

IMPORTANCE OF ATTRIBUTES IN THE SELECTION OF A RESTAURANT

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This study aims to understand a customer's perceptions towards selecting a restaurant for a nice meal out. The objectives of the study are threefold: to study the demographic profile of the customers, to analyse the importance of various attributes in selecting a restaurant, and to study whether there are any significant differences in the perceptions of respondents if studied demographically. Data collection was done by means of a questionnaire which was administered in the city of Delhi during April-May 2007. A sample of 50 respondents was made. The data of this sample size was analysed by using SPSS (Statistical Package for Social Sciences). Data was subject to basic descriptive statistics, 't' test of significance, and ANOVA analysis with 'F' ratios.

I- Introduction

Indian restaurant sector has seen an explosive growth over the last few years. A large number of new restaurants are opening in big and smaller cities in the country. People have more disposable incomes and younger people are earning good amounts of money. There is a growing trend of eating out. Because of the unprecedented market dynamics taking place in the Indian restaurant sector, the restaurant owners need to focus on what attributes Indian customers value while eating out.

The restaurant industry is a highly competitive industry. As the competition increases in terms of diversity (varying types of restaurants, like- Ethnic, Specialty, etc.) and number of establishments, customers have more options from which to choose. It becomes increasingly important that restaurant operators become more aware of these changes in customers' attitudes and behaviors, not only to gain new customers, but also to retain their present customers. The structure and dynamics of households have significantly changed during the past decade. Changes in hospitality industry, changing customers' demographics and expectations, and heightening competitive forces have led to the research interest in this area. These changes ultimately affect the overall behavior of a restaurant. This study aims at understanding the preferences of

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consumers in terms of the importance they assign to the various attributes while selecting a restaurant for a nice meal out.

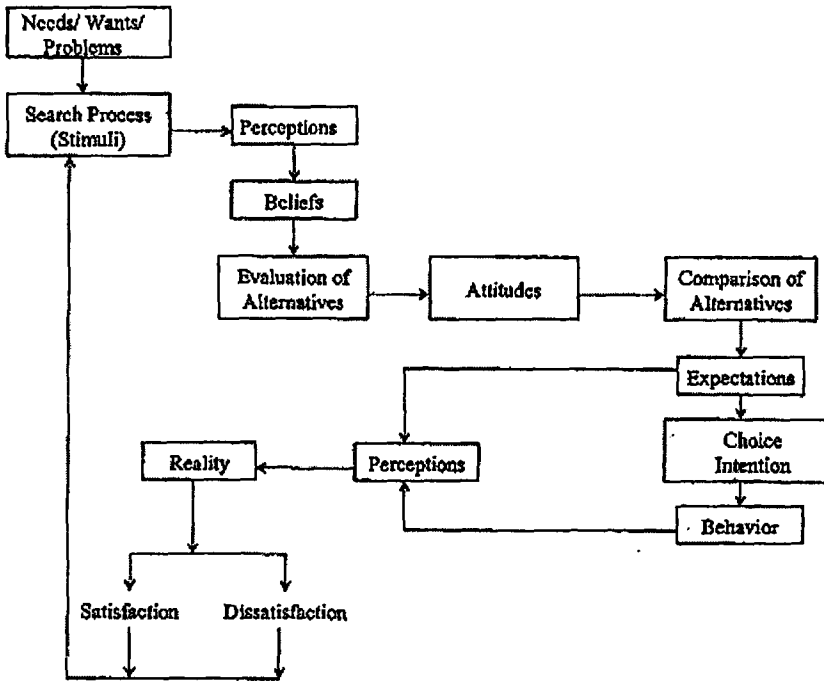
The study provides a valuable tool, for the restaurant operators to improve their competitiveness and service quality. The demographic changes add up to a wide array of pressures and possibilities for restaurant operators in the times to come. This study with its threefold focus on- the demographic profile of consumers, the importance of various attributes in selecting a restaurant, and the significant differences based on respondents' demographics- aims at helping the restaurant operators to design their marketing-mix and segmentation strategies, keeping the demographic profiles and preferences of respondents in mind. Thus, the rest of the article is divided into five sections: Background, Data, Methodology, Research Findings, and Conclusion.

II- Background

Phyllis Richman, a Washington Post food critic, says, "Restaurant is one of the primary ways we fill our bodies, occupy our social lives, spend our money, learn about the world and conduct our business" (p.4, Walker and Lundberg, 2001.).

The key to understanding the consumer perceptions, likes, dislikes, and preferences is the understanding of a consumer's decision making process. According to Reid (1983), there are two components of the food service decision-making process: (1) Extrinsic factors including culture, socio-economic environment, reference group, and household; and (2) Intrinsic factors covering needs, personality, perceptions, and attitudes. On the basis of his budget and knowledge about a product offering, a consumer forms an expectation of value and acts on it. The extent to which the offer lives up to the value expectation affects both satisfaction and re-purchases probability of consumers because customers are value maximisers (Kotler, 2001).

Consumer decision making has two important components: (a) External influences- influences outside the consumer are; for example, culture and society; and (b) Internal influences – influences internal to the consumer are; for example, motivation and perception. Other internal influences are organised as follows:



There are several studies which have analysed the American food industry in terms of the types of food service establishments such as 'Ethnic' restaurants and 'Specialty' restaurants with different cuisines types. The studies aimed at examining the impact of environmental factors such as politics, law and socio-economic environment on the success of the hospitality industry in general and food services industry in particular. Another set of studies aimed at describing the role of various intrinsic and extrinsic factors in consumer food services decision making process. There is a study that identifies perceptions of consumers towards the selected Chinese buffet and determines the factors that influence repeat customers (Wei-Chia Tung, 2003). National Restaurant Association made a study in 1998 and divided all diner decisions into five basic scenarios: 'Fun time', 'Nice meal out', 'Craving', 'Making sure that everyone is getting something to eat', and the 'Easiest thing' available. In a previous study by the National Restaurant Association in 1975, the reasons for dining outside the home were recognised through a consumer attitude survey. Eric Tayce and Julie Gassenheimer made a case study at one university and illustrated how demographic data applicable to customers (students, faculty, and staff) can yield decision-making assistance for on-campus food outlets to compete more

effectively with off-campus dining alternatives. Anuraag Parikh and Allyson J. Weseley(2005) studies the effects of price level and price type on perceptions of a restaurant. According to them, consumers are often drawn to certain products and services by pricing techniques. Four versions of an Italian restaurant menu were created to test the impact of price level and price type on people's perceptions of a restaurant.

III- Data

During the period April-May 2007, we visited five restaurants in Delhi (we selected restaurants across Delhi covering East, South, North, West, and Central Delhi) and spoke to their owners for the purpose of presenting our proposal and obtaining their consent to carry on our survey. It was an interviewer administered, structured, and non-disguised survey conducted over 50 respondents, so the size of our sample was 50.

In order to test the objectives of the study, a questionnaire of descriptive design was used. A copy of the questionnaire is included in the Appendix of this article. The questionnaire, which is named *Importance of Various Attributes in Selecting a Restaurant*, consists of the following six parts:

1. Demographic profile of the respondent- Name, Gender, Age, Education, and Income so as to know the size, structure, and characteristics of the respondents.
2. Ordinal scale to rank order '9' food items; namely, Quality, Variety, Temperature, Look, Freshness, Taste, Quantity, Price, Condition of menu, and Any other relevant item starting with '1= most important' to '9= least important'.
3. Ordinal scale to rank order '6' service items; namely, Efficiency (ability of employees to understand your specific needs, promptness of service, accuracy, etc. doing the service right the very first time and delivering within promised time), Friendliness of staff, Helpfulness of staff, Hours of operation, Waiting time, Payment methods (cash, credit cards), and any other relevant item starting with '1= most important' to '6= least important'.
4. Ordinal scale to rank order '3' cleanliness items; namely, Counter areas, Eating areas (tables, chairs, utensils), Restrooms,

Any other relevant item starting with '1= most important' to '3= least important'.

5. Ordinal scale to rank order '9' dining environment items; namely, Location; Layout of facility, Appearance of staff, Music, Paintings, Ambience, Comfort, Security guard, Separate smoking (non-smoking zones), and Any other relevant item starting with '1= most important' to '9= least important'.
6. One open ended question regarding the number of visits to the restaurant during a three-month period.

IV- Methodology

We have entered and analysed the data through the SPSS (Statistical Package for Social Sciences). The frequencies of respondents to numerous questionnaire items have been tabulated for a large number of respondents. Basic statistical indicators such as mean, frequency distribution, 't' test, and ANOVA analysis have been computed for the tabulated data.

There are three main objectives of our study: (1) to determine a demographic profile of the selected respondents in the city of Delhi, (2) to identify perceptions among customers towards the various attributes and their importance in selecting a restaurant for a nice meal out, and (3) to study if there are significant differences in a respondent's perceptions of items when analysed demographically.

V- Empirical Findings

As mentioned in the previous section, our study has three objectives, so we present the statistical results of our methodology in three parts. Part-1 presents the demographic profile of the respondents, Part-2 presents the analysis and importance of various attributes in selecting a restaurant for a nice meal out, and Part-3 presents whether there are any significant differences between the respondents' perceptions in terms of the importance of attributes if studied and analysed demographically.

Part-1: Demographic profile of the respondents- Respondents were asked about the demographic data in question 1 from '1.1' to '1.7' (the questionnaire is enclosed in the appendix to this article). The data of each item were tabulated using frequencies and percentages. The results so

obtained are mentioned in the following tables from Table- 1.1 to Table-1.7.

1.1- *Gender*: The following table contains the classification of all the respondents done on the basis of gender as a demographic variable:

Table- 1.1
Gender Classification

Gender	Number	Percentage
Male	35	70
Female	15	30
Total	50	100

Table- 1.1 indicates that 70% and 30% of our respondents were Males and Females respectively.

1.2- *Age*: The classification of all the respondents based on age as a demographic variable is given in the following table:

Table- 1.2
Age Classification

Age Categories	Number	Percentage
18-28	25	50
29-39	12	24
40-50	10	20
51-61	03	06
62 and above	00	00
Total	50	100

Table- 1.2 indicates that 50% of the respondents fall in the age group of 18-28, 24% in 29-39, 20% in 40-50, and 6% in 51-61, with no one being in the age group of 62 and above.

1.3- *Education level*: The classification of all the respondents based on education level as a demographic variable is mentioned in the following table:

Table- 1.3
Education wise Classification

Level of Education	Number	Percentage
Secondary	03	06
Senior Secondary	06	12
Bachelor	20	40
Master and above	21	42
Total	50	100

Table- 1.3: indicates that 40% of the respondents have Bachelor degrees, 42% Masters and higher degrees, 18% Secondary and Senior Secondary certificates.

1.4- *Total Monthly Household Income*- The classification of all the respondents based on total monthly household income as a demographic variable is given in the following table:

Table- 1.4
Income based Distribution

Total Monthly Household Income	Number	Percentage
Less than Rs. 10 K	02	04
Rs. 10 K – Rs. 50 K	21	42
Rs. 50 K - Rs. 100K	20	40
Rs. 100 K and above	07	14
Total	50	100

Table- 1.4 indicates that 40% of the respondents earn between Rs. 50k and 1lac per month, 42% between Rs 10k and 50k, 14% more than Rs. 1 lac per month, and 4% less than Rs. 10k.

1.5- *Occupation*: The table below (Table- 1.5) projects the classification of all the respondents based on Occupation as a demographic variable.

Table- 1.5
Occupation wise Distribution

Occupation	Number	Percentage
Business	11	22
Service	25	50
Student	11	22
Homemaker	03	06
Total	50	100

Table- 1.5 indicates that 50% of our respondents are Servicemen, and 22% Businessmen, 22% Students, and 6% Homemakers.

1.6- *Marital Status*: The classification of all the respondents based on marital status as a demographic variable is presented in the following table:

Table- 1.6
Marital Status based Distribution

Marital Status	Number	Percentage
Un-Married	19	38
Married	31	62
Total	50	100

Table- 1.6 indicates that 38% of our respondents are Unmarried, and 62% Married.

1.7- *Number of visits per 3 months*: The classification of all the respondents based on the number of visits in the period of three months is mentioned in the following table:

Table- 1.7
Distribution based on Number of Visits

Number of Visits	Frequency	Percentage
01-10	36	72
11-20	12	24
21-30	01	02
31-40	01	02
Total	50	100

Table- 1.7 shows that 72% of the respondents visit the restaurant less than 10 times, 24% between 11 and 20 times, and fewer than 5% between 21 and 40 times.

Summary of Part-1

Most of our respondents are Male, 70%. Half of the respondents are young people in the '18-29' age group, while there was no respondent in the uppermost age category of '62 and above'. Forty percent of the respondents have Bachelor degrees, while 42% Post Graduate degrees too. The occupation most selected by the respondents is Service, 50%. The total household income is well distributed between ranges 'Rs. 10K-Rs.50K' and 'Rs.50K-Rs.100K'. Nearly 72% of the respondents visit restaurant less than ten times in three months.

Part- 2: Analysis of importance of attributes- This section is based on descriptive statistics. Overall averages are calculated for each of the attributes in all the four categories; namely, Food, Service, Cleanliness, and Dining environment. Based on these overall averages, we summarised the results in terms of ranks assigned to each attribute so as to identify the most important attribute in each of the broad categories.

In the first question, the respondents were asked to rank order '9' Food items; namely- Quality, Variety, Temperature, Look, Freshness, Taste, Quantity, Price, and Condition of menu; and Any other relevant item, starting from '1= Most important' to '9= Least important'.

'Quality of food' has an overall average of 1.8, suggesting that it is the most important attribute in selecting a restaurant for a nice meal out. 'Condition of menu card' was ranked the least with an overall average of 7.6 for the whole sample. The various perceptions are listed below ranging from Table- 2.1 to Table- 2.4 as shown below:

Table- 2.1
Perceptions and Rankings of Food Items in selecting a Restaurant

Perception	Overall Average	Rank	Standard Deviation
Quality	1.8	1	1.33
Variety	4.8	4	1.55
Temperature	5.5	6	2.10
Looks	5.8	7	1.89
Freshness	3.8	2	2.00
Taste	3.9	3	2.40
Quantity	6.4	8	2.35
Price	5.3	5	2.43
Condition of menu card	7.6	9	2.10

In the second question, the respondents were asked to rank order '6' Service items; namely- Efficiency (Ability of employees to understand your specific needs, promptness of service, accuracy i.e. doing the service right the very first time and delivering within promised time), Friendliness of staff, Helpfulness of staff, Hours of operation, Waiting time, Payment methods (cash, credit cards); and any other relevant item starting from '1= Most important' to '6= Least important'.

'Efficiency of staff' of service items has an overall average of 2.2, suggesting that it is the most important attribute in selecting a restaurant for a nice meal out; and 'Payment methods' was ranked the least with an overall average of 4.6 for the whole sample. The various perceptions are listed below:

Table- 2.2

Perceptions and Rankings of Service Items in selecting a Restaurant

Perception	Overall Average	Rank	Standard Deviation
Efficiency	2.2	1	1.96
Friendliness of staff	3.7	4	1.57
Helpfulness of staff	3.3	3	1.27
Hours of operation	3.9	5	1.71
Waiting time	3.2	2	1.52
Payment methods	4.6	6	1.26

In the third question, the respondents were asked to rank order '3' Cleanliness items; namely, Counter areas, Eating areas (tables, chairs, utensils), and Restrooms; and any other relevant item starting from '1'= Most important to '3= Least important'.

'Eating areas' of cleanliness items has an overall average of 1.3, suggesting that it is the most important attribute in selecting a restaurant for a nice meal out. 'Counter areas' was ranked the least with an overall average of 2.6 for the total sample. The various perceptions are listed below:

Table- 2.3

Perceptions and Rankings of Cleanliness Items in selecting a Restaurant

Perception	Overall Average	Rank	Standard Deviation
Counter areas	2.6	3	0.76
Eating areas	1.3	1	0.54
Restrooms	2.1	2	0.53

In the fourth question, the respondents were asked to rank order '9' Dining environment items; namely, Location, Layout of facility, Appearance of staff, Music, Paintings, Ambience, Comfort, Security (guard), and Separate smoking (Non-Smoking Zones); and any other relevant item starting from '1= Most important' to '9= Least important'.

'Comfort' of dining environment items has an overall average of 3.3, suggesting that it is the most important attribute in selecting a restaurant for a nice meal out. 'Paintings' were ranked the least with an overall average of 6.9 for the total sample. The various perceptions are listed below:

Table- 2.4
Perceptions and Rankings of Dining Environment Items
in selecting a Restaurant

Perception	Overall Average	Rank	Standard Deviation
Location	3.4	2	2.27
Layout of facility	4.1	3	1.97
Appearance of staff	5.0	5	1.67
Music	5.0	5	2.24
Paintings	6.9	9	2.14
Ambience	4.2	4	2.32
Comfort	3.3	1	2.27
Security	6.7	8	2.24
Separate (non)smoking zones	6.3	7	2.93

Also, on an average, there were 9.6 visits per month to the restaurant for nice meal out with a standard deviation of 7.86.

Summary of Section- 2

By combining the results of Section- 2, we can say that the three most important attributes in selecting a restaurant in each category are 'Quality' of food, 'Efficiency of staff', cleanliness of 'Eating areas', and 'Comfort'.

Section- 3: Statistical exercise: Analysis of test of significance between perceptions of respondents and demographic factors.

Gender: Mean and standard deviation were computed for each of the perception items for both genders- Male and Female. Their perceptions were examined using the 't' test of significance with the level of

significance assigned to be $\alpha = 0.05$. The results for each category of items are presented from Table- 3.1 to Table- 3.4 below:

Table- 3.1
Perception of Food Items

Perception	Male (Overall Average)	Male (Standard Deviation)	Female (Overall Average)	Female (Standard Deviation)	Sig. Equal Variances Assumed
Quality	1.51	1.01	2.33	1.80	0.045*
Variety	4.77	1.57	4.93	1.53	0.738
Temperature	5.11	2.11	6.40	1.84	0.46
Looks	5.68	1.91	5.93	1.91	0.676
Freshness	3.80	1.88	3.67	2.32	0.831
Taste	3.86	2.65	4.13	1.77	0.714
Quantity	6.40	2.30	6.40	2.53	1.00
Price	5.94	1.94	3.93	2.91	0.006*
Condition of menu card	7.74	1.98	7.33	2.41	0.533

* = significance $p < 0.05$ level.

The two groups were found to differ statistical on two of the items examined when significance was calculated assuming equal variances. These two items are 'Quality' and 'Price'.

Table- 3.2
Perception of Service Items

Perception	Male (Overall Average)	Male (Standard Deviation)	Female (Overall Average)	Female (Standard Deviation)	Sig. Equal Variances Assumed
Efficiency	2.17	1.93	2.40	2.10	0.710
Friendliness of staff	3.66	1.55	3.87	1.64	0.669
Helpfulness of staff	3.43	1.09	3.13	1.64	0.458
Hours of operation	4.00	1.78	3.73	1.58	0.619
Waiting time	3.08	1.54	3.53	1.46	0.344
Payment methods	4.66	1.21	4.33	1.40	0.412

The two groups were not found to differ statistically on any of the items examined when significance was calculated.

Table- 3.3
Perceptions about Cleanliness Items

Perception	Male (Overall Average)	Male (Standard Deviation)	Female (Overall Average)	Female (Standard Deviation)	Sig. Equal Variances Assumed
Counter areas	2.66	0.73	2.40	0.83	0.276
Eating areas	1.29	0.52	1.27	0.59	0.910
Restrooms	2.06	0.54	2.33	0.49	0.95

The two groups were not found to differ statistically on any of the items examined when significance was calculated.

Table- 3.4
Perceptions about Dining Environment Items

Perception	Male (Overall Average)	Male (Standard Deviation)	Female (Overall Average)	Female (Standard Deviation)	Sig. Equal Variances Assumed
Location	3.54	2.31	2.93	2.19	0.389
Layout of facility	4.09	1.99	4.27	1.98	0.769
Appearance of staff	4.97	1.71	5.20	1.61	0.661
Music	5.09	2.16	4.93	2.49	0.828
Paintings	6.97	2.02	6.60	2.44	0.579
Ambience	3.77	2.28	5.13	2.20	0.56
Comfort	3.14	2.14	3.53	2.59	0.582
Security	7.03	1.99	5.87	2.64	0.94
Separate (non)smoking zones	6.23	2.96	6.53	2.95	0.740

The two groups were not found to differ statistically on any of the items examined when significance was calculated.

Summary: On analysing Table- 3.1 to Table- 3.4, we see that, on the basis of gender, the two groups (Male and Female) were found to differ statistically on only food items; namely, 'Quality' and 'Price'. Female

satisfaction was greater than Male's with price in the food items category.

Age: A comparison of respondents' perceptions and their age categories was done. Their perceptions were examined using the ANOVA and F ratio of significance with the level of significance assigned to be $\alpha = 0.05$. The results for each category of items are presented from Table-3.5 to Table- 3.8 below. Age difference is statistically significant when $p < 0.05$ for all of the following perceptions.

Table- 3.5
Perceptions about Food Items

Food Items	Age	Mean	S.D.	Sig. between and within Groups
	18-28	1.80	1.15	
	29-39	1.42	0.669	
Quality	40-50	2.30	2.21	0.337
	51-61	1.00	0.00	
	62 and Above			
	18-28	4.84	1.62	
	29-39	4.50	1.73	
Variety	40-50	4.90	1.37	0.708
	51-61	5.67	0.578	
	62 and Above			
	18-28	5.68	1.75	
	29-39	5.42	2.76	
Temperature	40-50	5.80	2.15	0.315
	51-61	3.33	1.15	
	62 and Above			
	18-28	6.00	1.55	
	29-39	6.17	1.34	
Look	40-50	5.30	2.79	0.155
	51-61	3.67	2.08	
	62 and Above			
	18-28	3.88	1.99	
	29-39	3.00	1.76	
Freshness	40-50	4.40	2.41	0.423
	51-61	3.67	1.15	
	62 and Above			
	18-28	3.36	2.36	
	29-39	4.00	2.45	
Taste	40-50	5.20	2.25	0.234
	51-61	4.33	2.52	
	62 and Above			

	18-28	6.24	2.54	
	29-39	6.00	1.71	
Quantity	40-50	6.70	2.75	0.458
	51-61	8.33	0.577	
	62 and Above			
	18-28	5.04	2.59	
	29-39	6.25	1.36	
Price	40-50	4.40	2.71	0.132
	51-61	7.33	2.08	
	62 and Above			
	18-28	7.96	1.86	
	29-39	8.33	1.61	
Condition of menu	40-50	5.90	2.64	0.027*
	51-61	7.67	1.15	
	62 and Above			

* = significance $p < 0.05$ level

Age difference is statistically significant in the case of 'Condition of Menu'.

Table-3.6
Perceptions about Service Items

Service Items	Age	Mean	S.D.	Sig. between and within Groups
	18-28	2.32	2.06	
	29-39	2.42	2.23	
Efficiency	40-50	1.80	1.69	0.892
	51-61	2.33	1.53	
	62 and Above			
	18-28	3.56	1.64	
	29-39	3.67	1.44	
Friendliness of staff	40-50	4.40	1.51	0.435
	51-61	3.00	1.73	
	62 and Above			
	18-28	3.36	1.11	
	29-39	3.00	1.21	
Helpfulness of staff	40-50	3.90	1.73	0.309
	51-61	2.67	0.58	
	62 and Above			
	18-28	4.08	1.87	
	29-39	3.58	1.31	
Hours of operation	40-50	4.10	1.66	0.777
	51-61	3.33	2.52	

	62 and Above			
	18-28	3.20	1.35	
	29-39	3.42	2.15	
Waiting time	40-50	2.80	0.92	0.635
	51-61	4.00	1.73	
	62 and Above			
	18-28	4.48	1.36	
	29-39	4.92	0.67	
Payment methods	40-50	4.00	1.49	0.149
	51-61	5.67	0.58	
	62 and Above			

'Age' was not found to differ statistically on any of the above Service items.

Table- 3.7
Perceptions about Cleanliness Items

Cleanliness Items	Age	Mean	S.D.	Sig. between and within Groups
	18-28	2.64	0.70	
	29-39	2.67	0.65	
Counter areas	40-50	2.40	0.97	0.766
	51-61	2.33	1.15	
	62 and Above			
	18-28	1.32	0.56	
	29-39	1.08	0.29	
Eating areas	40-50	1.40	0.70	0.528
	51-61	1.33	0.58	
	62 and Above			
	18-28	2.04	0.61	
	29-39	2.25	0.45	
Restrooms	40-50	2.20	0.42	0.607
	51-61	2.33	0.57	
	62 and Above			

Age was not found to differ statistically on any of the above Cleanliness items.

Table- 3.8
Perceptions about Dining Environment

Dining Environment Items	Age	Mean	S.D.	Sig. between and within Groups
	18-28	3.04	2.21	
	29-39	4.00	2.52	

Location	40-50	3.30	2.21	0.691
	51-61	3.67	2.52	
	62 and Above			
	18-28	4.32	1.86	
Layout of facility	29-39	3.33	2.22	
	40-50	3.90	1.45	0.057
	51-61	6.67	1.53	
	62 and Above			
Appearance of staff	18-28	5.72	1.43	
	29-39	4.00	1.48	
	40-50	4.70	1.89	0.019*
	51-61	4.67	1.53	
Music	62 and Above			
	18-28	4.32	2.2862	
	29-39	6.25	0.9653	
	40-50	5.3	2.7909	0.095
Paintings	51-61	5.3333	2.0817	
	62 and Above			
	18-28	7.04	2.2818	
	29-39	6.8333	1.9924	
Ambience	40-50	6.5	2.1731	0.927
	51-61	6.6667	2.3094	
	62 and Above			
	18-28	4.84	2.2487	
Comfort	29-39	3.0833	1.4434	
	40-50	4.5	2.9533	0.051
	51-61	2	0	
	62 and Above			
Security	18-28	2.84	2.0753	
	29-39	3.75	2.4541	
	40-50	3.8	2.2998	0.58
	51-61	3	3.4641	
Separate smoking (Non) zones	62 and Above			
	18-28	6.6	2.1602	
	29-39	7.4167	2.1515	
	40-50	5.9	2.2828	0.47
Security	51-61	7	3.4641	
	62 and Above			
	18-28	6.04	2.9366	
	29-39	6.3333	3.114	
Separate smoking (Non) zones	40-50	7.1	3.0714	0.818
	51-61	6	2.6458	
	62 and Above			

* = significance $p < 0.05$ level.

Age difference is statistically significant in the case of 'Appearance of staff'.

Summary: We have seen a significant relationship at the 0.05 level for 2 variables: Condition of menu (Food) and Appearance of staff (Dining environment).

Educational Background: A comparison of respondents' perceptions and their Education level categories was done. Their perceptions were examined using the ANOVA and F- ratio of significance with the level of significance assigned to be $\alpha = 0.05$. The results for each category of items are presented in tables from Table 3.9 to Table 3.12 below: Difference in education is statistically significant when $p < .005$ for all of the following perceptions:

Table- 3.9
Perceptions about Food Items

Food Items	Education	Mean	S.D.	Sig. between and within Groups
	Secondary	1.6667	0.5774	
	Sen. Secondary	2.1667	1.169	
Quality	Bachelor	1.85	1.8432/	0.792
	Master and above	1.5714	0.8106	
	Secondary	4	1.7321	
	Sen. Secondary	5.6667	2.3381	
Variety	Bachelor	4.35	1.4609	0.143
	Master and above	5.1429	1.2364	
	Secondary	6.6667	3.2146	
	Sen. Secondary	5.5	1.2247	
Temperature	Bachelor	5.8	2.1667	0.524
	Master and above	5.0476	2.1089	
	Secondary	5.3333	1.1547	
	Sen. Secondary	7.3333	1.2111	
Look	Bachelor	5.65	1.927	0.183
	Master and above	5.4762	1.9652	
	Secondary	2.3333	1.5275	
	Sen. Secondary	5.6667	2.8048	
Freshness	Bachelor	3.35	1.8432	0.043*
	Master and above	3.8095	1.6619	

	Secondary	5.6667	4.0415	
	Sen. Secondary	5.1667	2.0412	
Taste	Bachelor	4.95	2.1879	0.001*
	Master and above	2.381	1.5645	
	Secondary	6.3333	1.1547	
	Sen. Secondary	3.5	2.3452	
Quantity	Bachelor	6.35	2.4554	0.004*
	Master and above	7.2857	1.7071	
	Secondary	5.6667	1.1547	
	Sen. Secondary	2.8333	3.2506	
Price	Bachelor	4.9	2.125	0.007*
	Master and above	6.4286	2.0142	
	Secondary	7.3333	2.8868	
	Sen. Secondary	7.1667	1.6021	
Condition of menu	Bachelor	7.8	2.2618	0.927
	Master and above	7.619	2.0851	

* = significance $p < 0.05$ level.

Difference in education is statistically significant in the case of 'Freshness', 'Taste', 'Quantity' and 'Price'.

Table- 3.10
Perceptions about Service Items

Service Items	Education	Mean	S.D.	Sig. between and within Groups
	Secondary	3.6667	2.5166	
	Sen. Secondary	3.3333	2.582	
Efficiency	Bachelor	2.45	2.1145	0.087
	Master and above	1.5238	1.2891	
	Secondary	3	1	
	Sen. Secondary	3.5	1.2247	
Friendliness of staff	Bachelor	4.05	1.6376	0.621
	Master and above	3.5714	1.6605	
	Secondary	3.3333	1.5275	
	Sen. Secondary	3.3333	1.633	

Helpfulness of staff	Bachelor	2.9	1.0712	0.195
	Master and above	3.7619	1.2611	
Hours of operation	Secondary	3	2.6458	0.234
	Sen. Secondary	3.8333	2.0412	
	Bachelor	3.5	1.7321	
Waiting time	Master and above	4.4762	1.4007	0.441
	Secondary	3.3333	2.0817	
	Sen. Secondary	3.6667	1.2111	
	Bachelor	3.5	1.6384	
Payment methods	Master and above	2.8095	1.4007	0.072
	Secondary	4.6667	1.5275	
	Sen. Secondary	3.3333	2.0656	
	Bachelor	4.6	1.1425	0.072
	Master and above	4.8571	0.9103	

Education was not found to differ statistically on any of the above service items.

Table- 3.11
Perceptions about Cleanliness Items

Cleanliness Items	Education	Mean	S.D.	Sig. between and within Groups
Counter areas	Secondary	2.3333	1.1547	0.04*
	Sen. Secondary	2.6667	0.8165	
	Bachelor	2.25	0.8507	
Eating areas	Master and above	2.9048	0.4364	0.055
	Secondary	1.3333	0.5774	
	Sen. Secondary	1.3333	0.5164	
	Bachelor	1.5	0.6882	
Restrooms	Master and above	1.0476	0.2182	0.53
	Secondary	2.3333	0.5774	
	Sen. Secondary	2	0.6325	
	Bachelor	2.25	0.7164	0.53
	Master and above	2.0476	0.2182	

* = significance $p < 0.05$ level.

Difference in education is statistically significant in the case of 'Cleanliness of counter areas'.

Table- 3.12
Perceptions about Dining Environment

Dining Environment Items	Education	Mean	S.D.	Sig. between and within Groups
	Secondary	1	0	
	Sen. Secondary	4	2.1909	
Location	Bachelor	3.8	2.2618	0.19
	Master and above	3.0952	2.3001	
	Secondary	4	1	
	Sen. Secondary	5.5	1.8708	
Layout of facility	Bachelor	4	2.4709	0.359
	Master and above	3.9048	1.4458	
	Secondary	5.6667	0.5774	
	Sen. Secondary	5.1667	1.3292	
Appearance of staff	Bachelor	4.65	2.0844	0.583
	Master and above	5.2857	1.3836	
	Secondary	7	1	
	Sen. Secondary	5.3333	3.6697	
Music	Bachelor	4.4	2.0622	0.235
	Master and above	5.2857	1.9272	
	Secondary	8	1	
	Sen. Secondary	6	2.8983	
Paintings	Bachelor	5.7	2.2734	0.001*
	Master and above	8.0476	0.9207	
	Secondary	4.3333	0.5774	
	Sen. Secondary	4.5	2.6646	
Ambience	Bachelor	5.15	2.207	0.044*
	Master and above	3.1429	2.1514	
	Secondary	2	0	
	Sen. Secondary	4.1667	2.8577	
Comfort	Bachelor	3.5	2.7434	0.487
	Master and above	2.9524	1.6576	

	Secondary	4.6667	2.8868	
	Sen. Secondary	4	2.2804	
Security	Bachelor	6.6	2.1126	0*
	Master and above	7.8095	1.3645	
	Secondary	8.3333	1.1547	
	Sen. Secondary	6.3333	3.5024	
Separate smoking(Non) zones	Bachelor	7.2	2.7453	0.092
	Master and above	5.1905	2.8217	

* = significance $p < 0.05$ level.

Difference in education is statistically significant in the case of 'Paintings', 'Ambience', 'Security' items.

Summary: There exists a significant relationship at the 0.05 level for 8 variables: Freshness, Taste, Quantity (Food), Price (Food), Cleanliness of counter areas (Cleanliness), Paintings, Ambience, and Security (Dining environment).

Monthly Household Income: A comparison of respondents' perceptions and their monthly household income level categories was done. Their perceptions were examined using the ANOVA and F- ratio of significance with the level of significance assigned to be $\alpha = 0.05$. The results for each category of items are presented in tables from Table 3.13 to Table 3.16 below:

Table- 3.13
Perceptions about Food Items

Food Items	Income	Mean	S.D.	Sig. between and within Groups
	<Rs.10,000	1.5	0.7071	
	Rs.10k-50k	1.7619	1.6095	
Quality	Rs.50k-100k	1.7	1.2183	0.955
	Rs.100k and above	2	1	
	<Rs.10,000	4.5	0.7071	
	Rs.10k-50k	4.3333	1.6533	
Variety	Rs.50k-100k	5.05	1.4681	0.176
	Rs.100k and above	5.7143	1.2536	

	<Rs.10,000	3.5	0.7071	
	Rs.10k-50k	6.1905	1.8335	
Temperature	Rs.50k-100k	5.15	2.0072	0.169
	Rs.100k and above	5	2.8868	
	<Rs.10,000	7	0	
	Rs.10k-50k	6.0952	1.6705	
Look	Rs.50k-100k	5.8	1.8525	0.12
	Rs.100k and above	4.2857	2.3604	
	<Rs.10,000	5	4.2426	
	Rs.10k-50k	3.9524	2.2688	
Freshness	Rs.50k-100k	3.35	1.4609	0.604
	Rs.100k and above	4	2.0817	
	<Rs.10,000	6	4.2426	
	Rs.10k-50k	4.5714	2.2039	
Taste	Rs.50k-100k	3.15	2.4339	0.161
	Rs.100k and above	3.7143	2.0587	
	<Rs.10,000	4.5	4.9497	
	Rs.10k-50k	6	2.3452	
Quantity	Rs.50k-100k	6.65	2.3458	0.329
	Rs.100k and above	7.4286	1.3973	
	<Rs.10,000	6.5	2.1213	
	Rs.10k-50k	4.5238	2.5616	
Price	Rs.50k-100k	6.1	2.0494	0.189
	Rs.100k and above	5.2857	2.7516	
	<Rs.10,000	6	0	
	Rs.10k-50k	7.619	2.334	
Condition of menu	Rs.50k-100k	7.8	1.8525	0.731
	Rs.100k and above	7.5714	2.4398	

Total monthly household Income was not found to differ statistically on any of the above Food items.

Table- 3.14
Perceptions about Service Items

Service Items	Income	Mean	S.D.	Sig. between and within Groups
	<Rs.10,000	3.5	3.5355	
	Rs.10k-50k	2.2381	1.9724	
Efficiency	Rs.50k-100k	2.3	1.9494	0.731
	Rs.100k and above	1.7143	1.8898	
	<Rs.10,000	3.5	2.1213	
	Rs.10k-50k	3.6667	1.6228	
Friendliness of staff	Rs.50k-100k	3.55	1.572	0.643
	Rs.100k and above	4.4286	1.3973	
	<Rs.10,000	3.5	0.7071	
	Rs.10k-50k	3.0476	1.244	
Helpfulness of staff	Rs.50k-100k	3.5	1.1002	0.572
	Rs.100k and above	3.7143	1.8898	
	<Rs.10,000	3.5	2.1213	
	Rs.10k-50k	3.8571	1.6213	
Hours of operation	Rs.50k-100k	4.15	2.0072	0.858
	Rs.100k and above	3.5714	1.1339	
	<Rs.10,000	2	1.4142	
	Rs.10k-50k	3.4762	1.504	
Waiting time	Rs.50k-100k	3.05	1.3945	0.553
	Rs.100k and above	3.2857	1.976	
	<Rs.10,000	5	1.4142	
	Rs.10k-50k	4.7143	1.347	
Payment methods	Rs.50k-100k	4.45	1.3563	0.803
	Rs.100k and above	4.2857	0.7559	

Total monthly household Income was not found to differ statistically on any of the above Service items.

Table- 3.15
Perceptions about Cleanliness Items

Cleanliness Items	Income	Mean	S.D.	Sig. between and within Groups
	<Rs.10,000	2	1.4142	
	Rs.10k-50k	2.4762	0.7496	
Counter areas	Rs.50k-100k	2.6	0.8208	0.299
	Rs.100k and above	3	0	
	<Rs.10,000	1.5	0.7071	
	Rs.10k-50k	1.4286	0.6761	
Eating areas	Rs.50k-100k	1.2	0.4104	0.233
	Rs.100k and above	1	0	
	<Rs.10,000	2.5	0.7071	
	Rs.10k-50k	2.0952	0.7003	
Restrooms	Rs.50k-100k	2.2	0.4104	0.632
	Rs.100k and above	2	0	

Total monthly household Income was not found to be statistically different on any of the above Cleanliness items.

Table- 3.16
Perceptions about Dining Environment

Dining Environment Items	Income	Mean	S.D.	Sig. between and within Groups
	<Rs.10,000	6.5	2.1213	
	Rs.10k-50k	3.0952	2.2114	
Location	Rs.50k-100k	3.2	2.2618	0.224
	Rs.100k and above	3.7143	2.2147	
	<Rs.10,000	3.5	0.7071	
	Rs.10k-50k	4.3333	2.331	
Layout of facility	Rs.50k-100k	3.95	1.9595	0.894
	Rs.100k and above	4.2857	0.9512	
	<Rs.10,000	6.5	0.7071	
	Rs.10k-50k	4.8095	1.8335	
Appearance of staff	Rs.50k-100k	5.25	1.6504	0.483
	Rs.100k and above	4.7143	1.2536	

	<Rs.10,000	4.5	3.5355	
	Rs.10k-50k	4.4286	2.4611	
Music	Rs.50k-100k	5.25	2.0743	0.21
	Rs.100k and above	6.4286	1.1339	
	<Rs.10,000	3	1.4142	
	Rs.10k-50k	6	2.3452	
Paintings	Rs.50k-100k	7.8	1.4364	0.001*
	Rs.100k and above	7.8571	0.6901	
	<Rs.10,000	6.5	2.1213	
	Rs.10k-50k	5.1905	2.3584	
Ambience	Rs.50k-100k	3.8	1.7351	0.001*
	Rs.100k and above	1.5714	1.1339	
	<Rs.10,000	1	0	
	Rs.10k-50k	4.1905	2.5811	
Comfort	Rs.50k-100k	2.5	1.7321	0.045*
	Rs.100k and above	3.2857	1.8898	
	<Rs.10,000	4.5	2.1213	
	Rs.10k-50k	6.2857	2.3483	
Security	Rs.50k-100k	6.7	2.2266	0.074
	Rs.100k and above	8.4286	0.7868	
	<Rs.10,000	9	0	
	Rs.10k-50k	6.6667	2.9889	
Separate smoking(Non) zones	Rs.50k-100k	6.25	2.7886	0.257
	Rs.100k and above	4.7143	3.1472	

Total monthly household Income was found to be statistically different on 'Paintings', 'Ambience', and 'Comfort' items.

Summary: There is a significant relationship at the 0.05 level for 3 variables: Paintings, Ambience, and Comfort (Dining environment).

Occupation: A comparison of respondents' perceptions and their occupation type categories was done. Their perceptions were examined using the ANOVA and F- ratio of significance with the level of significance assigned to be $\alpha = 0.05$. The results for each category of items are presented in tables from Table-3.17 to Table-3.20 below:

Table- 3.17
Perceptions about Food Items

Food Items	Occupation	Mean	S.D.	Sig. between and within Groups
	Business	1.2727	0.4671	
	Service	1.72	1.1733	
Quality	Student	1.7273	0.9045	0.014*
	Homemaker	4	3.6056	
	Business	4.1818	1.2505	
	Service	5.04	1.3687	
Variety	Student	4.7273	2.0045	0.354
	Homemaker	5.6667	2.0817	
	Business	5.6364	2.2923	
	Service	5.36	2.2151	
Temperature	Student	5.7273	1.6181	0.962
	Homemaker	5.3333	3.0551	
	Business	5.1818	1.7215	
	Service	5.72	1.9476	
Look	Student	6.1818	1.834	0.529
	Homemaker	6.6667	2.5166	
	Business	3.5455	1.9679	
	Service	3.64	1.7292	
Freshness	Student	4	2.6077	0.812
	Homemaker	4.6667	2.5166	
	Business	4.4545	3.0121	
	Service	3.04	2.01	
Taste	Student	5.1818	2.2279	0.051
	Homemaker	5	1	
	Business	6.4545	2.2074	
	Service	6.8	2.2174	
Quantity	Student	5.6364	2.5796	0.547
	Homemaker	5.6667	3.5119	
	Business	6.5455	1.3685	
	Service	5.76	2.2782	
Price	Student	4	2.7568	0.006*
	Homemaker	2.3333	1.1547	

	Business	7.6364	1.9633	
	Service	7.76	1.9638	
Condition of menu	Student	7.8182	1.94	0.433
	Homemaker	5.6667	4.1633	

* = significance $p < 0.05$ level.

Difference in Occupation is statistically significant in the case of 'Quality' and 'Price'.

Table- 3.18
Perceptions about Service Items

Service Items	Occupation	Mean	S.D.	Sig. between and within Groups
	Business	2.1818	2.0889	
	Service	1.68	1.4922	
Efficiency	Student	3.1818	2.4008	0.101
	Homemaker	3.6667	2.3094	
	Business	3.9091	1.6404	
	Service	3.64	1.5513	
Friendliness of staff	Student	3.2727	1.4894	0.233
	Homemaker	5.3333	1.1547	
	Business	3.3636	0.9244	
	Service	3.44	1.2936	
Helpfulness of staff	Student	3	1.2649	0.778
	Homemaker	3.6667	2.5166	
	Business	3.9091	1.7581	
	Service	4.2	1.5275	
Hours of operation	Student	3.4545	2.1616	0.621
	Homemaker	3.3333	1.5275	
	Business	2.7273	1.4206	
	Service	3.16	1.6503	
Waiting time	Student	4.0909	1.1362	0.116
	Homemaker	2.3333	0.5774	
	Business	4.9091	1.0445	