Factors Affecting Selection of Upscale Restaurants in Dhaka City

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Abstract

An upscale restaurant is characterized by offering a full menu, full table service, quality food made with fresh ingredients and personalized service. The upper end of this segment is a fine-dining restaurant which generally offers high quality food, décor and service and charges high prices. This paper is an attempt to find out the factors that affect consumer selection criteria about the upscale restaurant in Dhaka city. The impact of various variables like brand and popularity, quality and taste of food, price, availability of local cuisine, specialization in foreign cuisine, variety of cuisine, cleanliness and health consciousness, presentation and decoration of food, quality of staff, comfortable sitting arrangements with quality cutleries-utensils, interior-exterior design, location, parking and security, additional services like kid's corner, celebrity appearance, live performance and advertisement in mass media on selection of upscale restaurants have been analyzed. The study is based on the primary data collected from respondents with the help of structured questionnaire. Data analysis has been done using SPSS software. The statistical analysis method employed in this study is Factor Analysis. After the analysis, it is found that selection of upscale restaurants mainly dependent on promotional factor, restaurant internal factor, situational factor, pricing factor, image factor and deluxe factor.

Keywords: Upscale Restaurant, Promotional Factor, Restaurant Internal Factor, Situational Factor, Pricing Factor, Image Factor and Deluxe Factor.

Introduction

As a nation, hospitality is deep rooted into our culture. We take real pride of our food variety and texture. Although we have a very long history and heritage of our local cuisines, we are also very open to adopt new tastes into our food menu. Food is not just a need here. In marketing terms, it spans from need to want and beyond when we add taste and variety to it. Naturally, when the discussion is about food, we cannot just stay within our kitchen and dining. Our never ending passion for taste and variety drives us to restaurants, the ultimate destination every food lover would rush to, to get their desired mix of products and services. This makes restaurants a perfect industry to analyze from marketing point of view. Now, the restaurants industry is a pretty enormous one in our country which makes it a substantially broad topic for research.

Restaurants range from a regular road side one to an elite high end signature restaurant with specific cuisine specialization. Several studies suggest that restaurant selection factors differ by the type of restaurants. To keep the discussion focused within a manageable context, researcher has decided to focus on upscale restaurants. An upscale restaurant is characterized by offering a full menu, full table service, quality food made with fresh ingredients and personalized service.

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The upper end of this segment is a fine-dining restaurant which generally offers high quality food, décor and service and charges high prices (Goldman, 1993). The upscale restaurant segment includes not only high-check but also casual-dining and moderate-check restaurants (Sriwongrat, 2008). This paper aims to identify the factors that specifically influence the selection by consumers of upscale restaurants. The focus on the upscale restaurant segment in the context of this paper is to standardize the factors to only those that apply to a full-service, upscale dining establishment. Fast-food takeaway and low-price restaurants are not included in this research as these types of restaurants normally focus on convenience, speed and price factors.

Restaurants in Bangladesh

In general the restaurant industry consists of companies engaged in the operation of restaurants, diners, taverns, pubs, nightclubs, banquet halls, fixed location snack bars, food cart vendors, food service contractors and companies engaged in commercial food service equipment wholesaling. However this broad definition of restaurant industry would not be quite applicable for Bangladesh. Restaurants industry had some sort of presence even before our independence. Even international five star hotel chains were in operation in the country back then. But apart from those few handful places, restaurants in general were just food serving places. Chinese restaurants were only popular places for eating out, family dining and special events. There was hardly any concept of value added services. In late 90s, particularly fast food industry had a significant boom in Dhaka as well as other major urban areas. People first got introduced with local pizza chains.

During and after 2000, the whole restaurants industry flourished significantly. International restaurant chains started opening outlets in our country. Also, massive development in electronic media introduced a complete cultural shift for the entire nation and like most other service oriented industries; restaurants industry also got a major revamp in terms of new consumer generation, increased spending and improvement in consumer's taste and preferences. Recent trend has shown tremendous growth in this industry introducing high end restaurants with specialization in one cuisine and authentic cuisine specialist to serve even the pickiest consumer from foreign countries. Like Samdado, Nagasaki, Izumi, etc. provide Japanese cuisine; Oh! Calcutta, Koyla, Heritage, etc. offer Indian cuisine; Moo's barn, El Toro, etc. provide Mexican cuisine; Spaghetti Jazz, Zizzi Ristorante, etc. present Italian cuisine; Le Saigon provides Vietnamese cuisine; Lemon Grass, Royal Thai, etc. offer Thai cuisine; Mainland China, Golden Rice, Pan Tao, etc. present Chinese cuisine; Doomiok, Koreana Restaurant, Arirang, Sura, etc. provide Korean cuisine; Caspian Persian Cuisine provides Persian cuisine.

Other than specialization in one cuisine, many restaurants serve more than one cuisine like Topkapi, Aristocrat, Baton Rouge, Casablanca, Platinum Suites, Red Tomato, Atrium, Abacus, Broccoli, Xenial, Xindian, etc. Signature restaurants and chains by international celebrity chefs are also in Bangladesh like Khazana by Sanjeev Kapoor. Imported ingredients based restaurants are emerging in our country like Steak House for steak and Spitfire for Bar-B-Q and grill. Also there are Star, Fakruddin Biryani, Hajhi Biryani, Kasturi Garden, Shad Tehari Ghar which represent Bangladeshi cuisines mainly Asian. In such a booming industry, consumers have also

equally developed their tastes, choices and expectations. The whole industry is now engaged in a healthy competition in providing the best mix of products and services to its targeted consumers.

Literature Review

Restaurant selection criteria are the most important attributes that customers use in deciding where to dine out. There is a wide range of literature concerning the selection of restaurants. Restaurant type may have significant impact on customers' pre-purchase beliefs and attitude as well as post-purchase evaluations. For instance, Lewis (1981) identified three distinct restaurant types: family/popular, atmosphere and gourmet restaurants. Auty (1992) identified the choice factors in the restaurant decision process based on four occasions: a celebration, social occasion, convenience/quick meal and business meal.

In consumer behavior literature, personal characteristics are one of the major factors determining consumer decision-making and subsequent behaviors. For example, older customers are more concerned about their health and the quality of food rather than young customers (Knutson and Patton, 1993). Value for money is a factor that influences to select a restaurant. The restaurant consumers use price as a measure for the quality of the restaurant, assuming that an expensive restaurant serves better food and offers better quality (Muller and Woods, 1994). The relative importance of the restaurant choice factors differ considerably by restaurant type, dining occasion, age and occupation (Kivela, 1997). Customers with higher income select ambience and comfort level as their determinant selection variables (Kivela, 1997).

Satisfied customers tell an average of five people, while dissatisfied customers share their bad experiences with ten people (Brockway, Mangold and Miller, 1999). Positive media image and the information from the advertising are used as a source to reduce perceived risk and uncertainty to select the restaurant (Pedraja and Yague, 2001). Food quality is rated as the most important attribute influencing restaurant decisions in many studies on consumers' restaurant selection behavior (Soriano, 2002). In some cases, foods of other cultures are accepted if they have familiar ingredients and preparation styles (Bailey and Tian, 2002). Unique food taste and ingredients play an important role for consumers when selecting a restaurant (Josiam and Monteiro, 2004). Consumers generally expect restaurant service employees to be attentive, courteous and possess a good knowledge of the menu (Hensley and Sulek, 2004).

High-price restaurants are benefited from coupon promotions to a greater extent than lower price restaurants (DeFranco, Jackson and Titz, 2004). The physical environment of the restaurant such as restaurant's atmosphere, ambience, décor, furniture and other facilities can have a great impact on the dining experience (Sloan, 2004). Diners generally feel superior in the upscale restaurant as they are well looked after and they claim that the ambience and style suit their esteem need (Peters, 2005). Restaurants frequently develop new menus and offer a selection of different menu items to attract customers (Jang and Namkung, 2007). Large number of restaurants are adding items and adjusting their menus to attract consumers who are concerned about health and nutritional value of a meal (Mill, 2007). Appearance and presentation refer to the way food is

decorated and help to gain customer satisfaction in restaurants (Jang and Namkung, 2007). Diners also appreciate a special cuisine restaurant as a way to learn about a different culture (Boyce and Sukalakamala, 2007).

Consumers place more trust on their family and friends' recommendation when making a restaurant choice (Mill, 2007). Since customers hold different expectations and perceptions of their different dining experiences in a different restaurant type (Kim and Moon, 2009), they may also have different selection criteria when they decide where to dine out according to the restaurant type. Chung and Kim (2011) stated that restaurants can be broadly divided into two categories: fast-service and full-service restaurants. Overall, full-service restaurants are more likely to attract hedonic customers who pay more attention to restaurant environments, whereas fast-service restaurants tend to appeal utilitarian customers who value functional benefits (Chung and Kim, 2011). Differences across gender are also studied. The primary characteristics that compared to female consumers, male consumers sought when choosing a restaurant is usually more utilitarian (Chung and Kim, 2011). Therefore, it is logically assumed that customers with different individual characteristics have different reasons to choose a restaurant and factors of selection of a restaurant differ to different type of restaurants also.

Objective of the Study

Products and services offered by restaurants vary to a large extent and different consumers look for different mix of products and services. This paper attempts to summarize those variables into smaller number of factors by analyzing the data of consumer's responses through factor analysis. Main objective of this paper is to find out the factors affecting selection of upscale restaurants at Dhaka city in Bangladesh.

Research Methodology

The study is conducted based on two sources of information: primary and secondary sources. At first, some general information regarding customers is asked in questionnaire like name, age, gender, occupation, income level etc. (questionnaire is given in appendix). Next part of questionnaire is designed on Likert Scale (Strongly Agree = 5, Agree = 4, Neutral = 3, Disagree = 2 and Strongly Disagree = 1) where consumers are asked to put tick mark on fifteen statements. These fifteen statements are selected based on variables that found in previous researches of selection of restaurants. Questionnaire is used to collect primary source of information. Websites, articles and books are the secondary sources of information.

In this paper, researcher chooses the customers who regularly roam at different upscale restaurants. The sampling technique is non-probability sampling, so samples are decided on the personal judgment of the researcher. Researcher tries to find out customers who have shown interest in survey and respondents are asked questions who have the experience at upscale restaurants. So in this study, convenience sampling is applied. In the factor analysis, sample size is at least four or five times of total variables used in the research. As there are fifteen variables in the questionnaire, sample size is five times fifteen which is 75. Sampling Area are Banani,

Dhanmondi and Gulshan. Statistical tools SPSS is used in order to classify the factors of selection of upscale restaurants at Dhaka city in Bangladesh. There are some limitations in this paper. It is focused on the upscale restaurants only. It can be done in extensive way on the fast food shops and hotels. Sample can be large; in fact more areas can be covered.

Data Analysis

From the literature review, researcher finds out various variables which have significant influence on selection of an upscale restaurant. 15 statements are designed based on variables found from the literature review which have most influence on selection of an upscale restaurant at Dhaka city in Bangladesh. Factor analysis is conducted on those 15 variables.

The respondent ratings are subject to principal axis factoring with varimax rotation to reduce potential multicolinearity among the items and to improve reliability on the data. Fifteen items are reduced to six orthogonal factor dimensions which explained 73.375% of the overall variance indicating that the variance of original values is well captured by these six factors.

Table 1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.514
Bartlett's Test of Sphericity	Approx. Chi-Square	418.070
	df	105
	Sig.	.000

From the table 1, it is observed that KMO is 0.514 that is more than the required value of 0.50. It indicates that there is no error in 51.4% of the sample and in the remaining 48.6%, there may be some sort of error. Bartlett's test of sphericity indicates that strength of relationship among variables is strong. It presents good idea to proceed to factor analysis for the data.

   Ho: There is significant indifference of all factors affecting restaurant selection decision
   H1: There is significant difference of all factors affecting restaurant selection decision

The value of Chi-square test (418.070 with significance level 0.000) signifies the rejection of null hypothesis. It means there is a significant difference between the factors affecting restaurant selection decisions. Communality of each statement refers to the variance being shared or common by other statements. From the Communalities (see the appendix), it can be seen that the communality for each variable, V1 to V15 is 1.0.

Table 2: Total Variance Explained

Com-ponent	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.054	20.359	20.359	3.054	20.359	20.359	2.572	17.145	17.145
2	2.126	14.175	34.534	2.126	14.175	34.534	2.355	15.698	32.842
3	1.872	12.482	47.016	1.872	12.482	47.016	1.646	10.970	43.813
4	1.475	9.833	56.848	1.475	9.833	56.848	1.592	10.611	54.424
5	1.355	9.031	65.879	1.355	9.031	65.879	1.526	10.176	64.600
6	1.124	7.496	73.375	1.124	7.496	73.375	1.316	8.775	73.375
7	.939	6.257	79.632						
8	.794	5.294	84.926						
9	.663	4.421	89.347						
10	.451	3.005	92.352						
11	.371	2.471	94.823						
12	.300	1.998	96.821						
13	.232	1.548	98.369						
14	.156	1.040	99.409						
15	.089	.591	100.000						

Extraction Method: Principal Component Analysis.

In table 2, the Eigen values for the factors are, as expected, in decreasing order of magnitude as going from factor or component 1 to factor or component 15. Eigen value for a factor indicates the total variance attributed to that factor. The total variance accounted for by all 15 factors is 15, which is equal to the number of variables. The Eigen value of factor 1, factor 2, factor 3, factor 4, factor 5 and factor 6 are sequentially 3.054, 2.126, 1.872, 1.475, 1.355 and 1.124, which is more than the required level of 1.

Factor 1 accounts for a variance of 3.054 which is 20.359% of the total variance. Factor 2 accounts for a variance of 2.126 which is 14.175% of the total variance. Factor 3 accounts for a variance of 1.872 which is 12.482% of the total variance. Factor 4 accounts for a variance of 1.475 which is 9.833% of the total variance. Factor 5 accounts for a variance of 1.355 which is 9.031% of the total variance. Factor 6 accounts for a variance of 1.124 which is 7.496% of the total variance. It can be interpreted that 15 variables are now reduced to 6 components or factors contributing 73.375% of the total variance, which defines that these six factors do have more variance considering the required level of 60% cumulative variance.

Table 3: Component Matrix[a]

	Component					
	1	2	3	4	5	6
Brand & Popularity	.290	-.531	-.008	.220	.572	-.013
Quality & Taste	-.178	.164	.502	.242	.390	.251
Price	.226	-.187	-.474	.387	-.495	.213
Local Cuisine	.370	-.116	-.301	.661	.197	.259
Foreign Cuisine	.376	-.041	-.199	-.497	.141	.648
Variety Cuisine	.697	-.294	.150	.025	.028	-.211
Clean & Healthy	.497	.575	-.256	.293	-.046	-.045
Presentation	.573	.605	-.193	-.312	.138	-.043
Staff Behavior	.479	.456	-.486	-.068	.201	-.175
Comfortable Sitting & Cutleries	.354	.003	.279	.367	.141	-.400
Interior & Exterior Design	.627	.155	.553	-.255	-.044	-.191
Location	.161	.315	.489	.259	-.608	.149
Parking & Security	.380	.237	.511	.144	.093	.473
Additional Service	.538	-.620	.126	-.212	-.113	.063
Advertisement	.584	-.460	-.060	-.120	-.311	-.063

Extraction Method: Principal Component Analysis.   a. 6 components extracted.

With the help of Scree Plot (see the appendix), researcher can just visualize that six factors are reduced with Eigen value greater than 1.000. Table 3 reports the factor loadings for each variable on the unrotated components or factors. Each number represents the correlation between the item and the unroated factor. This correlation helps to formulate an interpretation of the factors or components. It is possible to see items with large loadings (more than the required level 0.30) on several of the unrotated factors, which makes interpretation difficult. In these cases, it can be helpful to examine a rotated solution.

Table 4: Rotated Component Matrix[a]

	Component					
	1	2	3	4	5	6
Brand & Popularity	.341	-.103	.201	.183	**.722**	.143
Quality & Taste	-.274	-.166	**.664**	-.117	-.106	.124
Price	.172	.013	-.272	**.767**	.224	-.095
Local Cuisine	.074	.175	.239	**.768**	-.295	.120
Foreign Cuisine	.272	.242	.193	.026	-.141	**.824**
Variety Cuisine	**.726**	.189	.095	.053	-.129	.221
Clean & Healthy	-.036	**.741**	.105	.327	.190	.168
Presentation	.106	**.880**	.076	-.169	.069	-.161
Staff Behavior	.005	**.835**	-.150	.090	-.143	-.011
Comfortable Sitting & Cutleries	.260	.158	.206	.026	-.082	**.613**
Interior & Exterior Design	**.587**	.320	.353	-.408	.240	.177
Location	.110	-.030	.351	.121	**.800**	.180
Parking & Security	.168	.128	**.787**	.054	.195	-.093
Additional Service	**.827**	-.159	-.002	.048	-.122	-.156
Advertisement	**.771**	.016	-.191	.180	.050	-.062

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 8 iterations.

The rotated factor matrix (table 4) makes it simple for taking decision. Factor 1 has deep relationship with variable 6, 11, 14 and 15; factor 2 has relationship with 7, 8 and 9; factor 3 has relationship with 2 and 13; factor 4 has relationship with 3 and 4; factor 5 has relationship with 1 and 12; factor 6 has relationship with 5 and 10. The highest loading of each variable is categorized under each factor.

Factor 1 includes variety of cuisines, interior-exterior design, additional services (kid's corner, live performance, celebrity appearance) and advertisement in mass media are the factors of upscale restaurant selection which broadly defines about the **promotional factor**. Factor 2 includes cleanliness, presentation of food and quality of staff represent the **restaurant internal factor**. Factor 3 includes quality of food and parking facilities with security represent different **situational factor**. Factor 4 includes price and availability of local cuisine represent **pricing factor**. Factor 5 includes brand and convenient location represent **image factor**. Factor 6 includes specialization in particular cuisine and comfortable sitting with quality of cutleries-utensils represent **deluxe factor**.

Conclusion and Recommendations

The findings of the study indicates that promotional factor, restaurant internal factor, situational factor, pricing factor, image factor and deluxe factor mostly influence the selection of upscale restaurant in Dhaka city. In case of promotional factor, it is observed that many upscale restaurants do not only think about the food, also provide additional services like kid's corner, celebrity appearance and live performance in order to lure the consumers. Their interior and exterior designs also attract consumers to revisit the restaurant. Some restaurants provide variety of cuisines to open the options to choose the restaurant. Restaurants also spend large amount of their revenue for providing advertisement in well-known media. All these variables can be categorized as promotional factor.

In case of upscale restaurant, it is important how the restaurants induce consumers by offering cleanliness and health consciousness and presenting food innovatively. Well-behaved and educated staff with proper knowledge of menu and food ingredients and promptness of service persuades consumers to favor the upscale restaurant, as employee friendliness and attention are necessary to attract customers. These variables can be grouped as restaurant internal factor. Findings also indicate that situational factors such as quality of food and parking facilities with security influence consumers to select the upscale restaurants. As most of the upscale restaurant visitors have high income level and they do not want to compromise the quality for price, they prefer quality of food and security when they will pass their leisure time with family and friends in the restaurant.

Researcher finds some interesting facts about the pricing factor. Some consumers although go to the upscale restaurant, they always prefer local cuisine that they are used to at their dining place. Respondents, who prefer mostly local cuisine, are also conscious about the price on the menu card in the restaurant. Another factor is image factor. Most of the upscale restaurants visitors want to expose their status by choosing the upscale restaurants. So they prefer brand and popularity of restaurant and positive review from known sources. Convenient and prime location also represent image factor. Last factor symbolize as deluxe factor. Upscale restaurant visitors sometimes prefer different culture food as they are paying high charges for dining at the restaurant. So specialization in particular cuisine and authenticity of cuisines are influential factors to prefer the restaurant. Along with it, posh utensils and cutleries or sometimes the different culture's cutleries-utensils add some more value to select the upscale restaurant.

In this paper, it is noticed that promotional factor, restaurant internal factor, situational factor, pricing factor, image factor and deluxe factor are helpful to choose an upscale restaurant. Large sample can be considered in order to get more clear picture about the selection standard of upscale restaurants in Dhaka city. In fact, demographic analysis can be conducted for finding out the impact of it to choose the upscale restaurant. Restaurant business in Bangladesh has a flourish prospect, so future research can be conducted in other categories of restaurants also.

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Appendix

Table: Communalities

	Initial	Extraction
Brand & Popularity	1.000	.742
Quality & Taste	1.000	.584
Price	1.000	.751
Local Cuisine	1.000	.784
Foreign Cuisine	1.000	.869
Variety Cuisine	1.000	.640
Clean & Healthy	1.000	.733
Presentation	1.000	.850
Staff Behavior	1.000	.749
Comfortable Sitting & Cutleries	1.000	.517
Interior & Exterior Design	1.000	.828
Location	1.000	.823
Parking & Security	1.000	.714
Additional Service	1.000	.751
Advertisement	1.000	.671

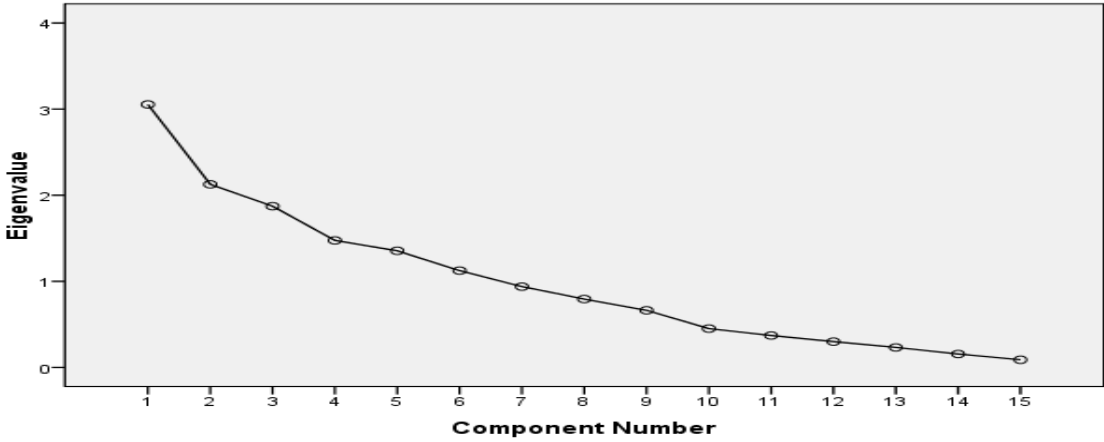Extraction Method: Principal Component Analysis.

Figure: Scree Plot

Questionnaire

This questionnaire is for a research paper designed to assess the factors affecting the selection of restaurants in Bangladesh. Your information will be kept confidential and the responses will be aggregated for analysis. The researcher appreciates your participation.

Name:

Age: 1. (18 - 25)   2. (26 - 35)   3. (36 - 45)   4. (45 - Above)

Gender: 1. Male   2. Female

Occupation: 1. Business   2. Service   3. Others

Income Level: 1. < or = 25,000 2. 26,000-50,000 3. 51,000-100,000 4. > 100,000

In the following scale, **SA** defines **Strongly Agree**, **A** defines **Agree**, **N** defines **Neutral**, **D** defines **Disagree** and **SD** defines **Strongly Disagree**. Please put one mark for each statement.

	SA	A	N	D	SD
	5	4	3	2	1
1. Brand image, popularity and positive review from known sources affect you to select the restaurant.					
2. Quality of food, taste and consistency of taste on subsequent visits help you to recall the restaurant.					
3. Price on the menu card is a factor for you to pick the restaurant.					
4. Availability of local cuisine is important for you to choose the restaurant.					
5. Specialization in particular cuisine and authenticity of cuisines are influential factors to prefer the restaurant.					
6. Variety of cuisines is essential for you to go for the restaurant.					
7. Overall cleanliness and health consciousness welcome you to revisit the restaurant.					
8. Presentation and decoration of food help you to remind the restaurant.					
9. Well-behaved and educated staff with proper knowledge of menu, food ingredients and promptness of service persuade you to favor the restaurant.					
10. Comfortable sitting arrangements, quality of cutleries and utensils are important to select the restaurant.					
11. Typical family-friendly environment, interior design and outstanding exterior in a prime location affect you to pick the restaurant.					
12. Convenient location with ease of transportation is necessary to choose the restaurant.					
13. Parking facilities and security are important to select the restaurant.					
14. Additional services (kid's corner, live performance, celebrity appearance etc.) influence you to revisit the restaurant.					
15. Advertisements in mass media help you to go for the restaurant.					