



**ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE**

**FACTORS INFLUENCING RESTAURANT CHOICE OF CONSUMERS:
THE CASE OF MID-SCALE TO UPSCALE RESTAURANTS IN ADDIS ABABA**

Prepared by: Alexander Abreham Asrat

Advisor: Temesgen Belayneh (Ph.D.)

**Thesis Submitted to the School of Graduate Studies of Addis Ababa University
School of Commerce in Partial Fulfillment for the Award of Masters
of Arts degree in Marketing Management**

**June, 2023
Addis Ababa, Ethiopia**

**Addis Ababa University School of Commerce,
Graduate Studies Program, Department Marketing Management**

**FACTORS INFLUENCING RESTAURANT CHOICE OF CONSUMERS:
THE CASE OF MID-SCALE TO UPSCALE RESTAURANTS IN ADDIS ABABA**

**By
Alexander Abreham
ID No.: - GSR/4216/14**

Approved by Board of Examiners

<u>Temesgen Belayneh (Ph.D.)</u> Thesis Advisor	_____	_____
	Signature	Date
<u>Beza Libeyesus (Ph.D)</u> Internal Examiner	_____	_____
	Signature	Date
<u>Biniam Berhie (Ph.D.)</u> External Examiner	_____	_____
	Signature	Date

Statement of Declaration

I, Alexander Abreham, hereby declare that this research paper entitled “Factors influencing restaurant choice of consumers” is my original work and has not been used by others for any other requirements in any other university and all sources of information in the study have been duly acknowledged.

Declared by

Alexander Abreham
Candidate’s Name

Signature

Date

Confirmed by

Temesgen Belayneh (Ph.D.)
Advisor’s Name

Signature

Date

ACKNOWLEDGMENT

First, I would like to thank God for all the blessings he has given me, guiding me through life and finally allowing me to complete my paper. I also want to thank my parents for their endless support and encouragement that has carried me throughout my study.

I would also like to express my sincere appreciation to my advisor Temesgen Belayneh (Ph. D.) for his intuitive and insightful direction, and consistent support that has helped me during the time working on this paper. I would also like to thank the respondents of the questionnaire for taking the time to fill out the survey as there would be no study without them.

Table of Contents

Contents	Page
ACKNOWLEDGEMENT -----	iii
List of Tables -----	vi
List of Figures -----	vii
Abstract -----	viii
1. Introduction -----	1
1.1 Background of the Study -----	1
1.2 Problem Statement -----	3
1.3 Research Questions -----	5
1.4 Objectives -----	6
1.4.1 General Objectives -----	6
1.4.2 Specific Objectives -----	6
1.5 Significance of the Study -----	7
1.6 Scope of the Study -----	8
1.7 Limitation of the Study -----	8
1.8 Definition of Terms -----	9
1.9 Organization of the Study -----	10
2. Literature Review -----	11
2.1 Introduction -----	11
2.2 Concept of Consumer and Services -----	11
2.3 Concept of Customer Satisfaction -----	13
2.4 Theoretical Review -----	13
2.4.1 Rational Choice Theory -----	13
2.4.2 Consumer Theory -----	14
2.4.3 Consumer Decision-Making Model -----	14
2.5 Restaurant Selection Factors -----	16
2.5.1 Price -----	17
2.5.2 Food Quality -----	17
2.5.3 Customer Service -----	17
2.5.4 Location -----	18
2.5.5 Sanitation -----	18
2.5.6 Menu Variety -----	19
2.5.7 Promotion -----	19
2.5.7.1 Advertising -----	19
2.5.7.2 Sales Promotion -----	19
2.5.7.3 Publicity -----	20
2.5.7.4 Recommendations -----	20
2.5.8 Quick Service -----	21
2.5.9 Prestige -----	21
2.5.10 Privacy -----	23
2.5.11 Delivery Service -----	23
2.5.12 Past Experience -----	24
2.5.13 Layout Design and Decor -----	24
2.5.14 Parking Availability -----	25
2.5.15 Online Reviews -----	25

2.6 Empirical Review -----	26
2.7 Development of Hypothesis -----	30
2.8 Conceptual Framework -----	35
3. Research Design and Methodology -----	37
3.1 Introduction -----	37
3.2 Research Approach -----	37
3.3 Research Design -----	37
3.4 Population and Sampling -----	38
3.4.1 Target Population -----	38
3.4.2 Sampling Frame -----	38
3.4.3 Sampling Technique -----	38
3.4.4 Sample Size -----	39
3.5 Data Collection and Analysis -----	40
3.5.1 Data Sources -----	40
3.5.2 Data Collection Procedure -----	40
3.5.3 Data Analysis -----	41
3.6 Reliability and Validity -----	42
3.6.1 Validity -----	42
3.6.2 Reliability -----	42
3.7 Ethical Considerations -----	43
4. Data Analysis, Presentation, and Interpretation -----	44
4.1 Introduction -----	44
4.2 Descriptive Statistics -----	44
4.2.1 Respondents Profile -----	44
4.2.2 Mean and Standard Deviation -----	48
4.3 Correlation Analysis -----	49
4.4 Parametric Assumptions Statistical Testing -----	51
4.4.1 Assumption 1 - Normality Test -----	51
4.4.2 Assumption 2 - Linearity Test -----	53
4.4.3 Assumption 3 - Multicollinearity Test -----	54
4.4.4 Assumption 4 - Homoscedasticity Test -----	55
4.5 Regression Analysis -----	55
4.5.1 Results of Regression Analysis -----	57
4.5.2 Hypothesis Testing -----	58
4.6 Discussion of Results -----	63
5. Summary, Conclusion, and Recommendations -----	68
5.1 Introduction -----	68
5.2 Summary of Findings -----	68
5.3 Conclusion -----	70
5.4 Recommendations -----	71
5.5 Suggestion Areas for Future Studies -----	74
References -----	75
Appendix -----	87

List of Tables

Table #	Title	Page
3.1	Reliability Test	43
4.1	Gender of Respondents	44
4.2	Age of Respondents	45
4.3	Education of Respondents	45
4.4	Occupation of Respondents	46
4.5	Martial Status of Respondents	46
4.6	Income of Respondents	47
4.7	Dining Frequency of Respondents	47
4.8	Choice Satisfaction of Respondents	47
4.9	Descriptive Statistics of Variables	48
4.10	Correlation Analysis	49
4.11	Skewness and Kurtosis of Variables	52
4.12	Multicollinearity Test	54
4.13	Model Summary	56
4.14	ANOVA	56
4.15	Results of Regression Analysis	57
4.16	Summary of Tested Hypothesis	62

List of Figures

Figure#	Title	Page
2.1	Conceptual Framework	36
4.1	Normality Test	53
4.2	Linearity Test	53
4.3	Homoscedasticity	55

ABSTRACT

The rise in the number of restaurants in Addis Ababa has created huge competition among restaurants. Restaurant owners need to identify factors customers consider critical in their selection decision. This research aimed to investigate factors that affect mid-scale to upscale restaurant choices of customers in Addis Ababa. The study followed a correlational research design and quantitative research approach. Regression analysis was conducted to see the relationship between all independent variables, namely price, quality of food, customer service, location, sanitation, menu variety, promotion, quick service, prestige, privacy, delivery service, past experience, layout design & decor, parking, and online reviews and the dependent variable - Customers' restaurant choices. Primary data was collected by using a 5-point Likert-scale questionnaire from 398 respondents. The collected responses from the survey questionnaire were analyzed using IBM's SPSS version 29 software package to provide descriptive statistics, correlation, ANOVA, and multiple regression outputs. Accordingly, Food quality ($\beta=.160$, $P=<.001$) had the strongest contribution towards affecting customers' restaurant choices followed by past experiences ($\beta=.150$, $P=<.001$), Parking availability ($\beta=.142$, $P=<.001$), customer service ($\beta=.137$, $P=<.001$), sanitation ($\beta=.135$, $P=<.001$). Price, location, quick service, menu variety, promotion, delivery service, privacy, layout design, and online reviews were also found to have a contribution on affecting customers' restaurant choices while Prestige ($\beta= -.029$, $P=.387$) had a negative contribution. In conclusion, food quality was identified to be the strongest contributor to customers' selection decisions whereas price was the least contributor, and prestige was found to have a negative contribution towards customers' decision implying that the more prestigious the restaurant the less likely it is to be selected by customers. Consequently, it is recommended that restaurant managers focus their resources on factors in which they excel while maintaining important factors such as food quality, sanitation, and customer service to ensure they remain relevant and profitable in a highly competitive industry. By improving the quality of food, maintaining a clean restaurant environment, providing good customer service and having enough parking spaces for their customers, restaurants can maintain a long-term success.

Keywords: Restaurant, Menu variety, Sanitation, Prestige

CHAPTER ONE

1. Introduction

The first chapter gives an insight and understanding of what the research topic is concerned about and why it needs to be studied. The chapter begins by giving background information on the area of study by explaining consumer behavior and proceeds to give a brief insight into the restaurant industry in Addis Ababa. The statement of problems comes next and will be followed by the research questions and objectives of the study. The significance and scope of the study will address the importance and boundary of the study respectively before the chapter concludes by presenting definitions of important terms that will be used within this research.

1.1 Background of the Study

Consumer behavior is a broad term that encompasses all actions taken by consumers from pre-purchase considerations to post-purchase evaluation (Foxall, 2006). It begins with want and continues through the search and analysis of means of satisfying the want as well as the actual purchase and evaluation of the item which could affect the possibility of re-purchase (Alba, Hutchinson & Lynch 1991). In today's world where many businesses compete for the same customers, marketers have a huge task of identifying the specific needs of customers and coming up with solutions for how their offering satisfies those needs.

Today, as the market becomes more competitive and the working environment is constantly changing, businesses find themselves facing an economic expansion with ever-expanding markets. As a result, each customer has obtained a new value. Customer satisfaction is considered a factor that encourages customers to use the service again, but there is no guarantee that satisfied customers will return for new purchases (Soriano, 2002).

Kotler and Armstrong (2009) stated that understanding buyers' purchasing patterns was important to businesses because it allowed them to orient their marketing strategy to the wants and needs of the consumer. Well, that may be a tough task, but it's critical for the

success of any business. Consumer theory is concerned with how a rational consumer would make consumption decisions (Levin & Milgrom, 2004). Consumers' choices can be affected by a variety of things. Consumers weigh different factors before making a choice or reaching a purchase decision. The factors differ from one individual to the other as everyone has different personality and behavioral traits.

Restaurant customers are composed of individuals from diverse backgrounds. Customers have different ethnic and cultural backgrounds. There is also a difference in customers' financial and economic conditions (Akinyele, 2010). Customers also have different preferences when it comes to food. This shows that customers have different characteristics; hence, they tend to consider different factors in selecting restaurants (Chung & Kim, 2011). An in-depth understanding of consumers' selection criteria will provide restaurant owners with valuable information and perception which will enable them to captivate and retain more consumers (Jang & Namkung, 2007).

The restaurant industry in Ethiopia, especially in the capital Addis Ababa has grown rapidly over the past decade. There are thousands of restaurants offering diverse menus ranging from cultural food to a variety of international cuisines. This shows that the restaurant industry is at an all-time high in terms of competition. Despite our society facing a challenging time economically due to inflation, the increase in the average income of the general population has led to an increase in people dining outside. Furthermore, the increase in the population of the capital Addis Ababa is one of the main reasons for the increase in restaurant consumers.

According to the Addis Ababa Trade Bureau (2021), close to 8,600 restaurants were operating in the capital, and 25 of the establishments were starred. This figure shows a large number of competition between vendors. For restaurants to succeed, they must stand out amongst their competitors and deliver maximum customer satisfaction. Consumers have a number of options to choose from when dining outside and they assess different factors when choosing the restaurants to dine at. This makes restaurants a great industry to analyze from a marketing perspective. The restaurant industry is pretty enormous in our country which makes it a substantially broad area for research. As we live in a poverty struck society, it's easy to assume that price is the major factor

considered by customers. That may be true, but several other factors influence customers' decisions when selecting restaurants.

In today's world, businesses need strong customer relationships to be competitive and successful. It determines the likelihood of future exchanges (Pressey & Mathews, 2000). Today, the main aim of restaurants is not only to serve quality food but also to ensure an enjoyable experience (Auty, 1992; Huang, 2007). Restaurants that want to remain competitive must first and foremost understand changing demand to survive in a competitive environment. With so many restaurants available, it is important to remain competitive.

1.2 Statement of the Problem

The restaurant industry in Ethiopia has been increasing at a high rate in recent years. In particular, Addis Ababa the hub of Africa has seen a significant increase in the number of places to dine at. There are various contributing factors to this with the two main being rise of population in the capital and the rise in the average income of households. Also adding to that is the increase in the number of both private and governmental international organizations.

Although there are thousands of restaurants in Addis Ababa only a few percent of those take the majority of the customer share. Restaurants are risky businesses. Whether it's a new restaurant or an existing one trying to gain more customer share or increase customer loyalty, they all face the same challenges, which is identifying what customers are seeking when choosing to eat from a particular place. A few restaurants have already established their positions as leading vendors in this industry and have multiple branches spread across the city. There is a reason for the success of those restaurants that might be significantly helpful for others who are yet to make a mark in the industry. Finding a customer base that can they can serve to the best of their abilities is a challenging task due to a lack of understanding of customer requirements.

Customers consider various factors when selecting a place to dine at. Studies conducted in different areas found that price, sanitation, and customer service are the main determinants that influence customer choice. Bekana (2010) found that customers in

Addis Ababa used price, quality, customer service, and timely service as the main determinants of customers in the selection of restaurants. A study by Mhlanga & Tichaawa (2016) concluded that the quality of food, good customer service, and positive word-of-mouth communication are the main factors considered by customers in South Africa. Azim *et al.* (2014) also found that quality, sanitation, customer service, and suitable environment as factors influencing customer choice but the price wasn't seen as the main selection criterion in Pakistan. Restaurants have to meet not only the quality food but also the necessity of good customer service, a clean environment, and entertainment to be competitive and attract customers (Fidan, Teneva, Stankov & Dimitrova, 2018). There is a difference in culture between different parts of the country let alone with the outside world, thus results elsewhere may not apply to restaurants in Ethiopia.

In the context, of our country restaurant owners may identify different factors that may affect consumers' choices but pinpointing the exact factors seems to be a difficult challenge as we see many restaurants failing to attract customers and going out of business quickly. There is a lack of research concerning this topic in our country. Upon research, the only study conducted regarding this topic in recent times was by Bekana (2010) over a decade ago. He studied five factors which were price, food quality, service quality, hygiene, and speed of service. Although his research may have identified certain factors there were still so many factors that were not studied that may have a significant impact on consumers' choices. Furthermore, our society has changed rapidly over the past decade. Changes in income, technology, and culture have led to changes in the behavior of our society and the way we perceive different matters. Though Bekana's (2010) research may have contributed to restaurateurs and literature, it is clear to see that there exists a huge knowledge gap that needs to be studied regarding this topic in our country.

Given the competitive nature of the industry, owners of restaurants need to identify the factors considered by customers in the selection of restaurants and adjust their services in a manner that caters to the requirements of customers. The researcher believes that it is vital for vendors to understand consumers' choice criteria for the long-term success of their business.

1.3 Research Questions

From the above-stated problem, the research aims to address the following questions:

- To what extent does price affect consumers' choice of restaurants in Addis Ababa?
- How much does the quality of food affect consumers' choice of restaurants in Addis Ababa?
- To what extent does good customer service affect consumers' choice of restaurants in Addis Ababa?
- How much does location affect consumers' choice of restaurants in Addis Ababa?
- To what extent does sanitation affect consumers' choice of restaurants in Addis Ababa?
- How much does menu variety affect consumers' choice of restaurants in Addis Ababa?
- To what extent do promotions/ads affect consumers' choice of restaurants in Addis Ababa?
- How much does quick service affect consumers' choice of restaurants in Addis Ababa?
- To what extent does prestige affect consumers' choice of restaurants in Addis Ababa?
- How much does privacy affect consumers' choice of restaurants in Addis Ababa?
- To what extent does delivery service affect consumers' choice of restaurants in Addis Ababa?
- How much does past experience affect consumers' choice of restaurants in Addis Ababa?
- To what extent does the layout design & decor affect consumers' choice of restaurants in Addis Ababa?
- How much does parking availability affect consumers' choice of restaurants in Addis Ababa?
- To what extent do online reviews affect consumers' choice of restaurants in Addis Ababa?

1.4 Objectives of the Study

In line with the specified problems and research questions, the objective of this research will be categorized into general objectives and specific objectives.

1.4.1 General Objective of the Study

The general objective of the study is to identify the factors that affect consumers' choice of mid to upscale restaurants in Addis Ababa. It also aims at prioritizing the identified determinant factors based on their importance.

1.4.2 Specific Objective of the Study

Based on the main objective the following specific objectives are formulated. The specific objectives are:

- To examine the effects of price on consumers' choice of restaurants in Addis Ababa,
- To determine the effects of the quality of food on consumers' choice of restaurants in Addis Ababa,
- To analyze the effects of good customer service on consumers' choice of restaurants in Addis Ababa,
- To find out the effects of location on consumers' choice of restaurants in Addis Ababa,
- To determine the effects of sanitation on consumers' choice of restaurants in Addis Ababa,
- To analyze the effects of a menu variety on consumers' choice of restaurants in Addis Ababa,
- To examine the effects of promotions/ads on consumers' choice of restaurants in Addis Ababa,
- To find out the effects of quick service on consumers' choice of restaurants in Addis Ababa,
- To analyze the effects of prestige on consumers' choice of restaurants in Addis Ababa,
- To examine the effects of privacy on consumers' choice of restaurants in Addis Ababa,

- To determine the effects of delivery service on consumers' choice of restaurants in Addis Ababa,
- To find out the effects of past experience on consumers' choice of restaurants in Addis Ababa,
- To examine the effects of layout design & decor on consumers' choice of restaurants in Addis Ababa,
- To determine the effects of parking availability on consumers' choice of restaurants in Addis Ababa, and
- To analyze the effects of online reviews on consumers' choice of restaurants in Addis Ababa.

1.5 Significance of the Study

In a highly competitive industry, restaurant owners need to adjust their services to cater to the needs of the customers. The findings of this research will provide restaurant owners with valuable information they can use to improve their current operations. It will give them an idea of what criterion customers consider when selecting a place to eat at. The study will indicate factors considered highly by the general population while also indicating factors that do not contribute that much to customers' selection decisions. It will also help new restaurants by providing them with information on factors they should consider before opening up their gates to the public because first impressions matter in the service industry and startups need to have a positive start.

Furthermore, the study will have a significant academic contribution. The findings of this study will show the effects of certain variables that were not covered by Bekana (2010). It will show to what extent factors such as sanitation, delivery services, and online reviews affect our society as there has been a big change in our behavioral perception of different matters over the last decade. The changes brought on by technological advancements and globalization also affect consumers' consideration of factors that were uncovered by this study. The study will also show the difference between the findings of studies conducted in other countries and why it was said results elsewhere are not applicable. For example, Peters (2005) and Chen (2006) found that Prestige affected consumers' choices positively whereas the findings of this study say otherwise.

The study will also provide information for future research in the restaurant industry in Ethiopia. There exists very little documented information regarding this topic area in our country, thus this study will provide future researchers with information when they conduct their research in this field of study. It will also contribute to the literature for future research to be conducted regarding this topic in other parts of Ethiopia.

1.6 Scope of the Study

There are numerous factors that can affect consumers' choice of restaurants. The study will focus on the selected 15 variables that are considered to be the main determinants in the selection of mid-scale to upscale restaurants. The geographical boundary of the study is set to the population residing in Addis Ababa.

The study will also cover additional variables left out by some researchers such as parking availability and prestige which did not receive coverage in most previous studies. Bekana (2010) studied 7 factors affecting customer choice in Addis Ababa. Although his research contributed to literature, there were a lot of factors that were ignored adding to the fact that the research is now over a decade ago, his findings may not reflect the same result today.

The sample will be selected via convenience sampling following the trend of previous research but will follow Corbetta's (2003) method to select the sample size for the study. Most previous studies took a random population ranging to 500 and some as little as 31 respondents which is way too small to represent an infinite population.

1.7 Limitations of the Study

The differences in cultural and economic background between residents of Addis Ababa and other areas of the country are very different. Therefore, the results of the study can only be applicable to mid to upscale restaurants located in Addis Ababa. The other limitation of the study is that since convenience sampling was used the results may not represent the entire population of the study. The demography of the majority of the respondents was between the age of 18 – 25 meaning the results of this study were more reflective of customers of that age bracket indicating that results may not confirm the

opinions of the general restaurant customers in Addis Ababa. Another limitation of this study was data was gathered through the use of online surveys only and results also showed that the majority of respondents were educated meaning the data gathering technique as well as sample representation was biased towards those customers who were educated indicating again that results may not be reflective of the general population's opinion as the respondents demography was skewed towards a certain age group and to those who were educated. Furthermore, extraneous variables such as income and their effects on the variable price can't be determined.

The study followed the pattern of other similar research and generalize the result to all the restaurant types that are considered to be midscale and above in Addis Ababa. The conceptual gap uncovered upon empirical findings show that most research on the same topic did not classify restaurants. Restaurants could be classified from fast food to upscale and some variable findings may show a strong relationship to one type of restaurant than the other. Due to the difficulty in classifying the restaurants based on different characteristics, the research will carry on the form of preceding research and conduct the study on customers of all restaurant segments considered mid-scale and above.

1.8 Definition of Terms

Restaurant: a business that offers food and drinks to customers (Merriam-Webster). Restaurants in this study refer to establishments that serve food and drinks that are considered to be mid-scale and above.

Consumer: a certain person or party who pays a fee for a product or service to fulfill his or her needs (Kotler & Keller, 2011).

Consumer Buying Behavior: a set of activities that involves the purchase and use of goods and services which resulted from the customers' emotional and mental needs and behavioral responses (Stallworth, 2008).

Consumer Choice: it's the taste and preference of the consumer. Assessment of how the consumer determines which goods to purchase and in what quantities to maximize utility or satisfaction given different constraints (Salvatore, 2008).

Sanitation: the hygiene of the restaurant including staff, utensils, furniture, and kitchen in accordance with local health and safety regulations.

Menu Variety: offering different cuisines. It may include both local and international cuisine.

Prestige: those with higher status, luxury, and reputation.

1.9 Organization of the Study

The study was organized into five chapters. The first chapter deals with the background of the study, statement of the problem, research questions, Objective of the study, the significance of the study, scope of the study, limitations of the study and organization of the research report. The next chapter deals with the review of related literature which covers the theoretical review, empirical review, and conceptual framework. Chapter three focused on the Description of the Research approaches, Research design, population and sample, Data sources and types, Data collection procedures, Data analysis, Reliability and validity, and Ethical considerations. The fourth chapter presented the detailed result analysis and discussion of the data. Finally, chapter five presented a detail summary, conclusion and recommendations.

CHAPTER TWO

2. Literature Review

2.1 Introduction

Consumer decisions regarding the selection and consumption of products and services can often be difficult and are important to consumers, marketers, and policymakers. As a result, the study of consumer decision-making processes has become a focus of consumer behavior (Bettman, Luce & Payne, 1998). This chapter reviews the relevant literature about consumers and services, the consumer decision-making process model, and previous studies on consumers' restaurant selection behavior. In line with the objective of the study, the chapter discusses theories related to consumer decision-making and factors assumed to be important in influencing their choice of restaurants. The chapter builds on theoretical definitions and empirical reviews of past studies that have been done, which will be instrumental in constructing the conceptual framework.

2.2 Concept of Consumers and Services

Services have different characteristics than physical goods thus consumers can't select and assess them as goods as services are highly dependent on experience quality. Several studies (e.g. Kotler *et al.*, 1998; Zeithaml, 2003) proposed that the main attributes that distinguish services from physical goods are intangibility, Inseparability, Variability, and Perishability.

Intangibility

Service is an outcome and often cannot be seen, felt, tasted, or touched like a physical good (Zeithaml, 1981). Consumers consider both tangible and intangible factors when choosing a restaurant (Rammaniya, 1998). Due to the intangible nature of services, it is difficult to assess these factors before the actual purchase. These factors include customer service (employee's attitude and helpfulness) and food quality attributes (such as taste, presentation, and nutrition) (Soriano, 2002). Therefore, to form their

expectations, restaurant customers often rely on concrete factors such as layout design and décor, online reviews, promotion, and parking availability (Bitner, 1990).

Variability

The performance of a particular service may differ between service providers, employees, consumers, and service encounters (Zeithaml & Bitner, 2003). This makes it difficult for a consumer to determine the decision criteria when choosing to visit service businesses (Burton, 1990). Restaurateurs face the challenge of maintaining a consistent level of performance. There could be a difference in the taste of food served if there is a change in the person preparing the food or there could be a change in service delivered if the serving personnel is untrained or has a bad attitude. This shows the nature of service variability (Cadotte & Turgeon, 1988).

Inseparability

Most services are produced and consumed only after they are sold. The production and consumption of service usually occur together (Zeithaml & Bitner, 2003). There is a high level of contact between the customers and the service provider. The same can be said for restaurants. Restaurant employees have a significant effect on customers' experience. The way they are served, treated, and helped by employees during their visit is a vital criterion considered by the customers when deciding to return to the restaurant again (Kotler *et al.*, 1998).

Perishability

Services cannot be stored. Services need to be sold as soon as they are available (Hoffman & Bateson, 2001). For example, airlines charge passengers for missed flights because the service value existed only at their scheduled flight time and disappeared when the passenger missed their flight. In a restaurant's case, a customer cannot get an offering or a service that was available only for a specific period after the time has passed (Kotler *et al.*, 1998).

2.3 Concept of Customer Satisfaction

Customer satisfaction is a key marketing concept since it is essential to fulfilling customers' demands and needs (Spreng, Mackenzie & Olshavsky 1996; Yi, 1990). Businesses provide customers with products and services that deliver customer satisfaction in exchange for revenue (Yi, 1990). Although there are numerous definitions of customer satisfaction, academics generally concur that an evaluation process is a crucial component of customer satisfaction (Yi, 1990). Satisfaction, according to Hunt (1977), is "an appraisal that the consumption experience was at least as good as it was intended to be" (p. 459). Engel and Blackwell (1982) conceptualized satisfaction based on previous theoretical and empirical data. They defined satisfaction as "an assessment that the chosen option is consistent with past views of that alternative" (p. 286). All of these conceptualizations imply that measuring customer satisfaction involves making an overall assessment of the perceived gap between expected and actual consumption. According to Kotler & Keller (2006), "delighted customers are more likely to stick around longer, spend more as the business releases new and improved products, recommend the business and its products to others, pay less attention to rival brands and are less price sensitive, provide the business with suggestions for new products or services, and cost the business less to serve than new customers since transactions become routine" (p. 186).

2.4 Theoretical Review

2.4.1 Rational Choice Theory

The rational choice theory was established based on the notion that all activities are fundamentally "rational" in nature and that people weigh the expected costs and rewards of any action before selecting what to do (Scott, 2000). A person who has to make a decision weighs a limited number of options that he has and ranks these options in terms of their relevance and selects the option he deems best for himself (Burns & Roszkowska, 2016).

People are driven by the rewards and potential benefits of their behavior. Some rational choice theorists believe that rationality results from psychological conditioning, while others hold that it is merely required to assume that people act in a fully rational manner.

It is simple to understand how rational choice works where people weigh the advantages and disadvantages of several options when picking restaurants to eat at. People evaluate the benefits of a certain restaurant's offerings in comparison to similar ones from other restaurants because they want to obtain meals that offer value for money while maintaining quality. They then select the restaurant that meets their preferences the best.

2.4.2 Consumer Theory

Consumer theory is the study of how individuals make economic choices based on their personal tastes and financial limitations. It demonstrates how people make decisions based on their expendable income and the costs of goods and services (Law, 2009). Consumer theory is helpful, but it is not perfect because it is predicated on a variety of misconceptions about how people behave. There are many difficulties in creating a workable formula for this circumstance. For instance, behavioral economics emphasizes that people aren't always logical and that they can occasionally be uninterested in the options that are accessible (Witynski, 2018). The concept is crucial because it guides restaurants in choosing how to deploy their resources by helping them understand how customers might spend their hard-earned money.

2.4.3 The Consumer Decision-Making Process Model

Consumers go through various stages of the decision-making process. Whether it is making a product or service purchase they go through different stages. According to Zeithaml & Bitner (2003), the process usually arises from a person's desire for a certain product or service to satisfy a certain need. Next, the person searches for information about the product or service required to satisfy the underlying need. After gathering enough information the person evaluates the list of available options to select the alternative that best satisfies their need. The person then makes a purchase or consumption and finally makes an evaluation of the product or service they purchased to assess whether or not their needs were satisfied and whether they will make a further purchase of the product or service. Below we can see how this process applies to customers' decisions when making a restaurant choice by providing literature from previous studies.

Need Recognition

As described earlier need for a certain product or service is the first step of decision-making. Customers may have other motivations when choosing a restaurant. While the need to satisfy hunger may be the desire to go to restaurants, there are also other motivational factors. People are motivated by several things. According to Maslow (1970), there are different motivation factors. These are physiological, safety, belongingness, esteem, and self-actualization respectively. A person's motivation to dine at a restaurant may have more to do than just satisfy their physiological needs. Finkelstein (1989) found that upscale restaurant customers wanted to satisfy their esteem and belongingness needs more than their physiological needs. They were motivated by exhibiting their wealth and success rather than the food served at the restaurant. This shows that although they have different motivations, restaurant customers' decisions arise from a need to satisfy a certain desire just like products and other services.

Information Search

Once the need arises customers seek information on the products and services that can satisfy their needs. In restaurant selection, customers look for information from advertisements, online reviews, food blogs, and from their friends and colleagues (Sweeney, Johnson, & Armstrong, 1992). Restaurants are characterized by having experience quality thus sources such as advertisements are considered not trustworthy because they are designed by managers to attract customers. Recommendations are considered the best source of information when selecting restaurants because they had first-hand experience and have nothing to gain from providing false information.

Evaluation of Alternatives

At this stage, customers evaluate their options. They evaluate their options based on the information they gathered from various sources. Customers assess the restaurant's different features and assign their weights to them (Brookes, 2004). A certain restaurant may have affordable prices and excellent food quality with a variety of offerings but it may be located in an area where there is no parking, very crowded with people, noisy with tables closely packed together, and no ventilation. Another restaurant may also have excellent food quality, enough parking space, and privacy but an expensive price. The

customer then must evaluate these options and choose which attributes they consider more important and choose the one that suits their needs.

Service Purchase and Consumption

After evaluation of alternatives the customers choose the restaurant they think satisfies their needs. Given the perishability nature of services and in this case, restaurant offerings being food, consumption happens right after the purchase.

Post-purchase Evaluation

The last stage is the post-purchase evaluation. Though the food may be the primary variable evaluated there are other factors assessed by the customer such as the experience of his visit which include customer service, décor, atmosphere and etc. Customers rate their experience as positive if their expectation was exceeded or at least matched (Monteiro, 2000). Customers who have had bad experiences or those whose experiences were below expectations will likely not come back and spread negative information to others. Those who have had good experiences will likely be repeat customers and spread positive information to friends and family (Hoffman & Bateson, 2016).

2.5 Restaurant Selection Factors

By allocating weight to characteristics in the product or service evaluation, customers often consider product or service attributes that are perceived to be significant in the purchase decision (Martilla & James, 1977). Restaurant selection variables have a significant impact on the restaurants that customers choose (Ladhari, Brun, & Morales, 2008). This study derived fifteen restaurant selection factors that are likely to influence customers' decisions when selecting a restaurant based on the existing empirical studies. The factors are price, quality of food, customer service, location, sanitation, menu variety, promotion, quick service, prestige, privacy, delivery service, past experience, layout design & decor, parking, and online reviews. The study's fifteen restaurant selection criteria represent factors that can help restaurants grow their business. The factors influencing customers' restaurant choices are discussed in the sections that follow.

2.5.1 Price

Price is described as the amount of money charged for a good or service or as the total of all the values that consumers forgo in exchange for the advantages of owning or utilizing a good or service (Armstrong & Kotler, 2009). Price is what the client pays or gives in exchange for the good or service. The customer's perception of the price they paid is significantly influenced by the psychological concept of fairness of price (Kim, Lee & Yoo, 2006). It has been proven to be one of the most important factors when choosing restaurants (Okeiyi & Finley, 1994). Price significantly influences customer choice, especially in nations where poverty is prevalent. According to Auty (1992), the ultimate choice of the buyer was influenced by price.

2.5.2 Food Quality

In general, quality is described as being suitable for use, and when referring to food, it is defined as being suitable for eating (Peri, 2006). In the context of this study, food quality may be related to special flavors, serving sizes, nutritious food selections, appearance, and presentation. When choosing a restaurant, consumers consider food taste very carefully. According to various restaurant research, the most crucial aspect of food quality is food taste (Josiam & Monteiro, 2004; Tunisi, 2000). Appearance and presentation of the food were also found to have an impact on customers' selection. Customers appreciate food served in an attractive way compared to meals served in a messy manner (Namkung & Jang, 2007). Although not commonly seen in less developed countries like ours, consumers are becoming more health-conscious, which is fueling an increase in the demand for healthier food options (Sulek & Hensley, 2004). Studies show that healthy dietary selections are on the increase.

2.5.3 Customer Service/ Service Quality

A post-consumption evaluation of services by consumers is what is meant by "service quality" (Holdford & Reinders, 2001). In the services industry, service quality has a specific significance. According to Kotler & Keller (2009), a service is "any intangible act or performance that one party delivers to any other that does not result in the ownership of anything," (p. 223). In essence, we may say that a service is an immaterial gift given to another party in exchange for cash for their pleasure and convenience. However, according to Ford, Sturman, and Heaton (2012), service quality refers to the

difference between what the customer anticipates and what the customer receives. Customer service was cited by Wall and Berry (2007) as being particularly significant in their study. Customers typically demand that restaurant employees be polite, respectful, attentive, caring, and helpful towards them (Heung, Wong & Qu, 2000).

2.5.4 Location

Location affects consumers' access to specific goods or services, it continues to be crucial to their decision-making and is essential to the profitability of a restaurant (Yang, Roehl & Huang, 2017). Restaurants employ location strategies to serve their intended market(s) (Pillsbury, 1987). The location has long been recognized as a strategic success factor for restaurants to maintain their position in the market (Smith, 1983). A well-chosen restaurant site can increase revenue and make dining more convenient for customers (Chen & Tsai, 2016). Customers choose restaurants based on location (Kivela, Inbakaran & Reece, 2000). As a result, this study establishes the extent to which location affects customers' decision-making.

2.5.5 Sanitation

Sanitation can be defined as an applied science that integrates the principles of design, development, execution, maintenance, restoration, and improvement of sanitary practices and situations (Marriott, Gravani & Schilling, 2006). According to the opinions of the general public, sanitation in and around eating establishments is a crucial subject for managers of food services. It is commonly accepted that using excellent sanitation procedures when preparing and serving food results in healthier eating, whereas using poor sanitation procedures will result in contaminated food and, ultimately, food-borne diseases. The cleanliness of food establishments and the area around them will determine whether or not consumers return. When people eat out, food safety is mostly concerned with food hygiene. According to several studies, customers frequently have a negative opinion of the safety of the food supplied at restaurants because they are worried about the degree of food hygiene measures and only choose dining establishments that match their standards for quality and value (Abidin, 2007).

2.5.6 Menu Variety

The degree of boredom changes according to a product's or service's characteristics (Inman, 2001). Customers usually seek different cravings. They want to try different foods whenever they dine outside and thus look for restaurants with a variety of options on their menu rather than limited offerings (Beldona, Moreo & Mundhra, 2010). Customers evaluate their dining experiences in restaurants rationally (Lee, Chua & Han, 2020). They evaluate their past experiences when they make their next decisions regarding restaurants and consider the variety of offerings (McAlister & Pessemier, 1982). Restaurants routinely create fresh menus and provide a variety of menu options to appeal to consumers. The availability of a range of menu options at restaurants is very important. Greater consumption is correlated with greater perceived variety (Krishen & Peter, 2010). Customers may select restaurants with a variety of menu items when making restaurant choices. Menu variety was highlighted by Kivela *et al.*, (2000) as a crucial component of food quality in assessing customer satisfaction in restaurants.

2.5.7 Promotion

Promotion is a tool that service providers use to engage, encourage, and remind consumers (Lovelock, Patterson & Walker, 1998). Restaurant owners use advertising, sales promotion, and publicity as forms of promotion (Mill, 2007).

2.5.7.1 Advertising

Any sort of compensated non-personal presentation and promotion of concepts, products, or services by a named sponsor is referred to as advertising (Mill, 2007, p. 83). Advertising can be found on television, newspapers, radio, magazines, and the internet (Mill, 2007). Customers use advertisements from TV, radio, and social media sites to gather information about a restaurant and its offerings. Information gathered through ads helps form a perception in customers' minds about the restaurant (Pedraja & Yague, 2001). Customers assess their options from ads and make their selection of restaurants to eat at.

2.5.7.2 Sales Promotion

Sales promotion offers customers quick money benefits (Chandon, 2000). Sales promotion creates a financial incentive to buy by lowering the price for a specific

amount of a product or increasing the quantity for the same price (Raghubir & Corfman, 1995). It is a method that salespeople use to help clients meet their financial demands (Raghubir & Corfman, 1999). Sales promotion is a common tactic used by marketers to promote brand switching, product trials, and repeat purchases (DeIVecchio, Henard & Freling, 2006). The downside of sales promotion is that it may undermine a brand's reputation in the long-run. In the case of a restaurant, it may be perceived as a lower quality restaurant given the lower price despite it being only on a temporal base (Aaker, 1996). It may make the restaurant be considered as an equivalent status of to lower brands who favor lower prices in order to attract as many customers as they can (Brown, 1974). Although sales promotion maybe a way for businesses to generate money right away its long-term effects should be considered by managers (Huang, 2014).

2.5.7.3 Publicity

Publicity refers to non-paid communications such as press releases and press conferences (Mill, 2007). Businesses typically have less control over criticism than they do with paid advertising, publicity gives businesses more credibility with consumers (Burnett & Moriarty, 1998). It can influence customers as it's considered a more genuine and trustworthy form of communication. Publicity can enhance the reputation of businesses. Businesses, in this case restaurants can be involved in community outreach programs or donate a percentage of their earnings towards a good cause. This may then create a positive image for the business (Robinson, 2007).

2.5.7.4 Recommendations

Recommendations or in other words known as word-of-mouth communication refers to interpersonal conversations between a non-commercial communicator and a message recipient regarding a good, a service, or a brand (Harrison, 2001). Recommendations are by far the most important form of communication methods as they have more chances of being accepted by customers (Jeong & Jang, 2011). People consider recommendations about a product or service from friends, family, or colleagues as more authentic than those of any form of promotion. Recommendations have the most power in convincing potential customers which is why ensuring customers have a positive experience is important. Restaurant customers usually rely on recommendations as they are based on the recommenders' first-hand experience (Hoffman & Bateson, 2016). Customers in

service sectors like restaurants and hotels frequently rely on subjective reviews from family, friends, or strangers since they lack access to objective tools for evaluating services (Hoffman & Bateson, 2016).

Customers may ask for recommendations from an expert source because they may not be familiar with a restaurant before actually eating there. When thinking of trying a new restaurant, people are likely to rely on recommendations (Mill, 2007). Recommendations are considered reliable as they come directly from a person you know as opposed to other promotional tools. Advertising and other forms of promotional tools are instigated by owners in order to increase their visibility and attract customers which will eventually lead to profits in the long-run. On the other hand, recommendations by friends and family have no financial motives which is why customers consider them highly (Zeithaml & Bitner, 2003). Mangold, Miller, and Brockway (1999) carried out a study on the effects of word-of-mouth communication in a service marketplace and found a relationship between experience and recommendations. They found that unhappy consumers tend to tell nine people on average about their negative experiences. This further indicates that experience and recommendations are correlated and have a huge effect on customers' word-of-mouth communication. They also found that happy customers tend to tell five people about their positive experiences.

2.5.8 Quick Service

Long wait times annoy customers, who therefore have a bad experience and lessen the likelihood that the restaurant will be chosen again. Providing food to customers as swiftly and effectively as feasible is referred to as the speed of service. Janyan (2018) found that there was a strong correlation between speed of service and customers' restaurant choices.

2.5.9 Prestige

The word "prestigious" refers to both social standing and wealth (Dubois & Czellar, 2002). Quality perceptions and brand prestige are very closely related (Lye, Venkateswarlu & Barrett, 2001). Prestige perceptions are a significant factor in driving the consumption of luxury goods and services because consumers are drawn to the symbolic representation of luxury (Alvandi, Fazli & Najafi, 2013). Consumption of

luxury goods and services enhances one's sense of self and ego and is a sign of success (Alvandi *et al.*, 2013). The purchasers of prestige items might demonstrate a sense of greater worth thanks to these intangible qualities. As a result, consumers feel better about themselves and are more likely to make more purchases, particularly if they can showcase their brand in public or consume it in a noticeable way (Mazodier & Merunka, 2014; O'Cass & Frost, 2002). Additionally, research has revealed that purchasing prestigious goods gives buyers a chance to stand out from the crowd and conveys an air of exclusivity (Mazodier & Merunka, 2014).

According to Finkelstein (1989), eating out satisfies a person's underlying emotional needs for social status, image, and belongingness. Managers undertake various marketing techniques to convey a restaurant as luxurious and exclusive to attract the wealthiest segment of customers. The sense of belongingness to such lavish and exclusive establishments entices customers as they want to show off their wealth amongst their fellow riches (Cheng, 2006). In his study, Cheng (2006), looked into the relationship between customers' choice and prestige by assessing how customers from various restaurant classes in Taiwan differed in their consumer behavior. The key factor used to categorize restaurants was their price range. According to the research, fancy restaurants drew in more customers with steady occupations like government workers and teachers, while students were the primary customers of regular restaurants. Given how closely people associate their dining experiences with their social position, it follows that different classes of restaurants are favored by different consumer groups.

Furthermore, Peters (2005) investigated the motivations behind why people dine at upscale establishments in Sao Paulo, Brazil. She discovered that these customers had high incomes and social statuses and that their motivations included needs for self-esteem and social interaction. The establishment gave them the setting to show off their wealth and dine with people of the same status as themselves. The diners said that the atmosphere and style of the fine dining establishments satisfied their desire for respect and made them feel special because they were properly taken care of.

2.5.10 Privacy

In a restaurant setting case, privacy can be seen as a way to gain the freedom to decide how much of oneself we want to disclose to other customers. According to (Argyle & Dean, 1965) physical invasions of privacy can be caused by encroaches into personal space caused by small spaces between tables, anyone capturing photos or films, interruption by employees, or audio invasions caused by noisy conversations. It also includes having private rooms for customers who want to have a quiet meal, for couples who are on a date or for customers who have business meetings. In this scenario, customers want private rooms because they don't want their privacy to be invaded (Altman, 1975). People visit restaurants for various reasons and want to enjoy their time with friends, family, and colleagues peacefully. As restaurants are dining establishments managers must ensure the privacy of their customers are protected. Customers who feel invaded are less likely to be repeat customers. Restaurants need to control the volume of their stereos because they can cause distress to some customers (Mhlanga et al., 2014) .

2.5.11 Delivery Service

The rapid expansion of online food ordering has been made possible by the affordability of smart devices and improvements in telecommunication infrastructure. E-commerce has been significantly impacted by the Internet's and wireless technologies' explosive growth (Bressolles, Durrieu & Senecal, 2014). There is a demand for online food ordering because people's schedules are getting busier every day and they have less time to prepare meals or go out to dine (Chen & Hsieh, 2017). Online meal delivery services can be described as business platforms that offer order services, payment options, and process monitoring but are not in control of food preparation (Pigatto, Machado & Negreti, 2017).

There are two sorts of retailers that offer meal delivery services. The first is the restaurants. The second category is made up of numerous restaurant intermediaries who offer delivery services for a wide variety of restaurants (Yeo, Goh & Rezaei, 2017). Examples from our country include Tikus Delivery, Delivery Addis, Eat Addis, beU Delivery, and more. Customers now have more options and convenience thanks to online food delivery services, which enable them to place orders from a variety of restaurants with just a single tap on their smartphone (Hirschberg *et al.*, 2016). With people leading

a busy life going out to eat is getting harder due to time constraints. People nowadays prefer to order food directly to their workplace or home rather than going out. With the shifting landscape of our society restaurants must adhere to these customer requirements and follow the trend of modern technological growth by employing a third-party delivery system or introducing their own.

2.5.12 Past Experience

Customers form post-purchase evaluations by their prior experiences (Ryu & Han, 2011). It is a crucial factor in figuring out how consumer behavior develops. Past experiences have a huge impact on customers' chances of returning. Past experience helps customers form a perception of the restaurant from their own experience and decide whether or not they will return (Zeithaml *et al.*, 1993). Since returning customers have already dined there, they will make a decision on whether to return or not because they are familiar with the establishment and know what to expect (Kivela *et al.*, 2000). New customers might go to the restaurant to try something new and seek information on the restaurant. This information may come from advertisements, recommendations or online reviews. Customers who had prior positive experiences are likely to spread positive information increasing the chances of new customers visiting the restaurant. Regular diners, in contrast, return to the restaurant to eat in a familiar setting and have already had positive experiences in the past.

2.5.13 Layout Design and Decor

According to Slack, Chambers & Johnston (2009), "a layout is one of the qualities of a productive activity that is most obvious since it dictates the form and looks of the environment in which it operates" (p. 184). The layout of a restaurant should be given attention to accommodate both customers and staff. The layout of any restaurant facilitates efficient task completion for both the front and back of the restaurant. Ryu and Jang (2007) revealed empirical evidence of a positive association between behavioral intentions and restaurant facility aesthetics, including lighting, color, heating, cooling, and ventilation design, material design, outdoor space design, and layout design. The appearance of a restaurant is regarded as a crucial component of the dining experience. The interior design of a restaurant, including the type of furniture, lighting, seating

comfort, paintings, and other amenities, can affect how customers feel about and rate the establishment (Sloan, 2004).

2.5.14 Parking Availability

In cities, parking is a big issue. In cities like Addis Ababa, where there are many more vehicles on the road than there are parking spaces within the buildings, it is extremely difficult for people to get around every day. Once restaurants are operating in such settings, they have little control over their environment other than to work on enhancing client access to their facilities. Parking is often controlled in a variety of ways, with the most common one in our country being on-street parking rules such as paid parking. Any restaurant business must be accessible to its customers (Yen *et al.*, 2015). In some places and cultures, there is evidence that having plenty of parking can improve a restaurant's performance. It was discovered that the availability of parking at restaurants in Toronto, Canada, and Seoul, Korea had a strong positive link with the amount of the average expenditure at a restaurant (Susskind & Chan, 2000). In a poll of Indian diners in Gwalior, parking was scored higher by customers than ambiance or the reputation of the cook (Upadhyay, Singh & Thomas, 2007). In Turkey, parking and accessibility have a significant impact on the emotional quality of and desire to frequent restaurants again (Kincaid, Baloglu, Mao & Busser, 2010).

2.5.15 Online Reviews

The literature on hospitality marketing has extensively acknowledged the value of internet reviews (Zhang, Ye, Law & Li, 2010). Online consumer reviews on review websites have a significant impact on how customers make decisions (Sparks & Browning, 2011). According to Dellarocas (2006), Online reviews are seen as less trustworthy than conventional recommendations. For restaurant owners to better grasp the relevance of online reviews to their business, it would be good to examine the relative importance of online reviews in consumers' decision-making (Ye, 2009).

Consumer reviews on websites have two purposes (Park, Lee & Han, 2007). It first provides details on a good or service. Second, it acts as a suggestion. The importance and relevance of online reviews have increased as communication technology advances since people can now readily share their feedback and opinions on goods and services with

other customers (Kozinets, 1999). For hospitality industry, online reviews are very important. Online evaluations are largely the result of numerous individuals talking about and educating others about particular goods and services (Chen & Xie, 2008). Customers refer to online reviews such as google reviews and the yelp ratings when deciding a restaurant to eat at. Poor ratings on those sites usually discourage customers from coming to the restaurant (Kim *et al.*, 2010). Before actual consumption, it has also been discovered to lessen consumers' perceptions of risk and uncertainty (Tarn, 2005). Reviews are available on most online sites for products and services. Since these reviews are left by customers, people consider them as reliable (Xiang & Gretzel, 2010). Potential buyers may base their decision about a brand based on these online reviews (Sparks & Browning, 2011).

2.6 Empirical Review

Numerous characteristics that customers think are crucial when choosing a restaurant have been uncovered in earlier studies on consumer behavior in the setting of restaurants. In their study of consumer preference among restaurants, June and Smith (1987) identified four essential factors: value for money, atmosphere, customer service, and food quality. Auty (1992) aimed to examine consumers' assessment of local restaurants and the way they choose among restaurants. There were 10 factors to consider, including food type, food quality, price, image and atmosphere, location, recommendations, service speed, novelty, hours of operation, and kid-friendly amenities. 155 home-to-home interviews were then conducted. Food quality was found to be the most crucial factor in restaurant choice. The study also revealed that image and atmosphere were decisive in the final step of choosing between restaurants serving food of a comparable type and quality.

Using Hyun's (2010) model, Haghghi, Ali & Afshin, (2012) assessed variables influencing restaurant choice and customer loyalty in Iran. They discovered that the primary selection criteria were food quality, price, good customer service, and atmosphere and that there was no correlation between location and consumer preference. They determined that food quality is the primary determinant of customer satisfaction, making it the primary selection criterion. They advised restaurant management to pay special attention to the food's taste, appearance, and presentation, as well as its

nutritional value. To serve a wider range of customers, they also urged attempting to enhance food variety.

According to Koo, Tao & Heung (1999), consumers don't assess each attribute individually; rather, they weigh the totality of all a product's or service's attributes. To understand how consumers in Hong Kong make favorable or unfavorable purchasing decisions, he utilized conjoint analysis to compare how consumers trade off one product attribute against another. Utilizing a six-person focus group they developed a set of qualities that customers take into account when picking a restaurant in Hong Kong for a family dinner, business entertainment, or as a tourist. Location, food kind, food variety, uniqueness, parking, cost, food quality or flavor, decoration, and service are included in the list of qualities.

Kivela *et al.*, (2000) studied five factors with 19 constructs. These were experiences, customer service, atmosphere, food quality and parking availability. They used regression analysis and cross-tabulation to show the connection between repeat purchase and how frequently they eat out. The findings demonstrated a significant correlation between consumers' choice of a restaurant and the quality standards and value provided by the establishment.

Duarte, O'niell, Liu & O'shea (2013) carried out a study in the Southeastern United States to understand restaurant consumers' perception of factors affecting their decision-making when choosing a restaurant. A convenience sample was chosen and 652 questionnaires consisting of five sections were distributed. Food quality and menu variety were found as important determinants of restaurant choice. The means scores also indicated that prior pleasant experiences, sanitation, and pleasant service were among the most crucial qualities. These findings were consistent with findings of Clark and wood (1998). They used a relatively small sample size from which they collected data from 21 respondents. Similar to that of Duarte *et. al* (2013) majority of respondents (19) found food quality to be the most important factor in their choices. Similarly, menu variety, atmosphere and price were also found as factors affecting their decisions.

Janyan (2018) investigated factors influencing restaurant selection in Yerevan, Armenia. He used survey to collect data from 255 respondents. His findings revealed that food

quality, customer service, service consistency and price were among the most important factors identified by the consumers. Results show that the order of importance of these factors change based on the visitation motives. The study also revealed that food quality, friendly, polite, helpful staff and value for money are minimum requirements by customers. It was also found that restaurants aesthetics along with its location could also increase the chance of restaurants being selected.

Andaleeb and Caskey (2007) studied factors college students considered when selecting restaurants to eat at. A model was created to study the satisfaction level of college students of northwest Pennsylvania. Dining facility staff service was found to be the most important factor that determined the students satisfaction followed by the quality of food and price. They recommended that the food providers take the necessary action to ensure students are happy with their dining experiences by training their staff to meet the standards required to serve the students as well as improve their food quality and adjust their prices so that students can afford them. They also suggested that dining facilities should be kept clean and dining hall atmosphere should be maintained.

Sahni and Mohsin (2017) undertook a study on factors affecting the selection of restaurants in Delhi, India based on their demography. This study used a descriptive research approach. 192 respondents from 10 different restaurants in total were chosen for the study using convenience sampling. The respondents included locals as well as tourists. The level of service quality had the biggest impact on the decision of the restaurant according to the data gathered from the respondents. They also found that dining occasions had an effect on customers' selection. Occasions such as celebration with family and business occasion customers ranked customer service, atmosphere and privacy as important criteria in their selection decisions.

Alan (2001) found that price influenced consumers' decisions more than customer service. His results suggested that although customer service is a crucial consideration when choosing a restaurant, customers are hesitant to pay more for better service. He recommended that managers should focus more on delivering meals at an affordable price to their customers. Dutta and Venkatesh (2007) on the other hand identified the main causes of failure in restaurants and proposed solutions. He recommended that restaurants should have quick service, efficient and helpful employees, maintain food

quality, keeping restaurant facilities and its employees clean, and implementing appropriate promotional campaigns.

Lewis (1981) examined five variables: food quality, menu diversity, cost, ambiance, and convenience. He carried out his study on different types of restaurants mainly fast food, fine dining and casual restaurants. The results were different between the restaurants. But in all the types of restaurants, he discovered that customers' preferences for restaurants were most strongly influenced by the quality of the food. He recommended managers focus and divert their resources into delivering the maximum quality to be considered for selection no matter the type of restaurant.

According to Jillian, Lester & Robert (1992) several factors affected customers' restaurant choices. These factors include price, promotion, location, customer service, hygiene of employees and other customers. Customers assessment of expected service quality was largely influenced by recommendations from friends and family as well as the staff's attitude. Other studies have also ranked customers' requirements from restaurants. Past experiences, location, quality of food, diversity of options and value for money respectively have been identified by Martin and Frumkin (2005).

According to Fatimah, Boo, Sambasivan & Salleh (2011), sanitation of the dining facilities and kitchen area of the establishment was extremely crucial for the success of any restaurant business. Diversity of options and location were also identified as important factors. They also iterated that food safety should be given the absolute priority because contaminated food served to customers could be detrimental to the success of any food business. They also found that low-level restaurants had poor service quality and hygiene and were deemed unsafe by respondents.

Gupta (2019) gathered information from 300 respondents across six areas. He took into account 25 variables. Findings showed that clients prioritized affordability, food quality and diversity of offerings when selecting a restaurant. Other essential considerations included recommendations from friends and family, speed of service, location, customer service, atmosphere, past experiences and parking availability. Respondents gave less weight to factors like the dress code, setting, and layout decor. He recommended that restaurant managers should focus on quality while maintaining affordable prices.

The literature review demonstrates that although there are many similarities between results on factors considered while selecting restaurants, prioritization of the factors differ between studies as there is difference between societies. In addition, some factors considered important in some studies were relatively seen as insignificant on other study findings.

2.7 Development of Hypothesis

Price

According to Armstrong & Kotler (2009), price can be thought of as either the amount of money charged for a good or service or as the total of all the values that consumers forgo in exchange for the advantages of owning or utilizing a good or service. Price was identified by Haghighi *et al.* (2012), Auty (1992), Clark & Wood (1998), Janyan (2018), and Medeiros & Salay (2013) as a key factor in influencing customer restaurant choice. Therefore, it can be hypothesized that,

H1: There is a positive and significant relationship between price and consumers' choices of restaurants.

Food Quality

The unique taste, serving size, selection of nutritious foods, appearance, and presentation can all be thought of as indicators of food quality. The quality of the food is a key component of fine dining experience (Namkung & Jang, 2007; Sulek & Hensley, 2004). No matter the restaurant type or occasion, food quality was shown to be the most important selection criteria by Auty (1992) and Kivela (1997) when they researched the factors influencing restaurant choice. Therefore, it can be hypothesized that,

H2: There is a positive and significant relationship between quality of food and consumers' choices of restaurants.

Customer Service

Good customer service relates to how staff members treat customers and provide for them. According to earlier research on consumer behavior in restaurants (e.g., Chow *et al.*, 2007, Johns & Pine, 2002, and Sweeney *et al.*, 1992), service quality has a major impact on customers' choice of a restaurant. For instance, Sweeny *et al.* (1992) discovered that the manner of the staff was the most significant indication consumers utilized when choosing a restaurant. Therefore, it can be hypothesized that,

H3: There is a positive and significant relationship between customer service and consumers' choices of restaurants.

Location

A well-chosen restaurant site can increase revenue, make dining more convenient for customers, and increase customer loyalty (Chen & Tsai, 2016). Convenient location was a significant consideration for consumers, according to Martin and Frumkin (2005). A recent study by Janyan (2018) also identified location as a consumer choice determinant in Armenia. Therefore, it can be hypothesized that,

H4: There is a positive and significant relationship between location and consumers' choices of restaurants.

Sanitation

The hygiene of food establishments and the area around them will determine whether or not consumers return. Food safety is mostly concerned with food hygiene. Restaurant sanitation is a crucial component in ensuring customer retention, which is crucial for repeat purchases. According to Abubakari *et al.*, (2019), the cleanliness of the eating space, employee hygiene, the cleanliness of the surrounding area, and the sanitation of the food contact surfaces were crucial considerations when choosing a restaurant in Ghana. Therefore, it can be hypothesized that,

H5: There is a positive and significant relationship between sanitation and consumers' choices of restaurants.

Menu Variety

Offering a variety of selections on the menu enhances the chance that customers will find a dish that they will enjoy. The likelihood of obtaining consumer satisfaction can be raised by appealing to a larger audience. Restaurants with a wide menu and a range of options have a better chance of keeping existing customers and luring in new ones, according to research by Mill (2007) and others. Therefore, it can be hypothesized that,

H6: There is a positive and significant relationship between menu variety and consumers' choices of restaurants.

Promotion

Exposure is crucial for any kind of business. Promotion via various techniques and media is the greatest strategy to improve exposure. In Saudi Arabia, advertising had a major impact on customer loyalty to foreign restaurants (Tunsi, 2000). Positive press can also enhance a restaurant's reputation, making it possible to employ it as another efficient marketing communication strategy (Miller, 1993). Recommendations is also an important promotional tool. The choice to try a restaurant can be considerably influenced by a friend's recommendation. Recommendations ranked high in influencing customers decisions Chuea *et al.*, (2020). Therefore, it can be hypothesized that,

H7: There is a positive and significant relationship between promotion and consumers' choices of restaurants.

Quick Service

The term "quick service" describes how quickly customers are catered to. Though it is frequently only considered to be significant at fast food establishments, regular customers who are hungry or in a hurry may emphasize speed of service when choosing a restaurant. Sulek and Hensley (2004) discovered that waiting times had an impact on consumers' dining experiences, which in turn can have an impact on customer retention. Therefore, it can be hypothesized that,

H8: There is a positive and significant relationship between quick service and consumers' choices of restaurants.

Prestige

According to Finkelstein (1989), eating out satisfies a person's underlying emotional needs for social status, image, and belongingness. According to earlier studies, diners chose a restaurant based on its reputation, which was frequently connected to their social standing (Cheng, 2006). Particularly, eating at a upscale and fine-dining restaurant has become a symbol of respect and social standing (Mill, 2007). Therefore, it can be hypothesized that,

H9: There is a positive and significant relationship between prestige and consumers' choices of restaurants.

Privacy

In a restaurant, privacy typically refers to how much exposure to other customers there is. Private dining rooms are necessary for most business meals, but other people could also want seclusion if they wish to work while they eat or just relax. According to Altman (1975), the discomfort of a privacy breach causes mental stress, which affects the dining experience. Therefore, it can be hypothesized that,

H10: There is a positive and significant relationship between privacy and consumers' choices of restaurants.

Delivery Service

Restaurants may choose to employ one of online food delivery services or run their own. According to Chen and Hsieh (2017), restaurants that offer delivery are more favored by customers. Customers want to allocate their time onto something more productive than going out to eat. Therefore, it can be hypothesized that,

H11: There is a positive and significant relationship between delivery service and consumers' choices of restaurants.

Past Experience

Due to first-hand experience, consumers' selection decisions are greatly influenced by their past experiences. After price and recommendations, Chua *et al.* (2020) discovered that experience was the third most significant selection factor in Malaysia. Existing customers' good reviews of their eating experience at a restaurant may have a significant such as their likelihood to return (Ryu *et al.*, 2012). Therefore, it can be hypothesized that,

H12: There is a positive and significant relationship between past experience and consumers' choices of restaurants.

Layout Design and Decor

The design and layout of a restaurant are acknowledged as crucial elements of the dining experience. How diners view and rate a restaurant can be influenced by its layout and decorating, which includes the furniture type, lighting, ventilation and colling system, decor, and other themes (Sloan, 2004). Ryu and Jang (2007) revealed positive association between behavioral intentions and restaurant facility aesthetics. Therefore, it can be hypothesized that,

H13: There is a positive and significant relationship between layout design, decor and consumers' choices of restaurants.

Parking Availability

Finding a parking spot in a crowded urban environment is one of life's greatest frustrations. Our nation is dealing with a serious issue as a result of inadequate infrastructure planning. According to Kincaid *et al.*, (2010) parking availability was one of the determinants of selection in Turkey. Other studies in India have also found parking as a selection criterion. Therefore, it can be hypothesized that,

H14: There is a positive and significant relationship between parking availability and consumers' choices of restaurants.

Online Reviews

Online consumer reviews published on review websites such as google review and yelp and comments made on social media have a significant impact on the decision-making process of customers. In this day and age where people are more connected to the web, there decisions on where to eat can be influenced by reviews, ratings and comments left by other customers. Xiang and Gretzel (2010) found that consumers are heavily relying on online reviews nowadays. Therefore, it can be hypothesized that,

H15: There is a positive and significant relationship between online reviews and consumers' choices of restaurants.

2.8 Conceptual Framework

The following model, which was derived from the results of the prior literature analysis, has been implemented to study the variables influencing consumers' choice of restaurants in Addis Ababa.

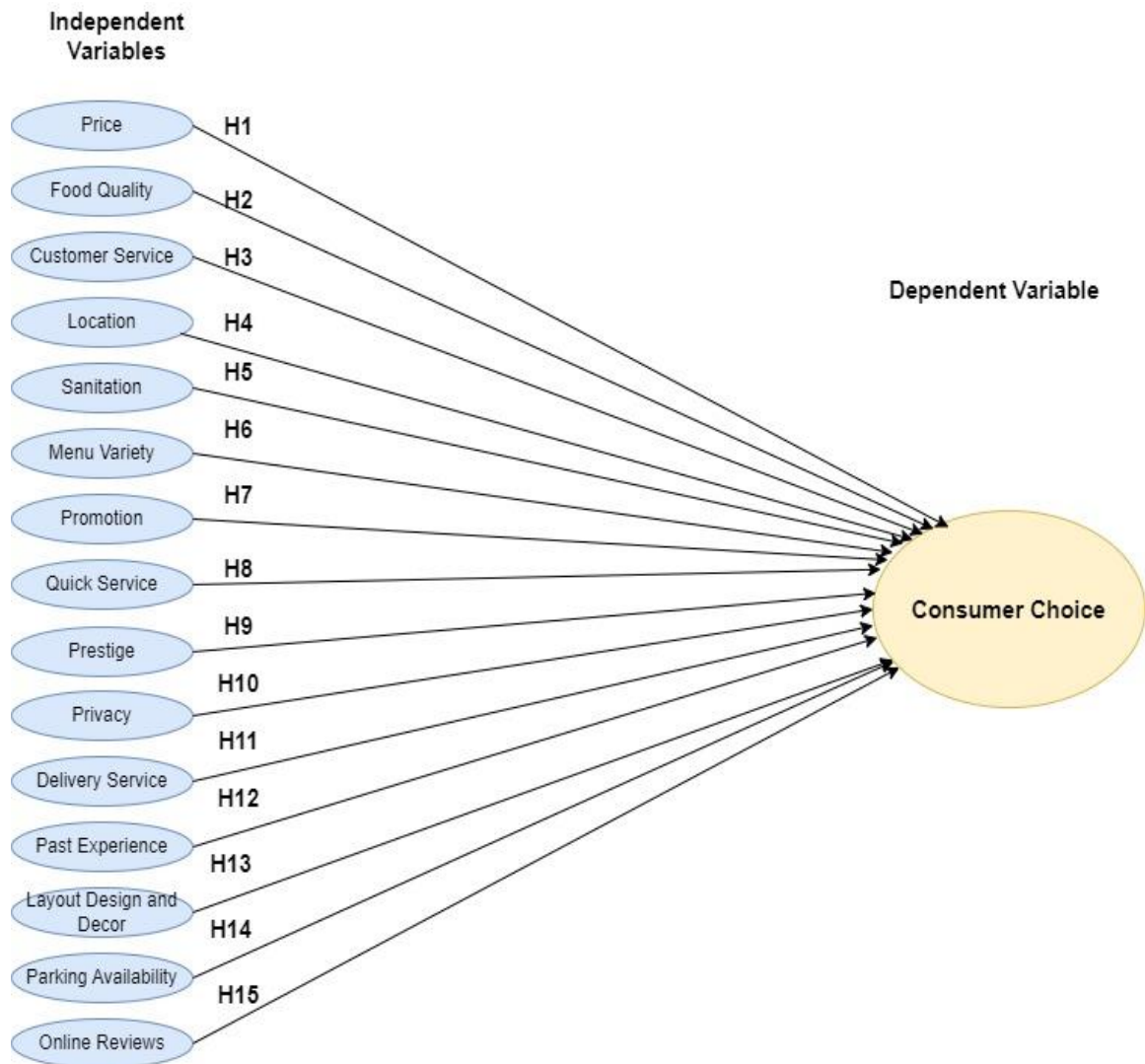


Figure 2.1. Conceptual Framework (Compiled by the researcher)

Source - (Finkelstein, 1989; Sweeny et al., 1992; Martin & Frumkin, 2005; Namkung & Jang, 2007; Kincaid et al., 2010; Haghighi et al., 2012; Abubakari et al., 2019).

CHAPTER THREE

3. Research Methodology and Design

3.1 Introduction

This third chapter deals with explaining the research methodology that will be implemented for the purpose of this study. It explains the research approach, design and methods of the study. It will also present the population and sampling technique that will be used followed by the reliability and validity tests that will be used to test the accuracy of results. Lastly, it will state the ethical considerations to be followed while carrying out the research.

3.2 Research Approach

There are two types of research approaches known as deductive and inductive research approaches. The deductive approach works from general to the more specific; this ultimately leads to testing the hypotheses with specific data to confirm or refute the original theories (Trochim, 1998-2000). The study will employ a deductive approach in its hypotheses development and testing. By applying such an approach the study will try to observe the factors affecting consumers' choice of mid and upscale restaurants in Addis Ababa and test the research questions which will be derived from the theory constructed from the empirical findings.

3.3 Research Design

A research design is a scheme used to generate answers to research problems. It provides a framework for collecting and analyzing data. It gives direction and systematizes the research as it involves the process, which the investigator will follow from the initiation to the completion of the research (Creswell, 2003). The study is designed to investigate the factors that drive consumers' choice of restaurants.

Correlational Research is a type of research that examines the statistical relationship between two or more variables without manipulating them. It is a non-experimental research design that seeks to establish the degree of association or correlation between

two or more variables. It attempts to determine the extent of a relationship between two or more variables using statistical data. As for the procedure to collect, analyze, and interpret data, there are three types of methods in social sciences. These are quantitative, qualitative, and mixed approaches. The research aims to confirm or test hypotheses based on statistical outcomes so the research will use a quantitative approach. Quantitative research is used to measure the problem by producing numerical data that can be transformed into usable statistics. It is used to measure attitudes, behaviors, and other variables and generalize results from a larger sample population.

3.4 Population and Sampling

3.4.1 Target Population

The target population is the collection of individuals from which the researchers conduct their study and draw their conclusions from. In this study, the target population were restaurant customers' in Addis Ababa. For the accuracy of results the specific target demography were customers' aged 18 and over. The reason for excluding customers under the age of 18 is because that range of demography is dependent on adults since they mostly do not have their own income, thus the results may heavily side to price as the main determinant because of their budget constraints and factors such as prestige (luxury) are difficult to study on this demography. Furthermore, factors such as parking availability can not be studied on that demography since they are not permitted to drive. Therefore the target population of the study were customers' aged 18 and over.

3.4.2 Sampling Frame

A sampling frame is a list from which samples are drawn out for a research. In the case of this study, the sampling frame is infinite and undefined because there is no statistical estimate of the number of restaurant consumers' in Addis Ababa. Therefore the sampling frame for this research were customers of restaurants in Addis Ababa.

3.4.3 Sampling Technique

The sampling technique that was used for this study was non-random sampling. A non-probability sampling includes convenience sampling, judgment sampling, quota sampling, and snowball sampling (Zikmund, *et al.*, 2013). Convenience sampling was

used to choose samples for the study. Convenience sampling was used because it's an easy and low-cost method of selecting samples. Convenience sampling allowed the researcher to gather data easily.

3.4.4 Sample Size

The sample size is directly proportional to the desired confidence level of the estimate(z) and to the variability of the phenomenon being investigated, and it is inversely proportional to the error that the researcher is prepared to accept (Corbetta, 2003). When the size of the population is unknown and previous researches are unavailable to agree on the variability of an estimate over all possible samples, the sample size is designed for the least favorable case $p = q = 0.5$ (Corbetta, 2003). Since the population is infinite the following formula is used based on the suggestion of Corbetta (2003) in determining the standard deviation, 95% confidence interval, and 5% sampling error in calculating the sample size.

$$n = z^2 \frac{p \cdot q}{e^2}$$

Where:

n = required sample size

z = Degree of confidence (i.e., 1.96)²

p = Probability of positive response (0.5)

q = Probability of negative response (0.5)

e = Tolerable error (0.05)

Therefore:

$$n = (1.96)^2 \cdot 0.5 \cdot 0.5 / (0.05)^2$$

$$n = 3.8416 \cdot 0.25 / 0.0025$$

$$n = 384.16 \dots \text{ Respondents}$$

3.5 Data Collection and Analysis

3.5.1 Data Sources

Data sources are classified into two; primary and secondary sources. Primary data sources include data obtained from the questionnaire, interviews, observation, and experiments (Kothari, 2004). Secondary data sources include publications such as books, journals, and articles. The following study used both primary and secondary sources. Questionnaires were used to collect data on factors affecting customers' choice of restaurants in Addis Ababa whereas different publications such as journals and articles were used for literature and construct the hypothesis.

3.5.2 Data Collection Procedure

The data for the analysis was collected through a questionnaire. Questionnaires allow people to express their opinions, ideas, and feelings towards certain issues freely (Hair *et al.*, 2007). In order to provide additional insights into the factors influencing customer choice of restaurants and to help develop a questionnaire specifically for the Ethiopian food market preliminary data was gathered through random questionnaires asking the general population to list out factors they consider without informing them the factors identified by the researcher. The 15 variables compiled after the preliminary investigation were price, food quality, customer service, location, sanitation, menu variety, promotion, service speed, prestige, privacy, delivery service, past experience, layout and decor, parking availability, and online reviews. The measurement instrument for the variable food quality was validated by Namkung and Jang (2007). The measurement variables price, menu variety, quick service, customer service, and promotion have been validated by Fidan *et al.*, (2018); Azim *et al.*, (2014); Gupta (2019), and Sriwongrat (2008). The measurement instrument for the variable sanitation has been validated by Abubakari (2019). The measurement of the variables' location, online reviews, and experience was validated by Chua (2020). Azim *et al.*, (2014) validated the measurement for the variable privacy. The measurement instrument for the variable prestige was validated by Peters (2005). The measurement for variable layout design and decor was validated by Sloan (2004) and Malekshahi (2013). The variable measurement of parking availability was validated by Gupta (2019).

The questionnaire consisted of close-ended questions of two parts measured on a 5-point Likert scale. The first part consisted of questions aimed to gather demographic data while the second part contained items to measure the 15 independent variables of the study. The questions were constructed based on an extensive review of literature on factors affecting consumers' choice of restaurants. All items in section two were positively worded. To have a strong enough measurement for each variable, statements were developed to test the relationship between the independent and dependent variables. For instance, statements regarding food quality included health, appearance, taste, and portion size's effect on selection. Respondents were asked to express their agreement to the statements using a five-point Likert scale ranging from Strongly Agree (5) to Strongly Disagree (1). The data was mostly gathered through a web-based questionnaire as it was most efficient way of reaching many respondents.

3.5.3 Data Analysis

Data analysis refers to the inspection and transformation of data intending to uncover useful information (Oso & Onen, 2008). Statistical Package for social science (SPSS) was used to organize and analyze the data. The study used both descriptive and inferential statistics. Descriptive statistics were used to summarize the characteristics of the population of the study. It was used to indicate percentages, frequencies, means, and standard deviations for data collected from the survey. Inferential statistics namely correlation and regression were used for the analysis of the variables. Correlation analysis studies the joint variation of two or more variables for determining the amount of correlation between two or more variables. Pearson's correlation was used to explore the relationship between the dependent and independent variables. Regression analysis was used to understand the extent of the effect of the independent variables on the dependent variable. The model specification was as follows: $Y = \alpha + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + e$, where Y= dependent variable, α = constant, β = the Regression standardized coefficient of each variable and x= independent variables.

3.6 Reliability and Validity

3.6.1 Validity

Validity deals with the extent to which an instrument measures what it is supposed to measure (Leedy & Ormrod, 2005). Content validity is good if the instrument contains a representative sample (Kothari, 2004). A pilot testing was conducted by selecting and implementing the instrument on a few selected sample from the target population. Based on the findings of the pilot testing, misleading questions were identified, eliminated or amended. Pearson's correlation was used to check the construct validity.

3.6.2 Reliability

Reliability is a measure of conceptual stability and consistency. According to Poilt and Hungler (1993), reliability is the degree of consistency with which an instrument measures the attribute it is designed to measure. Reliability assesses the degree of similarity between data collected from respondents and literature reviews provided as part of a particular study and is used to assess the usefulness of data collected within a study. To assess the reliability and internal consistency of any study, Cronbach's alpha is the most common technique utilized and is expressed as a number between 0 and 1. In general, Cronbach's alpha values less than 0.60 are considered poor, values in 0.70 range are considered acceptable, and those values over 0.80 are considered good (Sekaran and Bougie, 2016).

Accordingly, Cronbach's alpha coefficient measure of each variable assigned to measure customers restaurant choice ranges from .723 to .898, indicating a good result that shows the reliability of each construct. The Cronbach's alpha for the model or the entire items is .938 which is in the excellent range.

Table 3.1 Reliability Test

For Individual Variables		
Variables	Cronbach's Alpha	No. of items
Price	.726	4
Food Quality	.859	5
Customer Service	.898	4
Location	.845	3
Sanitation	.926	4
Menu Variety	.812	4
Promotion	.747	6
Quick Service	.743	3
Prestige	.759	3
Privacy	.805	4
Delivery Service	.857	3
Past Experience	.798	3
Layout and Design	.841	5
Parking Availability	.877	3
Online Reviews	.723	3
Customer Restaurant Choice	.781	5
Overall Items	.938	62

3.7 Ethical Considerations

In any given situation ethical considerations should be followed appropriately to maintain the integrity of the study as well as the population of the study. The respondents were informed of the study's objective and for their privacy, they were not required to disclose their names. Every respondent was able to take part in the survey of their own free will. Furthermore, the researcher avoided misleading or deceptive statements in the questionnaire. Every response collected was presented without any adjustments or changes to keep the integrity of the study. The objective of this study was solely educational, and the data will not be misused in any manner by the researcher.

CHAPTER FOUR

4. Data Analysis, Presentation and Interpretation

4.1 Introduction

Data analysis and discussion of the results will be presented in two parts in this chapter. The first portion provides an overview and description of the study of the respondents' demographic information, while the second section deals with the inferential analysis of the questions posed to test the hypotheses. The research questionnaires were distributed online via Google Survey, and out of the recommended sample size of 384 participants, 398 completed them. Mugenda & Mugenda (2003) deem a response rate of 70% or higher to be excellent. As a result, it can be said that the survey's response rate is very excellent.

4.2 Descriptive Statistics

4.2.1 Respondents Profile

The purpose of the demographic analysis in a research is to describe the characteristics of the sample such as gender, age, marital status, education, occupation, monthly income, dining frequency, and satisfaction of choice. Summary of the respondents' demographic profile are presented in tables below.

The gender summary presented in table 4.1 indicates that respondents of the survey are evenly distributed between male and female. Accordingly, 50.5% of the respondents were male and 49.5% of the respondents were female. From this observation, it can be stated that respondents were evenly distributed based on gender.

Table 4.1 Gender of Respondents

	Frequency	Percent
Male	201	50.5%
Female	197	49.5%
Total	398	100%

Source: SPSS output 2023

The age group summary table 4.2 indicates that the majority (53.8%) of the respondents were between age group of 18-25 years old, followed by age group of 26-35 years old which accounted for 22.6%. The age group 36-45 years old accumulated 7.0%, whereas the age group 46-55 years old accounted for 5.3%, followed by a slight increase in age group 56-65 years old with 10.1%. The smallest respondents laid in the age group of over 65 which accounted for 1.3%.

Table 4.2 Age of Respondents

	Frequency	Percent
18 – 25	214	53.8%
26 – 35	90	22.6%
36 – 45	28	7.0%
46 – 55	21	5.3%
56 – 65	40	10.1%
Over 65	5	1.3%
Total	398	100%

Source: SPSS output 2023

Regarding respondents level of education, the table shows that the majority (64.6%) of the respondents had Bachelor’s degree holders, 12.6 % had Postgraduate degrees and 9.8% had Diplomas. 13.1% of the respondents had high school degrees or less.

Table 4.3 Education level of Respondents

	Frequency	Percent
High School Degree or less	52	13.1%
Diploma	39	9.8%
Bachelors Degree	257	64.6%
Postgraduate Degree	50	12.6%
Total	398	100%

Source: SPSS output 2023

The respondents' occupation information indicates that a majority (42.5%) were government/ private company employees, 28.6% were students, 22.4% were self-employed, 4.0% were unemployed, and 2.5% were retired.

Table 4.4 Occupation of Respondents

	Frequency	Percent
Student	114	28.6%
Self-Employed	89	22.4%
Government/Private Employee	169	42.5%
Unemployed	16	4.0%
Retired	10	2.5%
Total	398	100%

Source: SPSS output 2023

The marital status of respondents' indicates that a majority (61.3%) were single, 29.1% were married, 6.3% were engaged, 2.0% were divorced, and 1.3% were widows.

Table 4.5 Martial Status of Respondents

	Frequency	Percent
Single	244	61.3%
Engaged	25	6.3%
Married	116	29.1%
Divorced	8	2.0%
Widowed	5	1.3%
Total	398	100%

Source: SPSS output 2023

With respects to income distribution of respondents', a majority (26.1%) earn between 5,001 to 10,000 ETB, with 21.9% earning over 20,000 ETB, 16.1% earning between 10,001 to 15,00 ETB, 14.6% earning less than 5,000 ETB, 7.0% earning between 15,001 to 20,000 ETB, and the remaining 14.3% dependent on family.

Table 4.6 Income of Respondents

	Frequency	Percent
Less than 5,000 ETB	58	14.6%
5,001 - 10,000 ETB	104	26.1%
10,001 - 15,000 ETB	64	16.1%
15,001 - 20,000 ETB	28	7.0%
Over 20,000 ETB	87	21.9%
Dependent on family	57	14.3%
Total	398	100%

Source: SPSS output 2023

The majority (56.0%) of respondents dine from a restaurant when it's necessary. 27.1% dine weekly, 10.8% dine everyday, and 6.0% dine monthly from a restaurant.

Table 4.7 Dining Frequency of Respondents

	Frequency	Percent
Everyday	43	10.8%
Weekly	108	27.1%
Monthly	24	6.0%
When need be	223	56.0%
Total	398	100%

Source: SPSS output 2023

The majority (72.9%) of respondents were satisfied with their restaurant choices whereas 27.1% were not satisfied.

Table 4.8 Choice Satisfaction of Respondents

	Frequency	Percent
Yes	290	72.9%
No	108	27.1%
Total	398	100%

Source: SPSS output 2023

4.2.2 Mean and Standard Deviation

Descriptive statistics (mean and standard deviations) of the variables were computed to try and understand the effects of price, quality of food, customer service, location, sanitation, menu variety, promotion, quick service, prestige, privacy, delivery service, past experience, layout design & decor, parking, and online reviews on customers restaurant choice.

Table 4.9 Descriptive Statistics of Variables

	N	Mean	Std Deviation
	Statistic	Statistic	Statistic
Price	398	4.0063	.46063
Food Quality	398	3.8995	.53224
Customer Service	398	4.1457	.59922
Location	398	3.8844	.67172
Sanitation	398	4.0584	.71895
Menu Variety	398	3.7399	.64069
Promotion	398	3.6198	.53876
Quick Service	398	4.0142	.57814
Prestige	398	2.9841	.71919
Privacy	398	3.5999	.67516
Delivery Service	398	3.7546	.73900
Past Experience	398	4.3802	.53902
Layout and Design	398	4.0045	.51797
Parking	398	3.9774	.76466
Online Reviews	398	3.6508	.63794
Customer Restaurant Choice	398	3.9347	.53091
Valid N (listwise)	398		

Source: SPSS output 2023

With respect to the mean values shown in Table 4.9, while all the variables indicate above-average effects, past experience (4.38), and customer service (4.14) take the

majority in influencing customers' restaurant choice. Prestige had the lowest mean score with (2.98).

4.3 Correlation Analysis

The correlation coefficient is a very useful statistic for determining the direction and strength of a relationship between two variables using a single number that lies between -1 and +1 (Field, 2005). According to Pallant (2010), the correlation coefficient should be between -1 and +1 to indicate the strength of the association. An absolute value of +/-1 denotes a perfect degree of positive or negative relationship, however, the relationship weakens as the value approaches zero.

As a result, Pearson's correlation analysis was performed on all of the independent and dependent variables in the study to investigate the relationship between these variables. Correlations of 0.1 to 0.3 are regarded as low, correlations of 0.3 to 0.7 are considered moderate, correlations of 0.7 to 0.9 are considered high, and correlations of 0.9 to 1.00 are considered very high, according to standards proposed by (Marczyk et al, 2005).

Table 4.10 Correlation Analysis

		Correlations															
		Price	Food_Quality	Cust_Serv	Location	Sanitation	Menu_Variety	Promotion	Quick_Serv	Prestige	Privacy	Delivery_Serv	Past_Exp	Layout_Design	Parking	Online_Rev	Cust_Rest_Ch oice
Price	Pearson Correlation	1	.284**	.357**	.342**	.398**	.127*	.198**	.252**	.137**	.181**	.125*	.192**	.424**	.270**	.170**	.434**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	.011	<.001	<.001	.006	<.001	.013	<.001	<.001	<.001	<.001	<.001
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Food_Quality	Pearson Correlation	.284**	1	.255**	.265**	.293**	.239**	.141**	.311**	.003	.131**	.148**	.292**	.576**	.209**	.076	.485**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	.005	<.001	.948	.009	.003	<.001	<.001	<.001	.131	<.001
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Cust_Serv	Pearson Correlation	.357**	.255**	1	.468**	.401**	.359**	.328**	.235**	.211**	.285**	.175**	.182**	.361**	.403**	.328**	.548**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Location	Pearson Correlation	.342**	.265**	.468**	1	.360**	.268**	.252**	.397**	.112	.256**	.124	.269**	.327**	.400**	.231**	.515**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	.025	<.001	.014	<.001	<.001	<.001	<.001	<.001
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Sanitation	Pearson Correlation	.398**	.293**	.401**	.360**	1	.291**	.330**	.245**	.165**	.164**	.136**	.285**	.379**	.279**	.264**	.526**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	.007	<.001	<.001	<.001	<.001	<.001
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Menu_Variety	Pearson Correlation	.127*	.239**	.359**	.268**	.291**	1	.294**	.232**	.175**	.304**	.272**	.317**	.303**	.359**	.212**	.468**
	Sig. (2-tailed)	.011	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Promotion	Pearson Correlation	.198**	.141**	.328**	.252**	.330**	.294**	1	.213**	.418**	.295**	.319**	.208**	.217**	.140**	.437**	.416**
	Sig. (2-tailed)	<.001	.005	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	.005	<.001
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Quick_Serv	Pearson Correlation	.252**	.311**	.235**	.397**	.245**	.232**	.213**	1	.050	.144**	.201**	.269**	.341**	.321**	.133**	.443**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001			.316	.004	<.001	<.001	<.001	.008	<.001
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Prestige	Pearson Correlation	.137**	.003	.211**	.112	.168**	.175**	.418**	.050	1	.144**	.169**	.103*	.063	.106*	.365**	.192**
	Sig. (2-tailed)	.006	.948	<.001	.025	<.001	<.001	<.001	.316		.004	<.001	.040	.098	.032	<.001	<.001
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Privacy	Pearson Correlation	.181**	.131**	.265**	.256**	.184**	.304**	.295**	.144**	.144**	1	.250**	.198**	.165**	.211**	.167**	.385**
	Sig. (2-tailed)	<.001	.009	<.001	<.001	<.001	<.001	<.001	.004	.004		<.001	<.001	<.001	<.001	<.001	<.001
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Delivery_Serv	Pearson Correlation	.125*	.148**	.175**	.124*	.136**	.272**	.319**	.201**	.189**	.250**	1	.200**	.162**	.232**	.310**	.345**
	Sig. (2-tailed)	.013	.003	<.001	.014	.007	<.001	<.001	<.001	<.001	<.001	<.001		<.001	.001	<.001	<.001
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Past_Exp	Pearson Correlation	.192**	.292**	.182**	.269**	.285**	.317**	.208**	.269**	.103	.198**	.200**	1	.303**	.187**	.285**	.468**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	.040	<.001	<.001	<.001		<.001	<.001	<.001
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Layout_Design	Pearson Correlation	.424**	.576**	.361**	.327**	.379**	.303**	.217**	.341**	.083	.165**	.162**	.303**	1	.191**	.121**	.511**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	.098	<.001	.001	<.001	<.001		<.001	.016
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Parking	Pearson Correlation	.270**	.209**	.403**	.400**	.379**	.359**	.140**	.321**	.106*	.211**	.232**	.167**	.191**	1	.135**	.475**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	.005	<.001	.032	<.001	<.001	<.001	<.001			.007
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Online_Rev	Pearson Correlation	.170**	.076	.326**	.231**	.264**	.212**	.437**	.133**	.385**	.167**	.310**	.285**	.121**	.135**	1	.371**
	Sig. (2-tailed)	<.001	.131	<.001	<.001	<.001	<.001	<.001	.008	<.001	<.001	<.001	<.001	<.001	<.001		.007
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Cust_Rest_Choice	Pearson Correlation	.434**	.485**	.548**	.515**	.526**	.468**	.416**	.443**	.192**	.385**	.345**	.468**	.511**	.479**	.371**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398

** Correlation is significant at the 0.01 level (2-tailed).
* Correlation is significant at the 0.05 level (2-tailed).

Source: SPSS output 2023

Based on the classification, the result in the above table is interpreted as below:

- There a is moderate, positive and significant correlation between Price and Customers restaurant choice (**$r = .434^{**}$ $P \leq 0.01$**)
- There a is moderate, positive and significant correlation between Food Quality and Customers restaurant choice (**$r = .485^{**}$ $P \leq 0.01$**)
- There a is moderate, positive and significant correlation between Customer Service and Customers restaurant choice (**$r = .548^{**}$ $P \leq 0.01$**)
- There a is moderate, positive and significant correlation between Location and Customers restaurant choice (**$r = .515^{**}$ $P \leq 0.01$**)
- There a is moderate, positive and significant correlation between Sanitation and Customers restaurant choice (**$r = .526^{**}$ $P \leq 0.01$**)
- There a is moderate, positive and significant correlation between Menu Variety and Customers restaurant choice (**$r = .468^{**}$ $P \leq 0.01$**)
- There a is moderate, positive and significant correlation between Promotion and Customers restaurant choice (**$r = .416^{**}$ $P \leq 0.01$**)
- There a is moderate, positive and significant correlation between Quick Service and Customers restaurant choice (**$r = .443^{**}$ $P \leq 0.01$**)
- There is a weak, positive and significant correlation between Prestige and Customers restaurant choice (**$r = .192^{**}$ $P \leq 0.01$**)
- There is a weak, positive and significant correlation between Privacy and Customers restaurant choice (**$r = .385^{**}$ $P \leq 0.01$**)
- There is a weak, positive and significant correlation between Delivery Service and Customers restaurant choice (**$r = .345^{**}$ $P \leq 0.01$**)

- There is a moderate, positive and significant correlation between Past Experience and Customers restaurant choice ($r = .468^{**}$ $P \leq 0.01$)
- There is a moderate, positive and significant correlation between Layout and Design and Customers restaurant choice ($r = .511^{**}$ $P \leq 0.01$)
- There is a moderate, positive and significant correlation between Parking Availability and Customers restaurant choice ($r = .479^{**}$ $P \leq 0.01$)
- There is a weak, positive and significant correlation between Online Reviews and Customers restaurant choice ($r = .371^{**}$ $P \leq 0.01$)

4.4 Parametric Statistical Assumptions Testing

Some of the basic assumptions that are required to provide valid results in regression are presented as follows:

4.4.1 Assumption 1 - Normality Test

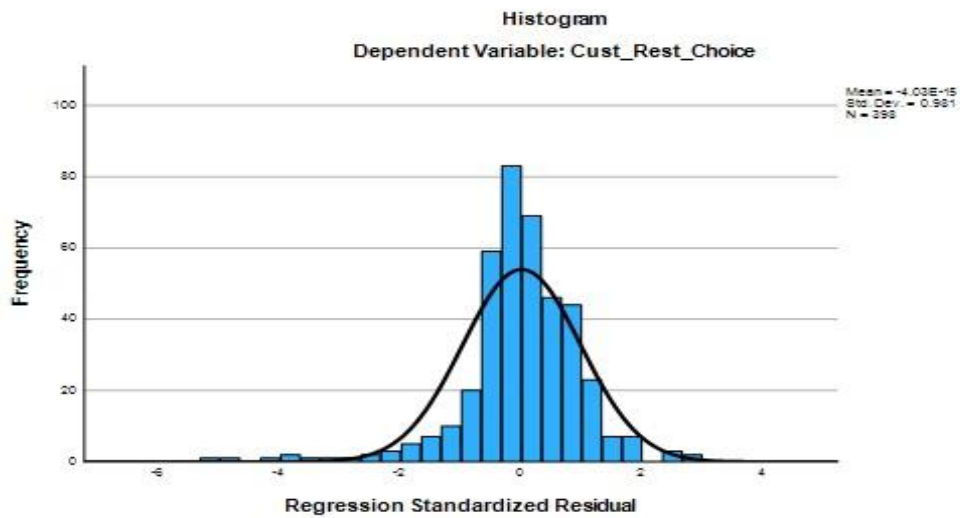
One of the basic assumptions for most parametric tests to be reliable is that the data is approximately normally distributed. Common test for checking normality is skewness and kurtosis. Skewness refers to the symmetry of distribution and kurtosis refers to the peakness of the distribution. According to Garson (2012), skewness and kurtosis should be within a range of -2 and +2 for a data to be normally distributed. Table 4.10 indicates that the figures for both are within the normal ranges and thus the distribution can be considered normal.

Table 4.11 Skewness and Kurtosis of Variables

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std Error	Statistic	Std Error
Price	398	.109	.122	-.814	.244
Food Quality	398	-.482	.122	.108	.244
Customer Service	398	-.319	.122	-.653	.244
Location	398	-.291	.122	.145	.244
Sanitation	398	-.728	.122	.096	.244
Menu Variety	398	-1.221	.122	1.938	.244
Promotion	398	-1.116	.122	1.850	.244
Quick Service	398	-.433	.122	.087	.244
Prestige	398	-.271	.122	.468	.244
Privacy	398	-.733	.122	1.316	.244
Delivery Service	398	-.646	.122	.916	.244
Past Experience	398	-.761	.122	.660	.244
Layout and Design	398	-.890	.122	1.527	.244
Parking Availability	398	-1.114	.122	1.908	.244
Online Reviews	398	-.482	.122	.158	.244
Customer Restaurant Choice	398	-1.182	.122	2.003	.244
Valid N (listwise)	398				

Source: SPSS output 2023

According to Gujarati (2004), histograms are visual and among the conventional tests for checking normality for standardized residuals. If the residuals are normally distributed, the histogram will have bell-shaped, centered and uni-modal. As it is shown in Figure 4.1, the distribution of residuals is a normal curve which simply means that it is not heavily peaked. The distribution is also uni-modal since there is only one peak, which confirms that the data is normally distributed.



□ Figure 4.1: Normality Test
 Source: SPSS output 2023

4.4.2 Assumption 2 - Linearity Test

The second assumption required to provide valid regression results is linearity test, which aims to determine the relationship between independent and dependent variables is linear or not. The normal P-P Plot illustration of the regression residuals derived from SPSS indicates that the observed cumulative distribution function of the standardized residual is close to the expected cumulative distribution function of the normal distribution.

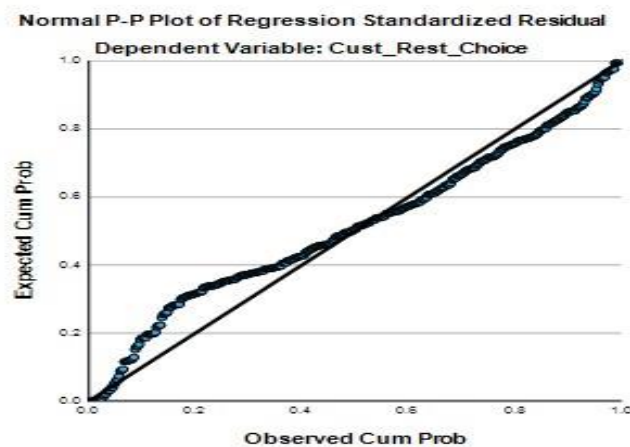


Figure 4.2: Linearity Test
 Source: SPSS output 2023

4.4.3 Assumption 3 - Multicollinearity Test

Multicollinearity test is one of the tests to be conducted before the implementation of multiple regression, to detect the level of correlation that may exist among the independent variables. Multicollinearity occurs when several independent variables correlate at high levels with one another, or when one independent variable is a near-linear combination of other independent variables (Keith, 2015).

Table 4.12 Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
Price	.696	1.436
Food Quality	.631	1.584
Customer Service	.588	1.701
Location	.621	1.610
Sanitation	.667	1.499
Menu Variety	.688	1.454
Promotion	.627	1.595
Quick Service	.732	1.366
Prestige	.761	1.314
Privacy	.811	1.233
Delivery Service	.786	1.273
Past Experience	.757	1.321
Layout and Design	.532	1.879
Parking Availability	.681	1.467
Online Reviews	.665	1.505

a. Dependent Variable: Customers Restaurant Choice

Source: SPSS output 2023

Kline (2005) described that multicollinearity can be tested tolerance value and its reciprocal, variance inflation factor (VIF). Value of VIF between 1 and 10 and value of tolerance above 0.1 is considered to be acceptable, and hence indicative of no multicollinearity.

4.4.4 Assumption 4 - Homoscedasticity Test

Homoscedasticity refers to the conditions whereby the variance of residuals or error terms are constant across the observations. The errors have been shown to be heteroscedastic if they do not have a constant variance (Brooks, 2008). If there is a particular pattern in the SPSS scatter plot graph, such as the points that form a regular pattern, it can be concluded that there has been a problem of heteroscedasticity. In other words, homoscedasticity has been fulfilled.

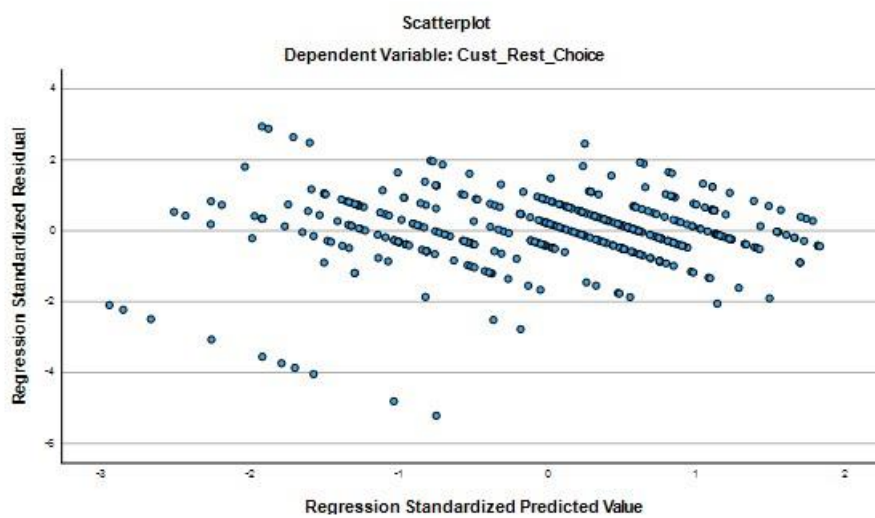


Figure 4.3: Homoscedasticity Test

Source: SPSS output 2023

Based on the above figure, majority of the observations are concentrated around 0, indicating presence of homoscedasticity.

4.5 Regression Analysis

Regression analysis was carried out to test the relationship between the dimensions of price, quality of food, customer service, location, sanitation, menu variety, promotion, quick service, prestige, privacy, delivery service, past experience, layout design & decor, parking, and online reviews on a customers' restaurant choice. The results of regression analysis are important to validate the hypotheses of the study, for which a significance

level of 0.05 or 5% significance has been used as a basis for accepting or rejecting the hypotheses.

Table 4.13 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.822 ^a	.676	.664	.30796

a. Predictors: (Constant), Online_Rev, Food_Quality, Privacy, Parking, Price, Prestige, Delivery_Serv, Past_Exp, Quick_Serv, Menu_Variety, Sanitation, Location, Promotion, Cust_Serv, Layout_Design

b. Dependent Variable: Customer Restaurant Choice

As the Model Summary table above shows, the R is .822 and the R-Square is .676. The value of R-Squared is indicative of the goodness of fit of the independent variables (price, quality of food, customer service, location, sanitation, menu variety, promotion, quick service, prestige, privacy, delivery service, past experience, layout design & decor, parking, and online reviews) in explaining the variations in the outcome variable, in this case, customers restaurant choice. Similarly, the Adjusted R-Square value gives a more approximate estimate of the true population value than the R-Square value (more so in cases of small sample size) (Pallant, 2010). In this case, the values of R-Square (.676) and Adjusted R-Square (.664) are close to each other. The adjusted R-Square value for the regression model of 0.676 means that the independent variables explain about 67% of the variation in the level of customers' restaurant choice, while the remaining 33% is caused by other factors that are not included in this study.

Table 4.14 ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	75.672	15	5.045	53.192	<.001 ^b
	Residual	36.230	382	.095		
	Total	111.902	397			

a. Dependent Variable: Cust_Rest_Choice

b. Predictors: (Constant), Online_Rev, Food_Quality, Privacy, Parking, Price, Prestige, Delivery_Serv, Past_Exp, Quick_Serv, Menu_Variety, Sanitation, Location, Promotion, Cust_Serv, Layout_Design

According to Gujarati (2003), ANOVA is used to test the overall significance of the estimated regression, that is, to test the null hypotheses that the true (partial) slope coefficients are simultaneously equal to zero, and to assess the incremental contribution of an independent variable. The F-ratio also demonstrates the goodness of fit, and a significant F-test suggests the null hypothesis arguing that the population means are equal can be rejected, implying that the overall regression model is acceptable (Pallant, 2010). With the F-value for this study at 53.192, df (regression) = 15, df (residuals) = 382, and the p-value of .000 significance level, the null hypothesis can be rejected. It can, therefore, be concluded that the model of this study is statistically significant.

4.5.1 Results of the regression analysis

The coefficient analysis shows the contribution of each independent variable toward the prediction of the dependent variable. As indicated in the below table, values of regression coefficient Beta for all independent variables except prestige are showing a positive impact on the dependent variable i.e. on customers restaurant choice. Food Quality has the largest beta coefficient β at .160 or 16% and makes the strongest unique contribution to explaining the dependent variable and Price has the smallest contribution with a beta coefficient β of 0.071 or an approximate value of 7%.

Table 4.15 Results of the regression analysis

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.084	.197		-5.492	<.001
	Price	.082	.040	.071	2.044	.042
	Food_Quality	.160	.037	.160	4.375	<.001
	Cust_Serv	.122	.034	.137	3.620	<.001
	Location	.064	.029	.081	2.187	.029
	Sanitation	.100	.026	.135	3.781	<.001
	Menu_Variety	.066	.029	.080	2.278	.023
	Promotion	.080	.036	.081	2.216	.027
	Quick_Serv	.083	.031	.091	2.660	.008
	Prestige	-.021	.025	-.029	-.865	.387
	Privacy	.081	.025	.103	3.196	.002
	Delivery_Serv	.052	.024	.073	2.224	.027
	Past_Exp	.148	.033	.150	4.497	<.001
	Layout_Design	.081	.041	.079	1.990	.047
	Parking	.098	.024	.142	4.019	<.001
	Online_Rev	.067	.030	.080	2.254	.025

a. Dependent Variable: Cust_Rest_Choice

The regression equation for customers restaurant choice can be formulated as follows:

$$CRC = \alpha + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + e$$

$$CRC = -1.084 + 0.071PR + 0.160FQ + 0.137CS + 0.081LN + 0.135SN + 0.80MV + 0.081PMN + 0.091QS - 0.029PGE + 0.103PVY + 0.073DS + 0.150PE + 0.079LAD + 0.142PAV + 0.080OR + e$$

Whereas CRC = Customers Restaurant Choice,

PR = Price

FQ = Food Quality

CS = Customer Service

LN = Location

SN = Sanitation

MV = Menu Variety

PMN = Promotion

QS = Quick Service

PGE = Prestige

PVY = Privacy

DS = Delivery Service

PE = Past Experience

LAD = Layout and Design PAV = Parking Availability

OR = Online Reviews

e = error

4.5.2 Hypothesis Testing

H1: There is a positive and significant relationship between price and consumers' choices of restaurants.

The results in the coefficient table show that price has a beta coefficient of .071 with a significance value of .042. This indicates that price makes a positive, statistically significant contribution to the prediction of customers' restaurant choices. Further explanation indicates that price makes a contribution of 7.1% to the variance explanation of customers' restaurant choices. Following these results, **(H1)** is accepted.

H2: There is a positive and significant relationship between quality of food and consumers' choices of restaurants.

The results in the coefficient table show that food quality has a beta coefficient of .160 with a significance value of <.001. This indicates that food quality makes a positive,

statistically significant contribution to the prediction of customers' restaurant choices. Further explanation indicates that food quality makes the strongest contribution of 16.0% to customers' restaurant choices. Following these results, **(H2)** is accepted.

H3: There is a positive and significant relationship between customer service and consumers' choices of restaurants.

The results in the coefficient table show that customer service has a beta coefficient of .137 with a significance value of $<.001$. This indicates that customer service makes a positive, statistically significant contribution to the prediction of customers' restaurant choices. Further explanation indicates that customer service makes a contribution of 13.7% to customers' restaurant choices. Following these results, **(H3)** is accepted.

H4: There is a positive and significant relationship between location and consumers' choices of restaurants.

The results in the coefficient table show that location has a beta coefficient of .081 with a significance value of .029. This indicates that location makes a positive, statistically significant contribution to the prediction of customers' restaurant choices. Further explanation indicates that location makes a contribution of 8.1% to customers' restaurant choices. Following these results, **(H4)** is accepted.

H5: There is a positive and significant relationship between sanitation and consumers' choices of restaurants.

The results in the coefficient table show that sanitation has a beta coefficient of .135 with a significance value of $<.001$. This indicates that sanitation makes a positive, statistically significant contribution to the prediction of customers' restaurant choices. Further explanation indicates that sanitation makes a contribution of 13.5% to customers' restaurant choices. Following these results, **(H5)** is accepted.

H6: There is a positive and significant relationship between menu variety and consumers' choices of restaurants.

The results in the coefficient table show that menu variety has a beta coefficient of .080 with a significance value of .023. This indicates that menu variety makes a positive, statistically significant contribution to the prediction of customers' restaurant choices. Further explanation indicates that menu variety makes a contribution of 8.0% to customers' restaurant choices. Following these results, **(H6)** is accepted.

H7: There is a positive and significant relationship between promotion and consumers' choices of restaurants.

The results in the coefficient table show that promotion has a beta coefficient of .081 with a significance value of .027. This indicates that promotion makes a positive, statistically significant contribution to the prediction of customers' restaurant choices. Further explanation indicates that promotion makes a contribution of 8.1% to customers' restaurant choices. Following these results, **(H7)** is accepted.

H8: There is a positive and significant relationship between quick service and consumers' choices of restaurants.

The results in the coefficient table show that quick service has a beta coefficient of .091 with a significance value of .008. This indicates that quick service makes a positive, statistically significant contribution to the prediction of customers' restaurant choices. Further explanation indicates that quick service makes a contribution of 9.1% to customers' restaurant choices. Following these results, **(H8)** is accepted.

H9: There is a positive and significant relationship between prestige and consumers' choices of restaurants.

The results in the coefficient table show that prestige has a beta coefficient of -.029 with a significance value of .387. This indicates that prestige **doesn't** make a positive, statistically significant contribution to the prediction of customers' restaurant choices. Following these results, **(H9)** is **rejected**.

H10: There is a positive and significant relationship between privacy and consumers' choices of restaurants.

The results in the coefficient table show that privacy has a beta coefficient of .103 with a significance value of .002. This indicates that privacy makes a positive, statistically significant contribution to the prediction of customers' restaurant choices. Further explanation indicates that privacy makes a contribution of 10.3% to customers' restaurant choices. Following these results, **(H10)** is accepted.

H11: There is a positive and significant relationship between delivery service and consumers' choices of restaurants.

The results in the coefficient table show that delivery service has a beta coefficient of .073 with a significance value of .027. This indicates that delivery service makes a positive, statistically significant contribution to the prediction of customers' restaurant choices. Further explanation indicates that delivery service makes a contribution of 7.3% to customers' restaurant choices. Following these results, **(H11)** is accepted.

H12: There is a positive and significant relationship between past experience and consumers' choices of restaurants.

The results in the coefficient table show that past experience has a beta coefficient of .150 with a significance value of $<.001$. This indicates that past experience makes a positive, statistically significant contribution to the prediction of customers' restaurant choices. Further explanation indicates that past experience makes the second strongest contribution after food quality with 15.0% to customers' restaurant choice. Following these results, **(H12)** is accepted.

H13: There is a positive and significant relationship between layout and design and consumers' choices of restaurants.

The results in the coefficient table show that layout and design has a beta coefficient of .079 with a significance value of .047. This indicates that layout and design makes a positive, statistically significant contribution to the prediction of customers' restaurant choice. Further explanation indicates that layout and design make a contribution of 7.9% to customers' restaurant choices. Following these results, **(H13)** is accepted.

H14: There is a positive and significant relationship between parking availability and consumers' choices of restaurants.

The results in the coefficient table show that parking availability has a beta coefficient of .142 with a significance value of <.001. This indicates that parking availability makes a positive, statistically significant contribution to the prediction of customers' restaurant choices. Further explanation indicates that parking availability makes a contribution of 14.2% to customers' restaurant choices. Following these results, **(H14)** is accepted.

H15: There is a positive and significant relationship between online reviews and consumers' choices of restaurants.

The results in the coefficient table show that online reviews have a beta coefficient of .080 with a significance value of .025. This indicates that online reviews make a positive, statistically significant contribution to the prediction of customers' restaurant choices. Further explanation indicates that online reviews make a contribution of 8.0% to customers' restaurant choices. Following these results, **(H15)** is accepted.

Table 4.16 Summary of the tested hypothesis

	Developed Hypothesis	B	t	Sig.	Test Result
H1	There is a positive and significant relationship between price and consumers' choices of restaurants.	.071	2.044	.042	Accepted
H2	There is a positive and significant relationship between food quality and consumers' choices of restaurants.	.160	4.375	<.001	Accepted
H3	There is a positive and significant relationship between customer service and consumers' choices of restaurants.	.137	3.620	<.001	Accepted
H4	There is a positive and significant relationship between location and consumers' choices of restaurants.	.081	2.187	.029	Accepted
H5	There is a positive and significant relationship between sanitation and consumers' choices of restaurants.	.135	3.781	<.001	Accepted
H6	There is a positive and significant relationship between menu variety and consumers' choices of restaurants.	.080	2.278	.023	Accepted

H7	There is a positive and significant relationship between promotion and consumers' choices of restaurants.	.081	2.216	.027	Accepted
H8	There is a positive and significant relationship between quick service and consumers' choices of restaurants.	.091	2.660	.008	Accepted
H9	There is a positive and significant relationship between prestige and consumers' choices of restaurants.	-.029	-.865	.387	Rejected
H10	There is a positive and significant relationship between privacy and consumers' choices of restaurants.	.103	3.196	.002	Accepted
H11	There is a positive and significant relationship between delivery service and consumers' choices of restaurants.	.073	2.224	.027	Accepted
H12	There is a positive and significant relationship between past experience and consumers' choices of restaurants.	.150	4.497	<.001	Accepted
H13	There is a positive and significant relationship between layout design and consumers' choices of restaurants.	.079	1.990	.047	Accepted
H14	There is a positive and significant relationship between parking and consumers' choices of restaurants.	.142	4.019	<.001	Accepted
H15	There is a positive and significant relationship between online reviews and consumers' choices of restaurants.	.080	2.254	.025	Accepted

4.6 Discussion of Results

This study was aimed to examine the factors that affect customers' choices of restaurants. As indicate in the above table 4.16, all of the regression coefficients between the independent and dependent variables have positive values except for the variable prestige. But some variables have significant effect on consumers choice while some do not. The brief discussion on each variable is given below.

Food Quality had the strongest contribution with ($\beta=.160$, $P=<.001$). Findings by (Sulek and Hensley, 2004; Namkung and Jang, 2007; Azim et al., 2014) indicated that food quality was an important criterion considered by customers in choosing all types of restaurants. It also supports the findings of Auty (1992) and Kivela (1997) as the most important factors considered by customers. For any restaurant businesses sustainability delivering quality food is key and the findings of this study support that claim.

Past Experiences had the second strongest contribution with ($\beta=.150$, $P<.001$). According to (Ryu and Han, 2011; Chua et al., 2017) past experience has been identified as a significant factor in customers' post-purchase assessments. Previous studies have also found that past experience had a huge influence on customer selection or repeat purchases. According to Mangold et al. (1999), satisfied customers are more likely to return for a repeat purchase. Owners must do their absolute bests to ensure that customers have a good experience at their establishment. Negative experiences form a bad image and customers are unlikely to return.

Parking availability had the third strongest contribution with ($\beta=.142$, $P<.001$). In crowded cities like Addis Ababa finding a parking spot anywhere is extremely difficult, thus a strong effect on customers selection. The findings are similar to that of Susskind and Chan (2000) who discovered that visitation to a restaurant and parking availability had strong correlations in Toronto, Canada, and Seoul, Korea. Kincaid et al., (2010) also found that parking availability had a strong impact on customers' selection and repeat visitation of restaurants.

Customer Service had the fourth strongest contribution with ($\beta=.137$, $P<.001$). Previous study findings (Sweeney et al., 1992; Johns & Pine, 2002; Chow et al., 2007; Sriwongrat, 2008) found that customer service had a major effect on a customer's restaurant choice. The result suggests that those restaurants employing friendly staff for restaurant services are preferred by customers dining at restaurants.

Sanitation had the fifth highest contribution with ($\beta=.135$, $P<.001$). The findings are similar to that of (Kivela, 2000; Tinne, 2012; Azim, 2014; Gupta, 2019) in which they found sanitation to be one of the most important factors influencing customers' choices. Abubakari et al., (2019) solely studied the effects of hygiene and sanitation on customers' choice of restaurant and they found that it was a major factor to guarantee customer selection and retention and was very important for repeat patronage. This could be made possible through training food safety and hygiene issues to employees.

Privacy had a contribution with ($\beta=.103$, $P=.002$). Study findings by Azim et al., (2014) found that privacy influenced customers' decisions. In restaurants, people come for refreshments with their spouses, friends, or relatives, and are hoping for a favorable

peaceful environment to spend some time. Privacy can be disturbed through various things for example little gap between the tables, loud noises from within or outside the restaurant, interruptions by the employee, or any person taking images or making videos.

Quick service had a contribution with ($\beta=.091$, $P=.008$). The findings are similar to that of (Auty, 1992; Clark and Wood, 1999; Janyan, 2018) in which speed of service showed an effect on customer selection. The duration of wait time for restaurant service is one of the elements that influence consumers' restaurant preferences (Richarme and Colias, 2007). Customers are sensitive to the service time for delivery of services and hence managers need to give attention to this factor and deliver customers food orders as quickly as possible.

Promotion had a contribution with ($\beta=.081$, $P=.027$). The findings of this result are supported by the result of DeFranco, Jackson, and Titz, (2004) in which they found that promotional campaigns as one of the factors affecting customers' choice. They iterated that promotional campaigns such as occasional discounts and food vouchers as motivators for customers to choose a restaurant. Studies by Pedraja and Yague (2001) and Medeiros and Salay (2013) also found that promotion is a factor that influences customers' choices. Chua et al., (2020) found that promotion contributed to selection factors but was considered as one of the least factors by customers in Malaysia. Restaurant owners often make costly expenditures on marketing activities to attract customers by utilizing various marketing techniques from publicity to sales promotion. Therefore managers must do a research on effective marketing campaign for their restaurants and focus on implementing them within their means.

Location had a contribution with ($\beta=.081$, $P=.029$). The study findings are similar to the findings of previous studies (Auty, 1992; Martin and Frunkin, 2005; Gupta, 2019) indicating that location has a significant effect in influencing customers' choices. Restaurants located near the downtown and busy areas of the city have higher customers than those that are located further away from the city center (Kleynhans and Roberson, 2015). A study by Akbar and Alaudeen (2012) also found that location was one of the most significant determinants of customers when selecting restaurants.

Menu variety had a contribution with ($\beta=.080$, $P=.023$). These findings are supported by Mhlanga et al., (2014) in which they found that restaurants frequently develop new menus and offer a selection of different menu items to increase customer frequency and attract customers by various groups of customers with different tastes. The result is also supported by the findings of (Lewis, 1981; Kafel and Sikora, 2013; Janyan, 2018) in which they found that a variety of offerings increases the chance of a restaurant being selected. It is also supported by the findings of Bekana (2010) in which he found that customers in Addis Ababa considered a variety of menus as one factor when choosing restaurants.

Online reviews had a contribution with ($\beta=.080$, $P=.025$). Aureliano-Silva, Leung, and Spers (2021) found that online reviews influenced customer selection. Higher reviews resulted in higher restaurant return probability. They discovered that positive comments had a greater influence on customers with limited restaurant involvement than functional ones. Fidan et al., (2018) also found that online reviews had an impact on restaurant choice.

Layout and design had a contribution with ($\beta=.079$, $P=.047$). A study by Kivela et al., (1999) found that the physical environment of a restaurant such as its layout, atmosphere, ambiance, decor, furniture, and other facilities can have a great impact on customer selection behavior. Tinne (2012) also found that the interior and exterior designs attract consumers to revisit the restaurant. Owners must spend a lot on interior design to improve the aesthetic appeal but also to improve the onsite conditions such as ventilation and lighting. This eventually can help attract customers to the restaurant. Parsa et al., (2005) also found that the restaurant's space and decor to be one of the most important consideration factors by customers.

Delivery service had a contribution with ($\beta=.073$, $P=.027$). Chai and Yat (2019) found that customers have shifted into choosing restaurants that offer delivery service indicating that the changing nature of urban consumers has sparked the emergence of food delivery services. Das and Ghose (2019) also found that delivery service is a factor in the selection of restaurants. The same can be seen in Addis Ababa with the rise of restaurants delivering food themselves or using a third party like Tikus and BeU delivery

to meet the demands of customers who don't have time to go out to eat or to cater to the needs of those who want to enjoy their meals at the comfort of their homes.

Price had the least contribution with ($\beta=.071$, $P=.042$). Price was difficult to study as income and wealth disparity between respondents can highly influence the outcome of the result. The study findings are similar to the findings of previous studies (Tinne, 2012; Janyan, 2018; Fidan et al., 2018) regarding the significance of price in influencing customers' restaurant choices. Similarly, Gupta (2019) and Chua et al., (2020), in their findings pointed out that price was the most important factor that influences customers' restaurant decisions.

Lastly, prestige had no contribution to customers' restaurant choices with ($\beta= -.029$, $P=.287$). Prestige as a variable isn't covered much in restaurant choice studies but some studies found that it had a small effect on customers' choices. Cheng (2006) found that certain groups of consumers of different classes may choose a restaurant based on the restaurant's image, as they relate the restaurant experience to their social status. Additionally, Peters (2005) studied the reason and motivation for going to restaurants in Sao Paulo, Brazil, and found that restaurant customers of high rank and income were motivated by needs of a social and self-esteem nature. Since there is a difference in economic and cultural background between societies the results elsewhere have different outcomes compared to others regarding the variable prestige.

CHAPTER FIVE

5. Summary, Conclusion, and Recommendation

5.1 Introduction

In this chapter, an overall summary of results is presented from which conclusions are drawn. Finally, recommendations to current and future restaurant owners are forwarded and possible suggestions for further studies are also included.

5.2 Summary of Findings

The primary objective of this study was to investigate the factors affecting customers' restaurant choices in Addis Ababa. To do this, fifteen variables were used. These were price, quality of food, customer service, location, sanitation, menu variety, promotion, quick service, prestige, privacy, delivery service, past experience, layout design & decor, parking, and online reviews. For data collection, an online questionnaire with a five-point Likert Scale for the measurement of items was prepared. The questionnaire was distributed online via Google Docs and data was collected from 398 respondents. The data was then inserted into SPSS for further descriptive and inferential analysis.

A summary of the demographic profile collected from the respondents indicates that:

- The gender of respondents was evenly distributed with male being 50.5% and female at 49.5%;
- The age group of 18-25 years accounted for the highest figure at 53.8%;
- In terms of education level, bachelor's degree holders were a majority, accounting for 64.6% of total respondents;
- With respect to occupation, government/private employees accounted for a majority at 42.5%;
- With respect to marital status, single respondents accounted for a majority at 61.3%;
- Income earnings of 5,001 – 10,000 ETB range accounted for a majority at 26.1%;
- In terms of dining frequency, majority (56%) ate at restaurants when necessary;
- Finally, the majority of respondents (72.9%) were satisfied with their restaurant choices.

Analysis of the collected data shows that price, quality of food, customer service, location, sanitation, menu variety, promotion, quick service, prestige, privacy, delivery service, past experience, layout design & decor, parking, and online reviews and customers' restaurant choices variables have been tested for reliability with Cronbach's Alpha of 0.726, 0.859, 0.898, 0.845, 0.926, 0.812, 0.747, 0.743, 0.759, 0.805, 0.857, 0.798, 0.841, 0.877, 0.723, 0.81 and 0.938, respectively. Similarly, correlation analysis indicates a moderate, positive, and significant correlation of all independent variables except prestige with customers' restaurant choices. Before conducting the regression analyses, all the assumption tests (normality, linearity, homoscedasticity, and multicollinearity) have been conducted and the findings met the required ranges.

The results of the multiple regression analysis have indicated that among the fifteen independent variables, food quality has been shown to have the strongest contribution towards customers' restaurant choice, with a beta coefficient β score of .160 or 16.0%. Food quality was found to be the most important factor in customers selection decision in most studies and results of this research support that as well. After food quality past experiences, parking availability, customer service and sanitation had the most contribution respectively while price had the least contribution and prestige had no contribution on customers selection decision.

The remaining fourteen factors have the following contributions towards customers' restaurant choice respectively - Price had the lowest beta coefficient of .071 or a 7.1% contribution; Customer service had a beta coefficient of .137 or a 13.7% contribution; Location had a beta coefficient of .081 or an 8.1% contribution; Sanitation had a beta coefficient of .135 or a 13.5%; Menu variety had a beta coefficient of .080 or an 8.0% contribution; Promotion had a beta coefficient of .081 or an 8.1% contribution; Quick service had a beta coefficient of .091 or a 9.1%; Privacy had a beta coefficient of .103 or a 10.3% contribution; Delivery service had a beta coefficient of .073 or a 7.3% contribution; Past experience had the second highest beta coefficient of .150 or 15.0%; Layout and design had a beta coefficient of .079 or a 7.9% contribution; Parking availability had a beta coefficient of .142 or a 14.2% contribution; Online reviews had a beta coefficient of .080 or an 8.0% and Prestige had a beta coefficient of -.029 or -2.9%.

5.3 Conclusion

As previously mentioned, the main aim of this study was to investigate the factors that affect customers' restaurant choices. A total of 398 respondents gave their opinions using a 5-point Likert scale to comprehend the factors that affect their restaurant choices. It was found that price, quality of food, customer service, location, sanitation, menu variety, promotion, quick service, privacy, delivery service, past experience, layout design & decor, parking, and online reviews indeed have an effect on customers' choices in varying degrees.

Even though we are living in a cost-of-living crisis, price was the least factor considered by customers when making their choices. The respondents were conveniently selected and this may be the cause for price being the least considered factor as there is a huge income disparity between the wealthy and the less fortunate. Food quality on the other hand was the most important factor. It is seen as an essential component of the overall restaurant experience. It is the most essential criterion in restaurant selection, and it is closely tied to client satisfaction. It has an impact on customer loyalty, as customers evaluate restaurants based on the quality of their food. Food taste, freshness, nutrition, presentation, and appearance are all aspects of food quality. It has an impact on consumers' decisions to return to the establishment. It only takes one bad meal that your customers consider poor to leave them disappointed and turn to a competitor.

Customer service, Speed of service, past experiences, and online reviews were also found to be important factors. Customer satisfaction leads to more positive feedback and reviews for a restaurant. Revenue can be increased by providing excellent customer service. customers who are satisfied are more inclined to become repeat customers. A company's survival is usually dependent on its ability to provide excellent customer service. Parking spaces are also factors considered in a cramped city like Addis Ababa where it's difficult to find parking spots due to improper property and land management. Other factors such as sanitation of the restaurant and its employees, menu offering, promotion, location, and privacy are also contributing factors although some may be more important than others. Delivery services is one business that is booming in the city and restaurants engaged in this service either directly or through a third party are also more likely to increase their chances according to the findings of the study. Finally,

prestige is the only variable with a negative beta coefficient and does not have the desired effect on customers when it comes to their decisions. This indicates that the majority of our society isn't in a luxury position to prioritize prestige when it comes to their selection decisions.

From these results, it can be concluded that, even though food quality is an important consideration, there are other aspects of their operation restaurant managers can improve on to deliver ultimate satisfaction to customers. This will increase their chances of being selected by potential new customers through different modes such as positive word-of-mouth communication. It is difficult to excel in all the factors but prioritizing the important ones such as quality, customer service, sanitation and improvement of experiences is significant for the long-term success of their restaurants.

5.4 Recommendations

The main aim of this study was to investigate factors that customers' restaurant choices. Based on the findings in Chapter Four, findings of previous studies, and the conclusions made thereafter, the researcher recommends the following:

- In an earlier chapter it has been discussed that price had a significant effect on customers' decisions (Auty, 1992; Clark & Wood, 1998; Haghighi et al., 2012; Medeiros & Salay, 2013; and many others). Although results may not show a high degree of relationship due to the sample representation, price still had an effect, and especially in poverty-riddled countries like ours, it's a factor for most. Managers must first establish their target customers and set a fair price (i.e. value for money) on the meals they provide to increase their customers.
- Food quality is an important factor for the success of any restaurant, it can not be compromised under any circumstances. The results show similar findings to those (Sulek and Hensley, 2004; Namkung and Jang, 2007; Azim et al., 2014) and it should be the absolute priority for every restaurant owner. Compromising food quality for the sake of cutting costs will be detrimental to restaurants so managers should continuously work on improving the quality of their offerings.

- Good customer service is very important, especially in the service industry. Managers must focus on recruiting polite, helpful, and efficient employees. Sweeny et al. (1992) found that customers' perception of a restaurant is defined by employees' actions thus managers must choose wisely when it comes to hiring employees.
- The location of a restaurant also determines its success. Finding a location conveniently situated is important. Potential owners should target areas within the vicinity of the downtown of Addis Ababa or places that have busier crowds than normal. Though costs such as rent may be high in those areas, there is potential of getting more customers which may outweigh the cons of higher costs.
- Although sanitation and hygiene don't get much attention in African countries in general, it's necessary for food establishments to have a clean setting such as a clean kitchen, dining tables, and utensils. Furthermore, employee hygiene such as nails and cloth should be addressed appropriately.
- Customers have different tastes and cravings. Having a variety of offerings on the menu is likely to increase the number of customers. Especially for people dining out in groups, having a diverse menu is important. An establishment only offering meat products may not be selected by a group if one person has a vegan diet meaning they will select another place that offers both.
- Promotion is important for any business to let customers know about their establishments. According to the findings of the study, promotion rather has a small effect on customers' decisions. Managers should focus on promoting their offerings through social media because it has more chances of reaching as many customers in today's age. But managers should be careful in which promotional tools they employ. Restaurants that are targeting customers with high income (such as upscale, fine-dining, or luxurious restaurants) are not advised to use incentives such as discounts because it could undermine its brand image as well as difficult to retain those customers it gained from the discounts.

- In the current state where everyone is busy, people usually do not like to spend a lot of time waiting for their orders. Managers should find ways to serve their meals quicker including adopting techniques such as order-before-arrival where customers can place their orders ahead of time and get their meals served fresh when they arrive.
- People value privacy for different reasons. It could be to talk with friends and family, to work while having a meal, or for an event such as birthdays or business lunches. If they have the space, managers should have quieter rooms for customers who want privacy.
- Restaurants should also try and add delivery to their services. People who are busy or who don't wish to go out for different reasons can have their food delivered to anywhere they want. Restaurants should either have their own delivery or use another organization so that customers can enjoy their meals from anywhere.
- Experiences are one of the factors that can influence whether a customer comes back again or not. Restaurants must do their absolute most to guarantee customers have a favorable experience upon their visit to increase the chances of customer retention as well as positive word-of-mouth communication from the customers. It will also affect their online reviews so it's one of the most important factors.
- An establishment's environment can also affect customers' decisions. Restaurant owners must improve their place's aesthetic appeal such as design and decor. They must also have proper ventilation and cooling systems.
- Lastly, Parking is a huge problem in our city and has forced some restaurants to relocate a few times because of customer complaints. Before settling on a place owners should look at whether the area has enough space for their number of target customers at a time.

5.5 Suggestion Areas for Future Researches

The study was conducted to investigate factors influencing customers' restaurant choices in Addis Ababa. The sampling technique used was convenience sampling so it may not be an exact representation of the population of Addis. Future studies could implement random sampling to get a more exact representation of the population. Restaurants are classified into different categories such as fast food, upscale, and casual dining restaurants. To get more perspective into which factors are more significant on specific types of restaurants, future studies should focus on segmenting the restaurant types and studying the factors for each type of restaurant.

Future studies should also look into other variables that weren't included in this study such as hours of operation, atmosphere, the brand image of the restaurant, and WiFi/DSTV availability. Moreover, because the food-service industry is dynamic, the factors that influence consumers' restaurant selection behavior may vary over time. Future research can conduct a longitudinal study to compare changes in restaurant choice factors that influence consumers' decisions at different times.

References

- Aaker, D.A. (1996) 'Measuring brand equity across products and Markets', *California Management Review*, 38(3), pp. 102–120. doi:10.2307/41165845.
- Abidin, U.F.U.Z. (2007) *The mediating role of perceived risk in the relationship between restaurant food hygiene quality and consumer purchase intention*. (dissertation, University Putra Malaysia).
- Abubakari, S., Mohammed, K.A. and Iddrisu, I.N. (2019) 'Assessing the impact of sanitation on customer retention: A survey of restaurants in the Tamale Metropolis', *OALib*, 06(12), pp. 1–18. doi:10.4236/oalib.1105967.
- Akbar, Y.A.A. and Alaudeen, M.S.S. (2012) Determinant of factors that influence consumer in choosing normal fullservice restaurant: case in Seri Iskandar Perak. *South East Asian Journal of Contemporary Business, Economics and Law*, 1(4), pp.137-145.
- Akinyele, S.T. (2010) 'Customer Satisfaction And Service Quality: Customer's Re-Patronage Perspectives'. *Global Journal of Management and Business Research*, 10(6), 83-90.
- Alan, C.B. (2001) 'How much more are consumers willing to pay for a higher level of service? A preliminary survey', *Journal of services marketing*, 15(1), pp.11-17.
- Alba, J. W., Hutchinson, J. W. and Lynch, J. G. (1991) 'Memory and decision making' In: Robertson, T. S. & Kassarian, H. H. (eds) *Handbook of Consumer Behavior*. Englewood Cliffs, NJ: Prentice-Hall. pp. 1–49.
- Altman, I. (1975) 'The Environment and Social Behavior: Privacy, personal space, territory, crowding.', *Contemporary Sociology*, 7(5), p. 638.
- Alvandi, M., Fazli, S. and Najafi, S. (2013) 'Investigating the impact of self on attitudes toward luxury brands among teens in Iran.', *International Research Journal of Applied and Basic Sciences*, 5(7), pp.854-865.
- Andaleeb, S.S. and Caskey, A. (2007) 'Satisfaction With Food Services', *Journal of Foodservice Business Research*, 10(2), pp. 51–65.
- Argyle, M. and Dean, J. (1965) 'Eye-contact, distance and affiliation', *Sociometry*, 28(3), p. 289.
- Armstrong, G. and Kotler, P. (2009) *Marketing: An introduction*. . 9th ed. New Jersey: Pearson Prentice Hall.

- Aureliano-Silva, L., Leung, X. and Spers, E.E. (2021) 'The effect of online reviews on restaurant visit intentions: Applying signaling and involvement theories', *Journal of Hospitality and Tourism Technology*, 12(4), pp. 672–688.
- Auty, S. (1992) 'Consumer choice and segmentation in the restaurant industry', *The Service Industries Journal*, 12(3), pp. 324–339.
- Azim, A., Shah, N.A., Mehmood, Z., Mehmood, S. and Bagram, M.M.M. (2014) 'Factors effecting the customers selection of restaurants in Pakistan', *International Review of Management and Business Research*, 3(2), p.1003.
- Bekana, D.M. (2010) 'Determinants of consumer preferences in addis Ababa restaurants.' *Management & Marketing-Craiova*, (2), pp.192-210.
- Beldona, S., Moreo, A.P. and Das Mundhra, G. (2010) 'The role of involvement and variety-seeking in eating out behaviors', *International Journal of Contemporary Hospitality Management*, 22(3), pp. 433–444.
- Bettman, J.R., Luce, M.F. and Payne, J.W. (1998) 'Constructive consumer choice processes', *Journal of Consumer Research*, 25(3), pp. 187–217.
- Bitner, M.J. (1990) 'Evaluating service encounters: The effects of physical surroundings and employee responses', *Journal of Marketing*, 54(2), p. 69.
- Bressolles, G., Durrieu, F. and Senecal, S. (2014) 'A consumer typology based on E-service quality and e-satisfaction', *Journal of Retailing and Consumer Services*, 21(6), pp. 889–896.
- Brookes, M. (2004) 'Shaping culinary taste: The influence of commercial operators (we are what we eat, or what we are persuaded to eat?)', *Culinary Taste*, pp. 109–129.
- Brooks, C. (2008) *Introductory econometrics for finance: Chris Brooks*. Cambridge: Cambridge University Press.
- Brown, R.G. (1974) 'Sales response to promotions and advertising.' *Journal of Advertising Research*, 14(4), pp.33-39.
- Burnett, J. and Moriarty, S.E. (1998) *Introduction to marketing communication: An integrated approach*. Singapore: Pearson Education Asia.
- Burns, T., & Roszkowska, E. (2016). Rational Choice Theory: Toward a Psychological, Social, and Material Contextualization of Human Choice Behavior. *Theoretical Economics Letters*, 06(02), 195–207.
- Burton, S. (1990) 'The framing of purchase for services', *Journal of Services Marketing*, 4(4), pp. 55–67.
- Cadotte, E.R. and Turgeon, N. (1988) 'Key factors in guest satisfaction', *Cornell Hotel and Restaurant Administration Quarterly*, 28(4), pp. 44–51.

- Chai, L.T. and Yat, D.N.C. (2019) 'Online food delivery services: making food delivery the new normal.' *Journal of Marketing Advances and Practices*, Vol. 1 No. 1, pp. 62-77.
- Chandon, P., Wansink, B. and Laurent, G. (2000) 'A benefit congruency framework of Sales Promotion Effectiveness', *Journal of Marketing*, 64(4), pp. 65–81.
- Chen, H. and Hsieh, Y. (2017) *The driving success factors of the online food ordering system—empirical evidence from the UTAUT model*.
- Chen, L.-F. and Tsai, C.-T. (2016) 'Data Mining Framework based on rough set theory to improve location selection decisions: A case study of a restaurant chain', *Tourism Management*, 53, pp. 197–206.
- Chen, Y. and Xie, J. (2008) 'Online consumer review: Word-of-mouth as a new element of Marketing Communication Mix', *Management Science*, 54(3), pp. 477–491.
- Cheng, K.W. (2006) 'What consumers need from restaurants: An empirical study on different classes of restaurants in Taiwan and their customer service', *Journal of American Academy of Business*, 8(1), pp.156-162.
- Chua, B.-L., Lee, S. and Han, H. (2017) 'Consequences of cruise line involvement: A comparison of first-time and repeat passengers', *International Journal of Contemporary Hospitality Management*, 29(6), pp. 1658–1683.
- Chua, B.-L. et al. (2020) 'Customer restaurant choice: An empirical analysis of restaurant types and eating-out occasions', *International Journal of Environmental Research and Public Health*, 17(17), p. 6276.
- Chung, J. and Kim, S. (2011) 'Restaurant Selection Criteria: Understanding the Roles of Restaurant Type and Customers' Socio-demographic Characteristics', *Global Journal of Management and Business Research*, 5(7),70-86.
- Clark, M.A. and Wood, R.C. (1999) 'Consumer loyalty in the restaurant industry', *British Food Journal*, 101(4), pp. 317–327.
- Cooper, D. R. and Emory, C. W. (1995) *Business Research Methods*, Chicago, USA: Richard D. Irwin Inc. 5th edn.
- Corbetta, P. (2003) *Social Research: Theory, methods and Techniques*. London: Sage.
- Creswell, J. (2003) *Research design - qualitative, quantitative, and mixed method approaches*. Thousand Oaks, CA: Sage Publications.
- Creswell, J.W. (2014) *Research design qualitative, quantitative, and mixed methods approaches*. Los Angeles u.a.: SAGE.
- Das, S. and Ghose, D. (2019) 'Influence of online food delivery apps on the operations of the restaurant business.', *International Journal of Scientific and Technology Research*, Vol. 8 No. 12, pp. 1372-1377.

- DeFranco, A.L., Jackson, F.H. and Titz, K. (2004) 'Frequency of Restaurant Advertising and Promotion Strategies: Exploring an Urban Market', *Journal of Food Products Marketing*, 10(2):17-32.
- Dellarocas, C. (2006) 'Reputation mechanisms. Handbook on economics and information systems', pp.629-660.
- DelVecchio, D., Henard, D.H. and Freling, T.H. (2006) 'The effect of sales promotion on post-promotion brand preference: A meta-analysis', *Journal of retailing*, 82(3), pp.203-213.
- Duarte Alonso, A. (2013) 'Factors driving consumer restaurant choice: An exploratory study from the Southeastern United States', *Journal of Hospitality Marketing & Management*, 22(5), pp. 547–567.
- Dubois, B. and Czellar, S. (2002) 'Prestige brands or luxury brands? An exploratory inquiry on consumer perceptions.'
- Dutta, K., Venkatesh, U. and Parsa, H.G. (2007) 'Service failure and Recovery Strategies in the restaurant sector', *International Journal of Contemporary Hospitality Management*, 19(5), pp. 351–363.
- Engel, J. F., & Blackwell, R. D. (1982) *Consumer behavior*. New York: Dryden Press.
- Fatimah, U.Z.A.U., Boo, H.C., Sambasivan, M. and Salleh, R. (2011) 'Food service hygiene factors—The consumer perspective', *International Journal of Hospitality Management*, 30(1), pp.38-45.
- Fidan, H. *et al.* (2018) 'Consumers' behavior of restaurant selection', *2018 International Conference on High Technology for Sustainable Development (HiTech)* [Preprint].
- Field, A.P., Miles, J. and Field, Z. (2005) *Discovering statistics using R*. Thousand Oaks, CA: Sage.
- Finkelstein, J. (1989) *Dining out: A sociology of Modern Manners*. Cambridge: Polity Press.
- Ford, R.C., Sturman, M.C. and Heaton, C.P. (2012) *Managing Quality Service in hospitality: How organizations achieve excellence in the guest experience*. Clifton Park, NY: Delmar, Cengage Learning.
- Foxall, G. (2005) *Understanding consumer choice*. Palgrave Macmillan.
- G. David Garson, (2012) *Testing Statistical Assumption*, North Carolina State University, School of Public and International Affairs
- Gujarati, D.N. (2004) *Basic econometrics*. New York: McGraw-Hill.
- Gupta, A. (2019) *A Study on Factor Influencing the Choice of Restaurants in Haryana*.

- Haghighi, M., Ali, D., Afshin, R. and Ali, H. (2012) 'Evaluation of factors affecting customer loyalty in the restaurant industry', *African journal of business management*, 6(14), pp.5039-5046.
- Hair, J., Money, A., Page, M. and Samouel, P. (2007) *Research Methods for Business*. Routledge, London.
- Harrison-Walker, L.J. (2001) 'The measurement of word-of-mouth communication and an investigation of service quality and customer commitment as potential antecedents', *Journal of Service Research*, 4(1), pp. 60–75.
- Heung, V.C., Wong, M.Y. and Hailin Qu (2000) 'Airport-Restaurant Service Quality in Hong Kong', *Cornell Hotel and Restaurant Administration Quarterly*, 41(3), pp. 86–96.
- Hirschberg, C., Rajko, A., Schumacher, T. and Wrulich, M. (2016) *The changing market for food delivery*.
- Hoffman, K.D. and G., B.J.E. (2001) *Essentials of Services Marketing: Concepts, strategies, & cases*. Beijing: Peking University Press.
- Hoffman, K.D. and Bateson, J.E. (2016) *Services marketing: concepts, strategies, & cases*. Cengage learning.
- Holdford D.A. and Reinders T.P. (2001) 'Development of an instrument to assess students perceptions of the quality of Pharmaceutical education', *American Journal of Pharmaceutical Education*.; 65:125-31.
- Huang, H.-C. et al. (2014) 'Promote the price promotion', *International Journal of Contemporary Hospitality Management*, 26(7), pp. 1065–1082.
- Hunt, H.K. (1977) 'Conceptualization and measurement of consumer satisfaction and dissatisfaction', *Journal of Marketing Research*, 15(1), p. 167.
- Hyun SS (2010) 'Predictors of relationship quality and loyalty in the Chain Restaurant Industry', *Cornell Hospitality Quarterly*, 51(2), pp. 251–267.
- Inman, J.J. (2001) 'The role of sensory-specific satiety in attribute-level variety seeking', *Journal of Consumer Research*, 28(1), pp. 105–120.
- Janyan, A. (2018) *Factors influencing restaurant selection in Yerevan* (Doctoral dissertation).
- Jeong, E. and Jang, S. (Shawn) (2011) 'Restaurant experiences triggering positive electronic word-of-mouth (ewom) motivations', *International Journal of Hospitality Management*, 30(2), pp. 356–366.
- Jillian, C.S., Lester, W.J. and Robert, W.A. (1992) 'The Effect of Cues on Service Quality Expectations and Service Selection in a Restaurant Setting', *Journal of Services Marketing*, 6(4).

- Josiam, B.M. and Monteiro, P.A. (2004) 'Tandoori tastes: Perceptions of Indian restaurants in America', *International Journal of Contemporary Hospitality Management*, 16(1), pp. 18–26.
- June, L.P. and Smith, S.L.J. (1987) 'Service attributes and situational effects on customer preferences for Restaurant Dining', *Journal of Travel Research*, 26(2), pp. 20–27.
- Kafel, P. and Sikora, T. (2013) 'Utilisation of quality management methods and tools in food sector organizations', *Zywnosc Nauka Technologia Jakosc/Food Science Technology Quality* [Preprint].
- Keith, T.Z. (2015) *Multiple regression and beyond: An introduction to multiple regression and structural equation modeling*. New York, NY: Routledge.
- Kim, J. U., Kim, W. J., & Park, S. C. (2010) 'Consumer perceptions on web advertisements and motivation factors to purchase in the online shopping.', *Computers in Human Behavior*, 26(5), 1208–1222.
- Kim, W. G., Lee, Y. K., & Yoo, Y. J. (2006) 'Predictors of Relationship Quality and Relationship Outcomes in Luxury Restaurants', *Journal of Hospitality & Tourism Research*, 30(2), 143–169.
- Kincaid, C., Baloglu, S., Mao, Z. and Busser, J. (2010) 'What really brings them back? The impact of tangible quality on affect and intention for casual dining restaurant patrons', *International Journal of Contemporary Hospitality Management*.
- Kivela, J.J. (1997) 'Restaurant marketing: selection and segmentation in Hong Kong', *International Journal of Contemporary Hospitality Management*.
- Kivela, J., Inbakaran, R.& Reece, J. (1999) 'Consumer research in the restaurant environment, part 1: A conceptual model of dining satisfaction and return patronage', *International Journal of Contemporary Hospitality Management*, 11(5), 205-222.
- Kivela, J., Inbakaran, R. and Reece, J. (2000) 'Consumer research in the restaurant environment. Part 3: analysis, findings and conclusions', *International Journal of Contemporary Hospitality Management*.
- Kleynhans, I.C. & Roberson, J.R. (2015) 'Restaurateurs' perceptions of location and design', *African Journal of Hospitality, Tourism and Leisure*, 4(1), 1-13.
- Kline, R. B. (2005) *Methodology in the social sciences. Principles and practice of structural equation modeling* (2nd ed.) Guilford Press.
- Koo, L.C., Tao, F.K. and Yeung, J.H. (1999) 'Preferential segmentation of restaurant attributes through conjoint analysis', *International Journal of Contemporary Hospitality management*.
- Kothari, C.R. (2004) *Research Methodology: Methods and Techniques*. 2nd Edition, New Age International Publishers, New Delhi.

- Kotler, P., Bowen, J., & Makens, J. (1998) *Marketing for hospitality and tourism* (2nd ed.). Upper Saddle River, NJ: Prentice-Hall.
- Kotler P. and Keller K. (2006) *Marketing Management*, 12th ed. Prentice Hall, Inc.
- Kotler, P. and Armstrong, G. (2010) *Principles of Marketing* (13th Ed.). Upper Saddle River, NJ: Pearson.
- Kotler, P. and Keller, K. (2011) *Marketing Management* (14th edition), London: Pearson Education.
- Kozinets, R.V. (1999) 'E-tribalized marketing?: The strategic implications of virtual communities of consumption', *European management journal*, 17(3), pp.252-264.
- Krishen, A.S. and Peter, P.C. (2010) 'Retail kiosks: how regret and variety influence consumption', *International Journal of Retail & Distribution Management*.
- Ladhari, R., Brun, I. and Morales, M. (2008) 'Determinants of dining satisfaction and post-dining behavioral intentions', *International Journal of Hospitality Management*, 27(4), pp.563-573.
- Law, J. (2009) *A dictionary of business and management*. 5th edn. Oxford University Press.
- Lee, S., Chua, B.L. and Han, H. (2020) 'Variety-seeking motivations and customer behaviors for new restaurants: An empirical comparison among full-service, quick-casual, and quick-service restaurants', *Journal of Hospitality and Tourism Management*, 43, pp.220-231.
- Leedy, P.D. and Ormrod, J.E. (2005) *Practical Research: Planning and Design*. Prentice Hall, Upper Saddle River, NJ.
- Levin, J. and Milgrom, P. (2004) *Consumer Theory* - Stanford University. Retrieved December 10, 2022, from: <https://www.web.stanford.edu/~jdlevin/Econ%20202/Consumer%20Theory.pdf>
- Lewis, R.C. (1981) 'Restaurant advertising-appeals and consumers intentions', *Journal of advertising research*, 21(5), pp.69-74.
- Lovelock, C. H., Patterson, P. G., & Walker, R. H. (1998). *Services marketing: Australia and New Zealand*. New South Wales: Prentice-Hall.
- Lye, A., Venkateswarlu, P. and Barrett, J. (2001) 'Brand extensions: Prestige brand effects', *Australasian Marketing Journal (AMJ)*, 9(2), pp.53-65.
- Malekshahi, A. (2013) *Investigation on restaurant layout design* (Doctoral dissertation, Eastern Mediterranean University (EMU)).

- Mangold, W.G., Miller, F. and Brockway, G.R. (1999) 'Word-of-mouth communication in the service marketplace', *Journal of services Marketing*.
- Marczyk G, DeMatteo D. and Festinger D. (2005) *Essentials of Research Design and Methodology*, New Jersey: John Wiley & Sons, Inc
- Marriott, N.G., Gravani, R.B. and Schilling, M.W. (2006) *Principles of food sanitation* (Vol. 22). New York: Springer.
- Martilla, J.A. and James, J.C. (1977) 'Importance-performance analysis', *Journal of marketing*, 41(1), pp.77-79.
- Martin, R. and Frumkin, P. (2005) 'Consumer trends: What do they want (and Why)', *International Journal of Contemporary Hospitality Management*, 39(21), pp.58-63.
- Maslow, A. H. (1970) *Motivation and personality* (3rd ed.). New York: Harper Collins.
- Mazodier, M. and Merunka, D. (2014) 'Beyond brand attitude: Individual drivers of purchase for symbolic cobranded products', *Journal of Business Research*, 67(7), pp.1552-1558.
- Medeiros, C.O. and Salay, E. (2013) 'A review of food service selection factors important to the consumer', *Food and Public Health*, 3(4), pp.176-190.
- McAlister, L. and Pessemier, E. (1982) 'Variety seeking behavior: An interdisciplinary review' *Journal of Consumer Research*, 9(3), pp.311-322.
- Mhlanga, O., Hattingh, Z. & Moolman, H. J. (2014) 'The effect of restaurant attributes on customers' expectations and experiences in formal full-service restaurants in Port Elizabeth, South Africa', *African Journal of Hospitality, Tourism and Leisure*, 3(1), 1-12.
- Mhlanga, O. and Tichaawa T. (2016) 'What are the current factors affecting consumer selection criteria in formal full service restaurants in Port Elizabeth, South Africa?', *African Journal of Hospitality, Tourism and Leisure*.
- Mill, R. C. (2007) *Restaurant management: Customers, operations, and employees* (3rd ed.). Upper Saddle River, NJ: Pearson Prentice Hall.
- Miller, J. (1993) 'Marketing communications', *Cornell Hotel and Restaurant Administration Quarterly*, 34(5), pp.48-53.
- Monteiro, P. A. (2000) *Factors that influence the decision of patrons to dine at selected Indian restaurants in the twin cities*. Unpublished master's thesis, University of Wisconsin-Stout, Wisconsin.
- Morais, D.B. and Lin, C.H. (2010) 'Why do first-time and repeat visitors patronize a destination?', *Journal of Travel & Tourism Marketing*, 27(2), pp.193-210.

- Mugenda, O.M. and Mugenda, A.G. (2003) *Research Methods, Quantitative and Qualitative Approaches*. ACT, Nairobi.
- Namkung, Y. and Jang, S. (2007) 'Does food quality really matter in restaurants? Its impact on customer satisfaction and behavioral intentions', *Journal of Hospitality & Tourism Research*, 31(3), pp.387-409.
- O'cass, A. and Frost, H. (2002) 'Status brands: examining the effects of non-product-related brand associations on status and conspicuous consumption', *Journal of product & brand management*.
- Okeyi, E.C. and Finley, D.A. (1994) 'Consumers' health consciousness: Impact on restaurant selection', *Journal of Hospitality & Tourism Research*, 5(1), pp.27-39.
- Oso, W. Y. and Onen, D. (2008). *A General Guide Line to Writing Research Proposal and Report*. A Handbook for the Beginning Researchers. Makerere University, Kampala.
- Pallant, J. (2010) *SPSS survival manual: A step by step guide to data analysis using the SPSS program*. 4th Edition, McGraw Hill, New York.
- Park, D.H., Lee, J. and Han, I. (2007) 'The effect of on-line consumer reviews on consumer purchasing intention: The moderating role of involvement', *International journal of electronic commerce*, 11(4), pp.125-148.
- Parsa, H.G., Self, J.T., Njite, D., King, T. (2005) 'Why restaurants fail', *Cornell Hotel Restaurant Administration Quarterly* 46, 304–322.
- Pedraja, M. and Yagiie, J. (2001) 'What information do customers use when choosing a restaurant?', *International Journal of Contemporary Hospitality Management*.
- Peri C. (2006) 'The universe of food quality', *Food Qual. Prefer.*, 17(1-2): 3-8.
- Peters, T. (2005) 'Understanding consumer involvement influence on consumer behavior in fine restaurants', *The Business Review*, Cambridge, 3(2), pp.155-160.
- Pigatto, G., Machado, J.G., dos Santos Negreti, A. and Machado, L.M. (2017) 'Have you chosen your request? Analysis of online food delivery companies in Brazil', *British Food Journal*.
- Pillsbury, R. (1987) 'From Hamburger Alley to Hedgerose Heights: Toward a model of restaurant location dynamics', *The Professional Geographer*, 39(3), pp.326-344.
- Poilt D. and Hungler B. (1985) *Essentials of Nursing Research; Methods And Applications*, J. B. Lippincott Company
- Pressey, A.D. and Mathews, B.P. (2000) 'Barriers to relationship marketing in consumer retailing', *Journal of services marketing*.

- Rammaniya, S. (1998) *Exploratory study into the purchase decision criteria used by Auckland consumers in restaurant selection*. Unpublished master's thesis, Massey University, Palmerston North, New Zealand.
- Raghubir, P. and Corfman, K.P. (1995) 'When do price promotions signal quality? The effect of dealing on perceived service quality', *ACR North American Advances*.
- Raghubir, P. and Corfman, K. (1999) 'When do price promotions affect pretrial brand evaluations?', *Journal of Marketing research*, 36(2), pp.211-222.
- Reeves, C. and Hoy, F. (1993) 'Employee perceptions of management commitment and customer evaluations of quality service in independent firms', *Journal of small business management*, 31(4), p.52.
- Richarme, M. and Colias J. (2007) *Perceptual Mapping: What Do Restaurant Brands Really Mean?* Decision Analyst, Arlington, TX.
- Robinson, R.N. (2007) 'Plain fare to fusion: Ethnic impacts on the process of maturity in Brisbane's restaurant sector', *Journal of Hospitality and Tourism Management*, 14(1), pp.70-84.
- Ryu, K. and Jang, S.S. (2007) 'The effect of environmental perceptions on behavioral intentions through emotions: The case of upscale restaurants', *Journal of Hospitality & Tourism Research*, 31(1), pp.56-72.
- Ryu, K. and Han, H. (2011) 'New or repeat customers: How does physical environment influence their restaurant experience?', *International Journal of Hospitality Management*, 30(3), pp.599-611.
- Ryu, K., Lee, H.R. and Kim, W.G. (2012) 'The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions', *International journal of contemporary hospitality management*.
- Sahni, S. and Mohsin, F. (2017) 'Factors influencing the selection of fine dining restaurant in Delhi & NCR: An empirical study', *International Journal of Research and Innovation in Social Science (IJRISS)*, 1(4), pp.16-22.
- Salvatore D. (2008) *Consumer Preferences and Choice*. pp.74-75.
- Scott, J. (2000) *Rational choice theory. Understanding contemporary society: Theories of the present*, 129, pp.126-138.
- Sekaran, U. and Bougie R. (2016) *Research Methods for Business: A Skill-Building Approach*, Seventh Edition, John Wiley & Sons Ltd.
- Slack, N., Chambers, S. and Johnston, R. (2009) *Production Management (Vol. 2)*. São Paulo: Atlas.

- Sloan, D. (2004) *Culinary taste: Consumer behaviour in the international restaurant sector*. Oxford: Elsevier Butterworth-Heinemann.
- Smith, S.L. (1983) 'Restaurants and dining out: geography of a tourism business', *Annals of Tourism Research*, 10(4), pp.515-549.
- Soriano, D.R., (2002) 'Customers' expectations factors in restaurants: The situation in Spain', *International Journal of Quality & Reliability Management*, 19(8/9), 1055-1067.
- Sparks, B.A. and Browning, V. (2011) 'The impact of online reviews on hotel booking intentions and perception of trust', *Tourism management*, 32(6), pp.1310-1323.
- Spreng, R. A., Mackenzie, S. C., & Olshavsky, S. W. (1996) 'A reexamination of the determinants of consumer satisfaction', *Journal of Marketing*, 60, 15-52.
- Sriwongrat C. (2008) 'Consumers' choice factors of an upscale ethnic restaurant', *Journal of Food Products Marketing*, 19(5), pp.413-438.
- Stallworth, P. (2008) "Consumer behaviour and marketing strategic", online, pp.9.
- Steenkamp, J.B.E. and Baumgartner, H. (1992) 'The role of optimum stimulation level in exploratory consumer behavior', *Journal of consumer research*, 19(3), pp.434-448
- Sulek, J.M. and Hensley, R.L. (2004) 'The relative importance of food, atmosphere, and fairness of wait: The case of a full-service restaurant', *Cornell Hotel and Restaurant Administration Quarterly*, 45(3), pp.235-247.
- Susskind, A.M. and Chan, E.K. (2000) 'How restaurant features affect check averages: a study of the Toronto restaurant market', *The Cornell Hotel and Restaurant Administration Quarterly*, 41(6), pp.56-63.
- Sweeney, J.C., Johnson, L.W. and Armstrong, R.W. (1992) 'The effect of cues on service quality expectations and service selection in a restaurant setting', *Journal of Services Marketing*, 6(4), 15-22.
- Tarn, D.D. (2005) 'Marketing-based tangibilisation for services', *The Service Industries Journal*, 25(6), pp.747-772.
- Tinne, W.S. (2012) *Factors Affecting Selection of Upscale Restaurants in Dhaka City*. ASA University Review, 6(1).
- Trochim WMK. (1998) Research Methods knowledge Base. Available at :<http://www.socialresearchmethods.net/kb/> [Accessed: December 2022].
- Tunsi, A.M. (2000) *Factors associated with customer loyalty for international dining restaurants located in Jeddah, Saudi Arabia*. The Ohio State University.
- Upadhyay, Y., Singh, S.K. and Thomas, G. (2007) *Do people differ in their preferences regarding restaurants?—an exploratory study*. *Vision*, 11(2), pp.7-22.

- Wall, E.A. and Berry, L.L. (2007) 'The combined effects of the physical environment and employee behavior on customer perception of restaurant service quality', *Cornell hotel and restaurant administration quarterly*, 48(1), pp.59-69.
- Witynski, M. (2018) Behavioral Economics, explained, What is behavioral economics? University of Chicago News. Available at: <https://news.uchicago.edu/explainer/what-is-behavioral-economics> (Accessed:December 24, 2022).
- Xiang, Z. and Gretzel, U. (2010) 'Role of social media in online travel information search', *Tourism management*, 31(2), pp.179-188.
- Yang, Y., Roehl, W.S. and Huang, J.H. (2017) 'Understanding and projecting the restaurantscape: The influence of neighborhood sociodemographic characteristics on restaurant location', *International Journal of Hospitality Management*, 67, pp.33-45.
- Ye, Q., Law, R. and Gu, B. (2009) 'The impact of online user reviews on hotel room sales', *International Journal of Hospitality Management*, 28(1), pp.180-182.
- Yen, B., Burke, M., Tseng, C., Ghafoor, M.M.T., Mulley, C. and Moutou, C. (2015) 'Do restaurant precincts need more parking? Differences in business perceptions and customer travel behaviour in Brisbane, Queensland, Australia', *In 37th Australasian Transport Research Forum*, Sydney, Australia (Vol. 29).
- Yeo, V.C.S., Goh, S.K. and Rezaei, S. (2017) 'Consumer experiences, attitude and behavioral intention toward online food delivery (OFD) services', *Journal of Retailing and Consumer services*, 35, pp.150-162.
- Yi, Y. (1990) 'A critical review of consumer satisfaction', *In V. Zeithaml (Ed.), Review of marketing* (pp. 68-122). Chicago: American Marketing Association.
- Zeithaml, V. A. (1981) How consumer evaluation process differ between goods and services. In J. H. Donnelly & W. R. George (Eds.), *Marketing of services*. Chicago: American Marketing Association.
- Zeithaml, V.A., Berry, L.L. and Parasuraman, A. (1993) 'The nature and determinants of customer expectations of service', *Journal of the academy of Marketing Science*, 21(1), pp.1-12.
- Zeithaml, V. A., and Bitner, M. J. (2003) *Services marketing: Integrating customer focus across the firm* (3rd ed.). New York: McGraw-Hill.
- Zhang, Z., Ye, Q., Law, R. and Li, Y. (2010) 'The impact of e-word-of-mouth on the online popularity of restaurants: A comparison of consumer reviews and editor reviews', *International Journal of Hospitality Management*, 29(4), pp.694-700.
- Zikmund, W.G., Babin, B.J., Carr, J.C. and Griffin, M. (2013) *Business research methods*. Cengage Learning.

Appendix I
Addis Ababa University
School of Commerce
Department of Marketing Management

This survey is to be conducted as part of a research project which shall be submitted in partial fulfillment of MA Degree in Marketing Management. The overall purpose of this study to conduct a research to investigate the factors affecting customers' restaurant choices. All information provided through this is used only for academic purpose and to be considered with top confidentiality.

I would like to thank you in advance for your participation. Please do not hesitate to call or mail if you have any doubt on the questions.

Contact - 251-912-279075
alexasrat77@gmail.com

Instructions

- 1) There are two (2) sections in this questionnaire. Please answer all questions in both sections.
- 2) Completion of this survey is voluntary and it will take you less than 10 minutes
- 3) The contents of this questionnaire will be kept strictly confidential

Part I
Demographic Profile

In this section, you are requested to fill some of your personal details. Please mark your answers and your answers will be kept strictly confidential.

1. What is your gender?
..... Male
..... Female

2. What is your age group?
..... 18 - 25
..... 26 - 35
..... 36 - 45

- 46 - 55
- 56 - 65
- Over 65

3. What is the highest level of education you have completed?

- High School Degree or Less
- Diploma
- Bachelor's Degree
- Postgraduate Degree

4. What is your occupation?

- Student
- Self-Employed
- Government/Private Employee
- Unemployed
- Retired

5. What is your martial status?

- Single
- Engaged
- Married
- Divorced
- Widowed

6. What is your monthly income before tax?

- Less than 5000 ETB
- 5001 ETB - 10,000 ETB
- 10,001 ETB - 15,000 ETB
- 15,001 ETB - 20,000 ETB
- Over 20,000 ETB
- None (Dependent on family)

7. How frequently do you eat at or order from restaurants?

- Everyday
- Weekly
- Monthly
- When need be

8. Are you usually satisfied with your restaurant choices?

- Yes
- No

Part II Five Point Likert Scale

Please answer the below questions by giving 1 to 5, where (1) stands for Strongly Disagree, (2) stands for Disagree, (3) stands for Neutral, (4) stands for Agree, and (5) stands for Strongly Agree.

No	Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Price					
1	I choose restaurants with affordable price					
2	I choose restaurants with low price					
3	I consider my income when choosing restaurants to eat					
4	I choose restaurants that offer value for money					

No	Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Food Quality					
1	I choose restaurants with reliable food quality					
2	I choose restaurants with healthy food options					
3	I choose restaurants that have large food portions					
4	I choose restaurants with unique food taste					
5	I choose restaurants that serve food with attractive appearance and presentation					

No	Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Customer Service					
1	I choose restaurants with polite employees					
2	I choose restaurants with attentive employees					
3	I choose restaurants with caring and helpful employees					
4	I choose restaurants with efficient and trustworthy employees					

No	Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Location					
1	I choose restaurants located near the center of the city					
2	I choose restaurants located in convenient areas					
3	I choose restaurants located in nice areas					

No	Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Sanitation					
1	I choose restaurants with clean dining area					
2	I choose restaurants with good employee hygiene					
3	I choose restaurants with clean outside environment					
4	I choose restaurants with clean food contact surface					

No	Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Menu Variety					
1	I choose restaurants with diverse food options					
2	I choose restaurants with both local and international cuisines					
3	I choose restaurants with unique food options					
4	I choose restaurants that have different food options than I normally eat					

No	Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Promotion					
1	I choose restaurants advertised on TV or social media					
2	I choose restaurants with attractive and recognizable ads					
3	I choose restaurants that use public figures in their advertisements					
4	I choose restaurants that offer occasional discounts					
5	I choose restaurants that offer food vouchers					
6	I choose restaurants recommended by friends and family					

No	Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Quick Service					
1	I choose restaurants that serves meals quickly					
2	I choose restaurants with short waiting times					
3	Speed of service highly affects my restaurant choice decisions					

No	Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Prestige					
1	I choose restaurants that reflect high social status					
2	I choose restaurants that are considered exclusive and luxurious					
3	I choose restaurants with high brand image					

No	Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Privacy					
1	I choose restaurants that have large spaces between tables					
2	I choose restaurants with private dining rooms					
3	I choose restaurants that have less exposure with other customers					
4	I choose restaurants that are quite and free from any audio disturbance					

No	Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Delivery Service					
1	I choose restaurants that have delivery services					
2	I choose restaurants with fast delivery services					
3	I choose restaurants that deliver my orders at the place of my convenience					

No	Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Past Experiences					
1	I choose restaurants that I usually go to					
2	I choose restaurants that I had a positive experiences from					
3	I choose restaurants that have satisfied my needs on a consistent basis					

No	Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Layout and Decor					
1	I choose restaurants with beautiful theme and decor					
2	I choose restaurants with a good layout and design					
3	I choose restaurants with that has a proper cooling and ventilation system					
4	I choose restaurants with good lighting					
5	I choose restaurants with spacious outdoor area to enjoy with family and friends					

No	Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Parking Availability					
1	I choose restaurants with large parking area					
2	I choose restaurants with convenient parking area					
3	I choose restaurants that provide secure parking area					

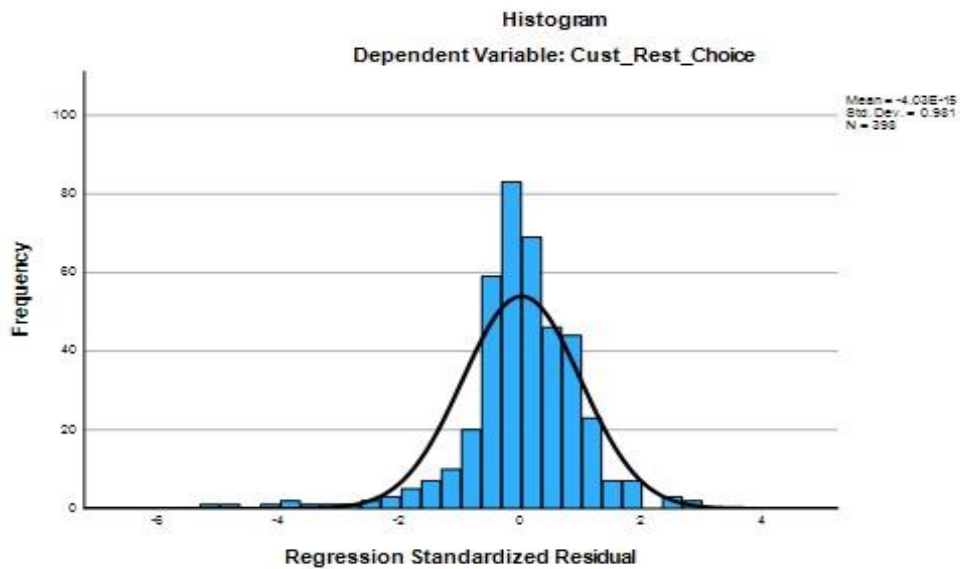
No	Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Online Reviews					
1	I refer to google reviews when choosing restaurants					
2	I refer to social media post comments when choosing restaurants					
3	I choose restaurants with positive online reviews					

No	Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Customers Restaurant Choice					
1	I will choose restaurants that satisfy my needs					
2	I will choose restaurants that make me feel welcome					
3	I will choose restaurants with the best price					
4	I will choose restaurants with the best promotion					
5	I will choose restaurants that provide services I seek					

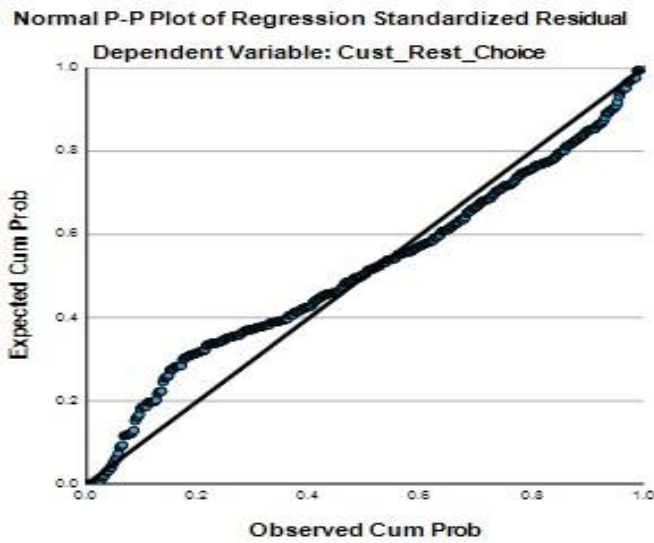
Appendix II

SPSS Output

HISTOGRAM FOR NORMALITY TEST OF THE DATA



NORMAL P-P PLOT TO TEST NORMALITY OF THE DATA



CORRELATION ANALYSIS OF THE DATA

		Price	Food_Quality	Cust_Serv	Location	Sanitation	Menu_Variety	Promotion	Quick_Serv	Prestige	Privacy	Delivery_Serv	Past_Exp	Layout_Design	Parking	Online_Rev	Cust_Rest_Choice
Price	Pearson Correlation	1	.284**	.357**	.342**	.398**	.127	.198**	.252**	.137**	.161**	.125	.192**	.424**	.270**	.170**	.434**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	.011	<.001	.006	<.001	.013	<.001	.013	<.001	<.001	<.001	<.001
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Food_Quality	Pearson Correlation	.284**	1	.255**	.265**	.293**	.239**	.141**	.311**	.003	.131**	.146**	.292**	.576**	.209**	.076	.485**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	.005	<.001	.948	.009	.003	<.001	<.001	<.001	.131	<.001
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Cust_Serv	Pearson Correlation	.357**	.255**	1	.468**	.401**	.359**	.328**	.235**	.211**	.285**	.175**	.182**	.361**	.403**	.328**	.548**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Location	Pearson Correlation	.342**	.265**	.468**	1	.380**	.268**	.252**	.397**	.112	.256**	.124	.269**	.327**	.400**	.231**	.515**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	.025	<.001	.014	<.001	<.001	<.001	<.001	<.001
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Sanitation	Pearson Correlation	.398**	.293**	.401**	.380**	1	.291**	.330	.245**	.168	.184	.136	.285**	.379	.279**	.264	.526**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Menu_Variety	Pearson Correlation	.127	.239**	.359**	.268**	.291**	1	.294**	.232**	.175**	.304	.272	.317**	.303	.359**	.212**	.468**
	Sig. (2-tailed)	.011	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Promotion	Pearson Correlation	.198**	.141**	.328**	.252**	.330**	.294**	1	.213**	.418**	.296**	.319**	.208**	.217**	.140**	.437**	.416**
	Sig. (2-tailed)	<.001	.005	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	.005	<.001
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Quick_Serv	Pearson Correlation	.252**	.311**	.235**	.397**	.245**	.232**	.213**	1	.050	.144**	.201**	.269**	.341**	.321**	.133**	.443**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001		.316	.004	<.001	<.001	<.001	<.001	.008	<.001
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Prestige	Pearson Correlation	.137**	.003	.211**	.112	.168**	.175**	.418**	.050	1	.144**	.189**	.103	.083	.108	.385**	.192**
	Sig. (2-tailed)	.006	.948	<.001	.025	<.001	<.001	<.001	.316		.004	<.001	.040	.098	.032	<.001	<.001
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Privacy	Pearson Correlation	.181**	.131**	.285**	.256**	.184**	.304**	.295**	.144**	.144**	1	.250	.198**	.165**	.211**	.187**	.385**
	Sig. (2-tailed)	<.001	.009	<.001	<.001	<.001	<.001	<.001	.004	.004		<.001	<.001	<.001	<.001	<.001	<.001
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Delivery_Serv	Pearson Correlation	.125	.148**	.175**	.124	.136**	.272**	.319**	.201**	.189**	.250**	1	.200**	.162**	.222**	.310**	.245**
	Sig. (2-tailed)	.013	.003	<.001	.014	.007	<.001	<.001	<.001	<.001	<.001	<.001		<.001	.001	<.001	<.001
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Past_Exp	Pearson Correlation	.192**	.292**	.182**	.269**	.285**	.317**	.208**	.269**	.103	.198**	.200**	1	.303**	.187**	.285**	.468**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	.040	<.001	<.001		<.001	<.001	<.001	<.001
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Layout_Design	Pearson Correlation	.424**	.576**	.361**	.327**	.379**	.303**	.217**	.341**	.083	.165**	.162**	.303**	1	.191**	.121**	.511**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	.098	<.001	.001	<.001		<.001	.016	<.001
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Parking	Pearson Correlation	.270**	.209**	.403**	.400**	.279**	.359**	.140**	.321**	.108	.211**	.232**	.187**	.191**	1	.135**	.479**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	.005	<.001	.032	<.001	<.001	<.001	<.001		.007	<.001
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Online_Rev	Pearson Correlation	.170**	.076	.328**	.231**	.264**	.212**	.437**	.133**	.385**	.187**	.310**	.285**	.121**	.135**	1	.371**
	Sig. (2-tailed)	<.001	.131	<.001	<.001	<.001	<.001	<.001	.008	<.001	<.001	<.001	<.001	.016	.007		<.001
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398
Cust_Rest_Choice	Pearson Correlation	.434**	.485**	.548**	.515**	.526**	.468**	.416**	.443**	.192**	.385**	.345**	.468**	.511**	.479**	.371**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398	398

** Correlation is significant at the 0.01 level (2-tailed).
* Correlation is significant at the 0.05 level (2-tailed).

MODEL SUMMARY TABLE

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.822 ^a	.676	.664	.30796

a. Predictors: (Constant), Online_Rev, Food_Quality, Privacy, Parking, Price, Prestige, Delivery_Serv, Past_Exp, Quick_Serv, Menu_Variety, Sanitation, Location, Promotion, Cust_Serv, Layout_Design

b. Dependent Variable: Customer Restaurant Choice

ANOVA TABLE

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	75.672	15	5.045	53.192	<.001 ^b
	Residual	36.230	382	.095		
	Total	111.902	397			

a. Dependent Variable: Cust_Rest_Choice

b. Predictors: (Constant), Online_Rev, Food_Quality, Privacy, Parking, Price, Prestige, Delivery_Serv, Past_Exp, Quick_Serv, Menu_Variety, Sanitation, Location, Promotion, Cust_Serv, Layout_Design

COEFFICIENT

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.084	.197		-5.492	<.001
	Price	.082	.040	.071	2.044	.042
	Food_Quality	.160	.037	.160	4.375	<.001
	Cust_Serv	.122	.034	.137	3.620	<.001
	Location	.064	.029	.081	2.187	.029
	Sanitation	.100	.026	.135	3.781	<.001
	Menu_Variety	.066	.029	.080	2.278	.023
	Promotion	.080	.036	.081	2.216	.027
	Quick_Serv	.083	.031	.091	2.660	.008
	Prestige	-.021	.025	-.029	-.865	.387
	Privacy	.081	.025	.103	3.196	.002
	Delivery_Serv	.052	.024	.073	2.224	.027
	Past_Exp	.148	.033	.150	4.497	<.001
	Layout_Design	.081	.041	.079	1.990	.047
	Parking	.098	.024	.142	4.019	<.001
	Online_Rev	.067	.030	.080	2.254	.025

a. Dependent Variable: Cust_Rest_Choice