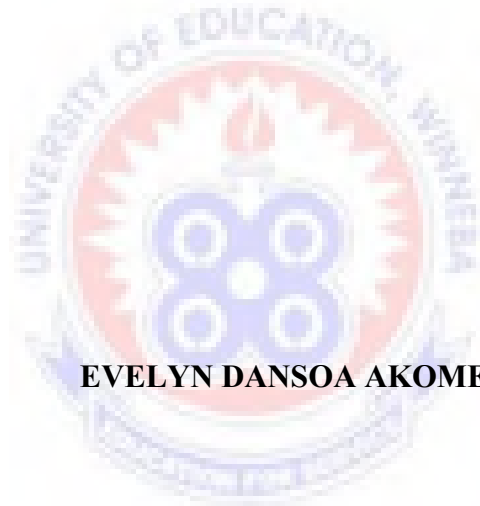**UNIVERSITY OF EDUCATION, WINNEBA**

CONSUMER DECISIONS AND SELECTION OF CATERING

ESTABLISHMENT: EVIDENCE FROM CONSUMERS WITHIN

THE KUMASI METROPOLIS

EVELYN DANSOA AKOMEA

2021

UNIVERSITY OF EDUCATION, WINNEBA

COLLEGE OF TECHNOLOGY EDUCATION, KUMASI

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EVELYN DANSOA AKOMEA

(190010770)

A Dissertation in the Department of HOSPITALITY AND TOURISM

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fulfillment of the requirements for the award of Master of Technology

(Catering and Hospitality) degree

MAY, 2021

DECLARATION

STUDENT'S DECLARATION

I, EVELYN DANSOA AKOMEA, declare that, except for reference to other peoples work which has been duly acknowledged, this project work consist of my own work produced from research undertaken under supervision and that no part has been presented for any degree in the university or any university elsewhere.

SIGNATURE: ………………….………………….

DATE: …………..…….………………………………

SUPERVISOR'S CERTIFICATION

I hereby certify that, the preparation and presentation of this project work was supervised in accordance with the guidelines on supervision of long essay laid down by the University of Education Winneba, Kumasi campus.

DR. (MRS.) ELLEN LOUISE OLU FAGBEMI

SIGNATURE: ………………….………………….

DATE: …………..…………………………………

DEDICATION

This project is foremost dedicated to my husband Mr. John Kwaakye Asamoah, Mr. Oteng, Mr. Gyasi and my two boys Baron and Gendry, who have contributed in different ways to my education. It is also dedicated to all lecturers, who provided me with their unflinching support throughout my academic pursuit in the University.

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ABSTRACT

In recent times eating away from home has become a norm and not attached the same level of reverence in sometime past. 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. 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 guides a consumer in their selection decisions. Thus, the study sought to assess consumers' decisions and selection of catering establishment. The study used study used a cross-sectional research design with quantitative approach. The population of the study was 7,500 with a sample size of 365 undergraduate students of the University of Education-Winneba campus. The instrument for data collection was through a questionnaire. SPSS was used for analysing the study. The study revealed that gender, income level, cleanliness, price, location, menu variety, health consciousness and brand image of a facility had a significant influence on consumer selection of a casual restaurant. The study concluded that control variables entered had no significant influence with a variance of 5.6% in restaurant selection decision. The study recommends that 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.

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). In the past, eating out was seen as a ritual and usually done on special occasions but now 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. Hence, in recent times eating away from home has become a norm and not attached the same level of reverence in sometime past. According to Kim & 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. Interestingly, the unending demand for away from home meals by consumers have equally made the sector highly attractive to entrepreneurs and global brands. For instance, in some time past, most developing countries catering sector was highly dominated by locals with little participation of foreign or well-known brands yet in recent times, their space is highly saturated by foreign brands (Oni & Matiza, 2014).

Generally, the improved socioeconomic conditions together with the stabled democracy been experienced across most African countries have made the sub-region 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 is not an exception to this new development as the country has equally witnessed massive entrant into its market space by global giants like, Star Bites, Piripiri, KFC, etc. This new development suggests that local catering facilities are no longer competing among themselves alone and have to now compete with global brands that have the well-withal to outplay even within their own market space. Hence, 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. This suggests that consumers preference and taste about foods and eating outlets have changed completely in recent times judging from the array of food joints available to them both online and in brick-mortar type facilities.

Meeting customers expectation remains one of the key business goals that shape catering service business sustenance and survival yet there seems to be no clear-cut way to achieve such feat (Harrington, Ottenbacher, & Powell, 2012). Hence, many have argued that for restaurant managers to be able to meet or exceed their customers' expectations, they first have to know the key issues that influence their customers selection decisions that is, getting to know why a consumer buys his or her food from 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 that over 90% refuse to go to back to a catering facility when their expectation are not met (Sulek & Hensley, 2004).

Even though, some works have been done in this regard nonetheless, the inconsistency or lack of commonality in their results tends to suggest the things that consumers consider before selecting a catering facility vary from one person to the other. For instance, in a meta-analysis done by Medeiros & Salay (2013), it was established that the factors that influence consumers' decision to select a catering establishment for their foods were issues such as, price and speed of service delivery. Again, in the same study other factors such as, food quality and taste were found to have a minimal impact on the consumer selection decision. With the studies of Sudhagar & Rajendran (2017), their results suggested that the main factors that influenced Indians customers decision to dine at a Chinese restaurant were issues such as, the hygiene and cleanliness of the place, availability of religious food options, healthy food options and proof of quality certification certificate like ISO 22000. Moreover, in the case of US, a study by Junga, Sydnorb, Leec & Almanza (2015) observed that the main factor that influenced US consumers decision to select a particular catering facility over the other was based on issues such as, food quality and not service quality. In their study it was established that service quality did not necessarily result in choice likelihood.

As rightly pointed out by Islam & Ullah (2010) since the reasons that happen to shape a buyers decision to choose one eating place over the other tends to vary from one jurisdiction to the other, it becomes improper to overgeneralize the results obtained from one region to the other since situational or cultural differences exist. Accordingly, judging from the increasingly competition that have been characterized with the Ghanaian catering sector, it becomes prudent to look deeper into the factors that influence consumer decision to eat or dine at particular catering establishment.

Hence, it is against this backdrop that this study seeks to investigate the main factors that influence Ghanaian consumers' decision when it comes to where and why they buy their food from.

1.2 Statement of the Problem

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 guides a consumer in their selection decisions (Ariffin, Bibon, Puteri & Abdullah, 2012). 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). Even though, some works have been done when it comes to the factors that influence consumer selection decision of catering establishments nevertheless, most of the extant works have placed significant emphasis on advanced economies (Alonso, O'Neill, Liu, & O'Shea, 2013; Feldmann & Hamm, 2015; Frash, DiPietro, & Smith, 2015; Jung, Sydnor, Lee, & Almanza, 2015; Sudhagar & Rajendran, 2017; Islam & Ullah, 2010; Blešić, Raljić, Pivac, & Ivkov, 2018; Brindal, 2010; Akinyele, 2010; Chung & Kim, 2011; Jang & Namkung, 2007) with little attention to emerging economies particularly that of the sub-Saharan Africa.

In Ghana, Donkoh et al. (2012) studied customer satisfaction and their general perception about food services of two restaurants on the Nyankpala Campus of the University for Development Studies, Tamale, Ghana. Clearly, their study focus was not to identify the main factors that influenced the respondent's decision to select restaurant A over B or the vice versa. Accordingly, this work seeks to add to the

limited work within the Ghanaian literature by looking at the decisions of Ghanaian customers when it comes to the selection of a catering establishment.

1.3 Purpose of the Study

The primary purpose of the study is to assess consumers' decisions and selection of catering establishment.

1.4 Objectives of the Study

The following are the research objectives:

1. To identify the factors that influence consumers selection decision of an upscale catering establishment.

2. To examine the factors that influence consumer selection of causal catering establishment.

3. To examine the relationship between consumer demographic profile and their selection decision of catering facility.

1.5 Research Questions

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

1. What are the factors that influence consumers selection decision of an upscale catering establishment?

2. What are the factors that influence consumer selection of causal catering establishment?

3. What is the relationship between consumer demographic profile and their selection pattern of catering facility?

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 undergraduate students at the College of Technology, University of Education Kumasi campus. Accordingly, both undergraduate students at the Kumasi Campus of UCEW will form the study population.

1.8 Organization of the Study

The study is organized into five chapters. Chapter One is made up of Introduction which looks at the Background of the Study, Statement of the Problem, and Research Questions. Others include Purpose of the Study, Limitations of the Study, Scope of the Study, and Organization of the Study. Chapter Two deals with the review of the related literature whiles Chapter Three covers the Methodology adopted for the study. Chapter Four focuses on Results and Discussions whiles finally, Chapter Five looks at the Summary of Findings, Conclusions and Recommendations.

CHAPTER TWO

LITERATURE REVIEW

2.1 Consumer Behaviour on Goods and Services

According to Jacoby & 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 behaviours a dynamic interaction between thinking, behaviour 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 behaviour in these separate contexts and create the supply (marketing mix), that will be sufficient and adequate in addressing consumers needs and wants.

2.2 Consumer Purchasing Decision Making Process

In a typical decision-making process, a consumer being it individual or a business passes through the same processes when seeking to purchase a product or use a service namely; 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, the consumer decision making 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 recognition. It is at this stage of the decision process that a consumer recognizes the need for a food or product (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 (Stankevich, 2017). 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 argue 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 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 organization 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. Generally, it is after the identification of a need that a consumer begins to search for information about the availability of products and services within the market space (Munthiu, 2009). 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 correspond 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 purchased from (Ahmad, 2015). However, the attitude a consumer will form or have towards a food service brand 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. 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 negative feedback from a previous catering facility that would force the 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.
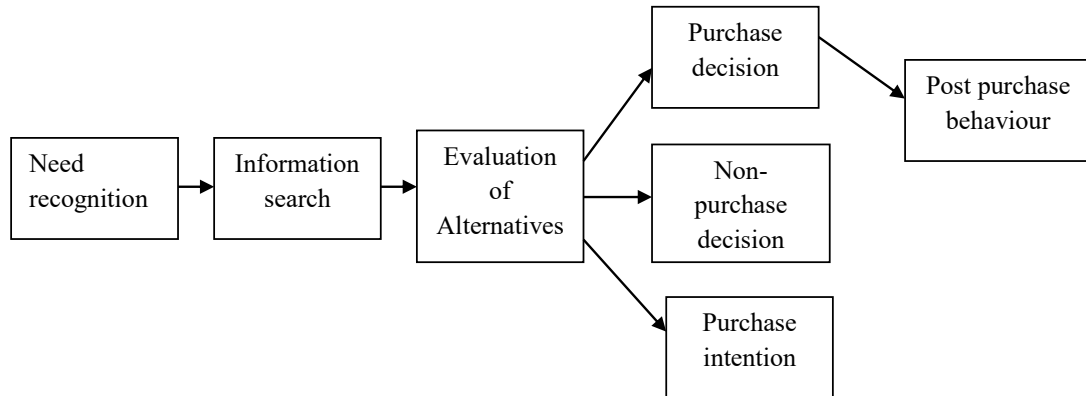
Figure 2.1: Consumer Buying Decisions
Source: (Kotler & Keller, 2012)

2.3 Factors that Influence Consumers Selection Decision of an Upscale

   Restaurant

Akinyele (2010) posits that restaurant customers are usually made up of individuals who come from diverse background with distinct characteristics and different cultural identities. As consumers are shaped by different characteristics, 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 & Moon (2009) observed that the selection criteria employed by customers when deciding on which restaurant to have their meal differ according to the restaurant categorization (i.e. upscale or casual restaurant). Particularly, customers who prefer to eat in an upscale restaurant may place high value ambience and service delivery. However, when it comes to casual eating facilities, customers often times tend to place more emphasis on speed, convenience and cost of food (Rhee, Yang, & Kim, 2016). Accordingly, from this background this section of the study seeks to identify the factors that influence consumer selection decision of upscale catering establishments. The study of Sudhagar & Rajendran (2017) investigated the selection criteria used by customers in India while selecting upscale restaurant for dining and also to understand their

contemporary dining habits. The study relied on a structured questionnaire to collect its data from the respondents. Moreover, with reference to the sampling procedure, the study used a convenience sampling approach to select the study respondents. Subsequently, the study used a descriptive statistics and exploratory factor analysis to analyze the study data. Apparently, results from the study suggest that selection criteria such as, overall hygiene and cleanliness of the restaurant, food quality, service quality, beverage quality, restaurant environment quality, religious food options, healthy options, quality certifications like ISO 22000 and best customer service experience, type of cuisine and live cooking in the restaurant formed the main reasons that influence Indians consumers restaurant selection decisions particularly when it comes the selection of upscale restaurants.

However, issues such as, restaurant ranking in the city, restaurant reviews, celebrity/specialty chef and number of branches did not part of the main factors that influence the consumers when deciding on which upscale restaurant to eat at or purchase from. Consistent results were produced in the study of Medeiros & Salay (2013) as their results identified criteria such as, food type, food quality, service quality, price, location, atmosphere and past experiences as the main factors that influence consumers selection decision of upscale restaurants. Similarly, in the studies of Jung, Sydnor, Lee & Almanza (2015), it was established that issues such as, food quality and the healthiness of the food were the main factors that influenced consumer selection of upscale restaurant. Also, the origin of meal ingredients has been identified as one of the factors that motivate customers to select a restaurant particularly when it comes to upscale restaurants. For instance, Campbell & 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 & Sharma (2010) corroborated similar view in their study as their results revealed that locally grown foods are preferred by consumers who want to eat at an upscale facility. Alfnes & Sharma (2010) argued that since consumers who mostly prefer to buy or eat from an upscale facility tend to be health conscious about the kind of foods they consume, they always want to eat at a facility that procure its food ingredients from a local source. Lillywhite & Simonsen (2014) affirmed similar connection between locally sourced meal and consumer selection of upscale restaurant 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). However, it has to be noted that it is not in all context, that local ingredients have been identified as one of the major criteria that influence consumer selection of upscale restaurants. For instance, in a study undertaken by Alonso, O'Neill, Liu and O'Shea (2013) in the south-eastern part of USA it was observed that using local ingredients for a meal preparation was one of the least factors' consumers gave credence to when deciding on which upscale restaurant to purchase or eat from. According to Jung, Sydnor, Lee & Almanza (2015), the quality of food served at an eating facility becomes one of the major issues' consumers look out for when deciding to eat at an upscale restaurant.

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Conceptually, food quality depicts elements such as food presentation, food variety, and to some extent the cost of the food served at the facility (Namkung & Jang, 2008). Namkung & Jang (2008) posit that consumers seeking to eat at an upscale facility will usually want to have a memorable experience as such, they will always want to eat a quality meal at their selected eating facility. Accordingly, the quality of food served at the restaurant becomes one of the key elements consumers often base their selection decision on when seeking to eat at an upscale restaurant (Harrington et al., 2011; Parikh 2013). Parikh (2013) observed that even when a facility has a good ambience and still fails to serve the consumer with a quality meal, the consumer is likely to regard their eating experience with a great discontentment. According to Jeong & Jang (2011), the quality of meal served at a facility tend to have a significant influence on a consumer selection decision as well as their revisit intention. Mhlanga & Tichaawa (2016) confirmed similar relationship in Port Elizabeth, South Africa as their results revealed that the quality of food served tend to have a significant influence on the consumer selection of upscale restaurants.

Also, within the service sector, service quality has been identified as one of the key business characteristics that differentiate a business service delivery from that of the other. Within the restaurant industry, 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 (Parikh, 2013). 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 communicate and eat with their family members or friends. Jin & Lee (2016) argued that as the decision to eat at an upscale restaurant does not occurs at all times,

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consumers will always want to select a facility whose services address all the elements of service quality. Khan, Hussain & Yaqoob (2013) affirmed similar view in their study as their results reported a significant relationship between service quality and consumer selection decision of upscale restaurant.

Similar results were found in the study of Akbar & Alaudeen (2012) as their results revealed that issues such as, quality of food and quality of service formed the main factors that influence a consumer selection decision of an upscale facility. Likewise, in the study of Kafel & Sikora (2013), it was established that factors such as food quality, service quality, and atmosphere constituted the main factors that predicted consumers selection of an upscale restaurant. Also, it has been observed that consumer in 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 they witness or enjoy 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 consumer selection decision of upscale restaurant (Basri et al., 2016).

A work done by Azim, Shah, Mehmood, Mehmood & Bagram (2014) sought to look at the factors the influenced consumer selection of upscale restaurants in Pakistan. The study used two interview session to collect information from consumers across different profession and background. The first interview session was done for 17 people from different profession and lifestyle. With this interview session, the interviewee were asked to indicate the factors that inform their selection of upscalerestaurants. Results from the study revealed that issues such as privacy,

preferential treatment, and appropriate environment for family gathering, food quality and taste, cleanliness and staff cooperation inform their decision when deciding on which upscale restaurant to have their meal at or purchase their meal from.Also, a study by Basri, Ahmad, Anuar & 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. Apparently, 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.

2.4 Factors that Influence Consumers Selection Decision of Casual Restaurant

In the study of Ariffin et al. (2012) it was established that the atmospheric elements of a restaurant measured by elements such as colour, design, lighting, and restaurant layout tend to have a significant impact on a consumer selection decision of casual eating outlets. Specifically, their study sought to assess youth customer behaviour based on a restaurant's atmospheric environment. Hence, the study explored how the environment of the restaurant and the use of atmospherics by the restaurateurs influence young consumers selection of casual eating outlets. Qualitative data were collected from 300 youth customers and interpretations of therelationships were made. Again, a study done by Haghighi, Dorosti, Rahnama & Hoseinpour (2012) assessed the factors influencing customer selection of casual restaurants 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 the cost of food sold at the facility had the most significant influence on the consumers selection of a casual restaurant. In contrast, restaurant location recorded an insignificant relationship on consumer selection of a casual restaurant.

This revelation is quite surprising since casual denotes convenience or something unplanned hence, consumers in deciding to eat at a casual facility may want a facility that is easier to locate as well as closer to them. Also, with the study of Tam, Yassa, Parker, O'Connor & Allman-Farinelli (2017) it sought to identify the main factors that influence Australian university students selection of casual eating outlets. results from the study showed that the main factors that influenced the students selection decision were taste of food, followed by price, convenience, then cost. Tam et al. (2017) based their study results on a survey of 50,00 university students across seven Australianuniversities.Again, in the context of Bangladesh, a study by Islam & Ullah (2010) revealed that the main factor that determined consumers selection decision of a fastfood joint was the brand identity 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 cholesterollevel, 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 fast food selection were cleanliness of the restaurant, kitchen, and service personnel. Specifically, their study sought to investigate the factors that infleunce students' selection of fast food restaurants in Novi Sad. Again, a study by Oni & Matiza (2014), which seek out to investigate the main factors that infleunce rural consumers selection of fast food outlets in Mankweng Township and the surrounding rural villages in Limpopo Province of South Africa established that factors such price, convenience, location and accessibility constituted the main factors that influenced rural consumers selection of fast food outlets. However, other factors such as the nutritional value, origin of franchise and the variety meal on the menu did not form part of the factors that influenced rural consumers selection decision of fast foods outlets in South Africa. The study relied on a convenient sampling method to select 267 respondents. Data was analyzed on the basis of descriptive statistics and inferential statistics.

However, in the study of Kim & 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. Lastly, in the study of Oni & Matiza (2014), it was revealed that factors such as, value for money, convenience and location 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 studyaim was to examine the value and relevance of the salientfactors influencing rural-consumer choice of fast food outlet.

2.5 Relationship between Consumer Demographic Profile and their Selection Decision of a Catering Facility

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) seek 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 are 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 & 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 & Nath (2013) concluded that advertisement and lifestyle were the two key factors that predicted a consumer selection decision of a restaurant facility.

Baek, Ham & 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 & 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 & 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-consciousconsumer. Results from the study suggest that health conscious consumers were more interested in eating at a facility that served healthy and natural foods thanthe 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 infleunced 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.

2.6 Conceptual Framework

According to Miles & 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 restaurant facilities in Ghana. Hence, the emphasis here is to identify the factors that influence consumer selection criteria of catering facilities (i.e. upscale and casual 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 diningand 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 andaccessibility form part of the critical factors that shape consumer selection decision of fast food outlet (Oni & Matiza, 2014). In the study of Akbar & 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 & 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 shape Ghanaian consumers selection decision of restaurant facilities. Again, it has to be stated that consumers have variety of needs and desires when deciding where to eat out and what to eat. For instance, what may inform an old person decision to eat or purchase his or her food at an upscale restaurant may not be same as the reasons often looked out by the youth when deciding to eat at a casual facility.

Hence, it has been established that a person's age, gender and income level will have a significant impact on an individual selection of a restaurant facility depending on his personal profile (Rahman, 2012). 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 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.
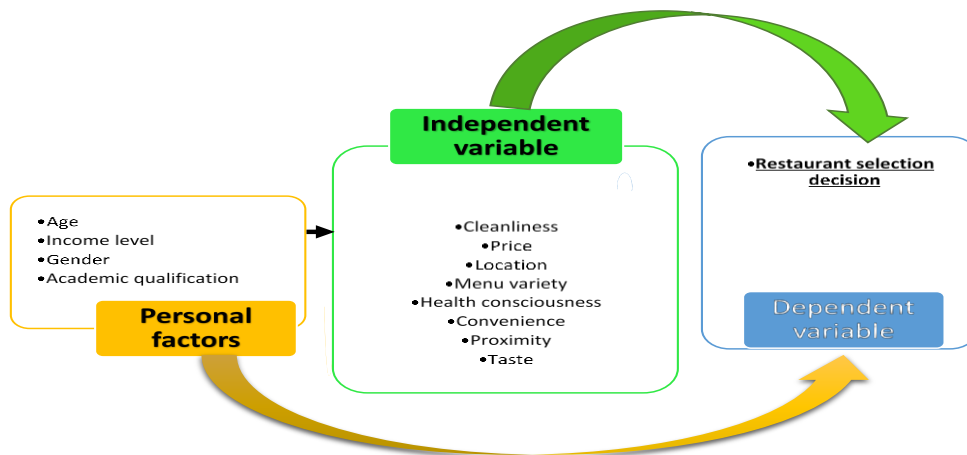
Figure 2.2: Conceptual Framework of the Study

2.7 Hypothesis Development

H1: There is a significant effect of consumers' decision and selection of cleanliness on restaurant.

H2: There is a significant effect of consumers' decision and selection of Price on restaurant

H3: There is a significant effect of consumers' decision and selection of location on restaurant

H4: There is a significant effect of consumers' decision and selection of menu variety on restaurant

H5: There is a significant effect of consumers' decision and selection of health consciousness on restaurant

H6: There is a significant effect of consumers' decision and selection of convenience on restaurant

H7: There is a significant effect of consumers' decision and selection of proximity on restaurant

H8: There is a significant effect of consumers' decision and selection of taste on restaurant

CHAPTER THREE

METHODOLOGY

3.1 Research Design

According to Creswell (2014), research designs include the forms of inquiry within qualitative, quantitative and mixed methods approaches that specify the direction with which a study will be done. Accordingly, this study used a cross-sectional research design to assess consumers' decisions and selection of catering establishment. Cross-sectional research design was used because the study sought to collect its data at a single point in time and from large-scale consumers. Furthermore, a quantitative approach was used in the study. Since, data generated in this study was quantified to identify the trends and commonalities in respondents responses,

3.2 Population of the Study

The study population covers undergraduate students of the University of Education-Winneba campus. Based on the researcher's initial enquiry at registrar office, it became evident that the Kumasi campus has total undergraduate students' population of 7,500 (University of Education, Winneba, 2018). Therefore, the population size for this study was 7,500.

3.3 Sample and Sampling Techniques

According to Bryman (2012), a sample is a segment of the population that is selected for investigation. In another words it is a subset of a population. The method of sampling may be based on a probability or a non-probability sampling approach. However, the decision to select a sampling approach is informed by what the study seeks to achieve. For instance, if a study seeks to ensure that each unit in the

population has a fair or equal chance of being selected, then random sampling should be employed (Creswell, 2014). In contrast, if a study purpose is to collect data or information from a selected few then non-probability sampling approach should be used. However, what each researcher ought to know beforehand is that each sampling approach has its own consequences. Moreover, as this study seeks to ensure that each sample has an equal and fairer chance of being selected for the study, the study employed probability sampling specifically simple random sampling. Subsequently, the study used the Krejcie & Morgan (1970) sampling table to determine the sample size for the 7500-population size. Based on the Krejcie & Morgan (1970) sampling table, the sample size for this study was 365 with a 95% confidence interval (error of margin).

3.4 Data Collection Instruments

According to Kumar (2011), data collection methods are the instruments employed for a study data collection. Data collection instrument can take the form of self-administering questionnaire or a structured interview schedule and other forms of techniques guides a study uses to collate information from the subject under enquiry. Again, the author added that in a decision to select or employ a particular research instrument a researcher ought to take notice of some possible conditions. Bryman & Bell (2007) posited that in certain instances, the demographic profile of a study subjects may affect the answers the respondents will give. Therefore, a respondent personal profile such as educational qualification, religion, and perception about the study may influence his response rate. Obviously, since the present study participants are highly literate and could all read and understand the study items, the demographic characteristics in this case is not expected to have any direct impact on the way and

manner the participants will respond to the study items. Accordingly, questionnaire item is more appropriate for the study since it will eschew all these defects from its study findings.

Equally, questionnaires over time have proven to be one of the less expensive instruments to collect large pool of data within the shortest possible time (Creswell, 2014). Bryman (2012) on his part argued that questionnaires provide greater anonymity and likewise minimize Hawthorne effect than other forms of data collection instruments. Nonetheless, questionnaires have some weaknesses too. Bryman (2012) established that with questionnaire a researcher may find it to establish whether the selected sample actually answered the questionnaire by himself or not. Yet Bryman (2012) maintained that, this problem largely applies to open questions as well, which are not necessarily a great deal in self-completion questionnaire.

3.5 Data Collection Procedures

The questionnaires were sent out to the study samples of the undergraduate students of the University of Education-Winneba Kumasi campus to enable the researcher have adequate insight into the problem under study. Additionally, permission was sought from the course representative before the questionnaires were administered to the students. Also, a cover letter was attached to each questionnaire. The letter outlined the purpose of the study and provided assurance of confidentiality. It also included the researcher's name and contact details. Churchill & Iacobucci (2002) added that cover letters are very important in convincing respondents to cooperate in a study. The administration of the questionnaire was done by the researcher. It will take

a period of three weeks to complete. Prior permission was sought from the respondents before the questionnaires were eventually given to them to respond to.

3.6 Data Analysis

The empirical analysis for the present study aims to assess consumers' decisions and selection of catering establishment. The data collected will be keyed into The IBM Statistical Package for Social Sciences (SPSS) version 20.0 and the result of the study will be analysed on the basis of descriptive statistics, Pearson correlations and regression analyses. Moreover, after identifying the correlation between the variables, regression analysis will be computed to identify the strength of relationship among the identified factors and consumer selection decision of restaurants.

3.7 Ethical Considerations

Ethical consideration places enormous responsibility on the researcher to assess carefully the possibility of any harm that could affect the study participants and also to provide appropriate measures to control these effects (Bryman & Bell, 2007). When carrying out research it is important that participants are aware of why it is being carried out, and what will be done with the information they provide. If this is not made clear, the information given may not be entirely truthful or may be slant towards a certain direction. Equally it is important to assure participants that their identities will not be shared and that there is full confidentiality. It is also important that in quantitative research, investigators must be completely objective and try not to influence a study with their own values and perceptions (Bryman, 2012). In order to address these issues firstly, permission was sought from the respondents before the researcher distributed the questionnaires to the participants to complete. Moreover,

every questionnaire that was sent out had a cover letter included in it which clearly espoused the purpose of the survey. The questionnaire didn't require the names of the respondents; this was to protect their identity and remain anonymous. As a result, the employees were aware from the beginning what the researcher was doing, why and where the information was going and why it was being gathered.

CHAPTER FOUR

RESULTS AND ANALYSIS

4.1 Demographic Characteristics of Respondents

Results on the demographic characteristics of the respondents have been presented in

Table 4.1.

Table 4.1: Demographic Characteristics of Respondents

Demographic variable	Category	Frequency	Percentage
Gender	Male	172	63.2%
	Female	100	36.8%
Age	16-20 yrs	156	57.4%
	21-25 yrs	116	42.6%
Education	SSCE/WASSCE	125	46.0%
	Diploma	117	43.0%
	HND	30	11.0%
Monthly stipend	¢100-350	106	39.0%
	¢360-550	96	35.3%
	¢560-850	55	20.2%
	>¢860	15	5.5%
Food eating outlet	Restaurant	55	20.2%
	Chop bar	145	53.3%
	Food vendor	44	16.2%
	Others	28	10.3%

On the respondents' demographic profile, results from Table 4.1 suggest that more

than half of the respondents that is, 63.2% were males and the remaining that is,

36.8% were females. Again, when it comes to the age distribution of the respondents,

it can be observed from Table 4.1 that a little over half of the respondents thus, 57.4%

had their ages in the age bracket of 16-20 years. Also, the remaining of the

respondents thus, 42.6% had their ages within the age bracket of 21-25 years. Results

on the respondents' age distribution suggest that most of the respondents were largely youthful as none of them had their ages above 30 years. Moreover, when it comes to the respondents' educational background, results from Table 4.1 suggest that 46.0% had either SSCE/WASSCE as their academic qualification, 43.0% on the other hand had diploma as their academic qualification and lastly 11.0% had HND as their highest level of academic qualification. This observation goes to affirm the scope with which this study obtained its data from that is, undergraduate students at the University of Education, Kumasi campus.

On the respondents average monthly stipend, results from Table 4.1 reveal that 39.0% of the respondents monthly stipend fall within the range of ¢100-350, 35.3% of the respondents had their monthly stipend within the range of ¢360-550, 20.2% of the respondents had their monthly stipend within the range of ¢360-850 and lastly 5.5% of the respondents had their monthly stipend above ¢860. Finally, on the respondents most favoured eating outlet, it can be observed from Table 4.1 that most of the respondents thus, 53.3% preferred to eat at a chop bar. Also, 20.2% of the respondents selected restaurant as their most preferred eating outlet, 16.2% on the other hand selected food vendor as their preferred food eating outlet and lastly 10.3% of the respondents chose food joints and other eating outlets as their most favoured food eating outlet. Results from the study suggest that most of the participants were males confirming the earlier view that most of the students within our tertiary institutions are dominated by males. Again, results from the study suggest that most of the respondents were largely youthful as none of the respondents had their ages above 30 years.

4.2 Descriptive Statistics on the Factors that Influence Consumers Selection Decision of an Upscale Restaurant

As consumers selection of upscale restaurant happen to be shaped by several factors, this section presents the respondents level of agreement on the factors that influence their selection of an upscale restaurant.

4.2.1 Consumers Selection of Restaurant based on Quality of Services

Respondents level of agreement as to whether the quality of services delivered at a facility influence their selection of an upscale restaurant has been presented in Table 4.2.

Table 4.2: Consumers Selection of Restaurant based on Quality of Services

Quality of Service	Min	Max	Mean	Std. Dev
1. I always place emphasis on the quality of food/drink serve at a restaurant facility.	1	5	3.57	.867
2. A restaurant with creativity in its menu and service delivery influence my decision to eat there or not.	1	5	3.98	1.132
3. I always consider the speed of service delivery in my selection of an upscale restaurant.	1	5	3.62	1.238
4. A restaurant flexibility for special dining requests influence my selection of that particular restaurant	2	5	3.71	.798
5. The friendliness of staff at a facility is what I give much focus on when looking for an upscale restaurant deciding to dine at an upscale facility.	1	5	3.81	1.216
6. I give much attention a restaurant cleanliness, neatness and presentation of staff when choosing between an upscale restaurant.	2	5	3.59	1.087
7. I give much attention to a facility that always seek to ensure error-free service order.	1	5	3.82	.744

Under the quality of service delivery scale, results from Table 4.2 suggest that all the items under this construct had their mean values above 3.5 suggesting that most of the respondent's ratings on these items fall within the agree rating. What this suggests is that the quality of service delivered at an eating outlet forms part of the main factors that shape consumers selection of an upscale restaurant. For instance, most of the respondents agreed that they always give much emphasis to the quality of food/drink serve at a restaurant facility in their selection of an upscale restaurant. Likewise, most of the respondents agreed that they prefer to dine at an upscale restaurant that shows creativity in its menu meals and service delivery. Also, most of the respondents agreed that the friendliness of staff at a facility is what they give much attention to when looking for an upscale restaurant. As indicated earlier most of the respondents rating on the quality of services were all within the agreed score signifying that quality of service plays a significant role in consumer selection of an upscale.

4.2.2 Consumers Selection of Restaurant based on Price

Respondents level of agreement as to whether the price of food and service charges influence their selection of an upscale restaurant has been presented in Table 4.3.

Table 4.3: Consumers Selection of Restaurant based on Price

Price	Min	Max	Mean	Std. Dev
1. I hardly give much attention to the price charges of the items on the menu when deciding between an upscale facility.	1	5	3.67	.672
2. I prefer to dine at an upscale restaurant with high price charges.	2	5	3.70	.827
3. A restaurant with high price charges resonate poor services.	1	5	3.33	.778

On the price construct, results from Table 4.3 suggests that with the exception of item 3 (a restaurant with high price charges resonate poor services) where the respondents rating fall under the neutral score, the other items had their mean score within the agree score. For instance, most of the respondents agreed that they hardly give much attention to the price charged on meals on a menu when deciding between upscale restaurants. Similarly, most of the respondents agreed that they prefer to dine at an upscale restaurant with high price charges. Results from the study suggest that high price charges did not in any way dissuade consumers from choosing between upscale restaurants.

4.2.3 Consumers Selection of Restaurant based on Brand Image of Restaurant

Respondents rating as to whether brand image of a restaurant influence their selection of an upscale restaurant has been presented in Table 4.4.

Table 4.4: Consumers Selection of Restaurant based on Brand Image of Restaurant

Status	Min	Max	Mean	Std. Dev
1. I prefer to dine at an upscale facility that has positive status.	1	5	3.70	.871
2. I prefer an upscale restaurant that has been advertised in the media.	1	5	3.81	.764
3. A friend's endorsement about a restaurant services influence my decision to dine there.	1	5	3.65	1.312
4. A restaurant star rating influences my selection decision.	1	5	3.80	.899
5. A restaurant reviews in magazines and newspapers shape my selection decision.	1	5	3.72	1.803

Results from Table 4.4 suggest that all the respondents rating under the brand image items fall within the agreed score. This indicates that most of the respondents considered the brand status of a restaurant before deciding to which upscale restaurant to choose or select. For instance, most of the respondents agreed that they prefer to dine at an upscale facility that has positive status. Likewise, most of the respondents agreed that they preferred an upscale restaurant that has been advertised in the media. Again, most of the respondents agreed that a friend endorsement of a facility signifies quality and status. Lastly, most of the respondents agreed that a restaurant rating and review influence their perception on the facility brand.

4.2.4 Consumers Selection of Restaurant based on Location

Respondents rating on whether location forms part of the factors that influence their selection of an upscale restaurant has been presented in Table 4.5.

Table 4.5: Consumers Selection of Restaurant based on Location

Location	Min	Max	Mean	Std. Dev
1. A place proximity is what I look when choosing between upscale restaurants.	1	5	3.95	.673
2. A restaurant visibility influences my selection of an upscale restaurant.	1	5	3.54	.914
3. I prefer upscale restaurants that are isolated from my place of stay	1	5	2.31	.701

Results from Table 4.5 reveals that the location of an upscale restaurant shapes the selection decision of most of the respondents. For instance, majority of the respondents agreed that a place proximity is what they look out for when choosing between upscale restaurants. Again, most of the respondents agreed that restaurant visibility influences their selection of an upscale restaurant. Lastly, most of the

respondents held the view that they do not dine at upscale restaurants that is isolated from their place of stay. What this suggests is that an upscale restaurant location judged by conditions such as proximity and visibility influence consumers selection of that upscale restaurant.

4.2.5 The Effect these Factors had on Consumers Selection of an Upscale Restaurant

Multiple regression analysis was performed to identify which of these factors (i.e. quality of service, price, brand image and location) had the most significant influence on consumers selection of upscale restaurant. Accordingly, the results of the regression analysis have been presented in Table 4.6.

Table 4.6: Regression Results

Predictors	Beta-coefficient estimate	Standard error	t-value	p-value	Remarks
(Constant)	7.067	1.665	4.244	.000	S
Q.S.	.299	.126	1.875	.019	S
Price	.018	.058	.304	.062	NS
Brand	.371	.110	3.389	.001	S
Loc.	.325	.126	2.579	.012	S

    a. Dependent Variable: Selection of Upscale restaurant, Note (S=Significant, NS=Not significant)

    b. Predictors: (Constant), Q.S. (quality of service), Price, Brand (brand image of restaurant), Loc. (location)

Correlation Coefficient of the model (R) = 0.620; R^2=0.384, Adjusted R Square = 0.350, F=11.108, Overall Model Significance = 0.000 level

Results from Table 4.6 reveal that the entire model which is made up of variables such as, quality of service, price, brand image of restaurant and location predicted 35% of the variance in the respondent's selection decision of an upscale restaurant, $\Delta R2 = 0.350$, F (11, 261) = 11.108, p <.001). On the predictive effect of the independent variables, result from Table 4.6 suggests that quality of service had a significant positive effect on a consumer selection of an upscale restaurant ($\beta=0.299$, t=4.170, p <.001). Likewise, brand image of a restaurant had a significant positive effect on a respondent selection of an upscale restaurant ($\beta=0.371$, t=3.389, p <.001). Again, location reported a significant positive effect on a consumer selection of an upscale restaurant ($\beta=0.325$, t=2.579, p <.001). Conversely, price posited a significant relationship on consumer selection of an upscale restaurant ($\beta=0.018$, t=0.304, p <.05).

Results from the study suggest that the factor with the most significant influence on consumer selection of an upscale restaurant is brand which recorded a coefficient value of 0.371 followed by location with coefficient value of 0.325 and lastly quality of service with a coefficient value of 0.299. However, price recorded no significant influence on consumer selection of an upscale restaurant. Results from the study suggest that factors such as quality of service, brand image and location had the most significant influence on respondent selection of upscale restaurant. Results from the study is consistent with the findings of Sudhagar & Rajendran (2017) as in their study factors such as food quality, location and brand had the most significant influence on consumer selection of upscale restaurant.

Similarly, results from the study align with the conclusions of Medeiros & Salay (2013) and Jung et al. (2015) as in their study a significant relationship was established between quality of service, location and consumer selection of upscale restaurant. According to Jung et al. (2015), the quality of services most consumers give much emphasis when looking for an upscale restaurant are food quality and the healthiness of the food served at the facility. Results from the study is consistent with the views of Walker and Lundberg (2005) as they argued that naturally when consumers are seeking to go to an upscale restaurant, they are not only critical about the satisfaction of their appetite but are equally careful about the quality of services and atmospheric conditions in the facility. Accordingly, the quality of service tends to have a significant influence on consumer selection of an upscale restaurant (Basri et al., 2016). Lastly, result from the study is consistent with the conclusion of Basri et al. (2016) as in their study price recorded no significant influence on consumer selection of an upscale restaurant.

4.3 Descriptive Statistics on the Factors that Influence Consumers Selection Decision of a Casual Restaurant

Respondents rating on how issues such as quality of service, price, brand image and location influence their selection of casual restaurant has been presented under this section.

4.3.1 Quality of Services

Respondents rating on how the quality of services at a facility influence their selection of a casual restaurant has been presented in Table 4.7.

Table 4.7: Quality of Services

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	3.75	.782
2. A restaurant with creativity in its menu and service delivery influence my decision to eat there or not.	1	5	3.68	.871
3. I always consider the speed of service delivery in my selection of an upscale restaurant.	2	5	3.79	1.313
4. A restaurant flexibility for special dining requests influence my selection of that particular restaurant	1	5	3.71	1.052
5. The friendliness of staff at a facility is what I give much focus on when looking for an upscale restaurant deciding to dine at an upscale facility.	1	5	3.91	1.112
6. I give much attention a restaurant cleanliness, neatness and presentation of staff when choosing between an upscale restaurant.	1	5	3.86	1.294
7. I give much attention to a facility that always seek to ensure error-free service order.	1	5	3.56	1.531

Results on the quality of service scale suggests that most of the respondents rating on all these items fell within the agreed score. This suggests that the quality of services delivered at a facility shape the respondents' selection of a casual restaurant. For instance, most of the respondents agreed that they always give much attention to the quality of food/drink served by a restaurant facility when looking for a casual facility to dine. Also, majority of the respondents agreed that a restaurant with much creativity in its menu and service delivery is what they consider when choosing between casual restaurants. Again, most of the respondents agreed that they always

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look out for a facility with speed when deciding between casual restaurants. Also, most of the respondents agreed that they consider a facility level of flexibility with regards to how it deals with its orders and services. As indicated earlier most of the respondent's responses suggest that the quality of service delivered at a facility has some level of influence on consumer selection of a casual restaurant.

4.3.2 Price of Food and Service Charges

Respondents rating on how the prices of food and services at a facility influence their selection of a casual restaurant has been presented in Table 4.8.

Table 4.8: Price of Food and Service Charges

Price	Min	Max	Mean	Std. Dev
1. I always place emphasis on the cost of food sold when deciding to eat at a casual facility.	1	5	4.52	1.286
2. Price remain key to me when choosing a casual facility.	1	5	4.05	.927
3. I always look for casual facility with lower service charges.	2	5	3.76	.726

Results from Table 4.8 suggest that price remain paramount in the respondent's selection of casual restaurant. For instance, most of the respondents agreed that they will always consider the cost of food sold when deciding to choose between casual facility. Similarly, most of the respondents' agreed that price remain key to them when choosing a casual facility. Also, majority of the respondents agreed that they will always look out for casual facility with lower service charges. Generally, obtaining a mean value above 3.7 for all the price items suggest that most of the respondents considered price charges of restaurant services when choosing between casual restaurant facilities.

4.3.3 Brand Image

Respondents rating on how a facility brand influence their choice of casual restaurant has been presented in Table 4.9.

Table 4.9: Brand Image

Status	Min	Max	Mean	Std. Dev
1. I place much emphasis on the brand image when looking for a casual facility to dine.	1	5	2.32	1.017
2. I eat at places that have been advertised in the newspaper, radio or television.	1	5	2.26	1.106
3. I eat at places that have been recommended by my friend	2	5	2.25	.976
4. A casual eating facility rating influence my selection decision.	1	5	2.15	.871
5. A casual eating facility reviews inform my selection decision.	1	5	2.37	.738

Results from Table 4.9 suggest that most of the respondents did not take a facility brand identity into accounting when deciding between casual restaurant. For instance, most of the respondents held the view that they do not place much emphasis on the brand image when looking for a casual facility to dine. Once again, most of the respondents held the view that they do not look for a facility that has been advertised in the newspaper, radio or television when looking for a casual restaurant. Again, most of the respondents said they do not eat at places that have been recommended by a friend when looking for a casual restaurant. Lastly, most of the respondents said they do not consider a facility a rating or review when choosing between casual restaurant.

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4.3.4 Food

Respondents rating as to whether food form part of the factors that influence their selection of casual restaurant has been presented in Table 4.10.

Table 4.10: Food

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

Results from Table 4.10 show that the kind of food served by a casual restaurant has much weight on consumers selection or preferences. For instance, most of the respondents agreed that casual restaurants with much variety in its menu is what they always look out for when looking for a place to eat. Also, most of the respondents agreed that they prefer to eat at casual restaurants that serve authentic foods. Again, most of the respondents agreed that the portion size/quantity of food and drink served at the facility always influence their decision of a casual restaurant. Lastly, most of the respondents agreed that they prefer casual restaurants that use fresh ingredients and serve tasty foods every day.

4.3.5 Location of Restaurant

Respondents rating as to whether location form part of the factors that influence their selection of casual restaurant has been presented in Table 4.11.

Table 4.11: Location of Restaurant

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 with the most 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 from Table 4.11 suggest that a restaurant location played a significant role in consumer selection of a casual restaurant. For instance, most of the respondents agreed that when looking for a casual place to eat they always consider the place proximity. Again, most of the respondents agreed that they always look out for the facility with the most visibility when looking for a casual restaurant to eat. Lastly, most of the respondents agreed that they prefer casual restaurants that are located in well-known places in Kumasi. The ratings of the respondents on all the three items suggest that most of them look out for casual restaurants with the most proximity and visibility anytime they wanted to eat at such facility.

4.3.6 The Effect these Factors had on Consumers Selection of a Casual

    Restaurant

Multiple regression analysis was performed to identify which of these factors (i.e. quality of service, price, brand image, food and location) had the most significant influence on consumers selection of a casual restaurant. Accordingly, the results of the regression analysis have been presented in Table 4.12.

Table 4.12: Regression Results

Predictor Variables	Beta-estimate coefficient	Standard error	t-value	p-value	Remarks
(Constant)	4.045	.658	6.151	.000	S
Q.S.	.503	.044	11.316	.000	S
Price	.625	.143	4.366	.000	S
Brand.image	.026	.054	.493	.023	NS
Food	.090	.049	1.845	.048	S
Location	.127	.046	2.764	.007	S

    a. Dependent Variable: selection of a casual restaurant, Note (S=Significant, NS=Not significant)

    b. Predictors: (Constant), Quality of service, Brand image, Food and Location)

Correlation Coefficient of the model (R) = 0.859; R^2=0.738, Adjusted R Square = 0.727, F= 70.892, Overall Model Significance = 0.000 level

Results from Table 4.12 reveal that the entire model which is made up of variables such as, quality of service, price, brand image of restaurant, food and location explained 72.7% of the difference in the respondent's selection decision of a casual restaurant, $\Delta R2$ = 0.350, $F (9, 264)$ = 70.892, $p < .001$). Moreover, on the predictive power of the individual variables, result from Table 4.12 suggests that quality of service had significant positive effect on a consumer selection of a casual restaurant (β=0.503, t=11.316, $p < .001$). Also, price charges of casual restaurant had a significant positive effect on a respondent selection of a casual restaurant (β=0.625,

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t=4.366, p <.001). Also, the kind of food served or prepared at a facility posited a significant relationship on respondents' selection of a casual restaurant (β=0.090, t=1.845, p >.05). Again, location reported a significant positive effect on a consumer selection of a casual restaurant (β=0.127, t=2.764, p <.001). Nevertheless, the brand image or status of a facility record a significant relationship on a respondent selection of a casual restaurant (β=0.018, t=0.004, p >.05).

Results from the study suggest that the factor with the most significant influence on consumer selection of a casual restaurant is price with a coefficient value of 0.625 followed by quality of service with a coefficient value of 0.503, followed by location with a coefficient value of 0.127 and lastly the kind of food served with a coefficient value of 0.090. However, the brand image of a facility did not have any significant influence on consumer selection of a casual restaurant. Accordingly, results from the study suggest that factors such as price, quality of service, location and food had the most significant influence on a consumer selection of a casual restaurant.

Results from the study is consistent with the earlier work of Haghighi et al. (2012) which observed a significant relationship between price and consumer selection of casual restaurant. However, results from the study could not corroborate the other part of Haghighi et al. (2012) results where location recorded no significant influence on consumer selection of a casual restaurant. Since casual denotes convenience or something unplanned consumers in deciding to eat at a casual facility may want a facility that is easier to locate or closer to them (Islam & Ullah, 2010). Accordingly, Islam and Ullah (2010) identified location as one of the main factors that shape consumer selection decision of casual restaurant. Again, results from the study affirm

the findings of Tam et al. (2017) where factors such as taste of food, price and location had a significant influence on Australian university students selection of casual eating outlets. Also, results from the study affirm the conclusion of Oni and Matiza (2014) where price, location and food were identified as the main factors consumers gave much attention to when looking for a casual facility to have their meal. Again, results from the study concur with the conclusions of Kim and Moon (2009) and Oni and Matiza (2014) as in their respective studies price of meal and location had a significant influence on consumer selection of casual restaurant.

However, results from the study is inconsistent with the conclusion of Islam and Ullah (2010) where in their study brand image of facility recorded a significant influence on Bangladesh students selection of a casual restaurant. Again, results from the study could not corroborate the results of Blešić et al. (2018) as in their study brand status of a facility posited a significant influence on consumer selection of casual restaurant. Also, results from the study is not in tandem with the other conclusion of Kim and Moon (2009) where brand status of a restaurant had a significant effect on consumer selection of casual restaurant.

4.4 Influence Consumer Demographic Profile has on their Selection of an Upscale and Casual Restaurant

The regression results on the impact a respondent demographic profile had on their selection of either an upscale or casual restaurant has been presented in Table 4.13.

Table 4.13: Demographic Profile and Consumer Selection of an Upscale and

Casual Restaurant

	R1				R2			
	Upscale Restaurant				**Casual Restaurant**			
Predictors	**Stand. β_i**	**Std. Error**	**t**	**p-value**	**Stand. β_i**	**Std. Error**	**t**	**p-value**
Constant	20.063	2.880	6.965	.000	4.268	2.368	1.802	.073
Ag.	.434	.092	4.704	.000	.076	.076	.999	.319
Gend.	1.211	.401	3.016	.003	.720	.330	2.183	.030
Edu.qua	.944	.465	2.030	.043	.965	.382	2.523	.012
Stipend.	.339	.087	3.887	.000	-.363	.269	-1.348	.179
R	**0.402**				**0.390**			
R^2	**0.161**				**0.152**			
Adjusted R^2	**0.137**				**0.128**			

a. Dependent Variable: selection of upscale restaurant, selection of casual restaurant
Note: Ag. (Age), Gend. (Gender), Edu.qua (Educational qualification), Stipend. (Average monthly stipend)

On model 1 which assessed the relationship between consumer demographic profile and selection of an upscale restaurants came by the following conclusions. First the entire demographic profile (i.e. age, gender, academic qualification, and stipend) predicted 13.7% of the variance in the respondent's selection of an upscale restaurant, $\Delta R2 = 0.137$, $F_{(8, 264)} = 6.659$, $p < 0.0001$). On the effect size of each of the predicting variables, age reported a significant influence on the respondent selection of upscale restaurant ($\beta=0.434$, $t=6.965$, $p < .001$). Also, a consumer gender recorded a significant positive influence on their selection of upscale restaurant ($\beta=1.211$, $t=3.016$, $p < .001$). Similarly, stipend which was used a proxy to gauge the respondent's income level reported a significant influence on their selection of an

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upscale restaurant (β=0.339, t=3.887, p<.001). Likewise, respondent educational status posited a significant influence on their selection of upscale restaurant (β=0.944, t=2.030, p<.001).

Results from the first model suggest that all the demographic variables (i.e. age, gender, academic qualification, and stipend) had a significant influence on the respondent's selection of an upscale restaurant. With model 2, which examined the relationship between demographic characteristics and consumer selection of a casual restaurant, it was established that all the demographic variables (i.e. age, gender, academic qualification, and stipend) explained 12.8% of the difference in the respondent's selection of casual restaurant, $\Delta R2$ = 0.128, F (8, 264) = 6.152, p <.001). On the predictive power of the independent variables, result from Table 4.13 indicate that age had no significant relationship on a person selection of casual restaurant (β=0.076, t=0.999, p >.005). However, gender posited a significant relationship on a respondent selection of casual restaurant (β=0.720, t=2.183, p <.001). Likewise, a person educational qualification posited a significant positive influence on a consumer selection of casual restaurant (β=0.965, t=2.523, p <.005).

Again, stipend reported a significant negative relationship on a respondent selection of casual restaurant (β=-0.363, t=-1.348, p <.001). What this suggests is that as consumer stipend improves or increases their selection of casual restaurant decreases in the same direction. Results from the study suggest that the demographic characteristics that had the most significant influence on a respondent's selection of a casual restaurant are gender educational qualification and stipend. However, consumer age did not influence their selection of casual restaurant. Results from the

study is consistent with the conclusion of Rahman (2012), as in their study age, gender and level of income had the most significant impact on their selection of an upscale restaurant. Again, result from the study is in line with the conclusion of Myung et al. (2008) where age posited a significant influence on a person selection of upscale restaurant. Similarly, the insignificant relationship reported between age and consumer selection of casual restaurant is consistent with the results of Myung et al. (2008) as in their study age reported no significant influence on consumer selection decision of casual restaurants. Also, result from the study concur with that of Lockyer (2005) as personal characteristics such as age and income recorded a significant influence on consumer selection of upscale restaurant. Again, result from the study affirm the findings of Yamanaka et al. (2003) as age reported no significant influence on consumer selection of casual restaurant. Lastly, results from the study corroborate the findings of Ali & Nath (2013) where a consumer income reported a significant influence on a consumer restaurant selection decision.

4.5 Hypotheses Testing

The current study considered standardized regression weights of a hierarchical multiple regression to test the mentioned hypotheses. This was done by clicking on analyze, regression, and linear using SPSS. The dependent variable and independent variables were selected and presented in the table below. The present study examined whether the relationship between independent variables, and dependent variable was significantly moderated by the moderators (Byrne, 2006). A regression analysis was conducted in the current study between one dependent variable, two independent variables, two moderating variables, and ten control variables.

The dependent variable was restaurant selection decision. The independent variables were cleanliness, price, location, menu variety, health consciousness, convenience, proximity, and taste. The control variables were age, gender, qualification (Highest), and income level. The tool used to test the effect of the independent variables on the dependent variable was the statistical package of social sciences (SPSS) version 21. A hierarchical multiple regression analysis method was adopted to facilitate the SPSS hypotheses test. The dependent variable and independent variables were used to present table below.

The most suitable method to test for central hypotheses due to different variables needed to be analyzed and measured in a precise order is hierarchical multiple regression. This is largely applied as a data analyses' strategy aiming at predicting or explaining the dependent variable over a group of independent variables (Petrocelli 2003). This was done by using a statistical package for social sciences software to generate the table. The regression coefficient implies the comparative significance of each independent variable in the anticipated prediction of the dependent variable (Hair et al. 2013).

Precisely, hierarchical multiple regression involves consideration of theory whereby independent variables' orders are fixed into the analysis. Whether consecutive accumulation of variables concerning cleanliness, price, location, menu variety, health consciousness, convenience, proximity, and taste impacted the outcome (restaurant selection decision) was examined. The predictor variables were keyed in a definite order for hierarchical multiple regression analysis' application. As shown below:

1. Control variables

2. Cleanliness

3. Price

4. Location

5. Menu variety

6. Health consciousness

7. Convenience

8. Proximity

9. Taste

Cohen et al. (2003) stated that this order of variable predictors launches appropriate rationality beginning with control variables and more dynamic and specific factors. The key variable predictors in the current study were cleanliness, price, location, menu variety, health consciousness, convenience, proximity, and taste. In model 1 of the Table below, the standardized coefficient (β) values were shown with the total value for Sig. F statistics, Adjusted R Square, and R Square. Control variables represented demographic variables were entered to predict restaurant selection decision.

Control variables included age, gender, qualification (Highest), and income level. Results showed no significant with F Change (10, 226) = 1.345; Adjusted R Square = .014; R Square = .056; and $p = .208$ ($p < .05$). Control variables entered had no significant influence with a variance of 5.6% in restaurant selection decision. Age showed a negative relation with restaurant selection decision ($B = -.108$, t = -1.615). Gender showed a positive relation with restaurant selection decision ($B = .061$, t = .906). Qualification (Highest) showed a negative relation with restaurant selection

decision (B = -.025, t = -.383). Income level showed a positive relation with restaurant selection decision (B = .051, t = .752).

In model 2 of Table 4.27, the standardized coefficient (β) values were shown with the total value for Sig. F statistics, Adjusted R Square, and R Square. Cleanliness, price, location, menu variety, health consciousness, convenience, proximity, and taste were entered as independent variables to predict restaurant selection decision. Control variables were also entered to predict restaurant selection decision. In total, model 2 testified significant with F Change (2, 224) = 5.086; Adjusted R Square = .049; R Square = .097; and p = .007 ($p < .01$). Independent variables and control variables entered had significant influence with a variance of 9.7% in restaurant selection decision. A similar interpretation was done in a paper by Nikolic, (2015).

Age showed a negative relation with restaurant selection decision (B = -.106, t = -1.617). Gender showed a positive relation with restaurant selection decision (B = .059, t = .886). Qualification (Highest) showed a negative relation with restaurant selection decision (B = -.030, t = -.465). Income level showed a positive relation with restaurant selection decision (B = .045, t = .670). Cleanliness showed a negative relation with restaurant selection decision (B = -.010, t = -.148). Price showed a negative relation with restaurant selection decision (B = -.097, t = -1.488). Location showed a negative relation with restaurant selection decision (B = -.071, t = -1.067).

Menu variety showed a negative relation with restaurant selection decision (B = -.109, t = -1.649). Health consciousness showed a positive relationship with restaurant selection decision (B = .001, t = .020). Convenience showed a negative relation with

restaurant selection decision (B = -.120, t = -1.842). Proximity showed a positive relationship with restaurant selection decision (B = .094, t = 1.394). Taste showed a positive relationship with restaurant selection decision (B = .160, t = 2.373). Similar was reported by (Buil et al., 2019).

Table 4.14: Hierarchical multiple regression analysis results predicting restaurant selection decision from consumer decisions and consumer selection – standardized coefficients

	Model 1		Model 2	
	Beta	t	Beta	t
Control Paths				
Constant		5.764		4.985
Age	-.108	-1.615	-.106	-1.617
Gender	.061	.906	.059	.886
Qualification (Highest)	-.025	-.383	-.030	-.465
Income level	.051	.752	.045	.670
Hypothesized Paths				
Independent Variables				
Cleanliness			-.010	-.148
Price			-.097	-1.488
Location			-.071	-1.067
Menu variety			-.109	-1.649
Health consciousness			.001	.020
Convenience			-.120	-1.842
Proximity			.094	1.394
Taste			.160	2.373
Fit indices				
R Square		.056		.097
R Square Change		.056		.041
Adjusted R Square		.014		.049
F Change		1.345		5.086
Sig. F statistics		.208		.007
Df1		10		2
Df2		226		224
ANOVA				
F		1.345		2.009
Sig.		.208[b]		.024[c]

Note. N = 365. Standardised coefficients are reported $p < .05$; $p < .01$. a. Dependent variable: restaurant selection decision
Source: Researcher's field work, (2021)

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMNEDATIONS

5.1 Introduction

This chapter presents the summary of the study as guided by the research objectives, research questions and conclusions reached based on the findings as well as recommendations for additional research studies.

5.2 Summary

The main problem of the study was to investigate consumers' decisions and selection of catering establishments within the Kumasi Metropolis. The study used the consumer buying decision process as its theoretical basis. Specifically, the literature review of the study was developed around these thematic areas; consumer behaviour, consumer purchasing decision making process, factors that influence consumer selection of an upscale restaurant, factors that influence consumer selection of a casual restaurant and conceptual framework. The study population was drawn from undergraduate students of the University of Education-Winneba specifically the Kumasi campus. Accordingly, 7500 of undergraduates within the Kumasi campus of the University of Education-Winneba were targeted. Guided by the Krejcie & Morgan (1970) sampling table, 365 sample size was used. The study used questionnaire instrument based on a 5-point Likert for its data collection

The first objective of the study sought to investigate the factors that influence consumers selection decision of an upscale catering establishment. With this objective, it was established that the factor with the most significant influence on consumer selection of an upscale restaurant is brand image with a coefficient value of

0.371, followed by location with coefficient value of 0.325 and lastly quality of service with a coefficient value of 0.299. However, price recorded a significant influence on consumer selection decision of upscale restaurant. The second objective of the study assessed the factors that influence consumers selection decision of a casual restaurant. On this objective, it was revealed that the factor with the most significant influence on consumer selection of a casual restaurant is price which recorded a coefficient value of 0.625 followed by quality of service with coefficient value of 0.503, followed by location with a coefficient value of 0.127 and lastly the kind of food served with a coefficient value of 0.090. However, the brand image of a facility had a significant influence on consumer selection of a casual restaurant.

The final objective of the study was to examine the relationship between consumer demographic profile and their selection decision of catering facility. On this objective, it was established that all the demographic variables (i.e. age, gender, academic qualification, and stipend) had a significant influence on the respondent's selection of an upscale restaurant. Again, it was revealed that the demographic characteristics that had the most significant influence on the respondent's selection of a casual restaurant are gender, educational qualification and stipend. However, consumer influence their selection of casual restaurant.

5.3 Conclusions

Results from the study suggest that location of an eating facility (i.e. its proximity), visibility, price and food served plays a substantial role in consumer selection of a casual restaurant. However, the image or brand of a restaurant which usually comes

from its review or rating and its awareness creation did not have a significant influence on consumer selection of a casual restaurant.

Results from the study suggest that the brand image of a facility, quality of service and location had a significant influence in consumer selection of an upscale restaurant. However, price did not have a significant influence on consumer selection of upscale restaurant.

5.4 Recommendations

Based on the study results the following recommendations were made:

- 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.

- Lastly, 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 restauranteurs 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.
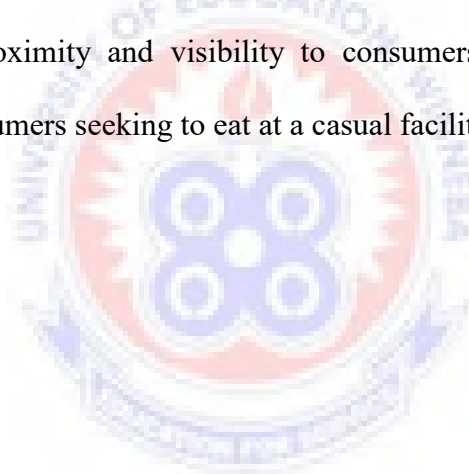
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APPENDICES

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 l always look out for the place proximity.	5	4	3	2	1
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 attention to when deciding to eat at a casual facility.	5	4	3	2	1
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