

Factors influencing customers' selection of restaurants in Dhaka, Bangladesh

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Quality food, Hangout, Prospective Bride and Groom Meeting, Convenient Location, Brand Name, Couple Dining

Abstract

Restaurant industry is one of the developing regions of Bangladesh which is concerned with the tastes, habits and preferences of the people. The dining practice especially in ready-made food segment has been diversifying very rapidly over the last decade among the people of Dhaka, Bangladesh. The objective of the study is to identify the determinants that influence customers' selection of Dhaka city restaurants. Eating at a restaurant has an impact on the outdoor dining industry in Dhaka which varies in tastes and preferences of the city dwellers. Hence, this study has been sketched to identify the factors influencing the selection of restaurants by the Dhaka city dwellers. Here, some independent variables were picked after reviewing relevant and related literatures of previous studies; and some have been nominated after interviewing the customers.

A simple random sampling survey methodology was followed, and 368 completed responses were collected for the study. Statistical tool SPSS 20 was used for data analysis. Factor analysis was used to identify the relationship among the factors influencing the selection of the restaurants. Result shows that the factors such as quality customer perception about the restaurant; core services; additional service and kid's facilities in restaurants are noteworthy for selecting restaurants by Dhaka dwellers for dining at the restaurants. Despite the extracted independent variables from previous literatures, we got some new and logical variables by interviewing our sample respondents in the context of Dhaka, such as hangout, couple dining, prospective bride-groom family meeting, card acceptance, kids' zone which are also found substantial for selecting restaurants of Dhaka city dwellers.

The result can guide the marketers and future researchers to cognize the consumer influencing behavior to choose the restaurant and implementing marketing strategies.

Introduction

As Bangladesh is a densely colonized country in the world, currently about 170 million citizens exist here of which 20 million are living in the capital, Dhaka. The country's outstanding economic growth is evidenced by the growing GDP of 6 to 7 percent. This momentous growth has brought in an enormous change in the composition of the country's workforce which is evidenced by the rise of the middle consumer class. As an emerging economy, consumers' disposable income and personal savings are experiencing an optimistic drive that has induced them to go out with families and friends and spend money in the restaurants for dining. Despite the existence of the international franchises like KFC, Pizza Hut etc in Bangladesh, most of the restaurants are local and Bangladeshi owned. According to the law of Bangladesh, restaurant is a business establishment where 30 or more people can be served with foods and drinks in exchange for money. Foods are generally served and eaten at the place, but many restaurants also offer take-out and food delivery services. In addition to that, the development of information technology and media, especially young professionals, businessmen, families, and students are provoked to hangout with friends, families and colleagues in

the restaurants like developed societies. Thus, restaurant business is growing rapidly in Dhaka city of Bangladesh.

Consumer behavior shows the decision-making process of individuals to utilize their valuable resources such as time, money and effort or consumption-related matters such as what they buy, when they buy and how they buy (Priest, Carter and Statt, 2013). It, thus, refers broadly to the study of individuals and the processes consumers like to search, select, use and dispose of products, services, experience or ideas to satisfy their needs as well as its impact on the consumer and society (Priest, Carter and Statt, 2013; Wilkey, 1994). Buying behavior of the consumer is the most important key element of business success.

Appearance and offerings make the difference among restaurants, and it includes a wide variety of cuisines and service models ranging from inexpensive quick service restaurants and cafeterias, to mid-priced family restaurants, to high-priced luxury establishments. Services within the restaurants have increased in today's competitive market and service industries differentiate the delivery of the services and products create positioning through the different communication channels (Wallin Andreassen, 1998). Styles of food consumption may vary due to the differences in culture, climate, socioeconomic status, etc. In fact, the eating habit among the residents of a country may change due to several factors. In Bangladesh, people are moving from rural to urban areas hoping to lift their standard of living. Throughout the last decade, the population of all urban areas in the Bangladesh grew by 38% compared with only 10% growth in rural areas (Bangladesh Bureau of Statistic, Dhaka, 2001). People of city areas in Bangladesh are merely adapted to have their necessary meals from household cooking. As a nation, hospitality is deep rooted into their culture. People take real pride of their food variety and texture. Despite having a very long history and heritage of local cuisines, they are also very open to adopt new tastes into their food menu. Consumers place more trust on their family and friends' recommendation while making a restaurant choice (Mill, 2007). Since customers hold different expectations and perceptions of their different dining experiences in a different restaurant type (Kim and Moon, 2009), they may also have different selection criteria when they decide where to dine out according to the restaurant type.

The intention of this study is to scrutinize the influencing factors which are related to selecting the restaurants of Dhaka city and scrutinize the reasons why the people of Dhaka city visit restaurants frequently. The findings of this research will also help the future researchers and the investors of restaurant to open more profitable restaurant trades.

Research Gap and Projected Contribution

Nowadays, the customers have become more mindful about choosing restaurants and at the same time, restaurants are growing rapidly in Dhaka, Bangladesh. This research will analyze the factors that influence customers' selection of restaurants. Previous researchers focused mainly on demographic and psychographic variables to find out the reasons for choosing restaurants. But in this research, along with customers' demographic and psychographic variables, this study will cover the relevant variables such as factors which characterize restaurant perception; consumer perceived economic benefits and real time restaurant selection benefits. The outcome of this research will not only improve the understanding of the different factors determining customers' selection of restaurants, but also assist in marketing approaches and formulate suitable customer retention policies and more cost-effective marketing programs than others. In this research, variables were selected both from previous researches and face to face customer interaction after dining at different restaurants. Variables like Prospective Bride- Groom Meeting, Kids Zone, Local foods were not addressed properly in previous researches which are considered as more influential factors to pursue customers to select restaurants in Dhaka, Bangladesh. This study fills the gap in this research area by showing how some relevant factors particularly applicable for customers' behavior influence them to select restaurants in Dhaka, Bangladesh. Therefore, this study has chosen following variables for testing their influence on customers' selection of restaurants in Dhaka, Bangladesh. The basis for

selecting variables was identifying common needs and easy to understand so that it can reveal the customers' actual restaurant selection behavior.

- X₁ = Cleanliness
- X₂ = Waiter's Behavior
- X₃ = Available food
- X₄ = Prospective Bride- Groom Meeting
- X₅ = Kids zone
- X₆ = Junk food
- X₇ = Fast food
- X₈ = Adequate space
- X₉ = Quality food
- X₁₀ = Card acceptance
- X₁₁ = Convenient location
- X₁₂ = Brand name
- X₁₃ = Local food
- X₁₄ = Affordable price
- X₁₅ = Taste and preference
- X₁₆ = Quick service
- X₁₇ = Hangout
- X₁₈ = Couple dining

Literature Review

Quick service, family dining, casual dining, dinner house and fine dining are the five categories of restaurants (Walker, 2011, p. 34-40). In quick service restaurants, food and drink are prepaid. Having staffs and food ready to dish up the utmost number of customers within short time is very crucial. Usually fast foods are served at this type of restaurants. Family restaurants offer simple menus and provide service for the family market segment. Relaxing lifestyles, signature food items, wine service, bar and comfortable décor are offered by casual restaurants. Expensive cuisine and beverages such as wine, elegant service and luxurious ambiance are offered at fine dining. Other sources (Jackson, 2011; Walker, 2011; Knutson, 2000) point out that these restaurants are often classified under fast service restaurant, although all fast service restaurants do not serve fast food. The major distinctiveness of quick-service restaurants are fast service, low-cost food items, plain decoration, limited menu normally displayed on a wall, and convenience.

Customer Satisfaction and Service Quality

According to Hansemark and Albinsson (2004), "satisfaction is an overall customer attitude towards a service provider, or an emotional reaction to the dissimilarity between what customers anticipate and what they receive, regarding the accomplishment of some need, goal or desire". According to the definition of satisfaction by Kotler (2000), "an individual's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations". Hoyer and MacInnis (2001) said that satisfaction can be linked with feelings of acceptance, happiness, relief, excitement, and delight. Here, two concepts are visible: "satisfaction is generally viewed as a broader concept service quality is a component of satisfaction" (Zeithaml and Bitner, 2003). Customer satisfaction is defined here in Oliver's (1997) terms: that it is the consumer's accomplishment response. It is a decision that a product or service feature, or the product or service itself, provides a pleasing level of consumption related accomplishment.

Consumer Behavior

Engel, Blackwell and Miniard (1995) presented the most recognized model of consumer purchase decision-making. This model divides the consumer purchase decision making process into five stages: (1) problem recognition, (2) information search, (3) alternative evaluation, (4) purchase decision, and (5) post-purchase behavior.

Consumers' Preferences on Fast Food

In some societies, consumer's preference on fast food is very strong. Increasingly the numbers of working families are growing worldwide (Stamoulis, Kostas G. et al., 2004). This allows the families less time to cook and eat at home. Moreover, we need to mix with people around us, colleagues and friends, neighbors more than before. People tend to have food items away from home. For time shortage, modern nuclear families tend to like better convenient, quick meals to rather traditional long meals. Here nuclear family refers to the type of family consisting of only husband, wife and one to two children. Today people have a preference to have dinner in front of televisions with the family members than to have dinner at the dining table. Moreover, ever more families tend to hold programs i.e. birthdays, anniversaries, other special occasions etc out of home.

Cleanliness

Cleanliness is a fundamental aspect of the restaurant industry. As dining-out rate has been amplified, the issues of restaurant cleanliness and food safety have become ever more emphasized from customer viewpoint. Many studies found that cleanliness is a significant factor in a customers' evaluation of restaurant quality, which can affect customers' level of satisfaction (Zeithaml, Parasuraman et al. 1990; Pettijohn 1997; Qu 1997; Becker, Murrmann et al. 1999; Bienstock, DeMoranville et al. 2003; Threevitaya 2003; Aksoydan 2007; Barber and Scarcelli 2009; Jang and Liu 2009; Barber and Scarcelli 2010).

Waiter's Behavior

Waiters are food service professionals who take orders and cater to the food and drink needs of customers with their service behaviors in a casual or fine dining restaurant. It refers to a wide range of behaviors with important implications for organizational functioning that share the central notion of intent to benefit others through service (Brief and Motowidlo 1986). Waiters are service employees and restaurants are often very fast-paced work environments where the waiters' job is to serve customers. Constant movement, loud conversations and noises and the perpetual process of taking orders, delivering food and drinks, and taking payments are the main parts of work for the waiters.

Food Availability

Food availability refers to what healthful foods and beverages are sold or served at retail food outlets such as restaurants (Sharkey and Horel 2009). According to Morland, Wing and Diez (2002), people make food choices based not only on personal preference but on environmental factors such as food access, availability, and affordability.

Prospective Bride- Groom Meeting

In Bangladeshi society, weddings are still prearranged and finalized by the families of the bride and the groom. But before such an event culminates in a successful marital relationship, there is a dreaded first meeting between the bride and groom along with the families. The first meeting is elementary in deciding whether to go forward with the relationship or to look at other prospects. Today, meeting at restaurants is the best way for ice breaking to get to know the background of any person before the actual meeting. Directly talking with each other and the family convey a lot about a person, and it becomes very easy to arrange the meeting at a restaurant.

Kids' Zone

Nowadays the people at parenthood think that eating out builds social skills and manners in children. It is also a good way to reveal social cues. Being in any public place, not just in *restaurants*, can help *kids* improve their social skills and impulse control. It is said in an article that through making the restaurant kids friendly, a restaurant owner may increase traffic up to 25 % through using creative kids' friendly restaurant ideas to make the place one of the favorite family restaurants (Aida 2019).

Junk Food

Junk foods are easy to make and easy to consume. They are low in nutritional value and have only lying fat in it causing ill effect on the health of consumer (Bhaskar 2012). The term 'Junk food' was coined by Michael Jacobson, director of Center for Science in 1972 in the public interest who wanted to raise public attention about the issue of foods with a high caloric value and a low nutritional value.

Fast Food

A fast food restaurant is a specific type of restaurant that serves fast food cuisine and has minimal table service (N Sumathi 2017). Among the general public, fast food restaurants have quickly become some of the most popular places to dine. Regardless young people or senior citizens, people flock to these restaurants for the cheap but delicious food.

Adequate Space

The concept of personal space is well recognized (Hall 1966), but the amount of personal space that a person needs varies according to individual, situation, and culture. People usually need greater personal space with strangers, and real discomfort occurs if someone violates that space without good reason (Hall 1966). Nevertheless, personal space limits are not consistent in shape. Having enough personal space is an important feature of customers' comfort with their environment. The context of the dining experience (e.g., a business lunch, a family occasion) is likely to be a key factor in consumers' preferences for table spacing and their subsequent behaviors (Stephani 2011).

Quality Food

There are three key dimensions of restaurant service quality: food quality, physical environment (ambience) and employee service (Dutta, Parsa, Parsa, & Bujisic, 2014; Ryu, Lee, Kim, & Woo, 2012). Ryu et al. (2012) emphasized on the significance of food quality as a measure of customer satisfaction in the restaurant industry. Consequently, five aspects of food quality were adopted from Ryu et al. (2012), explicitly: the food is fresh, the food is delicious, the food is nutritious, there is a variety of menu items and the smell of the food is attractive. Qin and Prybutok (2009) explored the latent dimensions of service quality and examined the relations between service quality, food quality, perceived value and behavioral intentions in fast-food restaurants.

Card Acceptance

Providing clients with more options make them pleased and satisfied with the business, making the restaurant owner satisfied as well. This will help the restaurant business grow more quickly, attaining a stronger placement in the market. Simultaneously, it can contribute to an optimistic image on the business.

Harper (2014) examined the factors which had impact on individuals' adoption to alternative payment systems and he found some of the most prominent factors for the acceptance of a new payment technologies. Also, the security was an important factor in the use of new payment technologies.

Convenient Location

The location of a restaurant plays a vital role in its success. It is an essential element of the restaurant business strategy as the location of the restaurant conveys a lot about its image. It also influences the food variations and layout of the restaurant. Once setup, its food variation can be changed accordingly, prices can be adjusted, communication can be improved but it is very difficult to change the location.

Secondly, location decisions have strategic importance because they can be used to develop a sustainable competitive advantage. If a restaurant has the best location, that is, the location that is most attractive to its customers, competitors are relegated to occupying the second-best location. (Levy et al, 2012)

Brand Image

Brand image is brought to the consumer's mind by the brand association (Keller, 1993). Brand image can be also defined as consumer's thoughts and feelings about the brand (Roy & Banerjee, 2007). Aaker (1991) says that brand image could be a set of connection which is significant to the consumers. Based on Bearden & Etzel (1982) as well as Park & Arinivasan (1994) point of view, brand image is closely related to the uniqueness of a product classification. According to Hsieh & Li (2008), strong brand image does create superior brand messages of a brand over the rivalry brand. As a result, customer's behavior will be affected and determined by brand image (Burmam et al., 2008).

Since it involves human performance in delivering the quality foods and services to the customers, branding image is critical in the restaurant industry. Different customer attitudes and needs, creating a uniform brand image through the attributions are crucial in maintaining and increasing customers' level of patronization and assure their loyalty and increase their trust in purchase decisions.

Local Food

Customers demand for food that is locally produced, marketed and consumed is generating improved interest throughout Bangladesh. According to Martinez (2010), there is no generally established definition of "local" food. Though "local" has a geographic association, there is no agreement on a definition in terms of the distance between production and consumption. Definitions connected to geographic distance between production and sales vary by regions, companies, consumers, and local food markets. Definitions based on market arrangements, including direct-to-consumer arrangements such as regional farmers' markets, or direct-to-retail/foodservice arrangements such as farm sales to schools, are well-recognized categories and are used in this testimony to present the information on the market development of local foods at restaurants.

Affordable Price

Customers will perceive high price reliability if there are no hidden costs, if prices do not change unexpectedly (Diller, 1997). Reliable prices would enable suppliers to plan their activities and reduce the risk of financial loss when the prices they receive are relatively stable (Somogyi & Gyau, 2009). Price consistency is also related to reference prices which are based on the past price of the same product at different occasions (Mayhew & Winer, 1992). According to this, the relationship between price and price reliability customer can be addressed.

Taste and Preference

The influence of culture on food taste and preference is massive. According to Len, Bristol and Pamela (2001), food is not only the source of nourishment but also for developing trading and cultural links between nations. In modern world, the way we display, prepare and cook food can show the fashioning of tastes and preferences. Artistic design and media manipulation such as advertising methods and social status and prestige to the extent of uplifting to a fashionable cult status are linked with food taste and preference. Since culture influences the food taste and preference, an understanding of culture is a good starting point. The word "culture" itself varies as the people who try to define it. The Longman Dictionary of the English Language (1984) defines culture as: "the typical behavior, customary beliefs, social forms and material traits of a racial, religious or social group" and "the enlightenment and excellence of taste acquired by intellectual and aesthetic training, refinement in manners, taste and thought."

Quick Service

The quick service influences the post purchase behavior such as food choices, post dining satisfaction level and future loyalty of the customers in terms of restaurant business. According to Kevin, Stephen and James (2018), Food quality, service quality, and physical surroundings are directly related antecedents to consumers' loyalty towards a quick service restaurant (Gronroos, 1982; 1984; Keillor et al, 2004; Mason et al., 2016). According to Kenneth (2017), quick service restaurants must be perceived as offering enough value to customers for long term success. One of

the major factors that influence customer patronage of food restaurants is the employee service speed (Sulek and Hensley 2004).

Hangout

Nowadays the people who move in groups think that eating out together builds social relationships and understanding. It is also a good way to spend quality time especially at restaurants. Being in hangout at any public place, not just in *restaurants*, can help *people* improve their social relationships and peer group bonding. It is said in an article (Priscilla 2015) that the forms of dining follow the forms of friendship. Both are highly variable.

Couple Dining

In Bangladeshi society, relation partners influence consumer eating patterns. The couples in a relationship like to move around and to hang out at restaurants. The couple dining is elementary in spending good time with the partner. Today, meeting at restaurants is the most common way for couple dining and having daily chitchats. According to Jonathan, Blair and Virginie (2018), romantic relationship motives of formation and maintenance influence eating behaviors. Specifically, females are prejudiced by the eating patterns (i.e., healthiness/ unhealthiness) of males when relationship formation motives are active, while males are prejudiced by the eating patterns of females when relationship maintenance motives are active.

Objectives of the Study

Broad objective

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

Specific Objective

1. To observe the demographic characteristics regarding restaurant selection in Dhaka, Bangladesh.
2. To identify the factors and variables which are related to the consumer preferences of the food products.
3. To explore the criteria the consumers, use for selecting restaurant.
4. To provide suggestions to the sellers and the policy makers of food industry.

Research Methodology

This article used a mixture of qualitative and quantitative research to find out and analyze eighteen variables (factors) which determine customers' selection of restaurants in Dhaka, Bangladesh. At first the qualitative study is conducted to identify independent variables which customers consider important at the time of selecting restaurants for dining and this is relevant to the research purpose. Then quantitative research was conducted to collect, analyze the data and test the hypothesis. The survey was conducted on 400 respondents relevant to the research purpose and received 368 completed survey data. Descriptive research including frequencies was used to describe demographic variables of the respondents. For assessing the factors, this research used Likert Summated Scale and the statistical tool used is Principal Component Factor analysis. This instrument (questionnaire) of this study comprised of two main part: the first part of the questionnaire covered demographic information of the respondents such as gender, age, occupation and marital status. In second part, eighteen variables were selected for this study in order to test their influence on customers' selection of restaurant in Dhaka, Bangladesh. The respondents were given a series of statements that measured their degree of agreement towards these variables. An online self-administrated questionnaire was developed, and the items were calculated on a 5-point Likert

Summated Scale with 1 representing low score (strongly disagree) and 5 representing a high score (strongly agree).

Research Questions

RQ1: Does quality food have influence on customers’ selection of restaurants in Dhaka, Bangladesh?

RQ2: Does hangout suitability have influence on customers’ selection of restaurants in Dhaka, Bangladesh?

RQ3: Does arrangement for prospective bride-groom meeting have influence on customers’ selection of restaurants in Dhaka, Bangladesh?

RQ4: Does convenient location have influence on customers’ selection of restaurants in Dhaka, Bangladesh?

RQ5: Does brand name have influence on customers’ selection of restaurants in Dhaka, Bangladesh?

RQ6: Does couple dining have influence on customers’ selection of restaurants in Dhaka, Bangladesh?

Data Analysis and Interpretation

Respondents’ Demographic Profile

Table: 1

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	180	48.91	48.91	48.91
	Male	188	51.09	51.09	100.00
	Total	368	100.00	100.00	

Table1 portrays a balance in gender ratio among respondents, where majority of the respondents are male that is 51.09% out of a total of 368 respondents whereas 48.91% respondents are female.

Table: 2

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	118	32.07	32.07	32.07
	Service holder	87	23.64	23.64	55.71
	Business	63	17.12	17.12	72.83
	Housewife	73	19.84	19.84	92.67
	Other	27	7.33	7.33	100.00
	Total	368	100.00	100.00	

About the occupation in Table 2, more than 32% (32.07%) of the respondents are students and more than 7% (7.33%) of the respondents fall in other categories.

Table: 3

Age Group					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 28	159	43.21	43.21	43.21
	29 to 39	140	38.04	38.04	81.25
	40 to 50	66	17.93	17.93	99.18
	50 and above	3	0.82	0.82	100
	Total	368	100.00	100.00	

About the age group in Table 3, more than 43% (43.21%) of the respondents are aged 18 to 28 years old, followed by aged 29 to 39 years old (38.04%). In addition, over 17% (17.93%) of the respondents are aged between 40 to 50 years old and 0.82% of the respondents are aged 51 or above.

Table: 4

Marital Status					
Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Single	145	39.40	39.40	39.40
	Married	223	60.60	60.60	100.00
	Total	368	100.00	100.00	

Table 4 portrays marital status ratio among respondents, where majority of the respondents are married that is 60.60% out of a total of 368 respondents whereas 39.40% respondents are single.

Reliability Testing

Table: 5

Reliability Statistics	
Chronbach's Alpha	No of Items
0.706	18

For the purpose of checking internal consistency of the independent variables selected, Chronbach's Alpha test was performed, and the alpha value for 18 items was found 0.706, which is considerable reliable. Chronbach's Alpha Reliability Test allows a researcher to test the reliability of the research instruments (variables). According to Hair et al. (2003), coefficient alpha also referred as Chronbach's Alpha is shown as a number between 0 and 1. According to Schuessler (1971), an alpha value greater than 0.60 is considered reliable. In other words, based on the result of Chronbach's Alpha, the variables have good internal consistency. It also means that all the 18 independent variables selected are reliable and valid to reveal the factors that influence the customers' selection of restaurants in Dhaka, Bangladesh.

Factor Analysis

Factor analysis is used to reveal the inter-relationships among variables and concentrate those inter-correlated variables into few factors. Thus, researchers use factor analysis to find out whether several variables are correlated with each other or not. The Kaiser-Meyer-Olkin (KMO) measurement of sampling adequacy is a statistical tool used to test the suitability of factor analysis. In result, high score indicates factor analysis is more appropriate and low value implies that factor analysis may not be appropriate. However, any value more than 0.60 is considered adequate (Pallant, 2001).

There is no rule of thumb to justify how many cases are needed for running factor analysis. Fiedel (2005) said in a research that usually over 300 cases for sampling analysis is probably adequate. There is universal agreement that factor analysis is inappropriate when sample size is below 50. In this research, 368 samples are taken for continuing the research methodologies.

Table: 6

KMO and Bartlett's Test		
Kaiser- Meyer- Olkin Measure of sampling Adequacy	.822	
Bartlett's Test of Sphericity	Approx. Chi-Square	3127.515
	Df	153
	Sig.	.000

For KMO and Bartlett's Test, Kaisen (1974) recommended 0.5 as minimum (barely accepted), values between 0.7-0.8 as acceptable, and values above 0.9 are superb. In Table 6, the KMO measure is 0.822 which is reasonably satisfactory for factor analysis to continue.

In Bartlett's test, this research needs to reject the null hypothesis for uncontrolled variable or non-identity matrix. A significant level less than 0.05 specify that the variables in this analysis have considerable relationship between each other. From the above table, we can observe that the Bartlett's test of sphericity is perfectly significant as it is 0.000 which means that correlation matrix is not an identity matrix. This result is good enough to reject the null hypothesis and suggests proceeding with a factor analysis.

Total Variance Explained

Table: 7

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.650	25.831	25.831	4.650	25.831	25.831
2	3.732	20.732	46.563	3.732	20.732	46.563
3	2.570	14.275	60.838	2.570	14.275	60.838
4	1.077	5.982	66.820	1.077	5.982	66.820
5	.941	5.226	72.046			
6	.728	4.043	76.089			
7	.703	3.907	79.996			
8	.559	3.105	83.101			
9	.545	3.030	86.131			
10	.443	2.459	88.590			
11	.421	2.341	90.931			
12	.357	1.985	92.915			
13	.308	1.711	94.627			
14	.253	1.406	96.032			
15	.204	1.132	97.164			
16	.196	1.091	98.255			
17	.179	.993	99.248			
18	.135	.752	100.000			
Extraction Method: Principal Component Analysis.						

Table 7 is the summarized table of the factor analysis, which explains the number of factors loaded, the percentage of variance, and the factor loading to the variables. In the rightmost column items are categorized according to their nature (factor). From the table we can see maximum 25.831% variables can be explained by Factor 1 which has been named as 'Customer perception about restaurants. Factor 2 which has been named as 'Core Services', Factor 3 which has been named as 'Additional Service' and Factor 4 which has been named as 'Kids Facilities' have explained variables by 20.732%, 14.275% and 5.982% respectively.

Key Findings

Majority of the respondents of the study belonged to the age group 18 to 50 years (99.18%) which gives an indication about the likely segment of consumers for restaurants. This study excluded respondents who are under 18. The reason behind keeping them out is that, 1 to 17 age group is not relevant to the purpose of this study. Different research will be done in future on that group (children).

In the occupation category, it can be highlighted that 72.83% of sample were students, service holders and businesspersons.

Table: 8

Rotated Component Matrix ^a				
	Component			
	1	2	3	4
Cleanliness		.688		
Waiters Behavior		.730		
Available Food		.747		
Prospective Bride and Groom Meeting		.548		
Kids Zone				.822
Junk Food	-.412			.423
Fast Food		.612		
Adequate Space			.886	
Quality Food	.841			
Card Acceptance			-.735	
Convenient Location		.477		
Brand Name	-.431	.773		
Local Food	.889			
Affordable Price		.409	.735	
Taste and Preference	.894			
Quick Service		.602		
Hangout	.840			
Couple Dining			.761	
Extraction Method: Principal Component Analysis.				
Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 5 iterations.				

This study acknowledged four factors or components that influence customers' selection of restaurants in Dhaka, Bangladesh. Among them, research result found that Factor 1 which has been labeled as 'Customer perception about restaurant' influences most of the customers to select restaurants with variance of 25.831%. Factor 1 can be explained by four items:

Quality Food

Local Food

Taste and Preference

Hangout

The Factor 2 which has been labeled as 'Core services' also influences the customers to select restaurants with variance of 20.732%. Factor 2 can be explained by 8 items:

Cleanliness

Waiter's Behavior

Available Food

Prospective Bride and Groom Meeting

Fast Food

Convenient Location

Brand Name

Quick Service

The Factor 3 which has been labeled as 'Additional Service' also influences the customers to select restaurants with variance of 14.275%. Factor 3 can be explained by 3 items:

Adequate Space

Affordable Price

Couple Dining

The Factor 4 which has been labeled as 'Kids Facilities' also influences the customers to select restaurants with variance of 5.982%. Factor 4 can be explained by 2 items:

Kids Zone
Junk Food

Discussion & Conclusion

As the customers have become more demanding, the restaurant entrepreneurs are working hard to ensure that customer will not only purchase services but also, they will buy quality moments and experiences, lifestyles and emotions with surprises. Result of this research demonstrates how the selection of restaurants is tied up with important factors. The results of the principal component analysis in the key findings part of the paper show that the reasons for selecting restaurants in Dhaka, Bangladesh are related to four factors: customer perception about restaurant, core services, personalized service quality and extra facilities. Among these factors, the first one which is customer perception about restaurant found the most important factors to explain customers' choice. This result constitutes significant guidelines for restaurant business startups in Dhaka, Bangladesh through offering quality foods, local foods, tasty and preferable foods and hangout facilities. Restaurants should also keep the consistent qualities of cleanliness, waiter's behavior, availability of foods, fast foods, convenient location, brand name, quick service and scopes for prospective bride and groom meeting. Finally, personalized service qualities like adequate space, affordable price and couple dining opportunity; and extra facilities like kids' zone and junk food can enhance the chance of selection by the customers. This also encourages certain group of food lovers to repeatedly visit a restaurant.

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