formed part of the factors that influence their selection of a casual restaurant have been presented in Table 4.14

Table 4.13: Price

| Price | Min | Max | Mean | Std. Dev |
|---|-----|-----|------|-------------|
| 1. I always give emphasis to the cost of food sold when deciding to eat at a casual facility. | 1 | 5 | 4.02 | .986 |
| 2. Price remain key to me when choosing a casual facility. | 1 | 5 | 3.91 | 1.027 |
| 3. I always look for casual facility with price coupon. | 2 | 5 | 3.59 | .835 |

Results from the descriptive statistics indicate that all the respondents rating on the price items had their mean values within the agreed score. For instance, on item 1, results from Table 4.14 indicate that most of the respondents agreed that they will always base their selection decision on the cost of food sold when deciding on which casual restaurant to select. Likewise, on item 2, results from the study show that most of the respondents agreed that price remain key to them when choosing a casual facility. Likewise, on the final item results from the study suggest that most of the respondents held that they will always look for or select casual eating facility with price coupon. Clearly, this goes to suggest price remain a key determining factor in the respondent's selection decision of a casual eating outlet.

4.4.6 Food

The descriptive results as to whether food constitute part of the reasons that influence the respondent's selection of a casual restaurant have been presented in Table 4.15.

Table 4.14: Food

| Food | Min | Max | Mean | Std. Dev |
|---|------------|------------|-------------|-----------------|
| 1. A facility with much variety in its menu is what I usually prefer. | 2 | 5 | 3.98 | .871 |
| 2. I prefer casual facility that serve authentic local dishes. | 3 | 5 | 3.85 | .776 |
| 3. The portion size/quantity of food and drink it what always inform my decision to select a casual facility. | 2 | 5 | 3.76 | .769 |
| 4. I prefer casual eating houses that use fresh ingredients every day. | 2 | 5 | 4.09 | .840 |
| 5. I prefer casual eating houses that serve tasty foods. | 3 | 5 | 4.12 | .743 |

The descriptive analysis shows that all the items under the food construct had their mean values above 3.7, indicating that the respondents rated these items within the agreed score. This could then be described that, “I prefer restaurants that serve tasty foods” was the item with the highest mean value of 4.12. The next highest mean value went to item 4, “I prefer upscale restaurants that use fresh ingredients every day”. It recorded a mean value of 4.09 indicating on this item too most of the respondents rating fell within the agreed score. The next highest mean value went to item 1, “ A facility with much variety in its menu is what I usually prefer”. It recorded a mean value of 3.98 indicating most of the respondents looked out menu variety when selecting a casual restaurant.

Moreover, even with the least rated item that is, item 3, “portion size/quantity of food and drink served at the facility always inform” it had a mean value of 3.76 confirming that even with this item most of the respondents rating fell within the agreed score. Clearly, this goes to suggest that most of the respondents gave much emphasis on the kind of food a casual eating outlet serve to their customers before making their decision to dine there or not.

4.4.7 Impact of these Factors on the Respondents Selection Decision of a Casual Restaurant

The regression analysis on the impact these factors (atmosphere, location, status, quality of service, price and food) had on the respondents’ selection decision of a casual restaurant has been shown in Table 4.16.

Table 4.15: Impact of these Factors on the Respondents Selection Decision of a Casual Restaurant

| Predictors | Stand. β_i | Std. Error | t | p-value |
|-------------------------------|------------------|------------|--------|---------|
| Constant | -2.512 | .721 | -3.484 | .001*** |
| Atmos. | .064 | .042 | 1.548 | .123 |
| Loc. | .548 | .070 | 7.871 | .000*** |
| Stat. | -.007 | .023 | -.317 | .752 |
| Qua.serv | .172 | .036 | 4.786 | .000*** |
| Pric. | .393 | .052 | 7.519 | .000*** |
| Food | .148 | .044 | 3.377 | .001*** |
| R | .850 | | | |
| R² | .723 | | | |
| Adjusted R² | .712 | | | |

a. Dependent Variable: Selection of a Casual Restaurant

Note: Atmos. (Atmosphere), Loc. (Location), Stat. (Status), Qua.serv (Quality of service), Pric. (Price), Food

F (6, 220), 95.527, $p < 0.001$

Results from Table 4.16 show that the predictors that is, atmosphere, location, status, quality of service, price and food had significant relationship on the respondents' selection decision of a casual restaurant since its p value was < 0.01 . Again, the model recorded a correlation coefficient value of 0.850 indicating that there is a perfect relationship between atmosphere, location, status, quality of service, price, food consumer selection decision of a casual restaurant. Also, the entire model recorded an Adjusted R square value of 0.712 hinting that only 71.2% of the respondent's selection decision of a casual restaurant could be explained by these factors.

Again, when it comes to the impact each predicting variable had on consumer selection of casual restaurant, it can be observed from Table 4.16 that location, quality of service, price

and food had the most significant impact on consumer selection decision of a casual restaurant since the recorded p value on all these variables stood at 0.005. Specifically, location obtained a positive beta coefficient value of 0.548 indicating that the proximity or visibility of a casual restaurant facility will increase a consumer selection decision of a casual eating outlet. Again, quality of service recorded a positive beta coefficient value of 0.172 pointing out that as the quality of service of a casual restaurant improves so as the consumer decision to select that restaurant as their preferred place increases. Likewise, price recorded a positive beta value of 0.393 pointing out that as the price charges of a casual restaurant reduces so as consumer desire to eat or purchase from that eating outlet increases. Likewise, quality of food obtained a positive beta coefficient value of 0.148 hinting that improving the quality and variety of foods served in a casual facility will increase the consumer selection of that facility.

On the other hand, status and atmospheric elements of a casual restaurant did not have any significant relationship on the respondent's selection decision of a casual restaurant since its p value stood a >0.05 . Results from the study suggest that location, quality of service, price and food had the most significant impact on consumer selection decision of a casual restaurant.

4.5 Relationship between Consumer Demographic Profile and Selection Decision of Upscale and Casual Restaurant

This objective sought to examine the relationship that existed between the respondents' demographic profile and their selection decision of upscale and casual restaurant facilities. Accordingly, the relationship analysis for the two models namely; the relationship between demographic profile and consumers selection decision of upscale restaurant is presented as

model 1 and the relationship between demographic profile and consumers selection decision of casual restaurant is presented as model 2. The relationship analysis of these two models has been presented in Table 4.17.

Table 4.16: Relationships between Consumer Demographic Profile and Selection Decision of Upscale and Casual Restaurant

| Predictors | Model 1 | | | | Model 2 | | | |
|-------------------------------|------------------|------------|--------|----------|------------------|------------|--------|-------------|
| | Stand. β_i | Std. Error | t | p-value | Stand. β_i | Std. Error | t | p-value |
| Constant | 14.835 | .685 | 21.669 | .000*** | 11.964 | .571 | 20.960 | .000** * |
| Ag. | -.191 | .256 | -.746 | .456 | .876 | .210 | 4.170 | .000** * |
| Gend. | 1.330 | .401 | 3.316 | .001*** | 1.431 | .311 | 4.602 | .000** * |
| Edu.qua | .123 | .150 | .820 | .413 | .049 | .122 | .398 | .691 |
| Mari.stat | -.081 | .221 | -.365 | .716 | .424 | .177 | 2.400 | 0.17** |
| Incom. | .698 | .209 | 3.342 | 0.001*** | .395 | .131 | 3.010 | .003** * |
| R² | 0.078 | | | | 0.096 | | | |
| Adjusted R² | 0.062 | | | | 0.080 | | | |

a. Dependent Variable: selection of upscale restaurant, selection of casual restaurant

Note: Ag. (Age), Gend. (Gender), Edu.qua (Educational qualification), Mari.stat (Marital status), Incom. (Average monthly income)

* depicts significance at 10% level; ** depicts significance at 5% level, *** depicts significance at 1% level and β_i stands for standardized beta coefficients

With model 1 that is, to establish the relationship between demographic characteristics and respondent selection decision of upscale restaurant results from Table 4.17 show that all demographic variables (i.e. age, gender, academic qualification, marital status and income level) explained 6.2% of the variance in the respondents selection decision of upscale

restaurant, $\Delta R^2 = 0.062$, $F(5, 289) = 4.914$, $p < .0001$). moreover, the effect size of each of the independent variable is explained below. The linear regression analysis suggests that gender has a significant positive relationship on a person selection of upscale restaurant ($\beta=1.330$, $t=3.316$, $p < .001$). Similarly, income has a significant positive effect on the respondent selection criteria of upscale restaurant ($\beta=.698$, $t=3.342$, $p < .0001$). Conversely, results from the linear regression analysis suggests that age had a negative insignificant relationship on a person selection of upscale restaurant ($\beta=-.191$, $t=-.746$, $p > .05$). Likewise, educational qualification had an insignificant positive relationship with a person selection of upscale restaurant ($\beta=.123$, $t=.820$, $p > .05$). Also, marital status had a negative insignificant relationship on a person selection of upscale restaurant ($\beta=-.081$, $t=-.365$, $p > .005$).

Moreover, with model 2 which sought to establish the relationship between demographic characteristics and respondent selection decision of casual restaurants revealed that all demographic variables (i.e. age, gender, academic qualification, marital status and income level) predicted 8.0% of the variance in the respondent's selection decision of casual restaurant, $\Delta R^2 = 0.080$, $F(5, 290) = 6.152$, $p < .001$). On the individual effect of the independent variables on the dependent variable, result from the linear regression analysis suggests that age has a significant positive effect on a person selection of casual restaurant ($\beta=.876$, $t=4.170$, $p < .001$). Again, gender has a significant positive relationship on a respondent selection of casual restaurant ($\beta=1.431$, $t=4.602$, $p < .001$). Additionally, a person marital status recorded a significant positive effect on their selection of casual restaurant ($\beta=.424$, $t=2.400$, $p < .005$). Also, income has a significant positive relationship on a respondent selection of casual restaurant ($\beta=.395$, $t=3.010$, $p < .001$). However, educational qualification had an insignificant positive relationship with the respondent selection of casual restaurant ($\beta=.049$, $t=.398$, $p > .05$).

Results from the study suggest that the demographic characteristics that had a significant effect on the respondent's selection of both upscale and casual restaurant were gender and income level. Likewise, it can be observed that a person level of education did not have a significant effect on the respondent selection decision of casual and upscale restaurant. Even though, a person age and marital status had a significant relationship on the respondent's selection of casual restaurant nonetheless, it recorded an insignificant relationship on the respondent's selection of upscale restaurant.

4.6 Differences in Consumer Selection Criteria of Upscale Restaurant and Casual Restaurant

This objective sought to assess the differences in the respondent's selection criteria when choosing between an upscale and casual restaurant. Hence, the one sample independent t-test result on the respondent's selection criteria of an upscale and casual restaurant has been presented under this section.

4.6.1 Comparison of Atmospheric Elements in Consumer Selection of Upscale and Casual Restaurants

Comparison of the atmospheric elements that inform the respondents restaurant selection decision of an upscale and casual restaurant has been presented in Table 4.18.

Table 4.17: Atmospheric Comparison of Upscale and Casual Restaurants Selection**Criteria**

| Atmosphere | catering facility | N | Mean | Std. Dev | Std. Error Mean | T | Sig. |
|--|----------------------|-----|------|----------|--------------------|-------|------|
| | | | | | | | |
| 1. When looking out for a place to eat I hardly emphasis on the interior décor and the place lightening. | Upscale | 194 | 3.82 | 1.261 | .091 | 3.192 | .001 |
| | casual | 110 | 2.35 | 1.146 | .109 | 3.278 | |
| 2. I give significant attention to the seating arrangement of place when deciding to eat there. | Upscale | 185 | 4.13 | .837 | .062 | 2.907 | .071 |
| | casual | 110 | 3.85 | .768 | .073 | 2.971 | |
| 3. The dining experience in the room informs my selection of an eating facility. | Upscale | 194 | 4.04 | .704 | .051 | 5.358 | .001 |
| | casual | 110 | 2.23 | .955 | .091 | 4.935 | |
| 4. I hardly place significant attention on the parking space and building exterior when looking for a casual place to eat. | Upscale | 194 | 2.38 | 1.022 | .073 | 1.841 | .000 |
| | casual | 110 | 4.15 | 1.099 | .105 | 1.804 | |
| 5. Food presentation is what I look out for when eating at a casual facility. | Upscale | 194 | 4.14 | .554 | .040 | 3.082 | .450 |
| | casual | 101 | 3.90 | .755 | .075 | 2.802 | |
| 6. I always look for place that I can have my privacy. | Upscale | 194 | 4.21 | .735 | .053 | 6.442 | .564 |
| | casual | 101 | 3.59 | .862 | .086 | 6.127 | |

On the first measuring item, results from Table 4.18 reveal that there is a significant difference in the atmospheric elements the respondents looked out for when deciding to dine at a casual or upscale restaurant. For instance, whereas consumers who seek to dine at an upscale restaurant placed significant emphasis on the interior décor and the place lightening, their counterparts on the other hand who sought to dine at a casual restaurant hardly gave much attention to this atmospheric element. On this particular item, upscale restaurant consumers rating fell within the agreed rating (i.e. with a mean value of 3.82) whereas casual restaurants consumers rating fell within the disagreed score (i.e. with a mean rating of 2.35).

Again, the p value of 0.005 suggests that there is a significant difference in how upscale consumers and casual consumers regarded this atmospheric element in their selection decision.

However, on the second measuring item, it was revealed that there is no significant difference on this atmospheric element on the respondent selection decision. Both the casual and upscale restaurant respondents agreed that they gave significant attention to the seating arrangement of a place when deciding on what restaurant to eat. The upscale consumers obtained a mean value of 4.13 whereas the casual restaurant consumers obtained a mean value of 3.85. This suggests that casual and upscale restaurant consumers gave much emphasis to the seating arrangement of a place in their selection decision.

Again, on the third item, it can be observed in Table 4.18 that the respondents seeking to dine at an upscale restaurant placed a greater emphasis on the dining experience in a catering facility. Hence, this category of respondents based their selection decision on restaurants that could provide them with a memorable dining experience. Interestingly, this was not the case to the respondents who sought to purchase their food from a casual restaurant. That is, those who sought to purchase their food from a casual restaurant held that they do not base their selection decision on the dining experience a facility will offer them. The upscale restaurant consumers obtained a mean value of 4.04 hinting that their level of agreement fell within the agreed rating. In contrast, casual restaurant consumers obtained a mean value of 2.23 hinting that their level of agreement fell within the disagreed score.

Again, it can be observed in Table 4.18 that most of the respondents seeking to dine at an upscale restaurant held that they give significant attention to a facility parking space and

building exterior when deciding on which upscale restaurant to eat from. Meaning, they responded in the opposite when asked whether they hardly place significant attention on the parking space and building exterior when looking for a casual place to eat. Their rating obtained a mean value of 2.38. On the other hand, respondents seeking to eat at a casual facility held that to them they hardly place significant attention on the parking space and building exterior when looking for a casual place to eat. Their rating obtained a mean value of 4.15 suggesting that their level of agreement fell within the agreed score. Lastly, results from Table 4.18 suggest that atmospheric elements such as food presentation and privacy formed part of the respondent's selection criteria when deciding to eat or purchase at either an upscale or casual restaurant. Results from this study suggest that there are differences with regards to how atmospheric elements influence the respondent's selection decision of upscale and casual restaurants. For instance, parking space, building exterior, interior décor and lightening constituted the main atmospheric elements that inform a consumer selection decision when deciding to dine at an upscale restaurant. On the other hand, consumers seeking to dine at the casual restaurant gave little or no attention to these atmospheric elements in their selection decision. What informs their selection decision of casual restaurants were elements such as seating arrangement and food presentation.

4.6.2 Comparison of Location Elements in Consumer Selection of Upscale and Casual Restaurants

Comparison of the location issues that inform the respondents restaurant selection decision of an upscale and casual restaurant has been presented in Table 4.19.

Table 4.18: Differences in how Location Influence Consumers Selection of Upscale and Casual Restaurants

| | catering facility | N | Mean | Std. Dev | Std. Error Mean | T | Sig. |
|---|-------------------|-----|------|----------|-----------------|--------|------|
| 1. When looking for a catering facility to dine at I always look out for the place proximity. | Upscale | 194 | 2.18 | .579 | .042 | 3.426 | |
| | casual | 110 | 3.84 | 1.169 | .111 | 2.891 | .432 |
| 2. I always look out for the facility visibility when I deciding to eat at a catering facility. | Upscale | 194 | 2.36 | .762 | .055 | -3.676 | |
| | Casual | 110 | 4.17 | .648 | .062 | -3.844 | .302 |
| 3. I prefer food joints that are located in well-known places in Kumasi. | Upscale | 194 | 3.90 | .799 | .057 | 2.770 | |
| | Casual | 93 | 3.61 | .885 | .092 | 2.672 | .010 |

Results from Table 4.19 suggests that the respondents gave different weight to a facility location when seeking to either dine at a casual restaurant or an upscale restaurant. For instance, on the first measuring item, results from Table 4.19 suggest that the respondents that sought to purchase from a casual facility placed greater emphasis on the eating outlet proximity to them. Particularly, on this item, most of the casual restaurant consumers agreed that when looking for a catering facility to dine at they always look out for the place proximity. Their rating obtained a mean value of 3.84. Conversely, those seeking to dine at an upscale restaurant held that to them when deciding between the upscale restaurant to select the proximity of the place does not influence their selection decision. Their mean rating obtained a mean value of 2.18 suggesting that most of the respondents mean rating fall within the disagreed rating.

Again, on the second item, results from Table 4.19 suggest that most of the respondents held that they always look out for the visibility of a facility when deciding to eat at a casual restaurant. Conversely, the respondents who sought to dine at an upscale restaurant held a different view as to them they do not always look out for the facility visibility when deciding to eat at an upscale facility. The respondents seeking to dine at a casual facility obtained a mean score of 4.17 whereas those seeking to dine at an upscale restaurant obtained a mean score of 2.36.

Interestingly, it was only on the last item, that respondents on both sides (i.e. upscale and casual restaurants respondents) held similar view. Particularly, on this item respondents seeking to dine at either an upscale or casual restaurant held that they prefer catering facilities that are located in well-known places in Kumasi. Respondents seeking to dine at upscale restaurant obtained a mean value of 3.90 whereas the respondents seeking to dine at a casual restaurant obtained a mean value of 3.61. Results from the study suggest that respondents seeking to eat at a casual facility placed significant emphasis on the facility location particularly with regards to its proximity and visibility. In contrast consumers seeking to dine at an upscale facility gave less attention to these location elements.

4.6.3 Comparison of Status in Consumer Selection Decision of Upscale and Casual Restaurants

How a facility status influenced the respondent's selection decision of upscale and casual restaurants have been presented in Table 4.20.

Table 4.19: Comparison of Status in Consumer Selection Decision of Upscale and Casual Restaurants

| | catering facility | N | Mean | Std. Dev | Std. Error Mean | T | Sig. |
|--|----------------------|-----|------|-------------|--------------------|-------|------|
| 1. I do not place much emphasis on the status of the place when eating at a casual facility. | Upscale | 194 | 2.21 | 1.338 | .096 | 1.671 | .004 |
| | casual | 110 | 3.52 | 1.139 | .109 | 1.766 | |
| 2. I eat at places that have been advertised in the newspaper, radio or television. | Upscale | 194 | 3.68 | 1.013 | .073 | 5.039 | .009 |
| | casual | 110 | 2.02 | .843 | .080 | 4.970 | |
| 3. I eat at places that have been recommended by my friend | Upscale | 194 | 4.35 | .776 | .056 | 5.906 | .660 |
| | casual | 110 | 4.06 | 1.007 | .096 | 5.562 | |
| 4. An eating facility rating in food guides inform my selection decision. | Upscale | 194 | 3.94 | .637 | .046 | .712 | .080 |
| | casual | 101 | 2.06 | .930 | .093 | .703 | |
| 5. A restaurant reviews in magazines and newspapers shape my selection decision. | Upscale | 186 | 3.71 | .542 | .040 | 6.557 | .051 |
| | casual | 110 | 2.98 | 1.270 | .121 | 6.192 | |

Results from Table 4.20 suggest that the status of a facility is what most of the respondents look out for when seeking to dine at an upscale facility. However, the status of a place did not form part of the key selection criteria that influence consumers selection decision of casual restaurant. For instance, whereas the respondents seeking to eat at a casual restaurant gave little or no emphasis on the status of catering facility in their selection decision those wanting to eat at an upscale facility held a different view. To them they place much emphasis on the

status of the place when deciding on which upscale restaurant to select. The respondents who fall under the casual restaurant obtained a mean score of 3.52 whereas those who fall under the upscale restaurant obtained a mean value of 2.21. Again, the recorded p value of 0.004 goes to confirm that there is a significant with regards to how the status of a catering facility influence the respondent's selection decision of casual and upscale restaurant.

Again, on the second item, results from the study suggest that the respondents looking for upscale restaurant preferred a facility that has been advertised in the newspaper, radio or television. Specifically, the respondents seeking to dine at an upscale restaurant obtained a mean value of 3.68. However, a place advertisement in the media that is, newspaper, radio and television did not espouse the same level of influence on consumers who sought to purchase or eat at a casual restaurant. This suggests that consumers in their search for a casual restaurant did not always look out for a facility that has been advertised in the media. Specifically, this section of the respondents rating obtained a mean value of 2.02 hinting that their level of agreement falls within the disagreed score.

However, on the fourth item, results from Table 4.20 suggests that consumers seeking to eat at casual or upscale restaurant always wanted a facility that has been recommended by a friend. Meaning, a friend's recommendation played a significant role in the respondent's selection decision of either an upscale or a casual restaurant. On this item, respondents seeking to eat at an upscale and casual restaurant had their mean value within the agreed score that is, 4.35 and 4.06 respectively.

Moreover, on the last but one item, results from the study suggest that whereas an eating facility rating in food guides inform the respondents selection decision of an upscale

restaurant, it had minimal effect on the respondent's selection decision of a casual restaurant. For instance, respondents who sought to eat at a casual restaurant held that they do not base their selection decision on an eating outlet rating in food guides. Results from the study suggest that whereas an eating facility rating in a food guide play a significant role on the respondents' selection decision of an upscale facility, its rating had no effect on the respondent's selection decision of a casual restaurant.

Similarly, on the final item, results from the study showed that a restaurant review in the magazine or newspaper had a significant influence on the respondent's selection of an upscale restaurant. In contrast, consumers seeking to eat at a casual restaurant did not select the facility mainly because of its review in the magazine or newspaper. Specifically, respondents who seek out to dine at an upscale restaurant obtained a mean value of 3.71 while those who seek to eat at a casual restaurant recorded a mean value of 2.98. Results from the study suggest that a facility status based on elements such as its review in a magazine, newspaper, rating in a food guide and advertisement in the media played a major role in a consumer selection decision of an upscale restaurant. However, with the exception of a friend recommendations these status elements had no effect on the respondent's selection decision of a casual restaurant.

4.6.4 Comparison of Quality of Service in Consumer Selection Decision of Upscale and Casual Restaurants

Results as to whether there are differences in the quality of service consumers look out for when deciding on which upscale and casual restaurant to select have been presented in Table 4.21.

Table 4.20: Comparison of Quality of Service in Consumer Selection Decision of Upscale and Casual Restaurants

| | catering facility | N | Mean | Std. Dev | Std. Error Mean | T | Sig. |
|---|-------------------|-----|------|----------|-----------------|-------|------|
| 1. I always place emphasis on the quality of food/drink serve at the facility. | Upscale | 194 | 4.28 | .861 | .062 | .597 | |
| | Casual | 110 | 4.21 | 1.142 | .109 | .553 | .660 |
| 2. I always consider a place menu innovativeness when seeking to eat at the place. | Upscale | 194 | 3.86 | .920 | .066 | -.503 | |
| | Casual | 110 | 3.92 | 1.015 | .097 | -.490 | .087 |
| 3. An eating facility speed of service informs my decision to eat there or not. | Upscale | 185 | 4.04 | .899 | .066 | 1.172 | |
| | Casual | 110 | 3.91 | .934 | .089 | 1.161 | .711 |
| 4. An eating facility flexibility for special dining requests inform my selection decision. | Upscale | 194 | 3.90 | .734 | .053 | 1.641 | |
| | Casual | 110 | 3.76 | .574 | .055 | 1.755 | .507 |
| 5. The friendliness of staff at a catering facility is what I give much attention to when deciding to eat at a catering facility. | Upscale | 194 | 3.98 | 1.000 | .072 | -.207 | |
| | Casual | 110 | 4.01 | .981 | .094 | -.208 | .062 |
| 6. Clean wash rooms are what I give much attention to when deciding to eat at a catering facility. | Upscale | 194 | 4.08 | .791 | .057 | 4.247 | |
| | Casual | 110 | 3.69 | .739 | .070 | 4.328 | .242 |
| 7. I place significant emphasis on the cleanliness, neatness and dressing of employees when choosing an eating facility. | Upscale | 194 | 4.14 | .862 | .062 | .427 | |
| | Casual | 110 | 4.09 | 1.080 | .103 | .402 | .078 |
| 8. I always prefer a place which prepares accurate bill. | Upscale | 194 | 4.04 | .875 | .063 | 5.734 | |
| | Casual | 110 | 3.45 | .863 | .082 | 5.756 | .649 |
| 9. I give much attention to a facility that always seek to ensure error-free served order. | Upscale | 194 | 3.91 | .898 | .064 | 5.192 | |
| | Casual | 102 | 3.59 | 1.104 | .109 | 4.871 | .098 |

Results from Table 4.21 suggests that the quality of service provided at a facility played a critical role in consumer selection decision of both casual and upscale restaurants. Interestingly, it is only under the service quality construct where the respondents on both sides applied the same service quality principles in their selection of either an upscale or casual restaurant. For instance, the respondents on both sides agreed that they always give much attention to the quality of food/drink serve by a casual or upscale restaurant in their selection decision. Likewise, both section of respondents (i.e. consumers seeking to dine at an

upscale and casual) agreed that they always consider a place menu innovativeness when seeking to eat at either a casual or upscale restaurant.

Again, the respondents who seek to choose between an upscale or casual restaurant agreed that an eating facility speed of service informs their decision to eat there or not. Generally, respondents on both sides (i.e. upscale or casual restaurants consumers) had their mean value within the agreed score of 3.91 and 4.04 respectively. Similarly, on the fourth item, both section of the respondents agreed that an eating facility flexibility for special dining requests inform their selection decision. Meaning consumers seeking to either eat at an upscale or casual restaurant looked out for facilities that show flexibility in responding to a special dining request. Additionally, the friendliness of staff at a catering facility influence the selection decision of consumers seeking to either dine at a casual or upscale restaurant. Meaning, the friendliness of staff at a facility had the same level of influence on the respondent's selection of either an upscale or casual restaurant. Also, the respondents in search of an upscale or casual restaurant agreed that they always prefer a place which prepares accurate bill. Lastly, consumers in search of either an upscale or casual restaurant preferred facility that always strive to ensure error-free served order. As indicated earlier, results from Table 4.21 show that with service quality the respondents on both sides applied the same service quality principles in their selection decision of either an upscale or casual restaurant. Meaning, consumers irrespective of either going to eat at a casual or an upscale facility preferred an outlet whose services ensured quality of service from food served, fair price charges, excellent waiter services and clean environment.

4.6.5 Comparison of Price in Consumer Selection Decision of Upscale and Casual

Restaurants

Results as to differences existed in the price element the consumers based their selection decision particularly when deciding on an upscale or a casual restaurant have been presented in Table 4.22.

Table 4.21: Comparison of Quality of Service in Consumer Selection Decision of Upscale and Casual Restaurants

| | catering facility | N | Mean | Std. Dev | Std. Error Mean | T | Sig. |
|--|----------------------|-----|------|-------------|--------------------|-------|------|
| 1. I barely place much emphasis on the price charges of the items on the menu when selecting an upscale/casual facility. | Upscale | 194 | 4.20 | 1.098 | .079 | 1.459 | .090 |
| | Casual | 110 | 2.02 | .867 | .083 | 1.556 | |
| 2. Cost of eating at the facility remain key to me when choosing a restaurant. | Upscale | 194 | 2.37 | .716 | .051 | 4.690 | .076 |
| | Casual | 110 | 3.92 | .930 | .089 | 4.369 | |
| 3. I always look for a casual/upscale facility with price coupon. | Upscale | 185 | 2.35 | 1.071 | .079 | 3.782 | .061 |
| | Casual | 110 | 4.37 | 1.277 | .122 | 3.618 | |

Source: Author's fieldwork, 2020

Results from Table 4.22 suggests that price played different role in the consumer selection of an eating facility. For instance, consumers seeking to eat at an upscale restaurant placed less emphasis to price than consumers seeking to eat at a casual restaurant. Particularly, on item 1, respondents seeking to dine at an upscale restaurant agreed that they barely place much emphasis on the price charges of the items on the menu when selecting an upscale. Their rating obtained a mean score of 4.20 hinting that most of the respondents seeking to dine at an upscale restaurant rating fall within the agreed score. However, this was not the case to

consumers seeking to eat at a casual restaurant. The respondents seeking to eat at a casual restaurant held that they did not barely place much emphasis on the price charges of the items on the menu when selecting an upscale/casual facility. This suggests that these segments of the respondents gave a significant emphasis to the price charges of the eating outlet menu. This segment of the respondents obtained a mean value of 2.02.

Again, on the next item, results from the study suggest that respondents seeking to eat an upscale restaurant held that the cost of eating at a facility did not remain key to them when choosing between an upscale restaurant. This segment of the respondents rating obtained a mean value of 2.37 suggesting that their rating fall within the disagreed score. In contrast, the respondents who sought to eat at a casual restaurant held that the cost of eating at a facility remain key to them in their selection decision. This segment of the respondents obtained a mean value of 3.92.

Similarly, on the final item, results from Table 4.22 show that consumers seeking to eat at an upscale restaurant did not always look for a casual/upscale facility with price coupon. This segment of the respondents obtained a mean value of 2.35. However, the respondents who seek to eat at a casual restaurant held that they always look for a casual facility with price coupon. Meaning, a catering facility with price coupon played a critical role in the selection decision of consumers looking for casual restaurant. Results from the study suggests that price of food, cost of the entire services and facility with price coupon had a greater impact on the selection decision of consumers seeking to eat at a casual restaurant. In contrast, these factors were barely considered by the respondents who seek to dine at an upscale restaurant.

4.6.6 Comparison of Food in Consumer Selection Decision of Upscale and Casual

Restaurants

Results as to whether differences existed in the food elements the respondents based their selection decision on when choosing between an upscale or a casual restaurant have been presented in Table 4.23.

Table 4.22: Comparison of Food in Consumer Selection Decision of Upscale and Casual

Restaurants

| | catering facility | N | Mean | Std. Deviation | Std. Error Mean | T | Sig. |
|---|-------------------|-----|------|----------------|-----------------|--------|------|
| 1. A facility with much variety in its menu is what I usually prefer. | Upscale | 194 | 4.08 | .904 | .065 | -3.320 | .061 |
| | Casual | 110 | 4.40 | .624 | .059 | -3.665 | |
| 2. I prefer restaurants that serve authentic foods. | Upscale | 194 | 4.44 | .788 | .057 | 5.655 | .089 |
| | Casual | 110 | 3.83 | 1.099 | .105 | 5.172 | |
| 3. Portion size/quantity of food and drink served at the facility always inform my decision to eat at an upscale/casual restaurant. | Upscale | 194 | 4.18 | .888 | .064 | .120 | .074 |
| | Casual | 110 | 4.16 | .657 | .063 | .130 | |
| 4. I prefer upscale/casual restaurants that use fresh ingredients every day. | Upscale | 185 | 4.32 | .951 | .070 | 1.450 | .059 |
| | Casual | 102 | 4.16 | .909 | .090 | 1.469 | |
| 5. I prefer restaurants that serve tasty foods. | Upscale | 185 | 4.39 | .651 | .048 | 1.883 | .068 |
| | Casual | 110 | 4.22 | .902 | .086 | 1.737 | |

Results from Table 4.23 suggest that food as one of the predictors of consumer selection decision has the same impact on the respondent's selection of either a casual or an upscale restaurant. For instance, on the first item, respondents who wanted to purchase their food at either an upscale or casual restaurant agreed that a facility with much variety in its menu is what they will always look out for when deciding on which eating outlet to buy from. On this item both sections of the respondents had their mean value within the agreed score. For instance, the respondents who fall under the category of casual restaurant obtained a mean value of 4.40 whereas those who fall under the category of upscale restaurant recorded a

mean value of 4.08. Again, the p value of 0.061 confirm that there is no significant difference as to how the respondents used this criterion in their selection of either a casual or an upscale restaurant.

Likewise, both segment of the respondents agreed that they prefer casual and upscale restaurants that serve authentic foods. Meaning, when deciding between a casual or upscale restaurant the respondents prefer to select an eating outlet that served authentic foods to their patrons. On this item, both segment of the respondents had their mean value within the agreed score with casual restaurants respondents having a mean rating of 3.83 and upscale restaurants respondents having a mean value of 4.44. Additionally, on the third item, both segment of the respondents agreed that the portion size/quantity of food and drink served at an eating facility will always inform their decision to either eat at an upscale or casual restaurant. This means that the portion size/quantity of food and drink served at a facility did not influence consumers differently when seeking to either eat at a casual or upscale restaurant the same way. Likewise, on this item, both section of the respondents had their mean value within the agreed score.

Equally, on the last but least item, results from Table 4.23 show that the respondents across each side agreed that they preferred an outlet that uses fresh ingredients every day. This suggests that an eating outlet ability to use fresh ingredients for its cooking influence a person selection decision of an upscale or casual restaurant. Finally, on the fifth item, both segment of the respondents agreed that they will usually select a casual or an upscale restaurant that serves tasty foods. Meaning, tasty food has the same effect on the consumer selection of either an upscale or casual restaurant.

Results from the study suggest that consumers looking for either a casual or upscale restaurant gave the same level of importance to food issues such as, portion size/quantity of food served at a facility, a facility with variety in menu, a facility that serve authentic foods, a facility which uses fresh ingredients and a facility that serve tasty foods.



CHAPTER FIVE

DISCUSSION OF RESULTS

5.1 Introduction

This chapter discusses the results that have been presented in the earlier chapter. Accordingly, how the field results address the study objectives and relate with existing works have all been presented in this chapter.

5.2 Factors that Influence Consumers Selection Decision of Upscale Restaurant

The first objective of the study sought to explore the factors that the respondents gave much attention to when deciding on which type of upscale restaurant to select for their dining experience. Evidently, on this objective it was revealed that atmosphere, status, quality of service and food had the most significant impact on consumer selection decision of an upscale restaurant. This suggests that other factors such as location of the restaurant and price/service charges of the restaurant all had insignificant relationship on consumer selection of upscale restaurant.

According to Namkung and Jang (2008), when one seeks to eat at an upscale restaurant, the customer will usually want to have a memorable experience hence; they will always want to select the facility that could provide them with such a mesmerizing feeling. Accordingly, the quality of food served at a facility becomes one of the key attribute consumers look out for when seeking to eat at an upscale restaurant (Harrington et al., 2011; Parikh et al. 2014). For instance, Parikh et al. (2014) posits that even when a restaurant has a serene atmosphere and still fails to provide or serve the consumer a tasty and quality food, the consumer will perceive the entire dining experience with a great discontent. Meaning, it is the quality of food served at the facility that happens to create a positive relationship between the restaurant

and the consumer (Clemes et al., 2010), and may even influence their revisit intention (Jeong & Jang, 2011). Hence, when seeking to dine at an upscale restaurant one of the key element consumer look out for is the facility ability to provide them with quality food. This suggests that results obtained in this study affirm the arguments of Clemes et al. (2010) and Parikh et al. (2014) as they work identified food quality as one of the key factors that influence a consumer selection decision of an upscale restaurant. Again, results obtained in this study align with the findings of Ponnam and Balaji (2014) as their work observed that food quality constituted one of the key elements' consumers base their selection decision on when deciding on which upscale restaurant to select.

Also, since the decision to dine at an upscale restaurant does not occurs at all times, consumers will always want to select an upscale restaurant who services epitomizes all the service quality elements of quality of food, excellent service delivery, courteous employees and excellent atmospheric conditions (Jin & Lee, 2016). Accordingly, results obtained in this study concur with the conclusions of Jin and Lee (2016) as their work observed a significant relationship between quality of service and consumer selection of upscale restaurant. Likewise, results obtained in this study confirm the earlier work of Khan et al. (2013) as their result identified service quality as the key criteria that influenced consumer selection of an upscale restaurant.

Likewise, result from this study is consistent with the study results of Kim and Moon (2009) as their work observed that price or cost of food sold at a facility had a minimal impact on a consumer selection decision of an upscale restaurant. Similarly, in this study price recorded an insignificant impact on consumer selection of upscale restaurant.

5.3 Factors that Influence Consumers Selection Decision of Casual Restaurant

This objective investigated the impact factors such as atmosphere, location, status, quality of service, price, and food had on the respondent's selection of casual restaurant. With this objective, it was established that location, quality of service, price and food had the most significant impact on consumer selection decision of a casual restaurant. Conversely, other factors such as status and atmospheric elements in a facility had no significant influence on consumer selection of casual restaurants.

Result from this study align with the conclusion of Akbar and Alaudeen (2012) as their work observed a significant relationship between location and price and consumer selection decision of casual restaurant. Particularly, in their study a consumer proximity to an eating outlet informed their selection decision of casual eating outlets. According to Kafel and Sikora (2013), since casual often times depicts something unplanned or convenience, consumers often want to select a casual restaurant that is within his visibility. Hence, the location of a facility tend to have a significant effect on consumer selection of casual restaurant. This suggests that result obtained in this study affirm the views of Akbar and Alaudeen (2012) and that of Kafel and Sikora (2013) as their work observed a significant relationship between location and consumer selection of casual restaurant outlet. Again, results recorded in this study corroborate the conclusion of Kim and Moon, (2009) as issues such as prices of meal, convenience of location, and quality of service influenced consumers selection decision of a casual restaurant.

Result obtained in this study is inconsistent with results of Islam and Ullah (2010) as in their work proximity of the place to the consumer and accessibility, cost and quality of the food recorded an insignificant relationship on a consumer selection of a casual restaurant.

Specifically, in this study location and price of food had a significant impact on the respondents selection decision of casual restaurant.

5.4 Relationship between Consumer Demographic Profile and their Selection Decision of a Restaurant

This objective sought to examine the relationship between the respondents' demographic profile and their selection decision of upscale and casual restaurant facilities. On this objective, demographic characteristics such as gender and income had a significant positive influence on consumer selection of upscale restaurant. However, with demographic profile such as age, educational qualification and marital status they reported a negative significant relationship on a person selection of upscale restaurant.

Moreover, when it comes to the impact these demographic characteristics had on the respondent's selection of casual restaurant it was established that age, gender, marital status, and income had a significant positive influence on a respondent selection of casual restaurant. This means with casual restaurant, educational qualification had no significant influence on respondents selection of casual restaurant.

Results from the study suggest the demographic characteristics that had a significant effect on the respondent's selection of both upscale and casual restaurant were gender and income level. Likewise, it can be observed that a person level of education did not have a significant effect on their selection decision of casual and upscale restaurant. Even though, a person age and marital status had a significant relationship on their selection of casual restaurant it had an insignificant relationship on the respondent's selection of upscale restaurant.

Result in this study concur with the conclusions of Rahman et al. (2012) as the author's work observed a significant relationship between gender and income level and consumers selection of a restaurant. Again, results in this study affirm the conclusion of Ali and Nath (2013) as in their study a consumer income level had a significant influence on their selection of restaurant whether casual or upscale. Particularly, in their case, it was found out that moderately priced restaurants were more popular among middle and upper-income consumers than in lower income group. Meaning, the decision of a consumer to select an upscale or casual restaurant is depended on his/her income level. Similarly, the significant relationship established between age and consumer selection of a restaurant is in tandem with the work of Moschis et al. (2003) as their study reported a significant relationship between age and person selection of a restaurant. However, result in this study is inconsistent with the work of Lockyer (2005) as their work reported no significant influence between a person age and income and their selection decision of a catering facility.

5.5 Differences in Consumer Selection Criteria of Upscale Restaurant and Casual Restaurant

With this objective it sought to assess the differences in the respondent's selection criteria when deciding between an upscale restaurant or casual restaurant. On this objective, it was revealed that with the exception of the quality of service and food where the respondents used the same selection criteria in their selection decision for both upscale and casual restaurants with the other factors it was revealed that there were sharp differences with regards to how the respondents used the identified criteria in their selection decision. For instance, parking space, building exterior, interior décor and lightening constituted the main atmospheric elements that influence a consumer selection of an upscale restaurant. However, this was not the case to the respondents who sought to select a casual restaurant. Consumers who wanted

to eat at the casual restaurant gave little or no attention to these atmospheric elements in their selection decision. Largely, what informed casual restaurant consumers selection decision were elements such as seating arrangement and food presentation. Again, when it comes to how location influenced the respondent's selection decision differently, it was revealed that restaurant location particularly with regards to its proximity and visibility played a significant role in casual restaurants consumers selection criteria. In contrast, consumers seeking to dine at an upscale facility gave less attention to these location elements. What upscale restaurant consumers gave much emphasis to is that the restaurant should be located in well-known place in Kumasi.

Also, when it comes to how a restaurant status influenced the consumers selection decision differently it was revealed that a restaurant status based on elements such as its review in a magazine, newspaper, rating in a food guide and advertisement in the media played a major role in a consumer selection decision of an upscale restaurant. However, with the exception of a friend recommendations these status elements (i.e. review in a magazine, newspaper, rating in a food guide and advertisement in the media) had no effect on the respondent's selection decision of a casual restaurant.

Additionally, with regards to how price of food or services influence the consumers selection decision differently, it was established that the price of food, cost of the entire services and a facility with price coupon had a greater impact on the respondents who seek to eat at a casual restaurant. In contrast, these factors were barely considered by the respondents who sought to dine at an upscale restaurant.

As indicated earlier when it comes to quality of service and food quality results from the study revealed that consumers in their search of either a casual or upscale restaurant gave the same level of importance to issues such as, portion size/quantity of food served at a facility, a facility with variety in menu, a facility that serve authentic foods, a facility which uses fresh ingredients and a facility that serve tasty foods. Again, when it comes to quality of service, consumers irrespective of either deciding to go to a casual or an upscale restaurant preferred an outlet whose services ensured quality of service from food served, fair price charges, excellent waiter services and clean environment.

According to Chung and Kim (2011), consumers depending on the class of restaurant they wanted to eat in tend to use different selection criteria. For instance, the selection criteria used by customers when deciding on which restaurant to have their meal at differ with reference to the category of restaurant they may want to go (Kim & Moon, 2009). The observation made by Chung and Kim (2011) and Kim and Moon (2009) has been corroborated in this study as evidence show that consumers seeking to eat at a casual restaurant wanted a place that is closer to them as well as preferred an eating outlet whose cost of food appear cheaper. However, it has to be added this was not the same selection criteria consumers looked on to when they wanted to dine at an upscale restaurant. Specifically, the respondents who wanted to dine at an upscale restaurant did not placed much emphasis on the cost of food sold at the facility as well the cost of services.

Since upscale restaurant often resemble a feeling of quality, patrons of such facility will want to experience that same level feeling when dining at the facility (Harrington et al., 2011). Accordingly, food quality becomes one of the major determinants that influence consumer selection of upscale restaurant. Similarly, in this study food quality was identified as one of

the factors that influenced the consumers selection decision of an upscale restaurant. Even though, the quality of food was found to have a greater impact on consumer selection of upscale restaurant nonetheless, consumers who also sought to eat at a casual facility placed the same level of food quality in their selection decision. This suggests that consumers irrespective of their decision to eat at a casual or an upscale restaurant always wanted to be served a quality food.

This observation is not very different from what extant works have reported as in the study of Parikh et al. (2014), food quality recorded a significant relationship on consumer selection of upscale restaurant. Also, in the study of Harrington et al. (2012) their results identified quality dimensions such as, quality of food and drink and quality of service as part of the factors that influenced consumer selection of casual restaurant. Equally, in the study of Tam et al. (2017) food quality measured as the taste of food formed the main factors that determined Australian universities students selection of casual restaurant. Result in this study suggests that there is/are no differences with regards to the importance consumers attach to food quality in their selection criteria of upscale and casual restaurant facilities. This means that a food service inability to provide consumers with quality food could negatively affect the dining experience of consumers dining at either a casual restaurant or an upscale restaurant.

Again, results in this study align with the view of Myung et al. (2008) as their work posit that the importance consumers attach to price tend to differ with the type of restaurant a consumer seeks to have their meal from or at. Particularly, in their study Myung et al. (2008) observed that price formed the main criteria consumers look out for when looking for a casual restaurant to buy their meal from. Conversely, it was found out that price remained one of the

least factors' consumers paid attention to when seeking to dine at an upscale restaurant. Similarly, in this study it was observed that consumers seeking to eat at a casual facility placed much emphasis on the cost of goods sold at the facility. Likewise, result in this study is consistent result the study of Njite et al. (2008), as their results observed that consumers who were interested in eating at an upscale restaurant were less concern about the price charged on the food items served at the upscale restaurant.

Lastly, result from this study affirm the findings of Ehsan (2012), as their work reported a significant difference in the selection criteria used by consumers in the selection of an upscale and casual restaurant. Ehsan (2012) reported that elements such as price, variety of food, promotional deals and timely service constituted the main factors consumers look out for when deciding to dine at a casual restaurant facility. Conversely, these were not the factors consumers considered when deciding to select or dine at an upscale restaurant. For instance, consumers seeking to dine at an upscale facility gave much emphasis to issues such as, food quality and less emphasis to food price.

CHAPTER SIX

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

6.1 Introduction

This chapter deals with the summary of the main findings of the study. Specifically, it presents the conclusions drawn from the study together with recommendations drawn from the conclusions of the study. The first section of the chapter provides summary of the whole study as well as the key results of the study. The next section presents the conclusions and recommendations of the study.

6.2 Summary of Findings of the Study

The main findings of the study have been presented in accordance with the objectives of the study that is from objective one to objective four. Accordingly, the summary of the main findings has been presented under this section.

6.2.1 Factors that Influence Consumers Selection Decision of Upscale Restaurant

This objective investigated the main factors that influence the respondent's selection of an upscale restaurant. Specifically, under this objective, results from the study showed that issues such as atmospheric conditions at the facility, the restaurant status, quality of service and the taste and presentation of food constituted the main factors the respondents gave much attention to when deciding to dine at an upscale restaurant. However, issues such as location of the catering facility and price/service charges of the restaurant did not formed part of the main issues that influence the respondent's selection of an upscale restaurant.

6.2.2 Factors that Influence Consumers Selection Decision of Casual Restaurant

The goal of this objective was to identify the main factors that influenced the respondent's selection of a casual restaurant. Results from the study showed that issues such as the location of the facility (i.e. its proximity), quality of service, price and taste of food served constituted the main factors that influence the consumer selection of a casual restaurant facility. Conversely, issues such as the status of the restaurant and atmospheric conditions at the facility did not form part of the main issues consumers often look out for when deciding to eat or dine at a casual catering facility.

6.2.3 Relationship between Consumer Demographic Profile and their Selection Decision of a Restaurant

This objective sought to examine the relationship between the respondents' demographic profile and their selection decision of an upscale and casual restaurant facility. Specifically, when it came to the relationship a person's demographic profile had on their selection of an upscale restaurant, it was established that demographic characteristics such as gender and income had the most significant relationship on a consumer selection of an upscale restaurant. However, other demographic profile such as age, educational qualification and marital status reported a negative insignificant relationship on a consumer selection of an upscale restaurant.

Again, when it came to the impact these demographic profiles had on a consumer selection of a casual restaurant, it was established that age, gender, marital status and income level constituted the main demographic characteristics that had a significant relationship on a consumer selection of casual restaurant. However, a person's educational qualification did not have any significant relationship on a respondent selection of a casual restaurant.

6.2.4 Differences in Consumer Selection Criteria of Upscale Restaurant and Casual Restaurant

With this objective it sought to assess the differences in the respondent's selection criteria when deciding between an upscale restaurant or casual restaurant. Results under this objective showed that with the exception of the quality of service and food where the respondents used the same selection criteria when deciding between an upscale and casual restaurant on the other factors it was revealed that there were sharp differences with regards to how the respondents used the identified criteria in their selection decision. For instance, parking space, building exterior, interior décor and lightening constituted the main atmospheric elements that influenced a consumer selection of an upscale restaurant. However, this was not the case to consumers who sought to select a casual restaurant. Consumers who wanted to eat at a casual restaurant gave little or no attention to these atmospheric elements in their selection decision. Specifically, what informed casual restaurant consumers selection decision were elements such as seating arrangement and food presentation.

Again, when it came to location results from the study showed that restaurant location particularly with regards to its proximity and visibility played a significant role in casual restaurant consumers selection criteria. On the contrary, consumers seeking to dine at an upscale facility gave less attention to these location elements. What upscale restaurant consumers gave much attention to is that the restaurant should be located in well-known place in Kumasi.

Also, when it comes to a restaurant status results from the study suggest that a restaurant status based on elements such as its review in a magazine, newspaper, rating in a food guide

and advertisement in the media played a major role in a consumer selection decision of an upscale restaurant. However, with the exception of a friend recommendations these status elements (i.e. review in a magazine, newspaper, rating in a food guide and advertisement in the media) had no effect on the respondent's selection decision of a casual restaurant.

Lastly, with regards to how price of food or services influence the consumers selection decision differently, it was established that the price of food, cost of the entire services and a facility with price coupon had a greater impact on the respondents who seek to eat at a casual restaurant. In contrast, these factors were barely considered by the respondents who sought to dine at an upscale restaurant.

6.3 Conclusions

The following conclusions were made based on the main findings of the study. The study findings suggest that atmospheric conditions at the facility, the restaurant status, quality of service and the taste and presentation of food constituted the main factors that influence a person selection of an upscale restaurant.

Also, results from the study suggest that location of an eating facility (i.e. its proximity), quality of service, price and taste of food served constituted the main factors that influence a consumer selection of a casual restaurant. Lastly, results from the study suggest that a consumer do not use the same selection criteria when deciding to eat either at an upscale facility or a casual restaurant. For instance, when it comes to the selection of an upscale restaurant a consumer was very critical of atmospheric elements such as parking space, building exterior, interior décor and lightening in their selection decision. Interestingly, consumers who wanted to dine at the casual restaurant gave little or no attention to these atmospheric elements in their selection decision. For instance, what really informed casual

restaurant consumers selection decision were elements such as seating arrangement and food presentation.

6.4 Recommendations

The following recommendations are made taking into accounts the main findings and conclusions of the study:

- It was observed that consumers seeking to dine at an upscale restaurant were very particular on issues such as the parking space, building exterior, interior décor and lightening conditions at the facility. On this score, it is recommended to the upscale restaurateurs to take critical notice of these atmospheric elements at their facilities since its presence could increase the selection rate of their facility among upscale restaurant lovers.
- Again, it was observed that the status of a restaurant facility measured by its review in a magazine, newspaper, rating in a food guide and advertisement in the media played a major role in a consumer selection decision of an upscale restaurant. On this point, it is recommended to upscale restaurant operators to take conscious effort by improving their facility status through proper advertisement and by scoring high points in magazine reviews and newspaper reviews since achieving such positive identity could increase their restaurant awareness among upscale restaurant consumers.
- Also, it was established that the price of food, cost of the services and a facility with price coupon constituted the key elements consumers gave much preference to when seeking to dine at a casual restaurant facility. Accordingly, it is recommended to casual restaurant operators to institute measures and strategies that may make the cost of their foods and services very cheaper since consumers seeking to eat at a casual restaurant are always in search of affordability.

- Additionally, the location of a restaurant facility (i.e. its proximity) and facility visibility form part of the main issues that influence consumers selection of a casual restaurant. On this point, it is recommended to restaurateurs particularly those seeking to establish a casual restaurant or relocate their casual restaurant to a new place to be very careful of their location selection since its proximity and visibility to consumers will improve its selection among consumers seeking to eat at a casual facility.
- Last but not the least, it was observed that personal demographic characteristics such as gender and a person income level have a significant influence on consumer selection of both a casual and an upscale restaurant. On this point it is recommended to restaurant operators to always ensure that their services offered and food provided at their facility take into cognizant of their consumers personal profile since it tends to have a greater influence on their choice of a particular restaurant.
- Lastly, since this study took a generic perspective on upscale and casual restaurant, future should be more specific by focusing on a particular offer of a restaurant in order to have a more specific and better insight in relation to what influence consumer selecting of that particular offer in an upscale or casual restaurant.

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APPENDIX

UNIVERSITY OF EDUCATION WINNEBA- KUMASI CAMPUS

Master of Philosophy Catering and Hospitality

Questionnaire Items

Dear Sir/Madam,

The aim of this study is to assess consumers' decisions and selection of catering establishment. The results of the study will help catering establishments to know the main factors consumers give much credence to when deciding where to have their meal or buy their food from. Your responses, though voluntary, are greatly appreciated and would be treated with utmost confidentiality. Thank you.

Instructions: Please tick (✓) the response that best describe your view.

Section A: Background

1. Age [Please tick one]

I. 20 and below [] II. 21-30 [] III. 31-40 [] IV. 41-50 [] V. above 50 []

2. Gender [Please tick one]

I. Male [] II. Female []

3. Educational qualification [Please tick one]

I). S.S.S/W.A.S.S.C.E. [] II). National Vocational Training [] III). Higher National Diploma [] IV). Degree [] V). Masters' degree VI) Others please specify

.....

4. What is your current marital status?

I. Married [] II. Divorced/Separated [] III. Single [] IV. Widowed [] V. Never married []

5. What range best describes your average monthly income?

I. Below ₵1,000 [] II. ₵1000- ₵1500 [] III. ₵1600- ₵2000 [] IV. ₵2100- ₵2500 [] V. ₵2,600- ₵3,000 [] VI. ₵3,100- ₵3,500 [] VII. ₵3,600- ₵4,000 [] VIII. Above ₵4,000 []

6. Which outlet best describe your most preferred eating place?

I. Restaurants [] II. Chop bars [] III. Food vendors [] IV. Corner shop food joints [] V.

Others please specify

Section B: Factors that Influence Consumers Upscale-restaurant Selection Decision

Imagine you and a friend are to dine in an upscale restaurant in the coming weekend specifically in Kumasi. With this in mind, which of the following factors will you mostly consider when choosing the place to have such dining experience. Use this scale: (5– Strongly Agree, 4– Agree, 3– Neutral, 2 Disagree, 1– Strongly Disagree). Circle/Tick where is applicable to you.

| | Atmosphere | SA | A | N | D | SD |
|----|--|-----------|----------|----------|----------|-----------|
| 1. | I heavily place much emphasis on the interior decoration of the place (i.e. color, lighting) when deciding to dine at an upscale restaurant. | 5 | 4 | 3 | 2 | 1 |
| 2. | I give much attention to the seats in the room when deciding to dine at an upscale restaurant. | 5 | 4 | 3 | 2 | 1 |
| 3. | The dining experience in the room informs my selection of an upscale facility. | 5 | 4 | 3 | 2 | 1 |
| 4. | Visually attractive parking areas and building exteriors is what I give much attention to when deciding to dine at an upscale restaurant. | 5 | 4 | 3 | 2 | 1 |
| 5. | How food is presented on the table is what I usually consider when deciding to dine at an upscale restaurant. | 5 | 4 | 3 | 2 | 1 |
| 6. | I always look for place that I can have my privacy. | 5 | 4 | 3 | 2 | 1 |
| | Location | SA | A | N | D | SD |
| 7. | A facility closeness informs my decision when seeking to dine at an upscale restaurant. | 5 | 4 | 3 | 2 | 1 |

| | | | | | | |
|-----|---|-----------|----------|----------|----------|-----------|
| 8. | I always look for a facility visibility when deciding to dine at an upscale restaurant. | 5 | 4 | 3 | 2 | 1 |
| 9. | I prefer upscale restaurants that are located in the busiest places in Kumasi. | 5 | 4 | 3 | 2 | 1 |
| | Status | SA | A | N | D | SD |
| 10. | I always want to dine at an upscale facility that has positive reputation. | 5 | 4 | 3 | 2 | 1 |
| 11. | I dine at upscale restaurants that have been advertised in the newspaper, radio or television. | 5 | 4 | 3 | 2 | 1 |
| 12. | My friend's recommendation about an upscale restaurant services inform my decision to dine there. | 5 | 4 | 3 | 2 | 1 |
| 13. | A restaurant rating in food guides inform my selection decision. | 5 | 4 | 3 | 2 | 1 |
| 14. | A restaurant reviews in magazines and newspapers shape my selection decision. | 5 | 4 | 3 | 2 | 1 |
| | Quality of Services | SA | A | N | D | SD |
| 15. | I always place emphasis on the quality of food/drink serve at a restaurant facility. | 5 | 4 | 3 | 2 | 1 |
| 16. | I always consider a place menu innovativeness when seeking to eat at the place. | 5 | 4 | 3 | 2 | 1 |
| 17. | An eating facility speed of service informs my decision to dine there or not. | 5 | 4 | 3 | 2 | 1 |
| 18. | A restaurant flexibility for special dining requests inform my selection decision of that facility. | 5 | 4 | 3 | 2 | 1 |
| 19. | The friendliness of staff at a catering facility is what I give much attention to when deciding to dine at an upscale facility. | 5 | 4 | 3 | 2 | 1 |

| | | | | | | |
|-----|---|-----------|----------|----------|----------|-----------|
| 20. | Clean wash rooms are what I give much attention to when deciding to dine at an upscale facility. | 5 | 4 | 3 | 2 | 1 |
| 21. | I place significant emphasis on the cleanliness, neatness and dressing of staff when choosing an upscale restaurant. | 5 | 4 | 3 | 2 | 1 |
| 22. | I always want a place which prepares accurate bill. | 5 | 4 | 3 | 2 | 1 |
| 23. | I give much attention to a facility that always seek to ensure error-free served order. | 5 | 4 | 3 | 2 | 1 |
| | Price | SA | A | N | D | SD |
| 24. | I barely place much emphasis on the price charges of the items on the menu when selecting an upscale facility. | 5 | 4 | 3 | 2 | 1 |
| 25. | Cost of eating at the facility remain key to me when choosing an upscale restaurant. | 5 | 4 | 3 | 2 | 1 |
| 26. | I always look for upscale facility with price coupon. | 5 | 4 | 3 | 2 | 1 |
| | Food | SA | A | N | D | SD |
| 27. | A facility with much variety in its menu is what I usually prefer. | 5 | 4 | 3 | 2 | 1 |
| 28. | I prefer restaurants that serve authentic foods. | 5 | 4 | 3 | 2 | 1 |
| 29. | Portion size/quantity of food and drink served at the facility always inform my decision to eat at an upscale restaurant. | 5 | 4 | 3 | 2 | 1 |
| 30. | I prefer upscale restaurants that use fresh ingredients every day. | 5 | 4 | 3 | 2 | 1 |
| 31. | I prefer restaurants that serve tasty foods. | 5 | 4 | 3 | 2 | 1 |
| | Selection Decision | SA | A | N | D | SD |
| 32. | I will continue to eat at my most favored upscale restaurant. | 5 | 4 | 3 | 2 | 1 |
| 33. | I will encourage my colleagues to dine with me at my favored upscale restaurant. | 5 | 4 | 3 | 2 | 1 |

| | | | | | | |
|-----|---|---|---|---|---|---|
| 34. | I will always dine at my upscale restaurant even if I have more options at my disposal. | 5 | 4 | 3 | 2 | 1 |
| 35. | I will never change the upscale restaurant I frequently dine at. | 5 | 4 | 3 | 2 | 1 |

Section C: Section B: Factors that Influence Consumers Casual Restaurant Selection

Decision

Imagine you and a friend are in town and want a casual place to have your meal. With this in mind what are the most likely factors you will consider when deciding to choose such as place? Use this scale: (5– Strongly Agree, 4– Agree, 3– Neutral, 2 Disagree, 1– Strongly Disagree). Circle/Tick where is applicable to you.

| | Atmosphere | SA | A | N | D | SD |
|-----|---|-----------|----------|----------|----------|-----------|
| 36. | When looking for a casual place to eat I hardly emphasis on the interior décor and the place lightening. | 5 | 4 | 3 | 2 | 1 |
| 37. | I give significant attention to the seating arrangement of place when deciding to eat there. | 5 | 4 | 3 | 2 | 1 |
| 38. | The dining experience in the room informs my selection of a casual eating facility. | 5 | 4 | 3 | 2 | 1 |
| 39. | I hardly place significant attention on the parking space and building exterior when looking for a casual place to eat. | 5 | 4 | 3 | 2 | 1 |
| 40. | Food presentation is what I look out for when eating at a casual facility. | 5 | 4 | 3 | 2 | 1 |
| 41. | I always look for place that I can have my privacy. | 5 | 4 | 3 | 2 | 1 |
| | Location | SA | A | N | D | SD |
| 42. | When looking for a casual place to eat I always look out for the place | 5 | 4 | 3 | 2 | 1 |

| | | | | | | |
|-----|--|-----------|----------|----------|----------|-----------|
| | proximity. | | | | | |
| 43. | I always look out for the facility visibility when I deciding to eat at a casual facility. | 5 | 4 | 3 | 2 | 1 |
| 44. | I prefer food joints that are located in well-known places in Kumasi. | 5 | 4 | 3 | 2 | 1 |
| | Status | SA | A | N | D | SD |
| 45. | I do not place much emphasis on the status of the place when eating at a casual facility. | 5 | 4 | 3 | 2 | 1 |
| 46. | I eat at places that have been advertised in the newspaper, radio or television. | 5 | 4 | 3 | 2 | 1 |
| 47. | I eat at places that have been recommended by my friend | 5 | 4 | 3 | 2 | 1 |
| 48. | A casual eating facility rating in food guides inform my selection decision. | 5 | 4 | 3 | 2 | 1 |
| 49. | A casual eating facility reviews in magazines and newspapers shape my selection decision. | 5 | 4 | 3 | 2 | 1 |
| | Quality of Services | SA | A | N | D | SD |
| 50. | I always place emphasis on the quality of food/drink serve at the facility. | 5 | 4 | 3 | 2 | 1 |
| 51. | I always consider a place menu innovativeness when seeking to eat at the place. | 5 | 4 | 3 | 2 | 1 |
| 52. | An eating facility speed of service informs my decision to eat there or not. | 5 | 4 | 3 | 2 | 1 |
| 53. | An eating facility flexibility for special dining requests inform my selection decision. | 5 | 4 | 3 | 2 | 1 |
| 54. | The friendliness of staff at a catering facility is what I give much | 5 | 4 | 3 | 2 | 1 |

| | | | | | | |
|-----|---|-----------|----------|----------|----------|-----------|
| | attention to when deciding to eat at a casual facility. | | | | | |
| 55. | Clean wash rooms are what I give much attention to when deciding to eat at a casual facility. | 5 | 4 | 3 | 2 | 1 |
| 56. | I place significant emphasis on the cleanliness, neatness and dressing of employees when choosing a casual eating facility. | 5 | 4 | 3 | 2 | 1 |
| 57. | I always prefer a place which prepares accurate bill. | 5 | 4 | 3 | 2 | 1 |
| 58. | I give much attention to a facility that always seek to ensure error-free served order. | 5 | 4 | 3 | 2 | 1 |
| | Price | SA | A | N | D | SD |
| 59. | I always give emphasis to the cost of food sold when deciding to eat at a casual facility. | 5 | 4 | 3 | 2 | 1 |
| 60. | Price remain key to me when choosing a casual facility. | 5 | 4 | 3 | 2 | 1 |
| 61. | I always look for casual facility with price coupon. | 5 | 4 | 3 | 2 | 1 |
| | Food | SA | A | N | D | SD |
| 62. | A facility with much variety in its menu is what I usually prefer. | 5 | 4 | 3 | 2 | 1 |
| 63. | I prefer casual facility that serve authentic local dishes. | 5 | 4 | 3 | 2 | 1 |
| 64. | The portion size/quantity of food and drink it what always inform my decision to select a casual facility. | 5 | 4 | 3 | 2 | 1 |
| 65. | I prefer casual eating houses that use fresh ingredients every day. | 5 | 4 | 3 | 2 | 1 |
| 66. | I prefer casual eating houses that serve tasty foods. | 5 | 4 | 3 | 2 | 1 |
| | Selection Decision | SA | A | N | D | SD |
| 67. | I will continue to eat at my most favored casual eating facility. | 5 | 4 | 3 | 2 | 1 |
| 68. | I will encourage my colleagues to eat with me at my casual eating facility. | 5 | 4 | 3 | 2 | 1 |

| | | | | | | |
|-----|---|---|---|---|---|---|
| 69. | I will always dine at my casual eating facilities even if I have more options at my disposal. | 5 | 4 | 3 | 2 | 1 |
| 70. | I will never change the casual eating facilities I frequently visits. | 5 | 4 | 3 | 2 | 1 |

