

**FACTORS AFFECTING THE SELECTION OF CUISINE:  
A STUDY ON THE RESTAURANT SECTOR OF BANGLADESH**

Thesis submitted in fulfillment of the requirements for the Degree  
of  
**DOCTOR OF BUSINESS ADMINISTRATION**

by  
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April, 2019

## **DECLARATION**

I hereby declare that the work which is being presented in the thesis entitled “*Factors Affecting the Selection of Cuisine: A Study on the Restaurant Sector of Bangladesh*” is an authentic record of my own work. I also declare that the matter contained in this thesis has not been submitted for the award of any other degree or diploma at any other university or institution.

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## **CERTIFICATE OF THE SUPERVISOR**

This is to certify that the thesis entitled **“Factors Affecting the Selection of Cuisine: A Study on the Restaurant Sector of Bangladesh”** submitted by **Javed Mahmud** to the University of Dhaka, is a record of original research work carried out by him under my supervision in the Institute of Business Administration, University of Dhaka. Javed Mahmud has worked sincerely for preparing his thesis and the thesis is, in my opinion, worthy of consideration for the award of degree of Doctor of Business Administration in Marketing in accordance with the rules and regulations of this University. I believe that this research work is a unique one and has not been submitted elsewhere for the award of any degree.

Professor Syed Ferhat Anwar, PhD  
Director  
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## **ACRONYMS OF ABBREVIATION**

AD	Latin, ‘Anno Domini’ In the year of (our) Lord
AGM	Assistant General Manager
BBC	British Broadcasting Corporation
BBS	Bangladesh Bureau of Statistics
BC	Before Christ
B.C.E.	Before the Current Era
BFC	Bangladesh Fried Chicken
CBM	Consumer Behavior Models
CEO	Chief Executive Officer
CNN	Cable News Network
et al.	Latin ‘Et al’ (and others)
EU	European Union
FAO	Food and Agriculture Organization
FDA	Food and Drug Administration
FFC	Fortuna Fried Chicken
FGD	Focus Group Discussion
GAIN	Global Agricultural Information Network
GDP	Gross Domestic Product
GFC	Good Food Center
HSC	Higher Secondary Certificate

IBA	Institute of Business Administration
Inc.	Incorporated
INTA	International Trademark Association
KFC	Kentucky Fried Chicken
KMO	Kaiser-Meyer-Olkin
NY	New York
NYC	New York City
NRB	Non Resident Bangladeshi
PCA	Principal Component Analysis
PCE	Perceived Consumer Effectiveness
PCO	Public Call Office
SSC	Secondary School Certificate
STD	Subscriber Trunk Dialing
SPSS	Statistical Package for Social Sciences
TSG	Traditional Specialities Guaranteed
TV	Television
UAE	United Arab Kingdom
UK	United Kingdom
UNESCO	United Nations Educational, Scientific and Cultural Organization
USA	United States of America

## **ABSTRACT**

Nowadays people eat out in restaurants for work-related reasons and for entertainment as well. In most cases, restaurant goers have a choice of venues to choose from (Koo, Tao, & Yeung, 1999). Ethnic (foreign) cuisines are also available, these days, beyond their places of origin and dining at ethnic restaurants has become very popular. It is possible for consumers to be selective as to which cuisine they will choose while eating at restaurants. As such, it is important for restaurateurs to have an understanding about the decision-making process of their customers.

Considerable research has been conducted on how consumers select restaurants while eating 'out'. However, study on how customers select which one to choose, amongst the various cuisines offered to them is quite limited. This research is expected to fill up this gap in our knowledge on consumer behavior.

The main objective of this research has been to identify and rank (according to importance) the factors that influence customers' selection of cuisines while availing restaurant services. In addition to this, the evolution of the Bangladeshi cuisine and restaurant sector as well as the marketing practices of Bangladesh restaurants has been explored.

Social science research is different from scientific research; it concentrates on finding explanations of human behavior. A social researcher's outlook about people often depends upon his/her philosophy. This research is based on the constructionism position of ontology and the interpretivism position of epistemology (ontology and epistemology being two branches of philosophy). It is believed that, in this case, multiple, socially created realities may be present, which are constantly changing and are to be interpreted by subjective research.

This research has an exploratory component where an attempt was made to generate new ideas and insights. It also has a descriptive part where research was conducted to find out the level of significance of these factors. This study on identifying and assessing the factors affecting the selection of cuisine, while consuming restaurant food, is thus at first, deductive in nature,. However, its last step is inductive in character as there is a possibility that it will add to and may bring about a revision in the existing theory.

Both qualitative and quantitative study was utilized. The qualitative research methods used were literature reviews, focus group discussions, interviews, etc. which provide in-depth information about consumer behavior. The quantitative tools used included surveys, structured interviews and analysis of numeric data.

Literature study was used to review the evolution of food habits in Bangladesh and the contribution of Bangladeshi restaurants. The constructs that influence customers' selection of cuisines were also identified with the help of research literature. 7 focus group discussions were conducted to identify the factors that influence customers' selection of cuisines in restaurants. A questionnaire survey was conducted on around 400 restaurant goers to understand the relevant importance of each factor contributing to the selection of cuisine; a judgmental (non-probability) sampling technique was used to select the respondents. 18 restaurateurs were interviewed during this research to understand the marketing practices in the restaurant sector of the country.



It is essential in marketing, for marketers to know what, why, how, when, and where consumers buy (Kotler and Keller, 2012). They also have to know how customers decide which product to buy. This research on buyers' selection of cuisine while consuming restaurant food focuses on this aspect of consumer behavior. Consumer behavior is influenced by culture, social class, family, reference groups, age, income, gender, education, perception, attitude, beliefs, personality, etc.

The research revealed that the geographic location of Bengal (of which Bangladesh is a part) has influenced the eating habits of its people. The abundance of rice and fish has given rise to the saying, "fish and rice makes a Bengali". Bengali cuisine has also been greatly influenced by the cultures it came in contact with. This includes trading partners like the Portuguese, rulers like the Mughals and British and settlers like the Chinese. The ingredients used in Bengali cooking have also changed over time owing to introduction of foreign components.

Similarly, the economic and social environment has influenced the local cuisine. Not only has industrialization leading to urbanization caused a change in the food habits of the masses, the increase of women in the work force has resulted in a decrease in home cooking and more reliance on commercial sources of food.

Globalization has also affected the food habits in the country. The distinctive foods of rural Bangladesh (like the pitha) were gradually losing ground. However, now-a-days it is gradually making a comeback. Fast food has also become extremely popular, especially amongst the younger generation.

Religious beliefs have affected the cuisine of the people of Bengal. While this is not peculiar, there is evidence to suggest that the food habits also had influence on religious practices.

The people of Bangladesh have not only adopted food habits from other cultures, but have also 'exported' their cuisine to different countries. These days Bangladeshi restaurateurs and chefs are active all over the world.

Globally, Italian, Indian, Japanese, Mexican, Chinese, Thai and various other cuisines are found to be extremely popular. In Bangladesh too these cuisines are offered in restaurants along with the local food. There is enough evidence to suggest that the restaurant industry is changing owing to the growing popularity of ethnic cuisines. One aspect that can be noticed about these cuisines is that they are different in nature. While some cuisines are ancient (Italian, Indian, Chinese, etc.) others are comparatively modern (USA). Some cuisines are regionally diverse (Italian, Indian, Chinese, etc.), and others have been influenced by foreign cooking styles and ingredients (Indian, Thai, Chinese, etc.); the cuisine of Japan, is rigidly homogeneous and based on traditions, which is the opposite of the cuisine of the USA.

Bangladeshi restaurants have been more or less successful in feeding those who need to eat outside their homes and in providing entertainment to those who seek it. However, their areas of failure are the inability to please the foreign tourists who visit the country and in branding the Bangladeshi cuisine.

The failure of Bangladeshi restaurants in branding the local cuisine is somewhat surprising inasmuch as it may be argued that Indian cuisine has been made world famous by Bangladesh restaurateurs, especially from the Sylhet region. However, though earlier Bangladeshi restaurants abroad had

masqueraded as Indian eateries, these days they are proudly disclosing their true identity while serving Bangladeshi food.

A number of weaknesses were identified in marketing activities of restaurants in Bangladesh. The most severe of these was the lack of people management in the industry. Also, many restaurants do not consider service to be part of their product. Management of some restaurants treats cleanliness just as a compliance issue, though customers value it very highly. A considerable number of restaurateurs are not aware of the concepts of targeting and positioning.

In Bangladesh the majority of consumers avail restaurant service at least 3 times a month where they usually go with friends and family. Bangladeshi food is the most popular cuisine amongst them. The research indicates that significant differences exist in customers' preference of cuisine based on their demographic characteristics. Motivational factors, social factors, restaurant infrastructure, marketing factors, service quality factors and branding & loyalty also influence the selection of cuisine based on customers' demographic profile, but to a lesser degree.

A total of 29 factors were identified influencing the selection of cuisine when consumers avail restaurant services. Among these, taste, cleanliness of the restaurant and religious beliefs of the consumers secured the first three places respectively. Speed of service and preference of other diners were found to be in the next two positions. Positions five to ten were secured by preference of other diners, ability to customize dishes, visual appeal of food, purchase price, error free service and brand reputation of the restaurant. Positions eleven to fifteen were obtained by desire to try new food, desire for change, diversity of the menu, health benefits and location of the restaurant.

However, the ranking of the factors influencing customers' selection of cuisine were found to vary for different demographic segments. Similarly, the ranking of the factors were dissimilar for different cuisines.

A model could be developed using the fifteen factors identified to help restaurateurs understand their clients better.

Some of the other findings revealed by this research are: (i) Bangladeshi cuisine is not ethnocentric; it has adopted the best from all cuisines it has come in contact with. This may have resulted in taste being the most important criteria influencing the selection of cuisine. (ii) The people conform to religious norms in their dining habits but are not orthodox. (iii) Cleanliness is treated as a compliance issue. (iv) Both hedonistic and utilitarian factors influence the selection of cuisine.

Restaurateurs can play a very important role in branding the Bangladeshi cuisine. This may revolutionize tourism in Bangladesh. To accomplish this it is necessary to overcome the weaknesses plaguing the restaurant sector of Bangladesh. Industry leaders need to introduce more professionalism in the industry. The government also has an important role to play in this regard.

## Chapter One: Introduction

*Tell me what you eat, and I will tell you who you are.*

Jean Anthelme Brillat-Savarin (1862)

French politician and gastronome

### 1.1 Context and Scene Setting

In 2008, the United Nations launched a list of “intangible cultural heritages”. Presently, the list includes the French gastronomic meal, Mexican traditional cuisine, Mediterranean diet and traditional Japanese cuisine (Washoku).

According to Long (2013) cuisine is “an officially accepted set of foods representing a national identity”. Zafari, Allison and Demangeot (2015) define cuisine as a component of culture in a society, related to food, cooking techniques, ingredients, attitudes and beliefs. Civitello (2011) maintains that cooking and cuisine are different. According to her, cuisine is an invention of advanced civilizations and it is more than just sustenance; ‘how food is cooked and consumed’ is also central to the concept. As such, it is not just a country’s cooking but traditional food like Hindu food and Native American cooking also lies under its purview.

However, for the purpose of this research the definition of cuisine given by macmillandictionary.com (2016) will be considered appropriate. According to them cuisine may be defined as “a particular style of cooking food, especially the style of a particular country or region.” It has originated from the Latin word “coquere” which means “to cook” (oxforddictionaries.com, 2016). Italian, Chinese, Indian and Japanese cooking which are popular the world over are classic examples of cuisine.

These days, local cuisines are no longer confined to their places of origin. Dining at ethnic restaurants has become a globally established trend (Marinkovic, Senic, & Mimovic, 2015).

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More and more diners are becoming interested in what Kwon (2015) calls ‘slow food’ which is communal cuisine with a story about people, cultures and the territory it comes from.

While authorities in the city of Lucca in Italy do not allow ethnic restaurants to operate within the city limits most metropolises encourage multi cuisine facilities (Arvela, 2013). According to Roseman (2006) restaurants serving ethnic food are becoming popular day by day. In Dhaka city too, a considerable number of national cuisines are offered in ethnic restaurants. These include Indian, Chinese, Thai, Japanese, Italian, Korean and Mexican eateries.

## **1.2 Problem Statement**

Food is essential for survival. However, in the trendy and yet mechanized cultures of today people also eat out in restaurants for entertainment and work-related reasons. In most cases, restaurant goers have a choice of venues to choose from (Koo, Tao, & Yeung, 1999). When eating out diners consider a number of factors in selecting which cuisine they would prefer. To succeed restaurateurs (especially those who specialize on cuisine) must have a clear understanding of the decision making process of their patrons.

Marketing commences and concludes with the consumer – it extends from identifying consumer needs to ensuring consumer satisfaction. A ‘consumer’ may be defined as an individual who has the intension and capacity to purchase, goods and services offered for sale in order to satisfy personal or household needs, wants, or desires. In today’s world success for organizations, depend on understanding the consumers. Who are they? What is it that they want, and why? How do they make decisions? What do they like or dislike? At times, managers try to answer these questions instinctively, on the basis of their own experiences. Intuitions about human psychology may however, often be erroneous.

Organizations need to study consumer behavior to understand how consumers choose between different alternatives; how they are affected by culture, family, media, etc. and how

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they process information. Organizations must accurately comprehend how “consumers think, feel, and act”. The analysis of customer habits answers how marketers should design their marketing efforts to satisfy customer needs (Perner, 2010). This is obviously true for the restaurant industry too.

Considerable research has been conducted on how consumers choose restaurants for dining. Even in Bangladesh Researchers like Islam et al. (2018) and Tinne (2012) have published papers on the selection of restaurants. However, literature on the selection of cuisine while dining in restaurants is scarce. Only a small number of literatures, like those of Marinkovic, Senic and Mimovic (2015) and Roseman (2006), could be found on the subject. In Bangladesh the research of Tinni (2012) includes both foreign and local cuisine. However, it may be said that very little work has been conducted regarding cuisine in the country. As such, the scope exists for research on factors affecting the selection of cuisine by customers while “eating out”.

It may also be pointed that consumer behavior is dynamic (Ramanathan, 2009). The manner in which consumers acted a decade earlier is not similar to the way they are behaving now. Similarly, the behavior of customers ten years from now will most likely be different. As such, research on consumer behavior should be continuous. As part of that process this research is expected to provide a cross sectional picture of consumer behavior at the present time.

The key questions which this research aims to answer are:

1. What are the factors that affect customer’s selection of cuisines while availing restaurant services?
2. What is the relevant importance of each factor that contributes to the selection of cuisine?

To achieve this goal the following questions have to be answered also:

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1. How did the local cuisine of Bangladesh evolve?
2. How effective has the restaurant sector in Bangladesh been in carrying out its responsibilities?
3. What are the marketing practices adopted by restaurants in Bangladesh?

### **1.3 Theories and Early Scholarships**

Consumer behavior is the study of consumers and the procedures they utilize in acquiring and using products and in retaining product information (Perner, 2010). It is a fusion of psychology, sociology, social anthropology, marketing and economics (Fullerton, 2013).

The study of consumer behavior commenced, in earnest, after the Second World War, with the introduction of the marketing concept. It shifted the focus of marketing from products to consumers and the consumer became king. Consumer behavior clarifies the rationale behind purchase decisions and explains consumption and post consumption habits (Schiffman and Kanuk, 1997).

Over the years marketing gurus have developed numerous models on consumer behavior. Brief descriptions of a number Consumer Behavior Models (CBM) are given below:

Psychological Model – This model states that consumer behavior and buyer’s purchasing process are controlled by motivational forces, the foremost of which is human need. Need is synonymous to the feeling of being deprived of something and drives individuals towards satisfying that need.

Sociological Model - Aristotle (384–322 B.C.E.) one of the greatest philosophers of all time had quoted, “Man is by nature a social animal; an individual who is unsocial naturally and not accidentally is either beneath our notice or more than human. Society is something that precedes the individual. Anyone who either cannot lead the common life or is so self-

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sufficient as not to need to, and therefore does not partake of society, is either a beast or a god.”

Consumers are part of the society. His/her behavior is without doubt influenced by other members of his/her social group. Family, friends, workplace associates strongly influence the buying behavior of consumers.

Howarth Sheth Model - This somewhat complex model consists of four sets of variables, which are:

- i. Input - various types of stimuli required for decision making
- ii. Perceptual and learning constructs – psychological variables like motives, attitudes and perception
- iii. Outputs – the actual purchase (or not to purchase) decision
- iv. Exogenous or external variables – factors which indirectly influence consumers buying decisions like personality of the buyers, their social class and financial status.

<b>Types of Stimuli</b>
Significant stimuli (a) Quality (b) Price (c) Distinctiveness (d) Service (e) Availability
Symbolic Stimuli (a) Quality (b) Price (c) Distinctiveness (d) Service (e) Availability
Social Stimuli (a) Family (b) Reference groups (c) Social class

Input, Process and Output Model

In this straightforward model of consumer behavior, various inputs are considered to influence customer’s decision making process, which includes, what they buy, how they buy, when they buy, etc. The inputs in this model consist of the marketing tools used by organizations (product, price, promotion, place, brands, etc.) and social factors like family, reference groups, culture, race, social class, etc.

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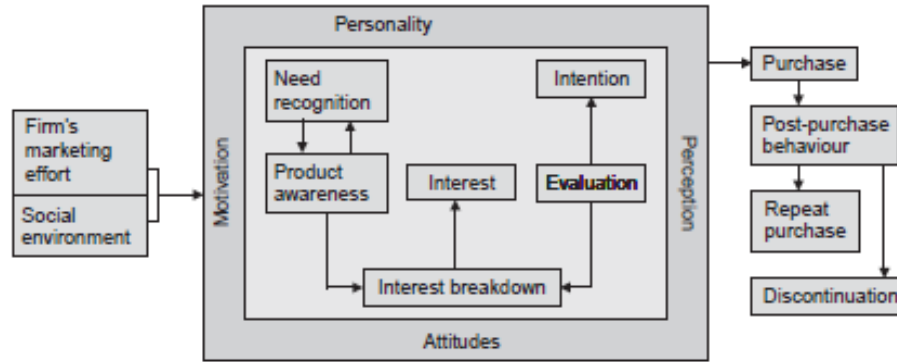


Figure 1: The Input, Process, Output Model

There is no dearth of research material on factors effecting customer’s selection of restaurants. Ryu, Lee and Kim (2012) found that physical environment, food and service quality could be used to predict behavioral intensions of consumers in restaurants. Similarly, Ha and Jang (2012) also showed that a superior restaurant environment enhance customer’s evaluation of food and service quality, thus influencing behavioral intentions. Chang, Chang and Yeh (2014) also proved that restaurant ambience and design influences the behavioral intention of customers. The study conducted by Jang, Liu and Namkung (2011) was on ethnic (Chinese) restaurants in the USA. It also revealed that authentic atmospherics is directly related to behavioral intensions.

Bujisic, Hutchinson and Parsa (2014) exhibited that there is a positive and direct relationship between food quality and return intentions of customers in the restaurant industry. Bahri-Ammari et al. (2016) found a relationship between brand attachment and repetitive buying behavior.

According to Azim et al. (2014) food quality & taste, cleanliness, physical environment, staff cooperation and suitable environment for family gathering are five of the most important factors in the selection of restaurants. Moses, Moses and John (2015) found service quality, atmospheric quality and environment to be significant factors that influence customer’s patronage of restaurants in Nigeria. Andaleeb and Conway (2006) found staff



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responsiveness, service quality and price to be important factors which lead to customer satisfaction.

Sukalakamala and Boyce (2007) identified price, convenience, hygiene and cleanliness, fast and friendly service, ambience of the facility, speed of service, visual appeal, reputation of the restaurant, etc. to be important factors in consumers' selection of restaurants. More importantly they found taste and health factors to be imperative in the consumers decision making process while selecting the cuisine in restaurants. Likewise, first impression was considered important in selecting cuisine and somewhat surprisingly authenticity was not considered to be significant.

Harrington, Ottenbacher and Kendall (2011) identified six factors that contribute to the selection of fine-dining restaurants. These are promotion, price/value, quality expectation, setting, dietary and variety/innovative characteristics. These six measures represented a total of eighteen variables which included review(s) in newspaper/magazine, magazine or newspaper ads, speed of service, value of food and drinks, price, atmosphere of the restaurant, its interior design, reputation, recommendations, noise level, privacy, flexibility for dietary requests, healthy alternatives, innovative dishes and variety of menu.

Mhlanga and Tichaawa (2016) classified convenience, relaxing environment, familiarity, occasion, business need, quality food, good service, quality ambience, recommendations, etc. to be important factors affecting consumer selection criteria in formal full service restaurants in Port Elizabeth, South Africa

In Bangladesh also Tabassum and Rahman (2012) found quality, price and environment to be important factors for restaurant customers while Tinni (2012) revealed that promotional factors, internal factors (cleanliness, presentation of food and quality of staff), situational factors (parking, security, etc.), pricing factors, image factors (brand and location) and deluxe factors (cuisine, sitting arrangement and condition of cutleries-utensils) influence the selection of posh restaurants in Dhaka city.

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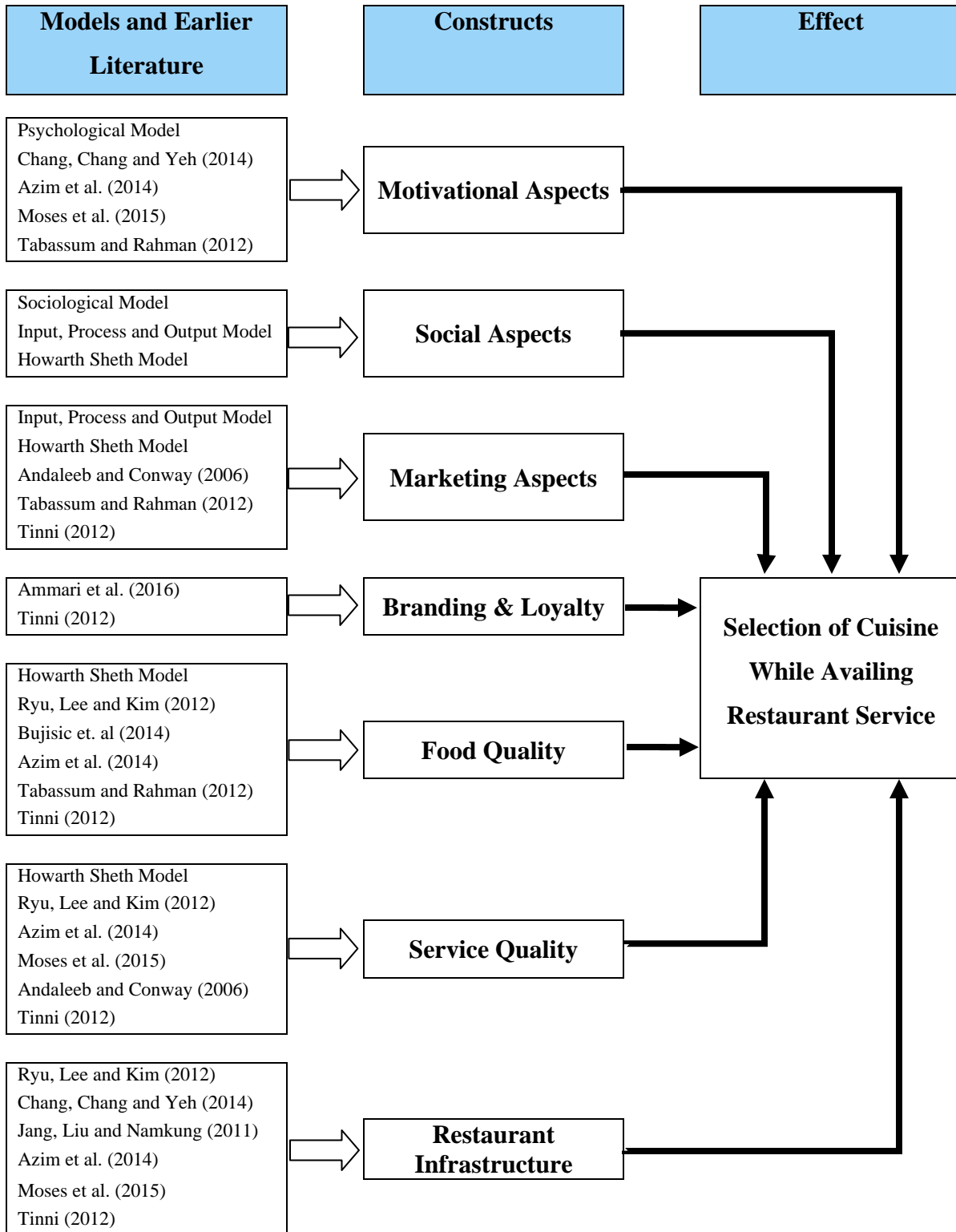


Figure 2: Identification of Constructs which Influence Cuisine Selection

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Though there is a lack of literature on factors that influence the selection of cuisine while consuming restaurant food, from the preceding discussion, it may be inferred that the following constructs affect consumer's selection of cuisine, while eating at restaurants: (i) motivational aspects, (ii) social aspects, (iii) marketing aspects, (iv) branding and loyalty, (v) service quality, (vi) food quality and (vii) infrastructure of the restaurant.

### **1.4 Objectives**

The main aim of this study is to identify and analyze the factors that influence the choice of cuisine at restaurants in Bangladesh. The details of the objectives are as under:

1. To study the evolution of food habits in Bangladesh
2. To assess the contribution of Bangladeshi restaurants at home and abroad in promoting cuisines
3. To assess the marketing efforts undertaken by restaurants in Bangladesh
4. To identify the factors that affect selection of cuisines in restaurants.
5. To determine the effect of customer demographics on the preference of cuisine and the constructs influencing the selection of cuisine.
6. To identify the relevant importance of each factor that contributes to the selection of cuisine.

### **1.5 Hypothesis**

To uncover whether the cuisine selecting factors vary as per the demographic characteristics of customers this study tested the eight hypotheses outlined below.

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- H<sub>1</sub>: There is a significant difference in consumers' preference of cuisine based on their demographic characteristics.
- H<sub>2</sub>: There is a significant difference in motivational aspects influencing the selection of cuisine based on customers' demographic profile.
- H<sub>3</sub>: There is a significant difference in social aspects influencing the selection of cuisine based on customers' demographic profile.
- H<sub>4</sub>: There is a significant difference in food related factors influencing the selection of cuisine based on customers' demographic profile.
- H<sub>5</sub>: There is a significant difference in restaurant infrastructure influencing the selection of cuisine based on customers' demographic profile.
- H<sub>6</sub>: There is a significant difference in marketing aspects influencing the selection of cuisine based on customers' demographic profile.
- H<sub>7</sub>: There is a significant difference in branding and loyalty influencing the selection of cuisine based on customers' demographic profile.
- H<sub>8</sub>: There is a significant difference in service quality influencing the selection of cuisine based on customers' demographic profile.

## **1.6 Rationale**

Social researches of this type are significant from theoretical as well as practical points of view.

Theoretically, this report is expected to contribute to the existing literature on the topic, where even at present there is a limitation of knowledge. According to (Ramanathan, 2009) "much of consumer behavior research relies on between-subjects designs, with data collected

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on many individuals but at a single point in time.” This is a cross sectional study, where data procured from a sample at a specific point in time is analyzed. It can be compared to data obtained in the past or to be acquired in the future, to compare the differences in consumer behavior over time.

Practically, the research may be used to develop strategies and plans for the restaurant industry and policies for the food sector of Bangladesh.

According to Christian Patermann, Director of Biotechnology, Agriculture & Food Research, Directorate General Research, European Commission, knowledge on the attitudes and behavior of consumers is essential in policy making and formulating regulations on food (European Commission, 2007). This research is thus expected to be useful as a tool to planners at the national level.

Restaurateurs need to recognize the needs, wants and demands of their clients to satisfy them and be successful (Kotler, Bowen, & Makens, 1998). By explaining certain aspects of the customer decision making process this research should be useful to entrepreneurs in the restaurant industry.

This research focuses on consumer behavior, an important aspect of marketing. These days study on “food, eating and culinary condition” is considered a very important topic in sociology and especially anthropology (Ardabili, Rasouli, Daryani, Molaie, & Sharegi, 2011). This investigation may be used by researchers and academics who wish to further explore the subject matter.

### **1.7 Scope of the Study**

In the United Kingdom only non-European cuisine are considered to be ethnic food (Leung, 2010). Thus, French and Italian cuisines, which are renowned as ethnic cuisines the world over cannot be defined as such in the UK or in Europe for that matter. Ethnic cuisine has to

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be different from traditional local cuisine. As this research includes the local Bangladeshi cuisine within its purview is not a study on ethnic cuisine but rather on cuisine.

Initially it was considered that all Bangladeshi cities incorporated and administered by the Ministry of Local Government under the City Corporation Act, 2009 would be brought under this research. This included nine of the most populous cities in Bangladesh, which are Dhaka, Chittagong, Khulna, Sylhet, Rajshahi, Comilla, Bogra, Barisal, Rangpur, Narayanganj and Gazipur. This was considered logical as restaurants offering non-Bangladeshi cuisine are seldom available outside these cities. However, due to lack of time and resources, the number cities being studied was later reduced to four.

Table 1: List of cities incorporated and administered by the Ministry of Local Government under the City Corporation Act, 2009

<b>Town</b>	<b>Population (as per census of 2011)</b>	<b>Remarks</b>
Dhaka	8,906,039	Included in the research
Chittagong	2,592,430	Included
Khulna	664,728	Not included
Sylhet	531,663	Included
Rajshahi	451,425	Included
Comilla	407,901	Not included
Bogra	400,983	Not included
Barisal	339,308	Not included
Rangpur	307,053	Not included
Narayanganj	286,330	Not included
Gazipur	213,061	Not included

Dhaka the only mega-city<sup>1</sup> of the country and Chittagong the port and second largest city were included in the list for their size. Sylhet was also included as a large percentage of the population has family members living abroad in the UK, USA, Canada, Europe and the Middle East. They are very much familiar with ethnic cuisines. Considering the size of the population, Rajshahi was considered to be representative of the remaining townships and as such was the last town to be considered for the research.

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<sup>1</sup> Metropolitan area having a population of 5.00 million or more

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In business there is a definite distinction between customer and consumer. A customer is someone who actually buys a product but may not necessarily use it. On the other hand a consumer is someone how actually uses the product without have directly purchased it. While a consumer and customer may also be one and the same, quite often the terms are used interchangeably. Even in EU competition law, consumer means customer and includes ‘intermediate customers’ as well as ‘final consumers’ (Akman, 2010).

For the purpose of this study, the target population will consist of all who consume restaurant food and thus consumers.

Consumers do not follow only one method in every circumstance of purchase. The selection process of customers varies from person to person, from product to product. This research concentrates only on the factors which influence customers’ selection of cuisine while eating in restaurants.

### **1.8 Limitations of the Research**

Care has been taken to make this research unbiased in terms of the demographic characteristics (age, gender, religion, education and income) of the sample. Everyone who has eaten in a restaurant within the past two months was eligible to fill-up the questionnaire. However, a large portion of restaurant goers approached for this purpose refused to take part in the survey, mainly citing lack of time as the reason for their noncompliance. It may however, be mentioned here that students between the ages of 20 to 29 years were observed to be most willing to respond to the study while those over 60 years were very reluctant.

In conducting the Focus Group Discussions (FGD) it was planned that there would be eleven participants in each group. However, in all but one FGD some of the invited members failed to turn up and in some cases the FGDs had to be conducted with just seven participants. It may be mentioned here that, in her paper on FGDs, Smithson (2000) mentions group sizes of 6 to 10 people while Krueger and Casey (2015) suggest that five to eight participants are

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sufficient for “noncommercial” FGDs, though customarily ten to twelve members are selected.

This validates the FGDs, conducted under this research, with a minimum of seven people.

Problems were faced while carrying out the interviews also, due to the distrustful attitude of a number of restaurant owners. Though they were assured that the findings would be used for academic purposes only, they seemed reluctant to provide necessary information.

The research was also limited by paucity of time and money.



## **Chapter Two: Methodology**

The methodology of a research explains how the data was collected and analyzed. It describes the procedures or techniques which were utilized in the study and why they were used. The methodology helps readers to measure the validity and reliability of a study. It assists other researchers to replicate the experiments if required.

### **2.1 The Research Philosophy**

Social science research is different from scientific research. It is possible to study atoms under an electron microscope but human nature cannot be assessed by any machine. A social researcher's outlook about people often depends upon his/her philosophy.

Philosophy can be broadly split into five disciplines. These are ontology (the study of being or what is), epistemology (the study of knowledge), logic (the study of valid reasoning), ethics (the study of right and wrong action) and phenomenology (the study of one's experience).

BusinessDictionary.com (2015) defines ontology as the "study of the nature of being or existence, or the assumptions underlying a classification scheme, concept, system, or theory." Derived from the Greek words "onto" and "logia," ontology is an arrangement of belief that an individual may have about what makes up a fact. It explains what represents reality and how the social researcher can understand existence.

Social ontology deals with the key issue of whether social entities can have a reality, external to social actors, who have no control over it. This gives rise to two major aspects of ontology, which are objectivism and constructionism (Bryman, 2012).

Objectivism is an ontological position which states that social phenomena can exist independent of social actors. According to Bryman (2012) it is similar to culture, which is a collection of shared values and customs that member of society conform to.

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On the other hand, subjectivism (constructionism) affirms that social phenomena and their meanings are constantly being changed through social interaction. It asserts that truth only happens in the present. Advocates of this position believe that multiple truths may exist, and as such reality needs to be interpreted. They rely more on qualitative research to determine the numerous realities.

While ontology is concerned with ‘what is there’ or ‘what is reality’, epistemology is characterized by ‘what do you know’ and ‘how do you know it’. It is defined as the “study of the grounds, nature, and origins of knowledge and the limits of human understanding. It deals with issues such as how knowledge is derived and how it should be tested and validated” (BusinessDictionary.com, 2015)

Some social researchers believe in the use of natural science methods in the study of social reality. This is known as the positivism epistemological position. According to this position (i) knowledge has to be confirmed by the senses (ii) theory should produce hypotheses that can be tested and explained, (iii) knowledge (and subsequently laws) is developed through the collection of facts. Objective research is also a characteristic of the positivism doctrine.

The epistemism position realism is similar to positivism as both rely on the methods of the natural sciences. However, positivism is based on the testing of observations against theories to find out how much they agree or disagree with each other. Realists, on the other hand, argue that conclusions cannot be drawn on the basis of observations alone, as reality can also exist ‘hidden’ from observations.

An epistemological position that contradicts positivism is known as interpretivism. Advocates of interpretivism do not believe that natural science methods can be successfully applied to social research, where understanding human behavior is the main issue of study. In this approach conclusions are not drawn from theories but from interpretations of human actions. In interpretism researchers should be prepared to alter any preconception they may have.

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This research is based on the constructionism position of ontology and the interpretism position of epistemology. It is believed that, in this case, multiple, socially created realities may be present, which are constantly changing and are to be interpreted by subjective research.

## **2.2 Type of Research**

This paper is the output of both exploratory and descriptive research. Exploratory research methods like literature review, expert survey and focus group discussions were used to generate new ideas and insights like the factors that are important for attracting customer patronage in the restaurant industry of Bangladesh”. Thereafter, descriptive research was conducted, through structured interviews and surveys, to find out the level of significance of these factors.

Two aspects of research that should also be brought under consideration are whether it is inductive or deductive in nature and whether it is qualitative or quantitative.

### **2.2.1 The Inductive or Deductive Debate**

The goal of inductive research is the establishment of new theory from the acquired data. Conversely, a deductive study commences with concepts and hypotheses and through empirical analysis leads to testing of theory.

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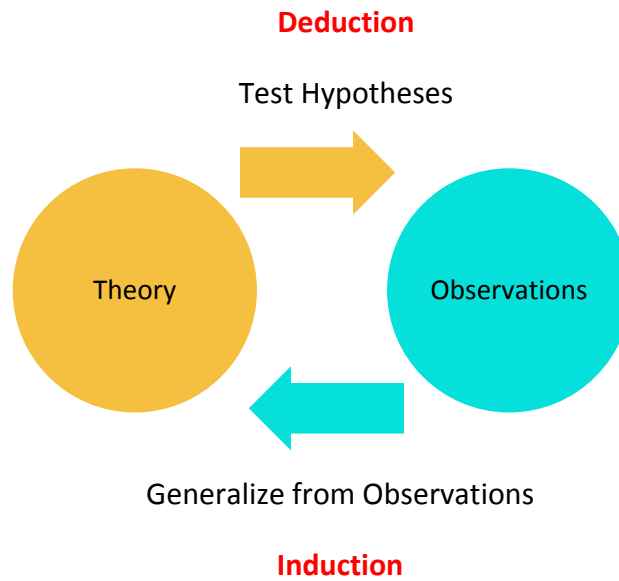


Figure 3: The Research Cycle

This study on identifying and assessing the factors affecting the selection of cuisine, focuses on causality. It is thus deductive in nature, at first. However, there is a possibility that it will add to and may bring about a revision in the existing theory. As such, its last step is inductive in character.

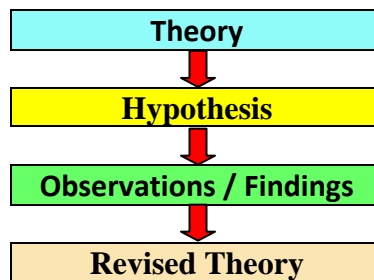


Figure 4 : Steps of the Study

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### 2.2.2 Qualitative Vs. Quantitative Research

Both qualitative and quantitative study was utilized in this research. Qualitative research uses methods like focus group discussions, interviews, and literature reviews to provide in-depth information about human behavior. Quantitative research, on the other hand, uses mathematical and statistical methods to analyze the data collected to explain phenomenon. It uses tools like observations, surveys, structured interviews and reviews of numeric data.

### **2.3 Data Collection**

Qualitative research was used to examine the evolution of food habits in Bangladesh (specific objective I) and to examine the legacy of Bangladeshi restaurants (specific objective II). These involved comprehensive literature review. Sources for secondary data included published articles, conference paper and books.

Researcher administered interviews were used to determine the marketing practices in the restaurant industry of Bangladesh (specific objective III). A total of 18 restaurant owners / managers were interviewed.

Literature review was also used to identify the determinants that influence the selection of cuisine while dining at restaurants (specific objective IV). However, the amount of studies on this topic is inadequate. As such, a number of focus group discussions were conducted to reinforce the information collected from the literature. The determinants identified from the literature and through the FGDs were then arranged as cuisine selection ‘constructs’ and their underlying ‘factors’. For each of the constructs a number of factors were identified which meaningfully and impartially represented them. Expert opinion was used for this purpose. Six academics and six industry experts were interviewed in this context.

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Table 2: Specific Objectives and the Tools used to Fulfill Them

<b>Specific Objective</b>	<b>Research Tools Used</b>
1. To study the evolution of food habits in Bangladesh	Literature Review
2. To assess the contribution of Bangladeshi restaurants at home and abroad	Literature Review
3. To assess the marketing practices employed by restaurant in Bangladesh	Face-to-face Interview
4. To identify the factors that affect customer's selection of cuisines in restaurants.	Literature Review, Focus Group Discussions, Interview of Experts
5. To determine the effect of customer demographics on the preference of cuisine and the factors influencing the selection of cuisine	Questionnaire Survey
6. To identify the relevant importance of each factor that contributes to the selection of cuisine	Questionnaire Survey

### 2.3.1 Focus Group Discussions

A Focus Group Discussion (FGD) is a qualitative research procedure for acquiring in-depth information by using structured discussions from a number of people about a particular subject matter. The group is requested to give their opinions and reactions or state their beliefs and perceptions on the topic. The information obtained through FGDs usually cannot be obtained using other tools like, questionnaire surveys, interviews or observations.

Seven FGDs were conducted as part of this research to identify the factors that influence the selection of cuisine while dining at restaurants.

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The target groups for the FGDs were restaurant customers. Four on the FGDs were conducted with seven participants each; two had nine participants each and one had eleven participants. Five discussions were held in Dhaka City and one each in Chittagong City and Rajshahi City.

Two groups were made up of male participants only while two were exclusively female. The other three had both male and female members.

Table 3: Details of Focus Group Discussions

Sl	Group Size	Location	Gender	Age	Family Income in Tk.	Education Qualification
1.	7	Dhaka City	Male	40 – 55	Above 100,000/-	Post Graduate
2.	9	Dhaka City	Female	30 – 60	30,000/- to Above 100,000/-	Graduate & Post Graduate
3.	7	Dhaka City	Male	25 - 50	10,000 – 30,000	Below SSC
4.	7	Dhaka City	Mixed	30 – 45	40,000 – 80,000	Post Graduate
5.	11	Dhaka City	Mixed	20 -35	30,000/- to Above 100,000/-	HSC, Graduate & Post Graduate
6.	9	Chittagong City	Mixed	25 – 40	30,000/- - 100,000/-	Graduate & Post Graduate
7.	7	Rajshahi City	Female	25 - 50	15,000 – 30,000	Graduate & Post Graduate

The age of the participants ranged from twenty to sixty. While their family income was between Tk.10,000/- to more than Tk.100,000/- per month.

In two of the FGDs all the participants had post-graduate degrees. Three groups had graduates and higher degree holders in them. The education qualification of one group's members ranged from higher secondary level to post-graduate level. One group had members who had not obtained Secondary School Certificates.

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### 2.3.2 Face-to Face Interviews

www.dictionary.com defines survey as “a sampling, or partial collection, of facts, figures, or opinions taken and used to approximate or indicate what a complete collection and analysis might reveal.” It is method for procuring data from a group of people, representing the targeted population, for analysis and interpretation.

Interviews may be used in gathering information in surveys.

As mentioned earlier, 18 restaurateurs were interviewed to draw an inference about marketing of restaurant services in Bangladesh. The interviews were structured in nature, that is, predetermined questions were asked in the same sequence to all the interviewees. However, the questions were open-ended to allow for variations in responses. The restaurant owners / managers interviewed were selected using the judgmental sampling method.

Furthermore, six academics and six industry experts were interviewed, following the literature survey and FGDs, to arrange the determinants identified as constructs and their underlying factors.

### 2.3.3 Questionnaire Survey

A second processes for gathering information in surveys is through questionnaires.

Questionnaires are composed of questions and statements and are used to solicit a response from respondents. This research uses questionnaire survey mainly to evaluate the factors which are perceived to be important in the selection of cuisine.

#### 2.3.3.1 Target Population and Sampling Technique

The objective of a research specifies the population or multitude that will come under the purview of the study. The target population in the questionnaire survey was everyone who has availed restaurant services, in Bangladesh, within the last two months.



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A judgmental (non-probability) sampling technique was used to select the respondents. In judgmental sampling the sample is drawn from part of the population on the basis of the knowledge and experience of the researcher. Though this method may result in misrepresentation of the population, it is deemed more suitable than probability sampling, taking the time, cost and accessibility constraints into consideration. Care has been taken to make this research unbiased in terms of age, gender, religion, education, income, etc. of the sample. To make the study somewhat more representative it was ensured that more than one member per family cannot fill-up the questionnaire.

The Socio-demographic profiles of the respondents are given in Appendix II.

#### 2.3.3.2 Sample Size

According to the Bangladesh Bureau of Statistics (2012) the population of Bangladesh was 144 million as per the census of 2011. Even if one out of every thousand person in the country has been to a restaurant within the last two months, the target population for this research will be 144,000. Considering the time and resources available for the research it is not possible to collect data from each and every one of them. As such, data is collected from a sample of the target population, that is, a small portion of a much larger body.

The equation for determining sample size, when the population is infinite, is as follows:

$$n = \frac{z^2 p (1-p)}{d^2}$$

Where n = sample size

z = reliability (depends on level of significance)

p = percentage of the population availing restaurant service in the last two months

d = Precision (the accuracy or sampling error that the researcher is willing to accept)

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Accordingly, at 95% confidence level, accepting 5% margin of error and assuming that 50% of the population visited restaurants within the mentioned period (for maximum variance) the required sample size should be

$$\text{Required Sample Size (n)} = \frac{1.96^2 \times 0.5 \times (1-0.5)}{.05^2} = 384.16$$

This figure can be confirmed by the Krejcie & Morgan Table (Appendix III), where 384 samples are considered sufficient for a population of 250,000 or more at 95% confidence level, at 5% margin of error.

However, a total of 410 questionnaires were collected from participants of the four cities mentioned previously; which are Dhaka, Chittagong, Sylhet and Rajshahi. 399 questionnaires were found to be useable.

#### 2.3.3.3 Questionnaire Development

A questionnaire had been prepared to conduct the field survey. It consisted of an introductory part and three sections. The introductory part of the questionnaire requested the respondents to provide their names and contact information. This part was optional; respondents could avoid answering them if they desired to remain anonymous.

The first section of the questionnaire started off with a screening question in order to determine whether respondents were eligible to take part in the study. It also contained questions about their dining habits, like frequency and reasons for eating out. The third part of the questionnaire was used to collect demographic information like gender, age, level of education, household income, etc. These were multiple-choice questions.

In Part B of the questionnaire, twenty-nine statements were provided and the target group was requested to respond to how much they agreed to or disagreed with each statement. A seven-point Likert-scale had been used in this context. The scales in the survey questions ranged from “strongly disagree” to “strongly agree”.

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#### 2.3.3.4 Questionnaire Translation and Pre-testing

The questionnaire was at first developed in English. It was then translated to Bengali. To evaluate the effectiveness of the translation a third person was engaged to retranslate it back to English. The two translators then jointly fine-tuned the differences, which were discovered, to finalize a Bengali version.

A pilot survey was then conducted among 20 respondents to determine if there were any vague or confusing questions in the questionnaire. The respondents consisted of 7 women and 13 men. 9 students, 2 teachers and 9 service holders were targeted during the pilot study. The educational qualification of 2 of the respondents was below SSC, 10 were Higher Secondary Certificate holders, 2 were graduates and 6 had post graduate degrees. The household income of 2 participants were between Tk.10,000/- to Tk.25,000/-. 9 contributors had incomes between Tk.25,001/- and Tk.50,000/-, 5 were of the income range Tk. 50,001/- and Tk.100,000/-, while the earnings of 4 participants were over Tk.100,000/- monthly. All the respondents were Dhaka based.

All the respondents reported that they had no difficulty in understanding and answering the questions.

#### 2.3.3.5 Field Work and Supervision

Five MBA students from private universities were engaged to carry out the questionnaire survey. They were trained on how to select respondents, approach them, explain the questionnaire in brief and answer any questions. Care was taken so that the respondents were not biased in any manner during the explanation. The respondents were then requested to respond to the statements in the paper. The questionnaires were collected immediately after they were answered. This method is relatively inexpensive but ensures a high response rate.

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#### 2.3.3.6 Statistical Techniques Employed

To ensure reliability of the results, test the hypotheses and to achieve the stated objectives various kinds of statistical techniques were employed. These techniques included basic descriptive analysis (frequency distribution), reliability analysis (Cronbach's alpha and inter-item correlation), factor analysis (Principal Component Analysis), etc.

For testing the hypotheses - Chi-square test, Fisher's Exact Test, Mann-Whitney U Test and Kruskal-Wallis Test were used.

The items which were found to affect the selection of cuisine were ranked by using the Friedman Test.

Data were entered into the Statistical Package for Social Sciences (SPSS) program (Windows Version 20.0) to analyze the findings.

### **Chapter Three: About Consumer Behavior**

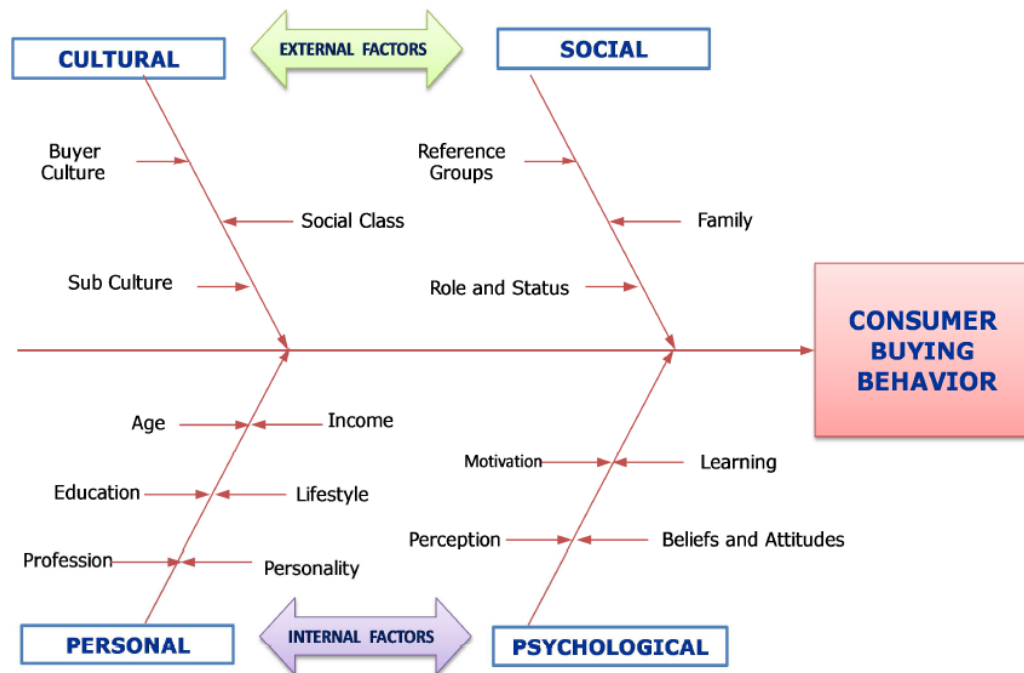
One of the differences between selling and marketing is that while selling starts at the factory of the seller and focuses on the seller's requirement to exchange his product for cash, marketing starts with market research and emphasizes on meeting the objectives of organizations through satisfying the customers. As such, it is essential in marketing, for marketers to know what, why, how, when, and where consumers buy (Kotler and Keller, 2012). They also have to know how customers decide on which product to buy. This research on buyer's selection of cuisine while consuming restaurant food focuses on this aspect of consumer behavior.

Consumer behavior can be defined as the tasks performed by buyers while they are assessing, procuring, using and discarding products that satisfy their needs and wants. According to Khaniwale (2015) these tasks can be mental (thought, feelings) or physical (actions). The mental part includes how the decision is taken on which good or service will satisfy customer needs the best.

According to Adomaviciute (2013) consumers' exhibit both utilitarian and hedonistic behavior during the purchase. While utilitarian behavior is based on logic and thus related to the mind (Roy and Ng, 2012); hedonistic behavior is emotional in nature and rather depends on the senses. Hedonic value is linked to pleasuring the senses, taste, smell, sound, sight and touch (Kirgiz, 2014).

Solomon, Bamossy, Askegaard and Hogg (2006) emphasized on the importance of family, age and income on the decision making process of customers. Solomon (2015) also added gender and lifestyle to the list; while Khaniwale (2015) supplemented the index with education, profession and personality of the consumers. According to him the external factors influencing consumer behavior is made up of cultural and social forces, while the internal factors are comprised of personal and psychological elements.

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Source: Khaniwale (2015)

Figure 5: Consumer Buying Behavior

### 3.1 The Cultural Factors

Durmaz, Celik and Oruc (2011), Furaiji, Łatuszyńska and Wawrzyniak (2012), Khaniwale (2015) and a multitude of researchers have found that culture, subculture and social class influence the buying behavior of customers.

#### 3.1.1 Culture and Consumer Behavior

Hofstede (1997) defined culture as the shared traits which differentiate the members of one society from another. According to Spiers, Gundala and Singh (2014) culture includes language, religion, roles, norms, personality, lifestyle, socialization, and tradition; while according to Durmaz, Celik and Oruc (2011) the components of culture include beliefs,

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preferences, habits, traditions, language, materials, attitudes and feelings. Knowledge on the cultural demeanor of buyers is very important in the analysis of consumer behavior.

There is enough evidence to confirm that culture influences consumer behavior. For, example, Patil and Bakkappa (2012) found cultural components like language and rituals influence the selection / use of cosmetics.

### 3.1.2 Social Class and Consumer Behavior

Engel, Blackwell and Miniard (1990) defined social class as an assemblage of people who are similar in their conduct based upon their economic position in a community. The variables which decide social class include occupation, income, wealth, personal prestige, association, socialization, power, class consciousness and mobility (Durmaz and Taşdemir, 2014).

The influence of social class on consumer behavior has been presented in research literatures from the 1950s and 1960s (Fisher, 1987). In recent times also Durmaz and Taşdemir (2014) identified social class as one of the leading aspects biasing consumer behavior. For example, Nayeem (2012) discovered that customers from Asian backgrounds are more dependent on the groups they belong to, during decision making, in comparison to customers from Australia. Ahmed, Khan and Samad (2016) concluded that income and social class influence the strategies of marketers and the buying decisions of consumers, while according to Iftikhar, Hussain, Kahn and Iiyas (2013) the effort of marketers to influence buying behavior through social classes is creating social inequalities, conflict and injustice.

## **3.2 The Social Factors**

Researchers like Ramya and Ali (2016), Durmaz and Durmaz (2014), Sethi and Chawla (2014) and others have all identified family members, reference groups, role in the society

and social status as the key components of the social factors which influence consumer behavior.

### 3.2.1 Reference Groups and Consumer Behavior

To survive in society, people have to cooperate with each other. As such, individuals become members of different groups. When a group can exert a powerful influence on an individual's attitudes, values and behavior it is considered to be a reference group (Ramya and Ali, 2016). Reference groups may introduce a person to new behaviors and lifestyles, they may bring about an alteration to attitudes and self-concept, and they may enforce orthodoxy (Kotler and Keller, 2012). Reference groups influence the shopping behavior of customer and even dictate what individuals may buy or not buy (Durmaz and Durmaz, 2014).

### 3.2.2 Family and Consumer Behavior

The smallest part of society, the family consists of two or more people, related by birth or marriage, who live together (Durmaz and Durmaz, 2014). Families are of two types. The family of orientation includes individuals, their parents and siblings, and helps form one's personality, religious attitudes and purchasing habits and patterns, while the family of procreation is made up of persons, their spouses and children. The family of procreation is somewhat responsible for the formation of one's attitudes, opinions and values (Gherasim, 2013). Other than the types of family, family life cycle stage also influences buying behavior. Purchase habits obviously change as one passes through different junctures in life - being unmarried, newly married, married with children, children leaving home, alone in old age, etc. Also, it has been noticed that family members often play different roles during purchase, like decider, influencers, buyers and users (Durmaz and Durmaz, 2014).



### **3.3 The Personal Factors**

There is no dearth of literature on the effect of personal factors on consumer behavior. For example, Ramya and Ali (2016) found that age, income, occupation, lifestyle and personality influence people's buying habits. Pemani, Massie and Tielung (2017) found that personal factors, which include age & life-cycle stage, lifestyle, occupation, personality and economic condition, have significant importance, on the consumer decision making process, during purchase of specific products. Similarly, Agago, Nittala and Tirfe (2015) found that the age, occupation, income and education components of personal factors influence consumer behavior.

#### 3.3.1 Age and Consumer Behavior

Hervé and Mullet (2009) studied the influence of age on purchase decision. They found variations in the 'reason to buy' in customers from different age groups. Ahmed, Khan and Samad (2016) suggests that the tendency of the younger generation to spend more may be due to their need to socialize more, make new friends, create new networks, look stylish and contemporary, enhance their image, etc.

#### 3.3.2 Gender and Consumer Behavior

Bakshi (2012) ascertained that the behavior of men and women vary substantially at every step of consumer purchase decision. Similarly, Lakshmi, Aparanjini, Niharika and Lahari (2017) found that women are more internally focused in their decision making behavior than men.

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3.3.3 Income and Consumer Behavior

Ramya and Ali (2016) identified personal income, family income, income expectations, savings, liquid assets of the consumer and consumer credit as some of the components of economic factors which influence consumer behavior. Ahmed, Khan and Samad (2016) found that people tend to spend more on luxury goods as their income increases.

3.3.4 Occupation and Consumer Behavior

Two researches, one conducted by Ramya and Ali (2016) and the other by Khan, Rana and Masmali (2015) both indicate that people from different occupations have different buying behaviors. Srinivasan, Srivastava and Bhanot (Impact of Occupation on Purchase Behaviour of Luxury Brands, 2014) also found that the purchase habits of consumers employed in the service sector, engaged in business and professionals vary in certain aspects.

3.3.5 Place of Residence and Consumer Behavior

There are considerably fewer research publications on the residential background of consumers having an influence on their buying decisions. However, even as early as 1975, Lentnek, Lieber and Sheskin (1975) published a report on the evolution of food purchase behavior of consumers from varying economic areas in Mexico and the USA. In recent times Misra (2010) studied the buying behavior of urban and rural customers. He found rural consumers are less quality, functions and brand conscious than urban consumers during the purchase of mobile phone. Djeri, Armenski, Tesanovic, Bradić and Vukosav (2014) found evidence to suggest that place of residence of consumers influence all the five stages on the purchase decision-making process: need identification, search for information, evaluation of alternatives, purchase and post-purchase evaluation.

### 3.3.6 Education and Consumer Behavior

A number of researchers have studied the effect of customer's education on consumer behavior. Among them Ekeng, Lifu and Asinya (2012) found education to have a very strong effect on impulse buying. The study of Kumar (2014) disclosed that educational qualification of consumers influence the information search step of the buying process while purchasing cars. Srinivasan, Srivastava and Bhanot (Impact of Education on Purchase Behaviour of Luxury Brands, 2014) found that, while purchasing luxury items consumers of varying educational backgrounds perceive financial value and self-identity value differently. Also, the places from where they buy luxury brands differ.

## **3.4 The Psychological Factors**

According to Karedza, Sikwila and Bhebhe (2017) the four psychological factors effecting consumer behavior are perceptions, attitudes, personalities and beliefs. On the other hand Durmaz (2014) professed motivations, perceptions, learning and his beliefs and attitudes to be the components of psychological factors.

### 3.4.1 Perception and Consumer Behavior

Perception can be defined as the method by which customers 'select, organize and interpret' knowledge to make it more comprehensible. Different people may form different perceptions about the same phenomenon as perception does not only depend on what can be sensed (heard, seen, smelt, tasted or felt) but also on the preconceptions, requirements, and past-experiences (Kotler and Keller, 2012).

In their research Chibok, Msheliza and Ndubuisi (2013) found that difference in perception creates variations regarding brands.

### 3.4.2 Attitude and Consumer Behavior

Attitude may be defined as the inclination to evaluate a particular product positively or negatively (Ajzen, 2008).

Researches in the area of attitude influencing consumer behavior include that of Anić (2010) who studied the attitude of buyers in regard to their patronage of domestic and foreign retail outlets. Makarewicz (2013) also postulated that the attitude of individuals regarding a specific product or brand may be altered from unfavorable to favorable through the provision of information; ultimately causing a change in the customer's buying behavior. Rainbolt, Onozaka and McFadden (2010) found clear evidence that consumer's inclination to pay more was significantly predicted by their positive attitude, social norms, and "perceived consumer effectiveness" (PCE) modules.

### 3.4.3 Beliefs and Consumer Behavior

Belief can be defined as a person's emotional condition or 'mental representation' regarding what he/she thinks about an issue. Beliefs may be positive, negative or neutral and they can vary from time to time. Most importantly beliefs may be inaccurate or contradictory (Schwitzgebel, 2015 and Pandit, 2015).

According to Pande and Soodan (2015) beliefs may create favorable perspectives about product quality, price and accessibility in the minds of buyers and influence purchase intentions. On the other hand Sharma (2014) recommended that it is the responsibility of marketers to negate dissonant behavior, diminish the prominence of contradictory belief and try to alter conflicting belief, if they wish to be successful.

#### 3.4.4 Motivation and Consumer Behavior

Motivation can be defined as the desire that causes a person to perform a task which provides contentment when the desire is satisfied (Shanks, 2011). Durmaz and Diyarbakırlıoğlu (2011) studied the effect of motivation in customer behavior theoretically. They found that, motivation has a strong influence on consumer behavior, especially in the area of marketing. They advocate that motivation can be used to forecast buying behavior.

#### 3.4.5 Personality and Consumer Behavior

Though Kotler and Keller (2012) categorized personality as a personal factor influencing consumer behavior, marketing gurus like Dholakia (1978) classified it under psychological segmentation. In marketing personality can be defined as a number of distinctive human characteristics which instigate sustainably reactions by responding to environmental stimuli. The reaction mentioned here includes the purchasing habits of customers and the characteristics include 'self-confidence, dominance, autonomy, deference, sociability, defensiveness, and adaptability' (Kotler & Keller, 2012).

On the other hand, Orji, Sabo, Abubakar and Usman (2017) found that social character, compliance, aggressiveness and ethnocentrism have significant impact on consumer buying behavior. Also, Sarker, Bose, Palit, Haque (2013) found five personality dimensions create problem among customers, and should thus be addressed by marketers. These dimensions are compliance, detachment, aggressiveness, ethnocentrism and dogmatism.

Nicholson, Soane, Fenton-O'creevy and Willman (2005) found 'risk propensity' to be firmly based on personality. According to them risk takers may be excitement seekers, go-getters or risk bearers.

### **3.5 The Marketing Mix**

Consumer behavior is influenced by a considerable number of factors. Noel (2009) was of the opinion that the pre-decision behavior is influenced by external forces and internal processes. The external forces include the controllable marketing mix (4Ps) as well as the culture of the customers. The internal process consists of the psychological process and the decision making process.

The marketing mix is a tool which combines a number of elements and helps to plan for a successful product offering. In the 60s Neil Borden came up with a total of twelve controllable components which could be used to market a product. Later Jerome McCarthy reduced the number of components to four; Product, Price, Promotion and Place (Constantinides, 2006). Thereafter, Boom and Bitner extended the marketing mix to 7 P's with the addition of People, Process and Physical Evidence. This was done to ensure utilization of the tool in the service sector. Though heavily criticized, the marketing mix is widely used by marketers worldwide (Goi, 2009).

A positive and significant relationship was found to exist, between marketing mix elements and the buying decision of consumers for selected food items, by Jaminyasa, Pulawan, Martadiani, Amerta (2017). Wongleedee, K. (2015), confirmed that a correlation exists between consumers' opinion toward price and place and their frequency of purchase. He also found that the marketing mix elements of price, product and place influenced increased buying outlays.

### **3.6 Consumer Behavior and the Purchase of Food**

The relationship between food and consumer behavior has also been studied by a number of researchers.

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The failure of Kentucky Fried Chicken (KFC), in Hong Kong, in the mid 70's has been blamed on culture. It is suggested that as Asians prefer roasted or boiled chicken, American Fried Chicken could not attract customers in Hong Kong, initially (Duc and Cang, 2018). The research of Alyanak (2016) was on the decision making process of Muslims regarding halal food in France. Lancaster and Reynolds (2005) found that at one time eating and drinking at restaurants were for the pleasure of the upper class in society only.

The study of Asi, Teri, Meyer-Rochow (2016) was on society's treatment of forbidden foods. The relationship between regular food consumption and family as well as society has been researched by Graham, Hodgetts and Stolte (2016). Petroman et al. (2015) found that the consumption of animal products is influenced by family, customs and traditions. Most importantly these researchers found that educated customers are better prepared to take decisions as they are more informed and their decisions are more precise.

A number of researchers have examined the risk perception of customers regarding food products. Grunert, Bech-Larsen and Bredahl (2000) tested quality perception of consumer of dairy products along four dimensions of quality: pleasant (or unpleasant) sensations, health-related, convenience-related and process-related. Yeung and Morris (2001) studied the factors influencing consumer perception of food safety related risks and their impact on purchasing behavior. Harper and Makatouni (2015) and Radman (2005) studied how the risk perception of customers affects their buying behavior during the purchase of organic foods. The publication of Hoffman (2000) was on the risk perception of customers affecting buying behavior during the purchase food products having different countries of origin.

The research of Indumathi and Dawood (2016) was on identifying the factors under the 4 Ps which influence consumer's behavior during their purchase of organic products. They found that comfort, quality, brand, health & environment safety and taste were the five most important factors guiding the actions of buyers in this respect.

## Chapter Four: Evolution of the Bangladeshi Cuisine

Culture may be defined as the combination of creative labor, outputs and 'historical heritage' of a group of people. It is the 'collective identity' of a society which sets one community apart from another (Beugelsdijk & Maseland, 2010). Culture encircles more than race or ethnicity. Language, religion, social values, norms and beliefs all fall within its scope. It controls people's perception of their surroundings, their attitudes about the world and also their food habits. Local cuisines indicate the geography, climate, and history of the people in a culture (Massachusetts Department of Education, 2006).

The people of Bengal<sup>2</sup> are known as 'Maache Bhate Bangali' (rice and fish makes a Bengali). Given the geographic location of Bengal this is not surprising. It is a vast delta, interlaced by countless rivers and lakes all ultimately emptying into the Bay of Bengal. The alluvial soil of the land, renewed every year with the silt deposited by flooding rivers, helps farmers grow numerous varieties of rice, vegetables and fruits, while the water-bodies yield a wide assortment of both freshwater and saltwater fishes (Sen, 1997 and Roberts & Sen, 1998).

Nevertheless, there is evidence to suggest that during the Pala and Sena Dynasties (8<sup>th</sup> to 12<sup>th</sup> century) the people of Bengal were mainly vegetarian due to the prominence of Buddhism and Brahmanism (Bangladesh Asiatic Society, 2010). Vegetables consumed in Bengal around the ninth and tenth centuries included cucumber, different types of gourd, radish, lotus root, mushroom, eggplant and leafy vegetables. The popular fruits of the period were watermelon, banana, mango, lime, coconut and pomegranate. Till the 12<sup>th</sup> century turmeric, ginger, mustard seed and long pepper were the popular spices in use, while ghee (clarified butter) and mustard oil were also utilized in cooking. Later, chili, which grew well in the region, also became an essential ingredient in cooking. Cinnamon, cardamom and clove were introduced in Bengal by foreign traders (Sen, 1997).

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<sup>2</sup> The sovereign country of Bangladesh and the state of West Bengal, India



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Historically, the production of rice and fish in Bengal complemented each other. The annual flooding that was so beneficial for the growth of rice also allowed a boom in fish population. When there was excessive flooding there would be less rice but more fish, while less flooding would mean more rice (Valbo-Jørgensen & Thompson, 2007). It was this abundance of fish that brought about a change in the cuisine of Bengal. In the 12<sup>th</sup> century housewives would serve rice, ghee (clarified butter), fish and greens (leafy vegetables) to their husbands on plates of fresh banana leaves (Bangladesh Asiatic Society, 2010). Rice and fish had become the staple on the menu of the people.

This abundance of fish has given the Bengali culture a unique flavor. For example, Brahmins (Hindus of the priestly caste) in India are normally vegetarians, whereas in Bengal they often eat fish (Roberts & Sen, 1998). Similarly Muslims in Bengal who are mainly of the Hanafi (Sunni) school eat shrimps and other seafood which disciples of this school reject in other parts of the world (Yarrington, 2010 and Times of India 2018).

Bengal has also adopted a considerable number of foreign cookery styles for over a thousand years. This has come about as the region had long and strong trade links with many parts of the world. Since the 13th century Bengal also fell under the control of various foreign rulers like the Turks, Mughals and British; immigrants from China and Afghanistan had also settled in these parts (Government of West Bengal, 2016). All these factors have given the Bengali cuisine a distinctive character.

Muslim rule in Bengal commenced around 1204 and continued for more than 500 years (Eaton, 1993). First to come were the Turko-Afgans conquerors who introduced delicacies from Central Asia and Turkey that were based on buttered rice and meat. In fact, the very popular present-day dishes of biriyani, polao, rezala, shik kabab and naan came down from these outsiders (Rahman, 2007).

A very important item in contemporary Bengali cuisine, pulses, first appeared in this region towards the 14th century. With its introduction, khichuri (a preparation made from rice and lentils) also became popular in Bengal (Bangladesh Asiatic Society, 2010).

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The Portuguese arrived in Bengal in 1517. At that time this was a rich land, known worldwide for its rice, cotton and muslin. It was also a trade center for spices. The Portuguese called Chittagong port 'Porto Grande' and built a number of forts to protect 'Bangella'. They settled in places like 'Firingi Bazar' in Dhaka (Sen, 1997).

The Portuguese never ruled Bengal. They came with two objectives in mind, the conversion of the local population to Christianity and trading. They also became infamous for their acts of piracy. Nevertheless, they greatly influenced the cuisine of Bengal with their own style of cookery. They introduced potato, tomato, chili, papaya and guava to the region. They were famous as bakers and pao-ruti (bread) came to Bengal through them. Local Moghs (a semi-tribal Buddhist community) who served as cooks aboard the Portuguese ships picked up cooking skills from the Europeans and later earned fame as bakers and confectioners. Bengal was already famous for its sweet dishes which were based on milk and sugar. The Portuguese brought in the practice of making ricotta cheese (chhana), which became instrumental in making sweets like roshmolai and shondesh (Sen, 1997 and Rahim, 2014).

The Mughals replaced the first rulers of Turkish origin between the 16th and 18th centuries. It was during the time of the Mughals that the Mughlai (Moglai) cuisine became popular in Dhaka. The main component of Mughlai dishes was beef with rich sauces. Mughal cooking did not use mustard oil, which was pivotal in Bengali dishes. As such, a shift from the tradition took place (Government of West Bengal, 2016).

**Bakarkhani**

A very famous food item of this period is the Bakarkhani (a type of layered bread). It is supposedly named after the star-crossed lovers, Aga Bakar the commander of military forces in the Chittagong district during Nawab Shiraj-ud-Doula's reign and Khani Begum a dancer of Arambagh, Dhaka. Bakarkhani has found its way to Kashmir and parts of Pakistan from Bengal and are regularly consumed in those regions.

Source: (Bakarkhani, 2011)

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The Mughals were defeated by the British in 1757 and soon after left Bengal but their cooks stayed behind. They started selling their wares from food carts and found mutton or lamb to be more popular. This resulted in the creation of another trend: Mughlai food based on mutton (Government of West Bengal, 2016).

It is likely that the first restaurants appeared in this region during the British rule. There were restaurants in Calcutta (now Kolkata) in the 1830s which served not only Europeans but also local English-educated young people from rich families. The famous Bengali poet Michael Madhusudan Dutt was a regular customer. People like him used to frequent these establishments to taste taboo food or food unavailable at home, like beef, mutton and potato chops, chicken roast, prawn cutlet and the like. In addition to Anglo-European dishes the restaurants also served dishes like polao, kurma, biriyani, and kabab prepared by local Muslim chefs (Murshid, 2012 and Bangladesh Asiatic Society, 2010).

A good number of Chinese immigrated to Bengal towards the end of the 18th century. They mainly worked at Chittagong and Calcutta ports. Their descendants launched a number of Chinese restaurants. However, these establishments adopted the local taste to suit the needs. For example, hot chili, which is uncommon in ethnic Chinese dishes, was regularly used as was sweet corn (a common ingredient in Chinese cooking) in the dishes of Chinese restaurants. Also, pork which was extensively used in West Bengal was avoided in the predominantly Muslim East Pakistan<sup>3</sup> (Government of West Bengal, 2016).

Murshid (2012) quotes a government source of 1940 where it is said that the poor people of Bengal satisfy their daily calorie need mainly by consuming rice. However, a major change took place in the eating habits of the people in this region, during the Pakistan period (starting from the second half of the twentieth century), when the consumption of bread as a staple increased considerably.

After independence, the cuisine and food habits of the people of Bangladesh have undergone some major changes. One reason for the changes is industrialization leading to urbanization.

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<sup>3</sup> Bangladesh before independence

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According to Halder and Urey (2003) the growing size of the domestic labour force, especially with the inclusion of women in it, brought about socio-economic changes. For example, the demand for pre-processed food products has increased as people are spending less time at home cooking. The home consumption of food has also gone down as the populace is consuming less food at home and buying more from restaurants, canteens and food-carts near their workplaces. Millions of less well to do urban dwellers are relying on street food these days. Faruque et al. (2010) estimated that there are 200,000 street food vendors in Dhaka city alone selling a wide variety of products which includes cake, bon ruti, parata, dal vaje, singara, vegetable samucha, biscuit, tikka kabab, and cooked vegetables.

In his M. Phil thesis, Sarker (2010) suggested that the distinctive food of rural Bangladesh is gradually changing because of globalization. He finds that even in villages 'factory and shop based food items' are becoming more and more popular day by day because of the influence of cable TV, cellular phone, transportability and migration of the people on a mass scale. As an example, he pointed out that these days during 'Annaprashana' (ceremony for a baby's introduction to solid food) guests are treated to biriyani and soft drinks instead of the long-established fares.

However, the opposite scenario can also be seen. These days the Bengali New Year, Pahela Baishakh, is observed in a colorful manner in urban areas too. On the occasion people not only buy festive clothes but also fish and the price of especially Hilsa fish goes up, as the fish are customarily cooked and consumed on the occasion, often with watered rice. Even posh restaurants do booming business on the day selling traditional food items (Akter, 2010).

An important item on the food menu of Bengalis, pithas, which require time consuming hard work to prepare, were becoming scarce in urban areas, losing out to factory made cakes and pastries. However, pithas seem to be staging a comeback even in cities and towns through specialized shops and street corner vendors (Islam, 2012).

Globalization has spread the concept of 'fast food' the world over. The effect of fast food on the Bangladeshi cuisine has been substantial due to its convenience, quick delivery and taste,

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combined with the rise in spending power of the target group (students and young executives) (Tabassum & Rahman, 2012). Fast food is described as a meal that is sold through a restaurant (with sitting facilities) or store (for take-out/take-away only) which is partly prepared so that it can be served promptly (Harun, Ahmed, & Maniruzzaman, 2013)

The first western-style fast food outlets started operating in Bangladesh towards the 1990s (GAIN Report, 2013). The effect of globalization on the cuisine of Bangladesh is more pronounced in the urban areas. Zahid (2007) has found in a research that nearly 70% university, college and high school students, coming from wealthy families prefer eating fast foods like burger, sandwich, pizza, fried chicken, French fries, hotdog and pastries to traditional foods. The research of Bipasha and Goon (2013) reveal that 98.5% students of private universities preferred fast-food and consumed it every day. The findings of Saha et al. (2011 – 2012) support this evidence. They found that 92.70% school students coming from well-off families eat fast foods 1 to 3 times every week.

According to Tinni (2012) improvement of financial situation and alteration of taste of restaurant goers since 2000 has resulted in an escalation of the number of restaurants in the country. Due to popular demand restaurateurs are also offering a large choice of cuisines to customers. In addition to local Bangladeshi food, Japanese, Indian, Mexican, Italian, Vietnamese, Thai, Chinese, Korean and other cuisines are quite popular among diners in Bangladesh.

As mentioned earlier, the cuisine of Bangladesh has also been influenced by religion. Islam (88% of the population) and Hinduism (10% of the population) are the two major religions of the country (BBS 2016). It is unusual to find diehard vegetarians in Bangladesh as even Hindu Brahmins of the region eat fish, chicken and mutton (Misra, 2011). However, Hindus do not consume beef as they consider the cow to be sacred (Kwon & Tamang, 2015). An interesting feature among the Hindus in Bangladesh is their practice of service à la russe (service in the Russian) style of dining, where food is served course-wise rather than all at once (Ponram, 2014). The meal usually starts with bitter vegetables or herbs and ends with sweets.

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Consuming halal food is mandatory for Muslims. As such, any dish containing pork or alcohol is strictly prohibited (Kwon & Tamang, 2015), as is the meat of any animal or bird that has not been butchered according to Islamic laws. In fact, pork and alcohol are nearly non-existent in Bangladesh (Hossain et al. 2011; The Daily Star 2017).

Ramadan is a month of fasting for Muslims all over the world. In Bangladesh people share a common meal after sunset with family members and relatives. Bread-winners strive to place delicacies on the iftar table. To meet this need food stalls selling Iftar items crop up all over the country. In Dhaka City almost all neighbourhoods become an open buffet prior to iftar. While some stalls sell just muri (puffed rice), Beguni (fried eggplant fritters), Piaju (onion lentil fritter), Alur Chop (potato fritters), etc. 5-star restaurants offer combined iftar and dinner buffets. In Dhaka, Chawkbazar hosts the largest iftar market. Food items sold here include mutton roast, pigeon and duck roast, assortment of Kebab and Chap, 'Daibarha' (a special delicacy made of yogurt), Faluda, Firni and Shahi Jilabis each weighing a kilogram. (Talukder, 2015; Gulf Times, 2013).

The selling of iftar items in Dhaka is not a new practice. In his book, 'Dhaka Panchas Baras Pahle' (Dhaka Fifty Years Ago), which was published in 1949 and written in the Urdu language, Hakim Habibur Rahman wrote that by the end of the 18<sup>th</sup> century different types of pitha used to be sold at the Chawk during Ramadan. People also used to buy Namak paare (a pastry like crunchy snack), sheermal (a saffron-flavored traditional flatbread) and other items from Allauddin, a migrant from Lucknow.

Another trend which has been gaining popularity over the last few years is eating out during Sehri. Restaurants in Dhaka like Gloria Jeans, Nando's, Chaap Shamlao, Star Kebab, Hotel Al Razzak, Platinum Suites and Residence, Chittagong Express, Choi Jhal Premium Sweets and Pizza Inn offer a wide range of dishes, from local food to Thai, Chinese and Indian cuisine (Hossain, 2015). In 2014 a two-day long convention named 'Coca Cola Dhaka Sehri nights' was arranged in which around fifteen cafés peddled their wares. There was something for everybody at the meet. For those who do not enjoy biriyani (Nanna, Hanif) or Tehari

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(Monbhojon), there were burgers (Live Kitchen) or donuts (Chewy Junior) (Mahmud, Event: A night for Sehri, 2015)

People of Bangladesh have not only adopted food habits from other cultures, but have also ‘exported’ their cuisine to different countries. In April 2001, the Foreign Secretary of Britain, Robin Cook declared “Chicken Tikka Massala” to be Britain’s ‘true national dish’ (Buettner, 2008). Though debatable, there is evidence to suggest that the Anglicized version of the dish (its sauce) was concocted by a Bangladeshi chef (Grove & Grove, Is it or isn’t it (the Chicken Masala Story), 2008; Factfile on Nation's Favourite Dish, 2004).

These days Bangladeshi restaurateurs and chefs are active all over the world from Australia to the Middle East and from Japan to the USA. There was a time when Bangladeshi eateries would masquerade as Indian restaurants but now they are proudly revealing their true identity. Bangladeshi restaurants are admirably serving traditional Bengali cuisine like Hilsa with mustard sauce, shutki (dried fish) Bhorta and Kala Bhuna Mangsho (dark meat curry) not only to Non-resident-Bangladeshis (NRBs) but to food connoisseurs from all around the world.

However, all said and done, the people of Bangladesh have still remained ‘Maache Bhate Bangali’. According to Sen (1997), in the 9th and 10th centuries more than 40 types of rice grew in Bengal, which were of better quality than the varieties cultivated in Europe. Till now, Bangladeshi scientists have developed more than 7,000 varieties of rice appropriate for growing in the local environment. The production of rice which was just 6.7 million tons in 1947-48 (Farruk, 1972) has risen to nearly 35 million tons in 2013-14 (Bangladesh Rice Research Institute, 2016). Bangladesh is also the fourth largest inland freshwater fish producer (FAO, 2012) and at present around a thousand types of fish is found in the country (Valbo-Jørgensen & Thompson, 2007; Bangladesh News, 2008). As such, it is not surprising that the cuisine of Bangladesh has retained its own characteristics for more than a thousand years at the same time adopting the best from the cultures it has come in contact with to become truly unique.

## Chapter Five: Popular Cuisines from Around the World

In this age of globalization, local cuisines have burst out from their geographic boundaries. A number of cuisines are well known the world over. Even in 1986, Denver, USA boasted of over 2000 restaurants serving Italian, French, Chinese (Shanghai, Canton, Szechwan, Peking, and Hunan), Mexican, Indian and of course, the local cuisine (American Water Works Association, 1986). No doubt, a larger variety of ethnic foods are available in the restaurants of Dhaka city today.

A number of surveys are conducted regularly to determine the most popular cuisines of the world. Both usnews.com and rankers.com list Italian food as the most popular in the world. Spanish, French, Indian, Greek and Thai cuisines have also made a place in the top ten of both the lists.

Table: 4 – Popular Cuisines of the World

Rank	Source	
	ranker.com	usnews.com
1.	Italy	Italy
2.	France	Spain
3.	India	France
4.	Spain	Mexico
5.	Japan	Greece
6.	Greece	Thailand
7.	Mexico	Portugal
8.	China	India
9.	Thailand	Argentina
10.	Germany	Turkey

Retrieved on: 17-May-2017 from: <http://www.ranker.com/list/countries-with-the-best-food/ranker-travel> and <https://www.usnews.com/news/best-countries/articles/2016-04-15/the-10-countries-with-the-best-food-ranked-by-perception>



The brief descriptions of a number of national cuisines are given below:

### **5.1 Cucina Italiana (Italian Cuisine)**

In their writings, primeval Italian authors have mentioned sausages from Lucania, ham from Marsica, eels from the strait of Messina, shellfish from the sea of Misena, Cheese from the Vestini hills, Luni and Liguria, bread from Piceno and vegetables from Norcia, Marsi, Pompeii, Sicily and Cuma (Capatti and Montanari, 2003). The list is inexhaustible. This indicates two things. Firstly, Italian cuisine originated in ancient times and secondly, it is regionally diverse.

Italian cuisine is renowned for using fresh, humble ingredients to create simple but excellent dishes. The impoverished common people of Italy, in earlier times, developed this cuisine by utilizing just three or four seasonal products per dish. The products were thus highlighted (Schinkel, 2013).

As mentioned earlier, Italian cuisine has different variations based on the region it comes from. For example Lombardy is renowned for its risotto, a rice dish. Venice with all its canals is not only famous for its fish but also for its sweet dish, the tiramisu. The island of Sicily is also famed for its fishes. Their cuisines, especially its desserts have been influenced by the Arabs. It includes cannoli and granite. Parmesan cheese obviously, came from Parma, as did various types of pastas (Schinkel, 2013).

In 2010, the sale of pasta in the world market stood at US\$10 billion. Surveys reveal that this Italian delicacy is one of the most popular food items in the world today (McClatchey, 2011). In his book Marchetti (2011) mentions sixty shapes of pasta. Some of the more popular versions are Fettuccine, Lasagne, Linguini, Cannelloni, Maccheroni, Penne, Ravioli and Spaghetti.

Another Italian food which has obtained world fame is the pizza. Initially a food from Naples, consumed by peasants for all meals, pizza was flat bread topped with whatever was available, lard, tomatoes, fish, cheese, etc. (Helstosky, 2008). In 2010, Pizza Napoletana was granted a Traditional Specialities Guaranteed (TSGs) status by the European Commission thus identifying it as one of “Europe’s most prized culinary delights” (INTA Bulletin, 1 April 2010).

These days’ innumerable varieties of pizza are available globally. Not only are exotic types of toppings (like Gouda Cheese and hard boiled eggs) being used, pizza are available with thin crust, thick crust, stuffed crust, gluten-free crust, etc. (Turim, 2012).

## **5.2 Indian Cuisine**

Indian cuisine is known for its antiquity, spiciness and diversity.

It can be traced back to the Indus Valley civilization which prospered around 2500 BC. There is evidence to suggest that people of that era consumed wheat, barley, turmeric, beef, mutton, sea and river fishes and of course chicken, the fowl originating from South Asia and now devoured all over the world. Around 1700 BC the Aryans conquered India. They were agrarian in character and rice became the staple of India under them (Achaya,, 2003). Aryans also considered food to be a component of the “moral cosmic cycle” and divided food into cereals, vegetables, fruits, spices, milk products, meat, etc. A long time after the Aryan conquests the Mughals occupied India around 1526. Their influence on Indian cuisine was the greatest. Mughal food is known for its richness. Coconut, milk, dried fruits and nuts (like Cashew nuts) and other spices are commonly used to make creamy sauces for chicken afghani. Tikkas, kebabs, kormas, pasandas, biryanis are few of the multitudes of dishes originating from the mughals (Sahuliyar, 2008).

Indian cuisine is spicy but that does not mean that it is hot. The use of immeasurable number of spices makes each Indian dish unique (Dubey, 2011). The range of spices used in India

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includes the hottest chilli in the world, the 'Bhut Jolokia' (Purkayastha et al. 2012) as well as the most expensive spice, saffron (Dubey, 2011).

Indian cuisine is also diverse. India is a land of many religions with different food habits. According to the Registrar General of India (2014) many (around 30% of the entire population) Hindus, are vegetarian and even those who are not, do not eat beef. Also, Muslims do not consume pork, while it is taboo for Jains to eat garlic and some of them do not eat underground vegetables. Fasting is a common practice for both Hindus and Muslims. Special foods are often consumed prior to and after the fast. The Indian cuisine caters to all these idiosyncrasies.

The diversity of the Indian cuisine is also due to regionality. The different food regions of India may be categorized as North India, South India, East & North-east India and West India.

North Indian Cuisine: Awadhi, Punjabi, Kashmiri and other cuisines make up North Indian food.

Awadhi cuisine is greatly influenced by the Mughal style. Originating from Lucknow, the capital of Uttar Pradesh it is similar to Bhojpuri cuisine. Kebabs, parathas, biriyani, kormas are famous Awadhi dishes.

The world famous chicken tikka and tandoori chicken are famed Punjabi dishes.

Kashmir is renowned for its feasts, locally known as Wazwan. The people of Kashmir consume considerable quantities of meat and fish. Yogurts are also very popular. The Rogun Josh, a lamb dish is extremely well known Kashmiri dish.

South Indian Cuisine: The food from Karnataka, Kerala, Tamil Nadu, Hyderabad, etc. constitute South Indian cuisine. It is known for the uses of spices, especially chilli, coconut and tamarind. Idli, vada, dosa, upma, sambar and rasam are well known South Indian dishes. The use of chutneys and pickles are also well-spread.

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In addition to its well-liked vegetarian food South India can also boast of a number of non-vegetarian dishes. The Hyderabadi Biryani is one such dish. Both sea fishes and fresh water fishes are available in the Southern Indian states. As such, fish, crab, mussels and prawns dishes are readily available. Chicken, mutton and pork are used for meat items.

East & North-east Indian Cuisine: Assamese, Bengali, Meghalayan, Manipuri, Naga, Odia, Sikkimese, Tripuri, etc. make up the cuisine of East & North-east Indian.

Bengalis are known for their love of food. They are often identified as rice and fish eaters. In their cooking, the use of mustard oil is popular. They are also known for their desserts. Curds are well loved, as are different items made of cottage cheese. These include Chomchom, Rossogolla, Roshmalai and Shondesh. In winter various types of pithas made with molasses or date palm/sugarcane jiggery are prepared and consumed.

West Indian Cuisine: Goa, Gujarat, Maharashtra, etc. are the western states of India. The food from these states as well as Parsi and Sindhi food makes up the West Indian cuisine.

The proximity of the sea results in fishes and coconuts being widely used in Marathi (Maharashtrian) cooking. Cashew nuts, peanuts and peanut oil are important cooking items. A large number of Marathis are vegetarians. This has influenced their cuisine.

The cuisine of Goa is somewhat unique. It has been influenced by the Portuguese, Christians and Hindus. The use of seafood (prawns, lobster, crabs, kingfish, pomfrets), meat (Pork, Lamb and Chicken) and the readily available coconut is common in Goan cooking. Most dishes are characteristically hot (spicy) and sour in taste. The vindallu is a Goan dish that has become world famous. It is a spicy meat (usually pork, chicken or lamb) dish. Its name has most likely originated from the Portuguese 'vinho e alho' which translates to garlic and wine.

Due to their same ancestry a number of dishes are common to both Bangladesh and India. While the dishes of Bangladesh and West Bengal of India are nearly identical in nature, Mughal and Awadhi dishes, like pilaf, korma, paratha, sheek kebab and biriyani are widespread in Bangladesh. For the purpose of this research, these common dishes have been

considered to be part of the Bangladeshi cuisine. On the other hand, dishes like rogun josh, idli, dosa, sambar and vindallu which are atypical in Bangladesh will be considered as Indian dishes (Achaya, 2003), (Dubey, 2011).

### **5.3 Cocina Mexicana (Mexican Cuisine)**

In 2010, the Intergovernmental Committee of the United Nations Educational, Scientific and Cultural Organization (UNESCO) inscribed (Meeting - 5.COM Nairobi, 2010) traditional Mexican cuisine on the 'Representative List of the Intangible Cultural Heritage of Humanity'. In it, traditional Mexican cuisine had been described as “a comprehensive cultural model comprising farming, ritual practices, age-old skills, culinary techniques and ancestral community customs and manners. It is made possible by collective participation in the entire traditional food chain: from planting and harvesting to cooking and eating. The basis of the system is founded on corn, beans and chili; unique farming methods such as milpas (rotating swidden fields of corn and other crops) and chinampas (man-made farming islets in lake areas); cooking processes such as nixtamalization (lime-hulling maize, which increases its nutritional value); and singular utensils including grinding stones and stone mortars. Native ingredients such as varieties of tomatoes, squashes, avocados, cocoa and vanilla augment the basic staples. Mexican cuisine is elaborate and symbol-laden, with everyday tortillas and tamales, both made of corn, forming an integral part of Day of the Dead offerings” (UNESCO, 2010).

In addition to the items mentioned above pre-European Mexicans also consumed fruits, like pineapples and papayas and the modern world's favorite food chocolate. The Europeans introduced spices and herbs to them, which included cinnamon, black pepper, thyme and bay leaf. Wheat, onions and meat (beef, chicken and pork) also became popular after the Spanish conquest (Schinkel, 2013).

However, a truly national cuisine of Mexico was not created before 1940. Prior to that, the Europeans and natives were divided, both economically and culturally. While the European

consumed wheat bread, the locals preferred corn tortillas. Unification of the two societies led to the acceptance of food items like tacos and tamales as the national cuisine of Mexico. The different regions of Mexico also left their marks in the national cuisine (Pilcher, 2008).

Today, Mexican dishes like quesadillas, nachos, burritos, fajitas, tacos, Enchiladas and Chimachangas are available all over the world, including Bangladesh. Mexican cuisine is one of the three most popular foods in the world today. However, some researchers argue that what has been McDonalized as Mexican food is really Tex-mex, a fusion of US and Mexican cuisines (Pilcher, 2008). However, it should be remembered that, quite often, national cuisines go through change during globalizations. Hamburgers and pizzas are examples of such alterations. As such, the dishes mentioned above and others which originated in Mexico will be considered Mexican cuisine in this research.

#### **5.4 Washoku (Traditional Japanese Cuisine)**

Slices of raw fish or seafood (like octopus or shrimp) on a bed of sticky rice, taken with spicy wasabi (a type of horse radish), salty soy sauce or sour pickled ginger. As strange it may sound, this Japanese dish, the sushi, is extremely popular the world over.

Japanese culture is one of the most homogeneous in the world. As such, its food is not affected by regionalism. On the other hand, freshness and traditional presentation of the food are two important aspects of Japanese cuisine. This is evident from the creation of the bento box for out-of-home meals. Bento box are packed with reasonable portions of several food items. Informal meals may consist of one-dish only of fish, meat or tofu with vegetables and rice. However, during formal meals in Japan, large amounts of any one item are not consumed. Instead small portions of several balanced dishes are served in a fixed sequence (Schinkel, 2013).

Present day Japan consists of more than 6000 islands. Its culture evolved since pre-historic times as did its cuisine. An eighteenth century cookbook written by Shōsekiken Sōken shows

crane, skylark, swan and gray heron meat being used in Japanese cooking (Rath, 2010). Though these odd items are not in vogue these days, Japanese cuisine can still be called unique. Being an island nation the cuisine is influenced by the products of the sea. Fish, seafood and even seaweeds play prominent parts in Japanese cooking. Rice is the most important staple, though noodles are also popular. Two common types of noodles are Udon - made from wheat flour and Soba - made from buckwheat flour (Schinkel, 2013).

Some other well-known Japanese dishes are sashimi – thinly sliced very fresh raw fish or shellfish, miso soup, pickled vegetables and tempura - seafood and vegetables deep-fried in a light, batter. Traditionally meat was not a part of Japanese cuisine, mainly due to the practice of Buddhism (Ishige, 2001). However, the washoku cuisine of Japan which has been designated as an Intangible Cultural Heritage, by UNESCO includes meat dishes. Japan's teriyaki style of cooking meat has earned immense fame.

### **5.5 The Cuisine of Thailand**

Thai cuisine is renowned for highlighting four flavors: sweet, sour, spicy, and creamy. It is considered to have high 'nutritional values'. Thai cuisine is also characterized by the use of fresh ingredients and beautiful presentation. (Sukalakamala and Boyce, 2007).

Like most cuisines, present day Thai food is also a merger of native culinary traditions and ethnic foods. It has been shaped by Indian curries, Chinese fish sauce, Portuguese chilies and lime and other foreign ingredients and cooking styles (Sunanta, 2005).

Though the globalization of Thai cuisine has commenced some sixty years ago (Sunanta, 2005) a survey conducted by CNN, among its readers in 2011, revealed that among out of fifty of the most popular dishes in the world seven were from Thailand (Cheung, 2011). The dishes include tom yam goong (a shrimp dish which is sour, salty, spicy and sweet), pad thai (fried-noodle with tamarind paste), som tam (papaya salad) and moo nam tok (grilled pork with lemon juice, green onions, chili, fish sauce, etc.) (Cheung, 2011).

## 5.6 Chinese Cuisine

Chinese cuisine can be traced back to the Qin Dynasty (221-207 BC), from where there are records of dry-cured, Anfu ham of the Jiangxi Province (Isacs, 2014). Noodles, buns and dumplings made from wheat as well as soy sauce and bean curds were consumed during the Han dynasty which ended in 220 AD (Chang, 1977). Chinese cuisine has been influenced by foreign foods; prosperous Chinese families used Indonesian spices even as early as the fifth century and mutton was most likely incorporated to it from the Uygur Muslims. In spite of this, the main characteristic of this cuisine is that it is one of the most globalized foods in the world. Chinese food is available in almost all major cities of the world (Wu and Cheung, 2002).

A number of researchers agree that there is nothing known as pure Chinese cuisine. The diversity of the Chinese landscape is the reason behind this. China can be divided into a number of regions, like the dry farmlands of North China, cold North-eastern China and the dessert-like Central Asia. Each region has its own style of food (Roberts, 2002 and Anderson, 1988).

China is said to have eight different styles of cooking. These are Anhui, Guangdong (Cantonese), Fujian, Hunan, Jiangsu, Shandong, Szechuan (Sichuan) and Zhejiang. Out of these Cantonese, Jiangsu, Shandong and Sichuan are more popular.

The Cantonese cuisine is most popular in the western world. Light and fresh (less spicy and not greasy) it includes the famous dish dim sum and the infamous shark's fin soup.

The cuisine from Jiangsu province of China is known for its soft texture and visual appeal. Seafood is widely used in this cooking as is duck meat. An example of Jiangsu cuisine is the sweet and sour mandarin fish.

The Shandong province of China is known for its fresh, tender and crisp food. The royal families of China preferred this cuisine. Carp, scallops, clams, squid, abalone, trepang and



other seafood are commonly used in Shandong cuisine. A wide range of soups (from clear to thick and flavored) are also available in this cuisine.

The spiciest food of China comes from the Sichuan province. In addition to ‘hot’ spices like garlic, chili oil, black and brown peppers and ginger aromatic spices like star anise, fresh coriander, cinnamon, cloves and fennel are also found in this food. Hot and sour soup and Kung Pao chicken are two examples of Sichuan dishes (Schinkel, 2013).

Another aspect of Chinese cuisine is that it is modified to meet the local taste wherever it is consumed (Roberts, 2002). This has resulted in the creation of dishes like chop suey in the USA, ramen in Japan and in batchoy in the Philippines.

### **5.7 Cuisine of the United States of America**

The United States of America is known as a melting-pot of culture. It is thus logical that its food will be an amalgamation of various cuisines. In fact, the cuisine of the United States blends together the cooking styles of Native American, black slaves, British, French, Spanish, Mexican, Italian and others.

In 2014, sale of jerky reached nearly \$1.5 billion, in the USA (Ferdman, 2015). Originating from the Quechua (Inca) word *ch'arki* meaning "dried flesh" the jerky is a type of dried meat (Dictionary.com, 2016). Similarly, frybread, a Navajo symbol (Miller, 2008), cornbread and hominy (another dish made from corn/maize) are “gifts from Native Americans” to the cuisine of the USA (Marshall, 2009).

Early US cuisine was influenced by British food. The apple pie is a famed food of the USA, as evident from the phrase “as American as apple pie.” Yet apple trees were imported to the Americas from Britain by the early settlers. On the other hand tomatoes and potatoes, which were discovered in the Americas by the pioneers, were not popular amongst them till they were accepted in Britain. As in the land they had left behind, the Anglo-American settlers

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preferred roasted, boiled and even fried meat, rather than stews. However, connoisseurs were extremely critical of these foods; they considered it to be ‘abundant’ but ‘disastrous’ (Levenstien, 2003) and (Freedman, 2011).

The influence of French cuisine on the cuisine of the USA is evident from the ever popular Cajun food. The Cajun are descendants of French Catholics who were exiled from Canada by the British. They settled in southern Louisiana’s fertile swamplands. Their foods are typically spicy and ingredients used include crawfish, sausages and rice (Encyclopædia Britannica, 2017) and (Beriss, 2010).

The Creole on the other hand, are people of Spanish and West Indian origin. The Creole cuisine uses ingredients like bell pepper, onion, celery, red beans, rice and seafood (crabs, crawfish, oysters, shrimp, red fish, pompano, flounder), as well as roast beef and sausages to create culinary masterpieces (Encyclopædia Britannica, 2017) and (Beriss, 2010).

Soul food is defined as the cuisine of the African-American people which originated from the rural south of the United States of America. In 1863 the civil war brought freedom for the slaves. Whereas previously they had to live on meagre rations provided by their masters, after liberation they expanded their cooking style and came up with a cuisine which is still popular, not only in the United States, but the world over (Encyclopædia Britannica, 2017). The food includes gumbo, a dish made from orka (the word gumbo has been derived from the Bantu word for okra - ki ngombo) (Hicks, 2014) and (Southern) Fried Chicken (Sumnu and Sahin, 2008; Rice and Katz-Hyman, 2010).

The blend which is the cuisine of the USA causes Lucy M. Long, Phd, Director and Founder of the independent non-profit organization - Center for Food and Culture, to question “does an American cuisine exist?” (Long, 2013). Writing for CNN Travel, Dana Joseph (2015) however, identified 50 dishes as “American Food.” These include:

Hamburgers - Though the origins of the hamburger are uncertain, its various improvements came about in the USA. These days’ gourmet burgers are available with grass-fed, hormone-free beef, containing unique ingredients like quail egg, sauteed foie gras,

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shaved truffle, pickled beets, etc. (Cadwell, 2014). US chains are also instrumental in popularizing this dish throughout the world. In 2013 McDonald's had nearly 35,000 restaurants in more than 100 countries (Chalabi and Burn-Murdoch, 2013) while in 2014, Burger King had over 13,000 branches in 97 countries (bk.com, 2014).

The USA is also credited with creating the ever popular cheese burger. According to the Encyclopedia of Louisville (2015) the first cheese burger was produced in a restaurant named 'Kaelin's' in Louisville, Kentucky as early as 1934.

Hot Dogs – The first hot dog may have been invented in 1901 in New York. It gained fame as a stadium snack (Collins, 1985).

Fried Chicken – It is likely that this dish originated from Scotland but the well-liked southern version, with seasonings, was created by black slaves (Sumnu and Sahin, 2008).

Buffalo wings which are in reality chicken wings usually deep-fried then served in a sauce, were also invented in the USA. They got their name from their place of origin, Buffalo, New York (Harmon, 1998).

US restaurant chains like Kentucky Fried Chicken and Popeyes Louisiana Kitchen, Inc. have played important parts in popularizing fried chicken the world over. (Dana, 1999) and (Popeyes Louisiana Kitchen Inc., 2013).

Clam Chowder – The cuisine of the United States of America has been enriched by various types of clam chowders like the New England clam chowder, Manhattan clam chowder and Rhode Island clam chowder (Fabricant 1986).

These items were considered to be food from the USA for the purview of this research. Though Mexican food like tacos and burritos, Italian food like pizza and Chinese food chop suey are very popular in the USA they must still be considered ethnic in America.

## **Chapter Six: Contributions of Bangladeshi Restaurants at Home and Abroad**

The ancient Roman city of Pompeii was destroyed by an eruption of Mount Vesuvius in 79 AD. When it was excavated hundreds of years later around 150 different long, bar-like restaurants (called thermopolia) were discovered among the ruins. It is assumed that the majority of the inhabitants went out to eat rather than cooking for themselves (Butler, 2012).

In ancient times, the need for restaurants arose in the Roman Empire and China when artisans and farmers started to bring their products to the town markets. Often they travelled for days at a time. The roadside inns where meals were served at a common table were the only places for them to satisfy their hunger (The Food Timeline, 2016).

Restaurants in their present form first appeared in France after the French Revolution. The word restaurant came from the French word 'restaurer' which means to restore. Restaurants were meant to 'restore a person's strength'. Modern food service is a product of the Industrial Revolution, designed to serve working people with simple, inexpensive food (The Food Timeline, 2016).

Fox (2014) also credits the French and the industrial revolution for creating modern civilization's habit of eating in restaurants for pleasure. He points out that many terms associated with eating out are of French origin. These include hotel, restaurant, cafe, menu and chef. According to him, what initially was a habit of the rich and upper middle class in society was later adopted by others with the advancement of technology, increased prosperity and rise of overemployment which has left people with less time and desire to cook at home.

The Merriam-Webster online dictionary (2015) defines restaurant as 'a business establishment where meals or refreshments may be purchased'. The Food and Drug Administration (FDA) of the United States Government (Code of Federal Regulations Title 21) identify restaurants as concerns that vend food directly to patrons for instant consumption.

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A publication of the Bharathiar University (2008) states that restaurants are retail concerns which provide ready to eat food to customer for consumption at the site or for taking away. According to them, restaurants may also be a component of residential hotels that serve food to in-house guests and (to increase profits) to outsiders. Restaurants may also offer food delivery services. The university document classifies restaurants into quick service (limited menu, fast preparation, maybe self-service and take-out), mid-scale (full meal, medium price/good value, maybe buffet/self-service) and upscale (full service, quality cuisine, high price, great ambience).

The Bangladesh Hotels and Restaurants Ordinance, 1982 (Ordinance No. LII of 1982) defines a restaurant as ‘a public eating house providing standard and variety of cuisines on monetary consideration to customers which conforms to the minimum prescribed criteria having seating arrangements for thirty persons and above.’ This will be considered the working definition for this research.

According to the Bangladesh Bureau of Statistics in 2001 - 2003 there were 40,258 permanent restaurants and non-residential hotels in Bangladesh employing 215,068 workers. Since the population of the country has increased approximately by 13% to 157 million in 2014 from 139 million in 2003 it may be assumed that the number of restaurants have increased too. The industry has shown a steady growth over the years (Bangladesh Economic Review 2012).

Table 5: Hotel and Restaurant Sector in the National Economy at Constant Prices, 2005-06 to 2012-13\*

Fiscal year (July/June)	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12*
Contribution to GDP, Crore Taka	2853	3289	3889	4460	5150	5998	7178
Growth Rate, % per annum	7.45	7.52	7.55	7.58	7.61	7.55	7.60
Contribution to GDP, %	0.69	0.69	0.70	0.71	0.72	0.73	0.74

\*Provisional

Source: Bangladesh Economic Review 2012

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In Bangladesh, it is most likely that, 'Katrass' are the predecessors to inns/hotels/restaurants. The word 'katra' has probably been derived from the Arabic 'katara' which stands for a building with arches. In many cases, the arched gateways would allow entrance to courtyard with rooms on all sides. A number of Katras were known to exist during the Mughal period, along the trade routes, which contained sleeping quarters, kitchen, dining space, lavatories, mosque, etc. to comfort travelers and also provide shelter for their animals.

The Bara Katra, in the old part of Dhaka, besides the Buriganga, is a perfect example of this type of structure. It was constructed in 1643/1644. Parts of it and the Chota Katra (the two are approximately 200 yards apart) still remain. However, other Katras like Mukim Katra, Bakshi Bazar Katra, Mughaltuli Katra, Maya Katra, Nawab Katra, Nazir Katra, Rahmatganj Katra, Caravan Serai and Badamtali Katra, etc. have disappeared (Waiz and Begum 2012).

A number of restaurants appeared in Bengal during the British rule. Some of the restaurants launched during this era are still functioning. These include Flurys a confectionery established in Kolkata in 1927 (Dandoo, 2013), Haji's Biryani a well-known brand in Dhaka (operational since 1939) and Beauty Lassi and Faluda which has been quenching the thirst of Dhakaites<sup>4</sup> for more than ninety years (Mahmud, 2014). Thereafter, in the 19th century a considerable number of restaurants started operating in Islampur and Banglabazar areas of Dhaka mainly to meet the demand of people who came to the city on business. These restaurants used to serve rice and fish, meat and polao, biriyani, etc. (Bangladesh Asiatic Society, 2010).

Around the same time more than one hundred floating restaurant, some of them two stories high, were operating on the Buriganga River, around Sadarghat, Soarighat and Wiseghat. These included the Buriganga Hindu Hotel, Barisal Hindu Hotel, Sri Durga Hotel, etc. It may be noted here that due to the communal discord created by the British rulers between Hindus and Muslims the two communities had their own restaurants, offering different types of cuisine (Rahman, 2016).

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<sup>4</sup> People of Dhaka City

### **From the Era of the British Raj**

#### Haji's Biryani

70, Kazi Alaudin Road is well known among connoisseurs of biryani in Dhaka. It was from this location that Haji Mohammad Hossain started catering his mouth-watering produce in 1939. The small shop is still the flagship of what is popularly known as Haji's Biryani. The restaurant is presently run by Haji Mohammad Shahed Hossain, the son of the founder, who in spite of expanding the business still maintains old traditions. For example, in addition to plastic packages the biryani may be taken away in baskets made from jackfruit leaves. Prepared with long-grained rice, small pieces of mutton and mustard oil and taken just with a few drops of lemon juice and maybe a green chili or two it is an experience to remember.

#### Beauty Lassi and Faluda

Lassi, faluda and lebur shorbot (lemonade) are the main items in the menu of the small shop at 30/A Johnson Road. One of the oldest shops in Dhaka, Beauty Lassi has attracted customers for nearly a century with its sweet concoctions and cheap prices. The café, which does not have any branch, sells puri and beef bhuna in summer.

Source: (Nova, 2014) and (Mahmud, 2014)

A good number of Chinese immigrated to Bengal towards the end of the 18th century. Their descendants launched a few Chinese restaurants. These establishments adopted the local taste to suit the needs (Government of West Bengal, 2016). The first Chinese Restaurant of Dhaka, located at Segun Bagicha, was the Café China (Jamil, 2013).

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During the East Pakistan Period (1947 to 1971) capital Dhaka could boast of a number of classy restaurants. These included Rex, Kasbah and La Sani. All were located around the Gulistan Building. Rex served Paratha, Kebab, butter toast and other mouth-watering dishes.

Other reputable restaurants of that period were Hotel Shahbagh, Hotel Green, Gulistan Restaurant, Chu Chin Chow Restaurant, Miranda Bar, Deccan Hotel, etc.

Salimabad Restaurant attracted people of lesser means. They served rice, curry and dal for only 6 Anna (less than half of a Rupee). Capital restaurant was famous for its Mughlai Paratha; Delhi Muslim Restaurant targeted people who had work at the court building.

Pakistan Hotel at Chawk Bazar would be open for business during breakfast, lunch and dinner. The breakfast menu consisted of nan ruti, nehari, puri, doi bundia, yoghurt, bhaji, kala jabun, etc. For lunch and dinner customers would be served with rice, biriyani, tehari, kachchi biriyani, morog polao, fish (Hilsha) curry, mutton or chicken (Jamil, 2013).

Launched in 1952, Segunbagicha's Chittagong Restaurant is still continuing its business of nourishing customers. Its menu consists of biriyani, tehari, plain rice, vegetables, beef, mutton, chicken, eggs, nan ruti, puri, peyajoo, smashed potato, etc. (Life & Style Desk, 2015).

Sainu Pahelwan's morog polao and Paglar Glassie / Glazzy (an Anglo-Indian Mutton preparation) at Islampur Road were well known for their special tastes.

Savar Boarding and Shankar Boarding both located at Wiseghat were meeting places of intellectuals, poets and authors. Fish cutlet was the signature dish at Shankar Boarding.

Sitaram Mistanna Bhandar and Kalachand Gondhobonik, sold sweetmeats from shops located opposite Ahsan Manzil. Alauddin Haluwai (the predecessor of Alauddin Sweetmeat today) vended puri, jilapi and halwas (Jamil, 2013).

The East Pakistan period also saw the rise of a number of specialized chefs. For example, Fakruddin Munshi, who had been trained by Muslim Miah a chef under the Nawabs of



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Murshidabad, started catering his famous biriyani in 1966. His sons had expanded their operation to Singapore, Australia, the UK and UAE by 2012. The most popular dish of Fakruddin's is the Kacchi Biriyani. It is cooked using a technique called 'Dumm' that can be traced back to the 16<sup>th</sup> century. Marinated meat, potato and aromatic rice are sealed inside a pot and left to cook slowly, in their own juices, over hot coal (Fakruddin Foods Ltd.).

Since independence from Pakistan in 1971, a number of local chefs/restaurants have obtained brand status in the country. In addition to Haji's Biriyani and Fakruddin Restaurant mentioned earlier these include, Haji Nanna Biriyani, Bashir's Kebab, Star Hotel & Kebab and Kasturi.

Kacchi biriyani, khashir tehari and rice pudding are a few of the dishes sold by Haji Nanna Mia since the early 80s. However, the flagship dish of his shop in Becharam Deuri is chicken pilaf.

In 1972, Chef Bashir Mia, opened his restaurant Bashir's Kebab. His guru had been trained in the kitchen of the Nawabs of Dhaka. The restaurant is now operated by his two sons; its menu includes shish kebab, chicken tikka, khiri kebab and gurda kebab (Mahmud, 2014).

Winner of the Daily Star Foodiez Choice Awards 2015 (type of cuisine: Bangladeshi), Star Hotel & Kebab serves a fusion of Muglai and orthodox 'Bangali' food. For example, their breakfast menu consists of paya (leg soup), nihari, chicken soup, spice liver curry, brain masala, vegetable, pulses, various meat dishes, eggs prepared in numerous ways, nan, poratha, bread, etc. Their milk tea deserves special mention. For lunch and dinner customers are offered different types of biriyanis and khichuries, kebabs, naan, poratha as well as rice and fish. Meals can be rounded off by a desert of faluda, Shahi tukra or firni in small earthen plates.

An important item in the cuisine of Bangladesh is 'Bhorta' (literally meaning smashed). Bhorta can be made from potatoes, shrimp, spinach, papaya, eggplant and many other items. 'Kasturi' a restaurant located in Purana Paltan of Dhaka has earned fame by focusing on the bhorta and other typical Bengali dishes. Kasturi's many fish dishes and even its 'daal'

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(pulses) are considered to be extraordinary. Kasturi which opened its doors in 1980 has been awarded the title of the Restaurant of the Year 2010, by Tommy Miah's International Chef of the Year Competition and Hospitality Excellence Award (Haider, 2014).

Yielding to McDonaldization<sup>5</sup> the first western-style fast food outlets started operating in Bangladesh towards the 1990s. Domestic entrepreneurs were involved with the initial endeavors. In 2003, Pizza Hut and in 2006, KFC both units of the global fast food brand Yum! started operating in the country in partnership with Transcom Foods Limited (GAIN Report, 2013). These days thousands of fast food outlets are selling their wares all over Bangladesh. Some popular names in this sector are Pizza Hut, KFC, Helvetia, Swiss, A&W, Western Grill, BFC, Chicken King, FFC, Shawrma House, Pizza Inn, etc. (Tabassum & Rahman, 2012).

It is mainly in the 21<sup>st</sup> century that the restaurant industry in Bangladesh started booming. Posh restaurants specializing in single cuisines started opening their doors to local customers who have the financial resources and palate to appreciate them. These restaurants include Izumi (Japanese), Sajna (Indian), El Toro (Mexican), Spaghetti Jazz (Italian), Le Saigon (Vietnamese), Lemon Grass (Thai), Mainland China (Chinese) and Arirang (Korean). Restaurants offering signature dishes have also appeared like Steakhouse for steak, Spitfire for Bar-B-Q and Fish and Co. for seafood. Internationally renowned chefs like Tommy Miah (Heritage) and Sanjeev Kapoor (Khazana) have also started operating in Bangladesh (Tinne, 2012).

Bangladeshi restaurateurs and chefs have also played a very important role in making 'Indian' dishes popular in the UK. Even in the 70s (Bangladesh became independent in 1971) more than 50% of the so called 'Indian' restaurants in the UK were owned and managed by Bangladeshis, especially from the Sylhet region (Grove and Grove, 2008). By 2004, 85% of the 9,500 'Indian' restaurants in the UK, employing over 72,000 personnel and having an annual turnover of some £2.3 billion, were actually owned by Bangladeshis (Carey, 2004).

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<sup>5</sup> The unification of consumer patterns and westernization of local cultures

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In an interview British-Bangladeshi restaurateur, Iqbal Wahhab owner of the high-end London restaurant 'Roasts', agreed that most Bangladeshi owned restaurants in the UK serve Indian food instead of catering Bangladeshi food (Saville, 2013). The reason may be that, at first specialized Indian restaurants had been opened in the UK targeting Indian aristocrats living there and the British populace who had lived in India. They were to be served 'Indianised British Food' (BBC News, 2005). It is most likely that Muglai and North Indian dishes fit this description better than conventional Bengali dishes. Later Bangladeshi restaurant owners just relied on the popular Anglicized favourites and thus sold Indian dishes (Khaleeli, 2012). However, these days a number of restaurants in the UK are offering pure Bengali food to their customers. For example, the menu of Nanna Biryani Restaurant of Romford Road, London, contains knifefish (Chital) cooked with herbs and onions, Hilsa with mustard seeds, Hilsa with Pineapple, Hilsa fry and several bhortas, like potato, eggplant, pulse (daal), fish (Taki) and dried fish (Shutki). They also offer typical Bengali cakes like Chittoi Pitha and Bhapa Pitha.

There are around 30 'Indian' restaurants between First and Second Avenue at East 82nd Street in New York City, USA. All of them are owned by Bangladeshis. In fact it is thought that 95% of all Indian restaurants in New York are owned by Bangladeshis, especially Sylheties. Most restaurant managers, cooks, waiters and busboys of Indian restaurants are also Bangladeshis. A number of reasons can be identified as to why Bangladeshi restaurants masquerade as Indians. The first reason is that, (in the 70's) the target group initially was Indians who had no place to eat. Secondly, India is more well-known than Bangladesh and thirdly the mystery surrounding India. The latter two factors are excellent for promoting the restaurants. A few of the Bangladeshi restaurants in NYC include Great India, Taj Mahal, Gandhi, Kohinoor, Nirvana, Sonargaow and Windows on India. They mainly offer Muglai and North Indian dishes (Crossette, 2000).

Pan fried Elish, Tangra (a small catfish) in a thin red curry, minnow-like kechki in a tomato and onion sauce, alu-palang (mildly spiced spinach mixed with potato), kochur loti (taro shoots), lentil soup and bhorta – spinach, potato and eggplant are a few of the items prepared

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by owner/chef Mohammed Rahman in his restaurant Neerob, located at Bronx, NY. For dessert customers can have kheer (rice pudding) and shandesh (a Bengali dessert created with milk and sugar). Neerob is a Bangladeshi restaurant that serves orthodox Bengali food. It is very popular with Non-residents Bangladeshis (NRB) (Cook, 2011).

There are a number of restaurants in Texas, USA which serve Bangladeshi food. Mamun Rahman, a self-taught cook, is the owner of the small (12 tables) restaurant, Voss Fish & Grill at Austin, Texas. He migrated to the US at the end of the 20th century. Mamun serves traditional Bangladeshi food. His appetizers include fish kababs, samosas and fish and chicken nuggets. He uses different varieties of fish to prepare his entrees, which include snakehead murrel (shoul), hilsa, tilapia, catfish, salmon and rohu. He provides thick lentil soup, chapatti flatbreads, white rice, etc. as side dishes (Vann, 2013).

Australia has a number of restaurants that are proud to highlight their Bangladeshi origin. Taposh Singh, a Bangladeshi, is the chef of Bang at Surry Hills, Sydney. It has been recognized as one of 'Sydney's hottest restaurants: 2015's best eateries' by the Daily Telegraph (Harris, 2015). The waiters at Bang wear t-shirts adorned with the likeness of Bengal tigers. The mainly Australian menu contains dishes like Bang Bhaji and curry cooked with Shatkora<sup>6</sup> rind (Searles, 2016).

There are at least three Bangladeshi restaurants in Little India of Singapore (Martini & Wong, 2001). The popular Fakruddin serves traditional Bangladeshi dishes like mashed potatoes with mustard oil and stir-fried snakegourd with shrimps in addition to their famous Katchi Biriyanis and Morog Polao.

These days, the tourism industry plays a very important role in the world economy. According to a report published by the United States Institute of Peace (Honey and Gilpin 2009) global tourism is the fourth largest industry in the world. It is estimated that the contribution of the tourism industry to the GDP is up to 40% in developing countries and 70% in some small inland countries.

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<sup>6</sup> a citrus food used in cooking by Sylheties in Bangladesh

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Table 6: Travel & Tourism Total Contribution to GDP for Selected Countries in 2015

Country	% of GDP
Bangladesh	4.1% (2014)
Cyprus	19.3%
India	6.7% (2014)
Seychelles	62.1%
Thailand	20.8%
USA	8.2%

Source: World Travel and Tourism Council

It is more or less proven that restaurants are a vital component in the selection of holiday destinations by tourists. At the same time, appealing restaurants at a vacation spot can also boost tourists' all-around satisfaction with the location (Sparks, Bowen, & Klag, 2003). According to McKercher, Okumus and Okumus (2008) food is as important as weather, lodging, and scenery in tourism.

Tourism is no longer about the exploration of an interesting geographic location. Instead special interest tourism is becoming popular day by day. These niches of tourism include recreational tourism, extreme tourism, culture tourism, rural tourism, agritourism, religious tourism, scientific tourism, business tourism and educational tourism (Gozner & Zarrilli, 2012). Sharafuddin (2015) adds adventure tourism, medical tourism, eco-tourism, wellness tourism and sports tourism to the list.

Another popular category of tourism is culinary tourism. Long (2014) defines culinary tourism as "the focus on food as an attraction for exploration and a destination for tourism." Food tourism programs are organized around cooking schools, farms, wineries, farm markets, restaurants, food festivals, etc. (Long, Culinary Tourism, 2004).

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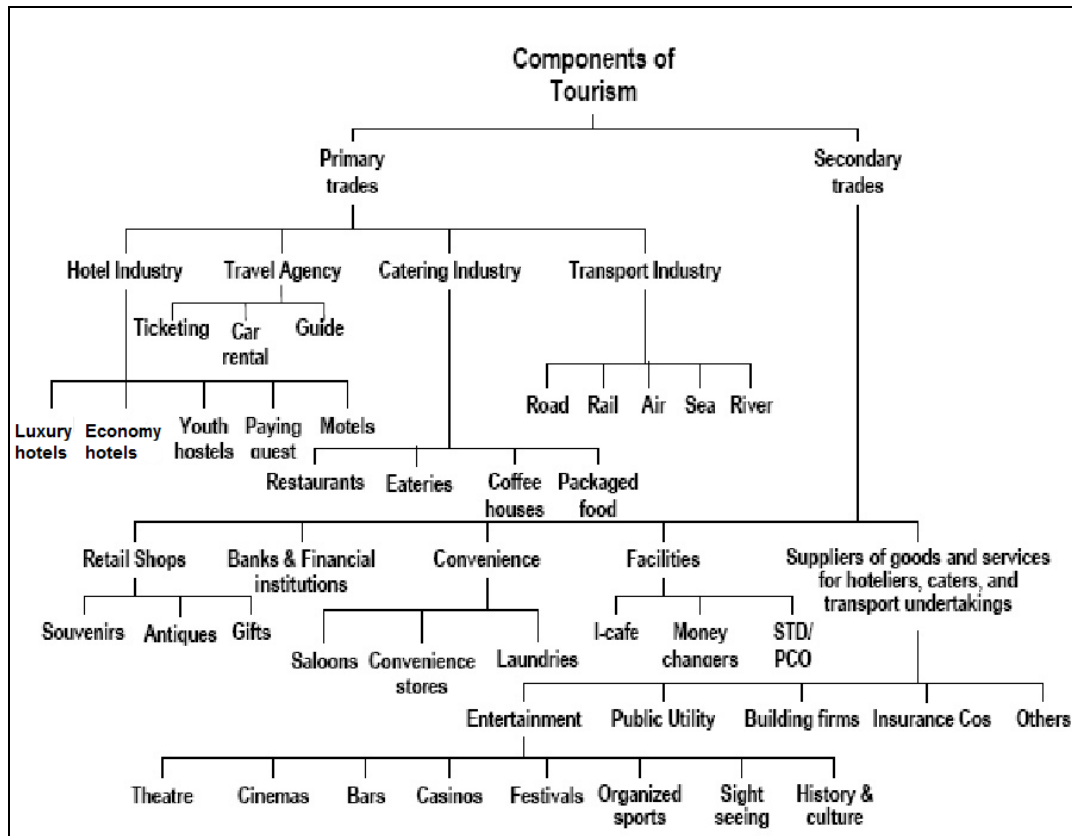


Figure 6: Components of Tourism

Source: Internet (<http://htmlimg1.scribdassets.com/ow2f7e1ogdvvco/images/7-2f053e428e.jpg>)

There is enough evidence to suggest that restaurants can create a demand for tourist to visit a particular destination. According to Sparks, Bowen and Klag (2003) restaurants play an important part in the selection of tourist spots by travelers. Gordin, Trabskaya, and Zelenskaya (2016) add that restaurants are instrumental in creating ‘Gastronomic Place Branding.’

Bangladesh offers visitors different types of tourism opportunities. In his PhD dissertation Rahaman (2009) mentions natural beauty tourism, adventure tourism, eco-tourism, mountain and riverine tourism, historical and heritage tourism, spiritual tourism, cultural tourism, archaeological tourism, fair and festival Tourism. In a newspaper article, Howladar (2015), a

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Deputy Director in the national tourism organization of the country, suggests that tourism, in Bangladesh can be developed on archaeology, culture (indigenous and local), monuments, rivers, tea gardens, beaches, hills, the Sundarbans and even sports. Roy and Roy (2015) suggest leisure tourism, cultural tourism, religious tourism, family tourism, health tourism, sports tourism, educational tourism and business tourism.

No researcher could be found who mentions food as an attraction for tourists visiting Bangladesh. However, primary research reveals that a number of tourists (especially of Indian origin) make it a point to consume Biryani at Fakruddins or the local cuisine at Kasturi while visiting Bangladesh. Also, according to experts the food fests held during Pahela Baishakh (Bengali New Year) or Nabanna Uthsab (Festival for new crop) may be utilized by restaurateurs to promote gastronomic tourism to Bangladesh (Haider, 2017).

Even in cases when food is not the principle reason for visiting a locality, travelers have to eat and drink, (Chi, Chua, Othman, & Karim, 2013). Food consumed while travelling enhance tour experiences. Local restaurants have to provide this service to tourists. According to Dhora and Dionizi (2014), one of the major functions of restaurants is to highlight the local cuisine. However, according to a research conducted by Md. Khairul Islam (2010) on 100 tourists visiting Bangladesh, from the different countries, it was revealed that 54% of them considered the local food to be just 'OK' and 8% were of the opinion that it needed improvement.

## **Chapter Seven: Marketing Practices Employed by Restaurants in Bangladesh**

According to Cravens and Piercy (2006) two components of the strategic marketing process are designing marketing strategy and marketing program development. Customer targeting and positioning strategies are scrutinized to design marketing strategies, while the marketing mix is utilized to develop marketing programs.

This research examined the targeting, positioning, product, pricing, distributing and promoting practices pursued by restaurants in Bangladesh. The influence of people and processes as well as the physical evidence on restaurant service was also studied. 18 restaurant owners/managers were interviewed for this purpose. In addition to enquiries about their marketing strategies and programs they were also requested to classify their restaurants as either posh (upscale) or otherwise (low end). In this context the definitions of Tinni (2012) were considered appropriate. She outlined upscale restaurants as establishments which offer “a full menu, full table service, quality food made with fresh ingredients and personalized service”, while low-end restaurants are characterized by convenience, fast service and considerably lower prices.

### **7.1 The Targeted Customer**

In a large market the wants and demands of customers are diverse and as such organizations usually cannot hope to satisfy everyone. To increase their efficiency firms often split customers into groups having unique characteristics and then select one or more groups they can serve the best. This selection of market(s) to enter is known as market targeting (Kotler and Keller 2012).

The largest group targeted by restaurants, under purview of this study, is students. This is not surprising when it is considered that there were 3.2 million students enrolled in tertiary level education institutes alone, in Bangladesh in 2017 (Mannan 2017). Customers of this segment



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are not only in the process of developing their buying habits they also expand a large amount of their monetary resources behind restaurant food (Peng, Bilgihan & Kandampully, 2015). Restaurants that target students in Bangladesh include multi-cuisine eateries like Red Flame and Garlic & Ginger, global franchise like bbq, local fast-food joint like the Good Food Centre and popular provider of local cuisine, Star Kabab. In addition to these diners, a considerable number of restaurants (like the IBA Canteen, of the University of Dhaka) operate within or in proximity to the campus of educational institutions just to cater to students.

White collar workers were also found to be a popular target group among the restaurateurs interviewed. A similarity amongst the restaurants that targeted corporate executives was that they were considerably 'posh'. These included Red Flame, Garlic & Ginger, bbq, Signature Coffee Republic and Banyan Shade.

Families are targeted by a number of restaurants (Red Flame, Dhaba, Panthashala, bbq) as are women (Dhaba and Panthashala). Some restaurants target people of different age groups (Ci Gusta, Good Food Centre and bbq). Other target groups include working people (Jinjira Hotel) and even morning walkers (Star Kabab). A restaurant outside Dhaka (Sharon Arabian Food) was found to target the local elite.

However, it was also found that a number of restaurateurs do not consciously target specific customer groups.

## **7.2 Positioning – Battle for the Mind of the Customer**

Ries and Trout (2001) described positioning as the battle for the mind of the customer and explained how it could be used to influence potential customers in a competitive market. The abundance of marketing information received by customers these days cause them to erase, from their minds, the material which they consider to be unimportant and retain only those which they perceive to be unique and different (Janiszewska and Insch, 2012). This retained

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perception may reinforce the message a company desires to convey to customers, attract the targeted group, help the firm differentiate themselves and build a competitive edge (Grimm and Malschinger 2010). Thus, positioning is the image a company wants to create in the mind of customers regarding its product/brand *vis à vis* its competitors.

A number of restaurants studied under this research, position themselves on the basis of the cuisine they serve. These include Dhaba, which claims to serve authentic Indian food, Signature Coffee Republic, which maintains that its food is bona fide Thai and Ci Gusta which assert that they treat customers to genuine Italian dishes. The Panthshala Restaurant tries to position itself not only as a provider of traditional Bangladeshi cuisine but also adds hygiene (cleanliness) to the equation. Garlic and Ginger, a restaurant located at Jamuna Future Park, Dhaka operates under the slogan “The finest multi-cuisine restaurant in town”.

Taste and freshness of the food served were also found to be important factors in restaurant positioning. The Banyan Shade restaurant endeavors to create the perception that its food is ‘fresh as if homemade.’ In addition to tasty, good quality food, bbq restaurant also tries to create an image of good service in the mind of customers. Similarly Good Food Center (GFC) restaurant tries to position itself as a provider of tasty, good quality food. The positioning criteria for the well-known Star Kebab and Restaurant are ‘fresh food, excellent service and good value.’ As the name of the restaurant suggests, Sharon Arabian Food, serves mainly Middle Eastern food to its customers. However, the image it tries to create in their mind is ‘different taste.’

Restaurants were also found to position themselves on the basis of the price of their food. Jinjira restaurant positions itself as a low-cost provider. Its strategy is to sell its products at the lowest possible price to attract customers. Restaurants, using this strategy, usually make-up for earning low margins with high sales volumes. Conversely, the IBA Canteen positions itself as a best cost provider. The canteen sells upscale food at a lower price, trying to give more value to customers in exchange of money.

Other than these, restaurants position themselves on the experience they provide to customers, like Red Flame (Have a great time with your friends and family). Some restaurants, like Dhaba, Red Tomato and Ci Gusta also highlight special dishes to differentiate themselves.

Regrettably, it must also be pointed out that a number of restaurateurs are not at all aware of the concept of positioning and as such do not make any conscious effort to secure a place in the mind of customers.

### **7.3 Food and Related Services – the Restaurant Products**

According to [businessdictionary.com](http://businessdictionary.com) a product may be anything that serves a need or satisfies a want and is offered by a seller to a buyer for purchase.

A restaurant's product is not just the food served. Dahlgaard-Park (2015) classified restaurants as 'hybrid.' Restaurants deliver both tangible goods (food, utensils, decors, etc.) as well as intangible services (skill of the chef, expertise of the servers, etc.) to their customers. In fact, the service continuum developed by Kerin, Hartley and Rudelius (2015) exhibit goods and services to be equally weighted in a fast-food restaurant.

However, all the restaurateurs interviewed for this study referred to their food when requested to describe their product. In fact, fifteen out of the eighteen (83%) restaurant owners/managers mentioned the food of different nations when depicting their product. The two exceptions were Management at bbq and Good Food Center. The products of bbq, a global chain, are typically focused around the chicken, while Good Food Center mainly serves 'fast food', like burgers, sandwiches, fries and noodles.

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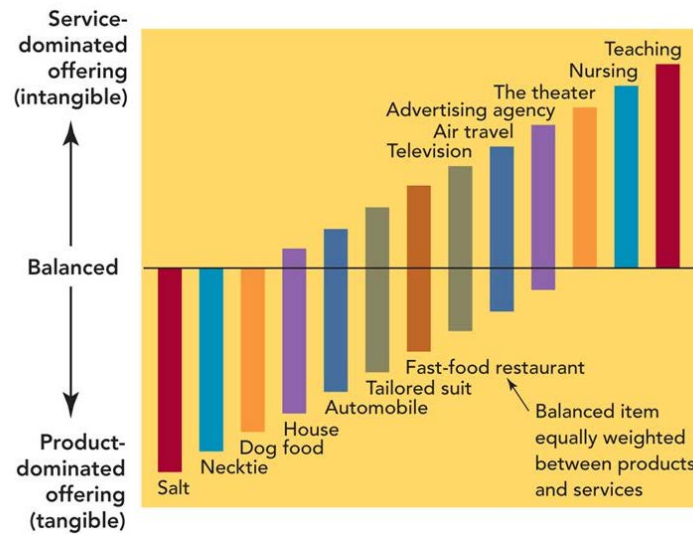


Figure 7: The Service Continuum

In addition to national cuisines some other features also came up when restaurateurs described their products. These include specialized dishes (Dhaba, Red Tomato, Ci Gusta and Star Kebab) and quality of the food (Dhaba and Star Kebab). The product (food) of Star Kabab is also emphasized by the absence of beef. It is thus suitable for customers practicing Hinduism. It may be mentioned here that Hindus form the biggest minority community in Bangladesh (10% of the population) (BBS 2016).

Very surprisingly, only one restaurant owner mentioned the importance of quality services while discussing his product. It is not that restaurateurs underestimate the importance of good service. It would seem that they do not relate service to their product.

#### 7.4 Pricing Restaurant Food

Price means the value fixed for exchange of a good or service. It is the amount a customer pays for the product, usually in monetary terms. According to Kotler and Keller (2012) the importance of pricing lies in its ability to generate revenue while all the other marketing mix

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elements incur costs. Proper pricing not only allows a firm to earn a profit but also highlights the value positioning of the company's products.

Generally, three types of process are considered in setting prices. These are cost-based pricing, competitor based pricing and demand based pricing (Zeithaml, Bitner and Gremler 2006).

Most restaurants studied exhibited a tendency to adopt the cost-based pricing method. Fifteen out of eighteen of the restaurants considered under the scope of this study use this process. In this method a percentage of the total cost is added as profit to the cost of the product (including taxes) to arrive at its selling price.

The popularity of this method lies in its simplicity of use. However, the CEO of Signature Coffee Republic considers this to be the only 'ethical' method. According to him this technique allows restaurants to earn a profit and at the same time deter them from overcharging customers.

Two restaurants Banyan Shade and Garlic & Ginger use competitor based pricing methods. The similarity of these restaurants are that they have sister concerns in different locations, operating under different names. Their owners/managers believe that pricing of products should, at least partially, depend on the location of the establishment. However, bbq and Star Kebab, both of which have three or more branches in Dhaka use the popular, cost plus pricing method.

It may be mentioned here that bbq's rates are comparatively high, while Star Kebab and Restaurant is quite competitive. Management of both the restaurants can explain the reasons behind their pricing. According to management of bbq their offers are costly as they do not compromise on quality. On the other hand, Star Kebab and Restaurant tries to adopt the best cost strategy. By reengineering their business model they make an effort to offer goods and services at a relatively low price, without sacrificing quality.

An exception to the common restaurant pricing technique used is observed at Panthashala Restaurant. The owner, who himself manages the establishment, not only uses demand based pricing; his use of psychology is also mentionable. For example, rice is sold at the restaurant at Tk.33 per plate, Chicken at Tk.137 and coffee at Tk. 57. The owner believes that these odd prices discourage comparison of price with other restaurants.

### **7.5 Distribution of Food by Restaurants**

Place in marketing refers to the location where the customer can procure the product he/she wants.

According to Lovelock, Wirtz and Chatterjee (2011) service can be delivered in three ways. Firstly, the consumer may visit the provider's site (Eg. gym). Alternately, the provider may go to the consumer's location (eg. courier service) or both may remain at a distance from each other throughout the process (eg. Internet Service Provider). In the restaurant industry the first alternate is the most popular. In most cases consumers take a trip to the restaurant facility to enjoy full service, that is, they sit down to enjoy a meal. Clients can also 'take away' meals from most restaurants to enjoy at a place of their choice. The second alternative (the restaurant delivering food to the customer) has also become very popular, these days, especially after the terrorist attack at a Dhaka restaurant. Third parties, delivery agencies, like Hungry Naki and Food Panda, pick up food from restaurants, which customer's order on-line and deliver it to their selected destinations.

All of the eighteen restaurants studied under this research, provide full service dining facility to clients as well as take-away service. 50% of the restaurants studied have arrangements with third parties to make home deliveries. It was found that low end restaurants do not avail of this facility. While this finding could be considered acceptable it was also observed that only one restaurant out of the eight serving Bangladeshi cuisine made home deliveries. The only Bangladeshi cuisine provider to use the services of third party home delivery was the

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Panthashala Restaurant, while popular places like Star Kebab and Banyan Shade Restaurant did not.

Nezakati, Abu and Toh (2011) converted the 4Ps of the marketing mix into the 4As where they replaced place with accessibility. According to them, accessibility can be enhanced by 'distribution efficiency, agency system, etc.' While the importance of distributing restaurant food through agencies (third party) delivery systems has been discussed earlier, distribution efficiency in the restaurant sector can also be improved by locating the establishment at a prime spot. Almost all restaurateurs agree to this. However, a tradeoff has to be reached here. Lucrative locations may generate more revenue but they drive-up overhead costs.

According to the CEO of Signature Coffee Republic there is a co-relation between location and preference for a cuisine. As per his opinion, consumers in Gulshan area prefer continental as well as authentic ethnic cuisines (Indian, Japanese, Korean, etc.), while Chinese and Thai cuisines are popular in Uttara area. People living in the older part of Dhaka have a fascination for rich Bangladeshi food like Biryani, Tehari, etc.

The Managing Partner of the Banyan Shade states that location plays a very important part in the development of a restaurant's marketing strategy. Among other things the type of food to prepare and the price that should be charged depends, to some extent, on a restaurant's location.

The importance of location in the restaurant business was also pointed out by the AGM (Business Development & Operation) of Ci Gusta. According to him, Ci Gusta does not get many 'walk-in' guests as there are no universities or offices in its locality. Most of their customers are 'returnees'. This is quite the opposite of Good Food Center, which is located near a very popular park. The majority of its customers are people who come to enjoy the facilities the park offers. Similarly Kutum Hotel and Restaurant gets most of its customers from the nearby bus station at Gabtoli.

## **7.6 Promotion of Restaurant Cuisine**

Belch and Belch (2014) define promotion as “The coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services or to promote an idea.” The communication tools used in promotion include advertising, sales promotion, direct marketing, personal selling and the internet.

A number of these promotional mix tools are used by restaurants in Bangladesh to communicate with consumers and promote their products. The most popular of these is the on-line media. Thirteen of the eighteen restaurants studied use the internet in some manner or other to promote their products. These include the use of web-sites, face-book, blogs, e-mails and internet advertising. The utilization of food delivery agencies like Hungry Naki and Food Panda also help promote restaurants. These third parties display the menu and other information about the restaurants to the users through their web pages. M-marketing (marketing technique focused on reaching the targeted audience through smart phones or other handheld devices) is also used in the promotion of restaurants. SMS messages and apps like Harriken.com are instrumental in this connection.

Around 50% of the restaurants resort to sales promotion to attract customers. They make use of offers on special occasion, corporate discounts, student packages, coupons, discounts, on-line offers, etc.

None of the restaurants studied use advertisement in the broadcast media (TV or radio) or print media (newspapers or magazines). However, nearly 50% use leaflets, flyers or inserts to communicate with customers.

A number of restaurants also put emphasis on personal selling. Red Flame, Signature Coffee Republic, Garlic and Ginger, Banyan Shade and Café Italiano send their sales staff to offices in their locality in an attempt to attract executives. Café Italiano also targets students from nearby universities.



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However, a number of restaurants were found which do not promote their products using the promotional mix tools mentioned. These restaurants, which were noticed to be at the lower end of the spectrum, rely on word-of-mouth communication to attract new customers and customer satisfaction to draw in return clients

At the same time, Jinjira Hotel, which does not use any traditional promotional tools, offers free iftar to Rozadars (fasting persons) during the month of Ramadan. This CSR activity benefits the local community and helps in promoting the restaurant.

### 7.7 The People behind the Restaurants

The services marketing triangle developed by Zeithaml, Bitner and Gremler (2006) indicate that employees are equally important as customers and the organization itself in a services setting. Organizations strive to satisfy their customers, but this contentment can be provided only through the efforts of their front-line employees. The organization must in turn meet the needs of its employees if it wants them to be efficient and accommodating to customers.

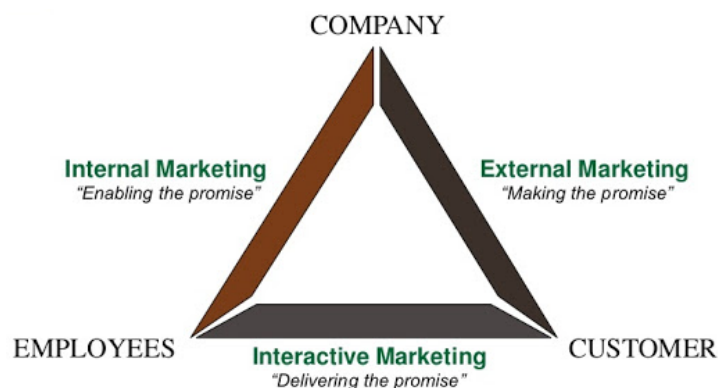


Figure 8: The Services Marketing Triangle

This is true for the restaurant sector too, where the expertise of the servers and the skill of the chefs are no less important than the quality of the ingredients used in the dishes prepared.

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Lovelock, Wirtz and Chatterjee (2011) state that to improve their human resource capabilities, organizations should emphasize on efficient recruitment, selection, training, motivation and retention of employees.

Dhaba restaurant had selected and recruited a chef from India prior to its launching. This planned recruitment is an exception. The restaurateurs interviewed were not very concerned about recruitment of kitchen staff or servers. They were however somewhat concerned about the hiring of chefs and managers. There is no shortage of trained or semi-trained restaurant personnel in Bangladesh and most restaurants do not have any strategy or policy regarding recruitment of staff. Turnover is high, people leave regularly and they are replaced; this is the common practice of most restaurants.

As regards training of staff members, akin to recruitment and selection, most restaurants have no systems for training employees. Restaurant personnel pick up what they can by observing superiors. Management assumes that staff members will leave soon and as such cannot be bothered to train them. However, there are exceptions to this rule. In the franchises (bbq and Ci Gusta) formal training is provided by the licensor. In bbq senior members of the staff are at times taken abroad for training. Also, at Sharon Arabian Food, the owners, who are experienced chefs and restaurateurs, provide informal training to members of the staff. As there are no competing restaurants in the vicinity, turnover is low in that restaurant and there has been an instance where a junior chef could take over the position of head chef.

To retain the best employees, organizations have to treat them like clients (Zeithaml, Bitner and Gremler 2006). To develop loyal customers, organizations have to satisfy their needs. Exactly in the same manner, to retain good employees, firms have to satisfy their needs too. Provision of worthwhile incentives, training opportunities, advancement prospects and a strong internal support system are some components which may be used to satisfy employee needs.

Regrettably restaurant managers do not seem to be dynamic in this respect. At most they try to build a conducive atmosphere at the workplace to gratify employees. Teamwork is also

promoted in an effort to reduce work pressure. The franchise bbq offers some incentives like provident fund to retain employees. However, management at most restaurants operate under the assumption that staff members will leave sooner or later and as such they do not waste energy behind employee retention.

### **7.8 Physical Evidence of Restaurants – the Visible Aspect**

Services are intangible and as such difficult to market. Service providers often have to ‘tangibilize’ services or use tangible indicators to help customers appraise the service. These indicators are known as physical evidence in services marketing.

This description of physical evidence can be used in the restaurant sector also, where the product is part tangible and part intangible. In restaurants physical evidence may play a major part in influencing customer experience, affecting their mood and increasing satisfaction.

Zeithaml, Bitner and Gremler (2006) classified physical cues into three groups, facility exterior, facility interior and other tangibles. In restaurants, examples of facility interior will be interior design, furniture, utensils, layout, cleanliness and even room temperature, odor and lighting. Facility exterior will contain exterior design, parking, landscape, etc. Other tangibles in a restaurant will include the menu, employee dress/uniform, billing statement and even virtual servicecape (webpage, pictures, information, etc. provided via the internet).

Managers/owners of posh restaurants consider the décor of a restaurant to be very important. A major portion of the cost, when a restaurant is launched, is incurred on interior decoration. According to management of Ci Gusto, this is the age of ‘selfies’. Quite often customers take photographs of themselves at restaurants and share them on the social media. As such, decorations of restaurants have to be competitively attractive to draw in customers.

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Decoration of restaurants is often based on different themes. In many cases it is linked to the cuisine served. Dhaba (Indian theme) and Signature Coffee Republic (Thai theme) are examples of this concept. Garlic & Ginger invites customers, dining on Japanese cuisine, to sit at low tables, on mats, Japanese style. They are also offered private rooms. A large 3D screen on which customers can watch movies or games is Sharon Arabian Food's tool for differentiating itself through servicecape which is defined by Zeithaml, Bitner and Gremler (2006) as an "organization's physical facility".

On the other hand, it was discovered that at low end restaurants, quantity was considered to be more important than artistry. Management at these restaurants strives to serve the maximum number of clients possible and as such the layout is often congested.

All restaurateurs agree that cleanliness is an important aspect in the marketing of food. However, it seems to be more of a compliant issue at low cost restaurants. They make every effort to keep their premises clean and their food hygienic to avoid being penalized by the concerned authorities. Conversely, restaurants like Garlic & Ginger and Panthashala have open kitchens, where chefs cook within view of the diners. Management at these two restaurants affirms that their claim of 'we have nothing to hide,' pays rich dividend.

The importance of car parking space was also raised, by a number of restaurant owners/managers, while discussing external 'physical evidence'. Restaurateurs expressed their helplessness on this matter as the scarcity of parking space affects all car owners. The owner of the restaurant Sharon Arabian Food (which is located outside Dhaka) conveyed to the researcher, that this problem was not unique to Dhaka city alone.

### **7.9 The Process of Creating and Delivering Food**

The element 'Process' in marketing mix represents the activities, systems, procedures and protocols by which the product is delivered to the end customer. Process can be used in the planning stage and/or during execution of a service. It brings uniformity in service delivery.

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Cowell (1985) professed three types of process for services. These are line operations (procedures in an arranged succession), job shop procedures (diverse arrangement of activities) and intermittent operations (unique methods).

In relation to the restaurant industry self-service or buffet restaurants follow the line operations process while full service restaurants utilize the job shop system. Restaurants that offer catering service, which are just one off projects, may be said to employ intermittent operations process.

IBA Canteen, at the University of Dhaka uses all three types of process. In addition to catering for different occasions they offer full service from the establishment to customers when there is less rush and to special clients. However, during the peak time, the canteen adopts the self-service method.

In addition to the IBA Canteen, the Red Tomato is the only other restaurant, out of the eighteen considered for this study, which offers catering service.

While all the eighteen restaurants offer full service and thus apply the job-shop process, two restaurants also offer buffet facilities to their clients, that is, they utilize the line operations process. These are Garlic and Ginger and Banyan Shade restaurants. The Garlic and Ginger restaurant also delivers food to its customers through a conveyor belt (the sushi belt).

The process element of the marketing mix is not just limited to the procedure of delivering the product to the customers; it also includes the internal activities of a firm. For example, the procurement process of organizations is also extremely important. In the restaurant sector two methods were found to be popularly used in the procurement of raw-materials. These are procurement through vendors and procurement through own members of the staff. Restaurants like Garlic and Ginger and Star Kebab opted for the first process while others like Red Tomato, Good Food Center and City Café Restaurant decided on direct procurements. It was observed that the larger restaurants selected vendor purchase where the purchase details and prices were stipulated weekly or fortnightly. Smaller restaurants prefer direct purchase as it is assumed that this reduces costs.

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Procurement of ingredients by franchises is influenced by the policies of the franchisor. For example, the signature component of bbq, the chickens are home farmed (grown).

The purchase process of Panthashala is somewhat unique. They have adopted an on-line, cashless purchasing system to procure their cooking ingredients.

## Chapter Eight: Data Analysis

Both qualitative and quantitative data has been collected during this research. The qualitative data has come mainly from the literature surveyed, interviews and Focus Group Discussions (FGDs). Quantitative data has been obtained mainly through questionnaire survey. This chapter deals with the analysis of both qualitative and quantitative data.

### 8.1 Qualitative Analysis

Analysis of the data obtained from the 7 Focus Group Discussions (FGDs) conducted revealed 29 factors which affect the selection of cuisine. Brief descriptions of the items identified through FGDs are given below:

- (i) Tendency to try something new: Participants of Focus Group Discussion VII stated that their willingness to try new and unfamiliar food motivate them to try different cuisines when they eat out. The characteristics of these discussants are: females from Rajshahi, aged between 25 to 50 years, with an income of Tk.15,000/- to Tk.30,000/- They are university educated. The research of Nicholson, N., Soane, E., Fenton-O'creevy, M. and Willman (2005) shows that risk taking is linked to the personality of buyers which affect their purchase habits
- (ii) Desire for an adventurous experience: Craving for excitement was cited as one of the reasons behind the selection of cuisine while eating at restaurants by the participants of FGD III. Respondents from this group were from Dhaka and aged between 25 to 50 years. They were people of considerably lesser income and had lower educational qualifications.
- (iii) Desire for change: Participants belonging to Group V identified the desire to try something out of the ordinary, something different as an important factor behind the selection of cuisines. These participants were from Dhaka and comparatively young

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(aged between 20 to 35 years). Roseman (2006) found ‘food different from what I have at home’ to be a criteria behind choice of ethnic food when eating at restaurants.

- (iv) Health concerns: At times the selection of restaurant cuisine is influenced by the perceived health benefits of the diners. In this research participants of Focus Group III (males between 25 to 50 years, low income, less educated) affirmed this factor to be of the essence. In earlier researches also, Roseman (2006), Sukalakamala and Boyce (2007) as well as Harrington, Ottenbacher and Kendall (2011) and Grunert, Bech-Larsen and Bredahl (2000) found health factors to be important to customers, when dining at restaurants.

Harper and Makatouni (2015) and Radman (2005) found that risk perception of customers affect their buying behavior during the food purchase. Also, an inverse relationship was found to exist between customer’s perception of risk and their prospect of purchasing a product (Yeung and Morris 2001).

- (v) Religious concerns: The issue of religious restrictions in the consumption of food came up in all seven Focus Group Discussions. According to Essoo and Dibb (2004) religion affects consumer choice and influences shopping for food, grocery products, etc. Fara, Hati and Daryanti (2016) also write that “restaurants providing halal (permissible according to Islamic jurisprudence) food are important to Muslims.”

- (vi) Brand value: Selected by the participants of FGDs I (Males aged between 40 to 55 years, high income, highly educated) and II (aged between 30 to 60 years, income Tk.30,000+, highly educated) brand value of restaurants was found to be an important factor in choosing which cuisine to consume. This is supported by Sukalakamala and Boyce (2007), Harrington, Ottenbacher and Kendall (2011) and Tinni (2012) who in separate research found that the reputation of restaurants



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contribute to their selection by customers. In the Input, Process and Output Model, brand is considered to be a factor which influences consumer behavior.

- (vii) Reputation of chef: FGD group III (males from Dhaka aged between 25 to 50 years, less income, low educational) have advocated that the selection of restaurant cuisine is at times influenced by the fame of the chef. According to Inwood et al. (2009) chefs play an important role in the promotion of local cuisine.
- (viii) Loyalty: Loyalty towards a restaurant influences customers to try the cuisine served by them. This concept was agreed upon by the participants of FGD VI (from Chittagong, aged between 25 to 40 years, highly educated). Mhlanga and Tichaawa (2016) acknowledged 'familiarity', to be a factor in the selection of full service restaurants.
- (ix) Value for money: A large number of researchers selected price/value to be an important factor in choosing a restaurant to patronize. This includes Andaleeb and Conway (2006), Sukalakamala and Boyce (2007), Harrington, Ottenbacher and Kendall (2011), Tabassum and Rahman (2012) and Tinni (2012). The Input, Process and Output Model and the Howard Sheth Model of consumer behavior also indicate that price influences the buying habit of customers. In the FGDs members from all groups considered this factor to be more or less important in the selection of restaurant cuisine.
- (x) Location: Mhlanga and Tichaawa (2016) found convenience, while Tinni (2012) identified location to be important factors in customer's selection of restaurants. The Input, Process and Output Model also specify that place affects consumer behavior. Members of FGD groups II (Females aged 30 to 60 years, highly educated) and V (aged 20 to 35 years) considered the locality of a restaurant to be important in the selection of which cuisine to partake while eating out.
- (xi) Advertising: Participants of FGD V (aged 20 to 35 years) affirmed that they use advertisements (especially internet ads.) to select the cuisine while dining at

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restaurants. Harrington, Ottenbacher and Kendall (2011) mentioned the importance of magazine or newspaper advertisements as well as publicity articles in the selection of restaurants.

- (xii) Sales Promotion: Sales promotion activities like ‘buy one and get one free’ or ‘theme events’ were found to influence the selection of cuisine while eating at restaurants. This factor came up for discussion in FGDs V (aged 20 to 35 years) and VI (aged 25 to 40 years, highly educated) and reinforces the findings of Tinni (2012).
- (xiii) Accuracy in service delivery: Error free service is considered, by consumers, to be an important factor in the selection of cuisine while dining at restaurants. In FGD I (males from Dhaka, aged between 40 to 55 years, high income, highly educated), FGD III (males from Dhaka, aged between 25 to 50 years, low income, low education), FGD V (from Dhaka, aged between 20 to 35 years) and FGD VI (from Chittagong, aged between 25 to 40 years, highly educated), participants agreed that this was one of the factors that influenced their selection of cuisine. In their publication Markovic, Komsic and Stifanic (2013) also conclude that reliability is the most important dimension in measuring the service quality of restaurants.
- (xiv) Speed of service: Sukalakamala and Boyce (2007) found fast service to be important in the selection of restaurants by customers. In the FGDs conducted under this research, participants of all groups except for one considered this factor also to be important in the selection of cuisine while eating out. Members of FGD group VII (females from Rajshahi, aged between 25 to 50 years, highly educated) did not mention speed in their discussions.
- (xv) Cleanliness: Hygiene factors of restaurants were discussed by the participants of all seven FGDs. In their conversation it became apparent that this was a very significant factor in the selection of restaurant cuisine. In earlier scholarships also

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authors like Azim et al. (2014), Sukalakamala and Boyce (2007) and Tinni (2012) divulged on the importance of cleanliness in the restaurant selection process.

(xvi) Number of Co-diners: The size of the dining party also affects the cuisine to be selected while eating out. This issue came up for discussion in FGDs IV (residents of Dhaka, aged between 30 to 45 years, highly educated) and VII (females from Rajshahi, aged between 25 to 50 years, highly educated). It was highlighted by the discussants that the organizers have to assess costs, religious taboos, health factors, etc. as the number of dinners increase/decrease and this influences the selection of the cuisine to be partaken. This occurs even when the organizers of the event take decisions unilaterally without considering the viewpoints of all the diners.

(xvii) Preference of Co-diners: In all 7 FGDs it became obvious that when a group eats out together the preferences of most diners have to be considered, prior to the selection of a cuisine. This supports the findings of Islam et al. (2018) that the people of Bangladesh are culturally hospitable.

Furthermore, the correlation between food consumption and society, especially family, has been identified by Petroman et al. (2015), as well Graham, Hodgetts and Stolte (2016). Roseman (2006) found that the preference of friends/family influence choice of cuisine.

(xviii) Influence of Co-diners: If the dining party contains people of influence, like the superior executive in an office function or the patriarch/matriarch in a family gathering, their suggestions becomes critical in the selection of cuisine. This facet was established in FGDs III (males between 25 to 50 years, low income, less educated) and VII (females from Rajshahi, aged between 25 to 50 years, highly educated).

(xix) Recommendations: A number of literatures identified the recommendations of others to be an important factor in the selection of restaurants. They include Harrington, Ottenbacher and Kendall (2011) and Mhlanga and Tichaawa (2016).

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However, the importance of ‘word-of-mouth’ communication in the selection of cuisine while eating at restaurants came up for discussion in only the first FGD which contained highly educated, male discussants, aged between 40 to 55 years having high income.

- (xx) Taste: The emphasis given to it in all the seven FGDs indicates that taste is an extremely important factor in the selection of cuisine. Taste has also been identified by authors like Sukalakamala and Boyce (2007) and Azim et al. (2014) to be a vital factor in the selection of restaurants by customers. Indumathi and Dawood (2016) found taste to be an extremely important component affecting consumer behavior the purchase of organic food products.

Literature reveals that taste is a hedonic factor where satisfaction comes from the pleasure obtained in consumption, instead of actual utility (Kirgiz, 2014).

- (xxi) Visual appeal: In their researches Sukalakamala and Boyce (2007) and Tinni (2012) found that the presentation of the food influenced consumers desire to patronize a restaurant. In FGDs I, II, IV, V and VII the participants also stated that the visual appeal of the food played a significant role in their decision making process as to which cuisine to choose while eating out. Visual appeal is also is a hedonic factor.

- (xxii) Diversity of menu: Discussants in FGDs I (males aged between 40 to 55 years, high income, highly educated), II (aged between 30 to 60 years, income Tk.30,000+, highly educated) and V (from Dhaka, aged between 20 to 35 years) stated that diversity of dishes offered by a cuisine often prompts them to select it when they eat at restaurants. Harrington, Ottenbacher and Kendall (2011) also wrote about the importance of variety in the menu in influencing the behavior of consumers in restaurants.

- (xxiii) Unique dish: Harrington, Ottenbacher and Kendall (2011) also emphasized on the value of innovative dishes in the selection of restaurants. This factor was also identified by members of FGDs I (Males aged between 40 to 55 years, high income,

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highly educated), II (aged between 30 to 60 years, income Tk.30,000+, highly educated) as being important in the selection of cuisine in restaurant dining.

- (xxiv) **Ability to customize:** The capability to modify dishes according to the preference of the customers has been selected by participants of all the FGDs except for III and VII as a crucial factor in the selection of cuisine to consume. It may be pointed out that the characteristics of the participants of FGD III are males from Dhaka, aged between 25 to 50 years, having less income and low educational while those of FGD VII are females from Rajshahi, aged between 25 to 50 years, highly educated. According to Harrington, Ottenbacher and Kendall (2011) flexibility for dietary requests affects adoption of a restaurant by customers. Accordingly, these days' consumers are more concerned about low calorie meals or food items which can cause allergies like peanuts, milk, or shellfish. A number of diners are also vegetarian or vegan<sup>7</sup>.
- (xxv) **Environment:** The atmosphere of a restaurant and especially the setting to enjoy a gathering of friends and family can be stated to be a very important element in the selection of a restaurant and thus the cuisine it serves. This factors was selected by participants of FGD II (aged between 30 to 60 years, income Tk.30,000+, highly educated). A considerable number of literatures also highlight this factor in the selection of restaurants. These include Ha and Jang (2012), Chang, Chang and Yeh (2014), Azim et al. (2014), Moses, Moses and John (2015), Sukalakamala and Boyce (2007), Harrington, Ottenbacher and Kendall (2011), Mhlanga and Tichaawa (2016) and Tabassum and Rahman (2012).
- (xxvi) **Appropriate décor:** Ryu, Lee and Kim (2012), Chang, Chang and Yeh (2014), Jang, Liu and Namkung (2011), Azim et al. (2014), Moses, Moses and John (2015), Harrington, Ottenbacher and Kendall (2011) and a number of other authors concluded that the interior design / physical environment of restaurant influence the

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<sup>7</sup> Vegetarians abstain from the consumption of meat, fish, and poultry but do eat animal byproducts, like milk and eggs. Vegans do not consume any animal products.

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behavioral intention of customers. In the FGDs participants of discussions II (aged between 30 to 60 years, income Tk.30,000+, highly educated) considered this criterion to be important, in the selection of the cuisine to partake.

- (xxvii) Parking space: Availability of convenient parking spots for vehicles was also considered to be an important factor in the selection restaurants and thus the cuisine they offer. This factor was highlighted by the participants of FGD I (Males aged between 40 to 55 years, high income, highly educated). In her research Tinni (2012) found parking, security, etc. (situational factors) to be important to restaurant customers.
- (xxviii) Space for smoking: In 2013, The National Assembly of Bangladesh passed the Tobacco Control Law Amendment Bill banning smoking in public places, including restaurants. Though enforcement of the law is nearly non-existent (Prothom Alo 2014-April-11), many restaurants provide clients (who request it) with separate smoking areas. Discussants in FGD V (from Dhaka, aged between 20 to 35 years) firmly stated that they will select only the cuisine of restaurants which provide smoking facility.
- (xxix) Playroom for Children: According to participants of FGD IV (residents of Dhaka, aged between 30 to 45 years, highly educated) their selection of restaurant cuisine will depend on the availability of playroom for children at the facility.

In conclusion it may be inferred that the FGDs not only corroborated the literature available on the topic but also strengthened it.

The factors identified through the FGDs were grouped under the constructs determined earlier by using the opinions of experts. These arrangements of the constructs and factors have been given below:

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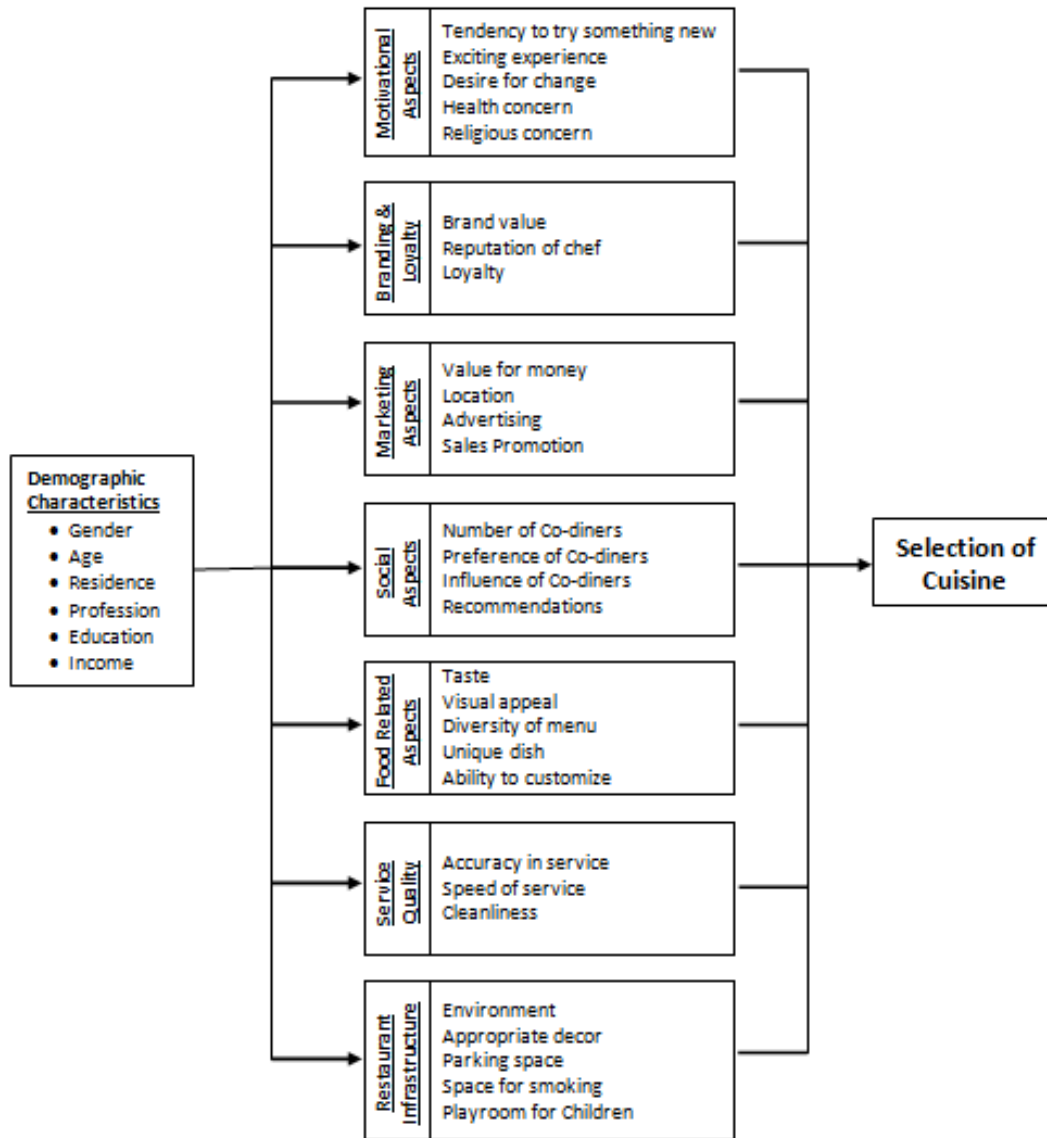


Figure 9: Factors Affecting the Selection of Cuisine

## 8.2 Quantitative Analysis

The questionnaire survey revealed that 117 respondents (29.3%) ate in restaurants 2 or 3 times a month while 101 (25.3%) respondents patronized restaurants more than 3 times a month. The main reasons for going to restaurants are dining with friends (45.1%) and family (26.1%) and in relation to ones work (17%). More importantly, the survey showed that

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Bangladeshi food far outdistanced other cuisines in popularity (61.7%). It was followed by the cuisine of the USA (12.0%) and Chinese cuisine (6.5%).

<b>Table 7A: Frequency of eating at restaurants</b>		
	Frequency	Percentage
1/2 times a year	12	3.0
3-6 times a year	51	12.8
7-11 times a year	48	12.0
Once a month	70	17.5
2/3 times a month	117	29.3
More than 3 times a month	101	25.3
<b>Total</b>	<b>399</b>	<b>100.0</b>

<b>Table 7B: Occasions for eating at restaurants</b>		
	Frequency	Percentage
Business or work related	68	17.0
While travelling	18	4.5
Dinning out with family	104	26.1
Dinning out with friends	180	45.1
Special occasions and celebrations	27	6.8
Other occasions	2	0.5
<b>Total</b>	<b>399</b>	<b>100.0</b>

<b>Table 7C: Popularity of Cuisines</b>		
	Frequency	Percentage
Bangladeshi	246	61.7
Indian	22	5.5
Chinese	26	6.5
Thai	23	5.8
Italian	19	4.8
US	48	12.0
French	1	0.3
Japanese	4	1.0
Korean	1	0.3
Mexican	6	1.5
Others	3	0.8
<b>Total</b>	<b>399</b>	<b>100.0</b>



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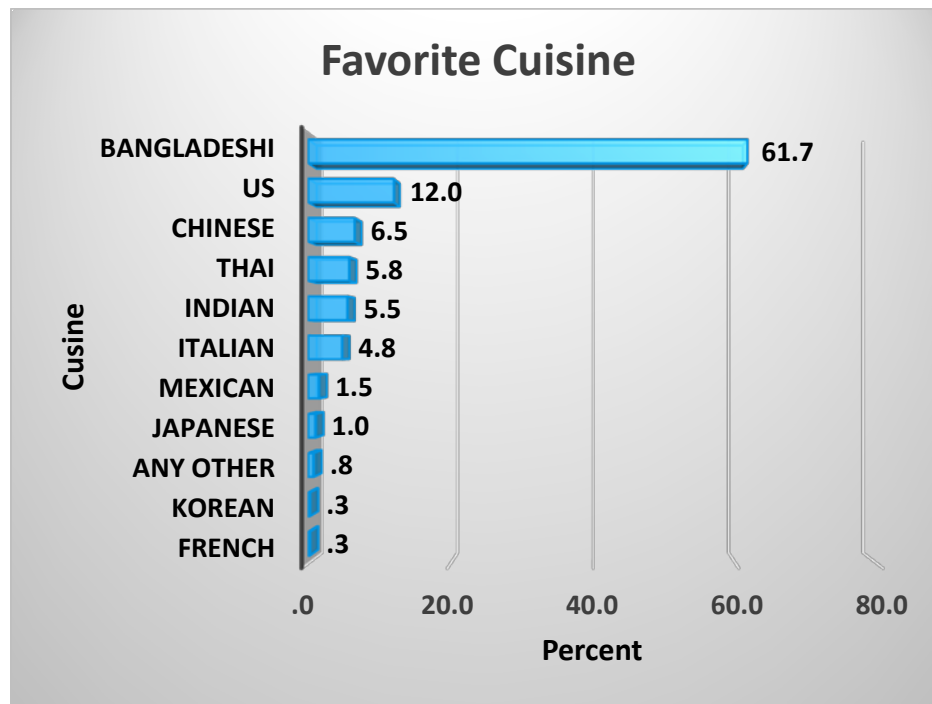


Figure 10: Favorite Cuisine of the Target Group

8.2.1 Validity and Reliability of the Results

Assessing the quality of a research is crucial if its findings are to be used practically. Validity and reliability of research findings can be used to establish ‘trustworthiness’ of the data collected. Together, they are at the core of what is accepted as scientific proof, by effectiveness of the measuring instrument, that is, it intends to determine whether the measuring instrument is evaluating what it is assigned to measure; reliability is the degree to which a test consistently measures whatever it is consigned to assess.

Validity is said to be of three types. Face validity refers to whether the questions/statements of the questionnaire are appropriate or not in the context of the study. Criterion validity is determined by relating a performance measure to another measure that may be used as a standard against which results are measured and construct validity is the degree to which the content of the study is measured by the questionnaire.

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The following steps have been taken to ensure validity in this research:

- i. Consultation with experts, both from the industry and academic world
- ii. Pilot study and
- iii. Extensive literature survey

In addition to ensuring accurate results reliability also evaluates whether the measuring instrument delivers consistent results if used multiple times. In quantitative researches, statistical methods can be used to measure the reliability of the data collected. These methods include Parallel Forms, Split-half technique and Chronbach's Alpha procedure. The last method (Chronbach's Alpha) has been employed in this research. It was found that the Chronbach Alpha co-efficient for the total 29 items was 0.796. According to most researchers this figure may be considered 'satisfactory'.

However, according to Pallant (2010), Chronbach value may be low when the number of items in a scale is less than 10. In such cases the use of inter-item correlations is more appropriate and acceptable if it lies between .2 and .4. In this research the inter-item correlations were found to be within this range for six scales, which are, Marketing Aspects (0.343), Branding and Loyalty (0.340), Food Related Aspects (0.239), Service Related Aspects (0.229), Restaurant Infrastructure (0.218), and Social Aspects (0.205).

On the other hand, for motivational aspects, the Inter-item Correlations was found to be 0.192 (below 0.2). However, removal of the item 'religious requirements'(which leaves the scale motivational aspect with four items desire to try new things, desire for an adventurous experience, desire for change and health benefits) placed its score at 0.239 and thus within the acceptable range.

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Table 8: Inter-item Correlations

Scale	Item	Inter-item Correlations
Food Related Aspects	Taste	0.239
	Visual appeal	
	Diversity of menu	
	Unique dish	
	Ability to customize	
Social Aspects	Number of Co-diners	0.205
	Preference of Co-diners	
	Influence of Co-diners	
	Recommendations	
Restaurant Infrastructure	Environment	0.218
	Appropriate decor	
	Parking space	
	Space for smoking	
	Playroom for Children	
Branding and Loyalty	Brand value	0.340
	Reputation of chef	
	Loyalty	
Marketing Aspects	Value for money	0.343
	Location	
	Advertising	
	Sales Promotion	
Service Quality	Accuracy in service	0.229
	Speedk of service	
	Cleanliness	
Motivational Aspects	Desire to try new things	0.192
	Desire for an adventurous experience	
	Desire for change	
	Health benefits	
	Religious requirements	

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8.2.2 Factor Analysis

Principal Component Analysis (factor analysis) was conducted on the 29 items to ensure that they were not intercorrelated and that they were grouped properly. Bartlett’s test of sphericity was applied to test for intercorrelation. For data to be appropriate for factor analysis, the Kaiser-Meyer-Olkin (KMO) measure has to be greater than 0.60 (Hair, Anderson, Tatham, and Black, 1998) and the results of the Bartlett’s test should be significant. In this research, the value of Kaiser-Meyer-Olkin (KMO) was found to be .771 and Bartlett’s test of sphericity showed a significant value of  $p = .000$ , indicating that the data was suitable for factor analysis.

Table 9: KMO and Bartlett’s Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.771
Bartlett's Test of Sphericity	Approx. Chi-Square	2265.379
	df	406
	Sig.	.000

However, as inspection of the correlation matrix revealed only a few coefficients of .3 and above, the Varimax rotation procedure, which gives an “orthogonal” solution, was considered to be more appropriate in this situation, instead of the an “oblique” solution which is used when the factors are correlated with one another. The orthogonal transformation produced independent factors, which provided unique information. Factors with eigen value equal to or greater than 1.00 were only considered as significant.

PCA revealed the presence of nine components with eigenvalues exceeding 1, explaining a total of 56.348% of the variance.

The first factor obtained through the PCA in this research contained three out of the four items from the original dimension ‘marketing aspects’. It also contained two out of the four items from the original dimension ‘social aspects’.

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Table 10: Total Variance Explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.788	16.510	16.510	2.585	8.912	8.912
2	2.254	7.774	24.283	1.943	6.700	15.613
3	1.795	6.191	30.474	1.923	6.631	22.244
4	1.534	5.291	35.765	1.870	6.449	28.693
5	1.509	5.202	40.967	1.771	6.107	34.800
6	1.236	4.263	45.230	1.650	5.688	40.488
7	1.172	4.041	49.271	1.587	5.472	45.960
8	1.052	3.628	52.899	1.561	5.382	51.342
9	1.000	3.450	56.348	1.452	5.006	56.348
10	.978	3.373	59.721			
11	.956	3.297	63.018			
12	.908	3.131	66.149			
13	.835	2.879	69.029			
14	.801	2.762	71.791			
15	.769	2.653	74.444			
16	.721	2.486	76.930			
17	.706	2.434	79.365			
18	.675	2.328	81.693			
19	.602	2.077	83.770			
20	.591	2.038	85.807			
21	.566	1.951	87.758			
22	.543	1.874	89.632			
23	.503	1.733	91.366			
24	.470	1.622	92.987			
25	.455	1.571	94.558			
26	.440	1.518	96.075			
27	.407	1.402	97.477			
28	.383	1.321	98.798			
29	.349	1.202	100.000			

Extraction Method: Principal Component Analysis.

The second factor contained three out of five variables from just the original dimension, 'Food Related Aspects'

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The third factor contained all three items from only one original dimension, which is 'Branding and Loyalty'.

Table 11: Principal Component Analysis

Factor Obtained through PCA	Variables	Original Factors of the Variables
Factor 1	Value for money	Marketing Aspects
	Advertising	
	Sales Promotion	
	Number of Co-diners	Social Aspects
	Influential Co-diner	
Factor 2	Visual Appeal	Food Related Aspects
	Diversity of Menu	
	Unique Dish	
Factor 3	Brand Reputation	Branding and Loyalty
	Chef's Reputation	
	Customer Loyalty	
Factor 4	Trying Something New	Motivational Aspects
	Exciting Experience	
	Desire for Change	
Factor 5	Health Concern	Motivational Aspects
	Accuracy in Service	Service Quality
	Speed of Service	
	Cleanliness	
Factor 6	Car Parking Space	Restaurant Infrastructure
	Space for Smoking	
	Playroom for Children	
Factor 7	Taste	Food Related Aspects
	Preference of Co-diners	Social Aspects
Factor 8	Place (Location)	Marketing Aspects
	Environment	Restaurant Infrastructure
Factor 9	Religious Belief	Motivational Aspects
	Customization	Food Related Aspects

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The fourth factor obtained through the PCA contained three out of five variables from just the original dimension, 'Motivational Aspects'.

The fifth factor obtained contained all three items representing the original dimensions service quality. It also contained the variable 'health concern' from the original dimension—motivational aspects. The sixth factor contained three out of the five items representing the original dimensions restaurant infrastructure. These are car parking space, space for smoking and playroom for children.

Factors seven, eight and nine obtained through the PCA explain a total of 11.08% of the variance. They contain two items each from different original dimensions.

It can be observed that considerable similarities exist between the original grouping of the variables and the grouping obtained through the Principal Component Analysis (PCA). However, 2 variables (recommendations and restaurant environment) exhibited factor loading of less than 0.45 in all the cases, indicating low relations to the factors created.

### 8.2.3 Cuisine Preference of Different Demographic Groups

Cross tabulation is a tool that allows researchers to compare the relationship between two variables. The preference of different demographic groups, regarding cuisine, was determined using cross tabulation.

#### 8.2.3.1 Cuisine Preference of the Different Genders

Both male and female restaurant goers prefer Bangladeshi cuisine above all. However, though 71% of male diners consider it to be their favorite, a much smaller number (39%) of female respondents identified it as the best.

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Table 12A: Cuisine Preference of the Different Genders

Cuisine	Male		Female	
	Frequency	Percentage	Frequency	Percentage
Bangladeshi	199	71	47	39
Indian	13	5	9	8
Chinese	12	4	14	12
Thai	7	3	16	13
Italian	8	3	11	9
US	33	12	15	13
Japanese	0	0	4	3
Mexican	5	2	1	0
Others	1	0	2	3
<b>Total</b>	<b>279</b>	<b>100</b>	<b>120</b>	<b>100</b>

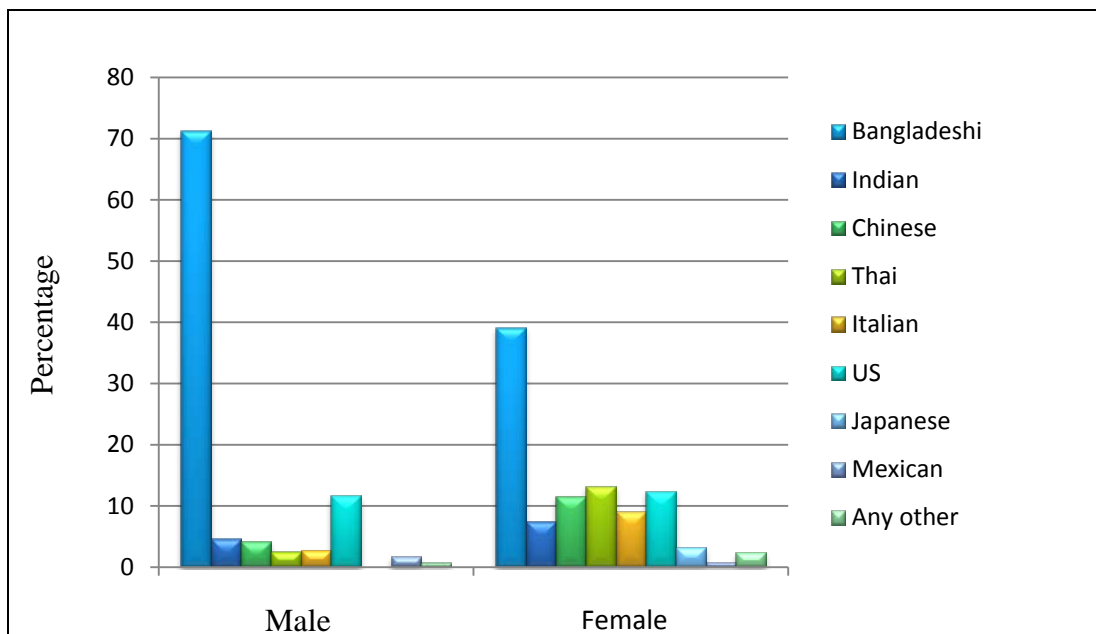


Figure 11A: Favourite Cuisine – As per Genders

Among the males the cuisine of the USA took second place as 12 % restaurant patrons considered it to be the best. On the other hand, the cuisine in the second place among the female respondents was a tie between Thai cuisine (preferred by 13% diners), US cuisine (13%) and Chinese food (12%).



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8.2.3.2 Cuisine Preference of the Different Age Groups

Bangladeshi cuisine was found to be the most popular amongst diners of all age groups. However, variations were noticed in the percentage of restaurant goers, from different age groups, who considered it to be the best. For example, among teenagers only 56% like Bangladeshi cuisine the most; but 66% of the respondents of the age group 30 to 39 years place it above all others.

Table 12B: Cuisine Preference of the Different Age Groups

Cuisine	Age									
	13-19		20-29		30-39		40-49		50+	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Bangladeshi	18	56	113	60	79	66	23	61	13	65
Indian	2	6	8	4	8	7	3	8	1	5
Chinese	1	3	14	7	6	5	2	5	3	15
Thai	3	9	13	7	3	3	3	8	1	5
Italian	2	6	8	4	8	7	0	0	1	5
US	5	16	26	14	13	11	4	11	0	0
Japanese	0	0	3	2	0	0	1	3	0	0
Mexican	1	3	4	2	0	0	1	3	0	0
Others	0	0	0	0	3	3	1	3	1	5
<b>Total</b>	<b>32</b>	<b>100</b>	<b>189</b>	<b>100</b>	<b>120</b>	<b>100</b>	<b>38</b>	<b>100</b>	<b>20</b>	<b>100</b>

The cuisine of the USA was found to be the second most popular cuisine for people aged 13 years to 49 years. However, its popularity is observed to decline with age. 16% of the respondents from the age group 13 years to 19 years selected it as their favourite cuisine; while 14 % diners 20 years to 29 years thought of it as the best and 11% restaurant customers between the ages of 30 years to 49 years favoured it above all. On the other hand, the cooking style of the USA is not valued highly by people over 50 years of age; 15% of this age group thought Chinese cuisine was the best.

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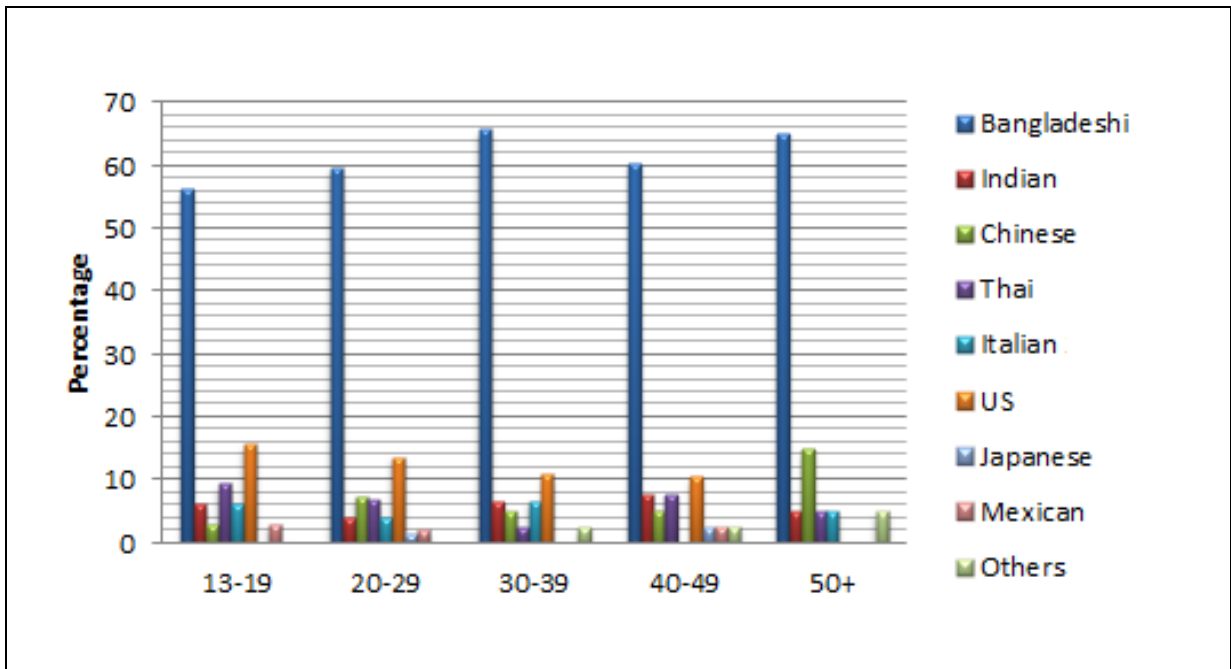


Figure 11B: Favourite Cuisine – As per Age

### 8.2.3.3 Cuisine Preference of Residents from Different Cities

In this instance also Bangladeshi cuisine was found to be the most popular amongst diners from different cities. However, while 55% restaurant customers from Dhaka city preferred it the most, more than 80% of the respondents from the other cities (Chittagong, Sylhet and Rajshahi) placed Bangladeshi food in the number one position.

13% of the residents from Dhaka City. 12% from Sylhet and 12% from Rajshahi considered US cuisine to be the best, making it their second most popular food. However, among Chittagong City dwellers the preference for Indian, Chinese and US cuisine are the same, with 4% of the respondents identifying it as their favourite cuisine.

Noticeably, residents of Sylhet and Rajshahi identified only 3 cuisines as their favourite, while those from Chittagong chose 8 and Dhaka dwellers selected even more.

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Table 12C: Cuisine Preference of Residents from Different Cities

Cuisine	Place of Residence							
	Dhaka		Chittagong		Sylhet		Rajshahi	
	Freq	%	Freq	%	Freq	%	Freq	%
Bangladeshi	164	55	39	80	22	85	21	81
Indian	18	6	2	4	0	0	2	8
Chinese	24	8	2	4	0	0	0	0
Thai	22	7	1	2	0	0	0	0
Italian	18	6	1	2	0	0	0	0
US	40	13	2	4	3	12	3	12
Japanese	4	1	0	0	0	0	0	0
Mexican	4	1	2	4	0	0	0	0
Any other	4	1	0	0	1	4	0	0
<b>Total</b>	<b>298</b>	<b>100</b>	<b>49</b>	<b>100</b>	<b>26</b>	<b>100</b>	<b>26</b>	<b>100</b>

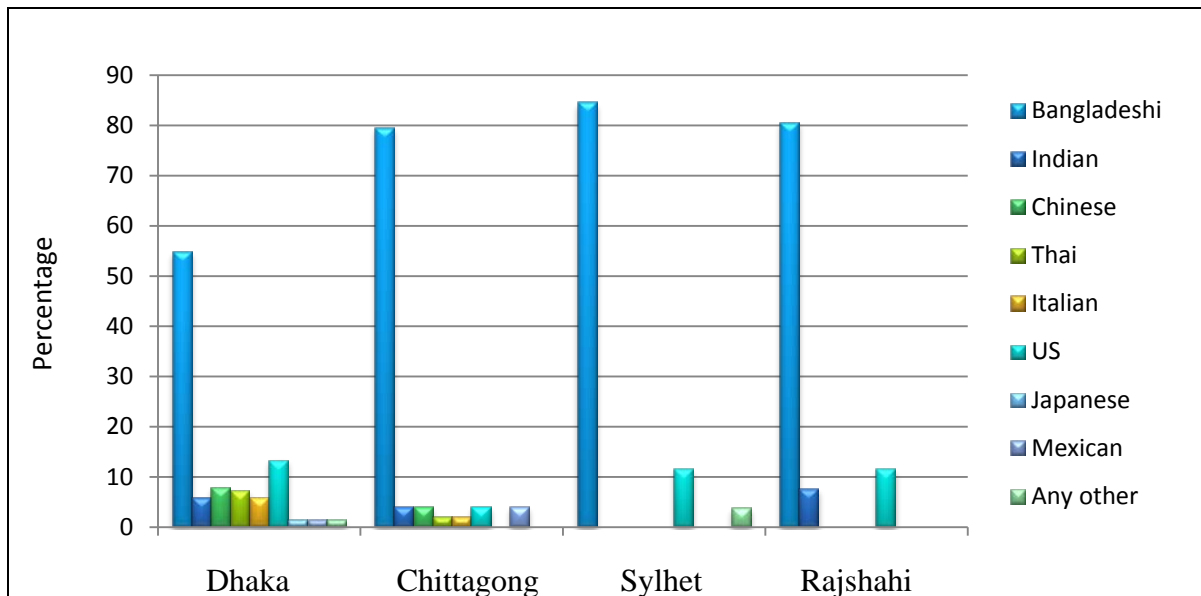


Figure 11C: Favourite Cuisine – As per Place of Residence

#### 8.2.3.4 Cuisine Preference of Different Income Groups

As in the other cases, Bangladeshi cuisine was also found to be the most popular amongst diners of different income groups. However, the percentage of customers preferring the local

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food above others, vary from age group to age group. For instance, around 70 % of the respondents with family income between Tk10,001 to Tk.50,000 thought of it as the best. On the other hand less than 50% of restaurant consumers with a family income of more than Tk.100,000 per month favoured it the most.

Table 12D: Cuisine Preference of Different Income Groups

Cuisine	Monthly Household Income									
	Tk. 5,001 - Tk. 10,000		Tk. 10,001 - Tk. 25,000		Tk. 25,001 - Tk. 50,000		Tk. 50,001 - Tk. 100,000		Above Tk. 100,000	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Bangladeshi	13	62	49	70	98	72	51	54	35	46
Indian	2	10	1	1	6	4	6	6	7	9
Chinese	0	0	2	3	8	6	10	11	6	8
Thai	4	19	1	1	5	4	8	8	5	7
Italian	0	0	3	4	5	4	7	7	4	5
US	2	10	13	19	13	9	8	8	12	16
French	0	0	0	0	1	1	0	0	0	0
Japanese	0	0	0	0	1	1	1	1	2	3
Korean	0	0	0	0	0	0	0	0	1	1
Mexican	0	0	1	1	0	0	3	3	2	3
Any other	0	0	0	0	0	0	1	1	2	3
<b>Total</b>	<b>21</b>	<b>100</b>	<b>70</b>	<b>100</b>	<b>137</b>	<b>100</b>	<b>95</b>	<b>100</b>	<b>76</b>	<b>100</b>

Also, the cuisines selected as their most favourite, by the second largest number of respondents from the different income groups, vary widely. For example, 19% of the respondents having an income between Tk.5,001 to Tk.10,000 selected Thai cuisine as their favourite. Among people with income between Tk.10,001 to Tk.25,000, 19% the US cuisine was considered the best; 9% selected the US cuisine as best from the Tk.25,001 to Tk.50,000 group; 11% selected Chinese cuisine from the Tk.50,001 to Tk.100,000 group and 16% selected the US cuisine as their favourite from the above Tk.100,000 group.

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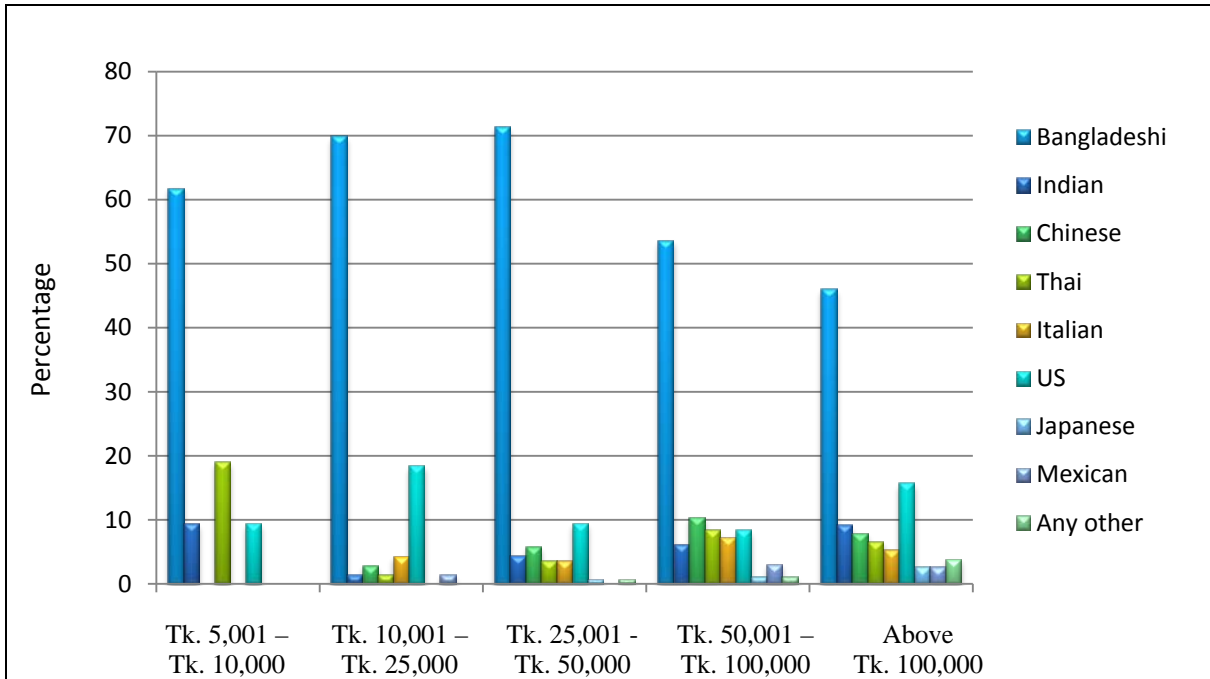


Figure 11D: Favourite Cuisine – As per Household Income

### 8.2.4 Verification of the Hypotheses

Eight hypotheses were tested to determine whether the influence of the cuisine selecting constructs and factors vary as per the demographic characteristics of the customers. The tests results are as follows:

H<sub>1</sub>: There is a significant difference in customers’ preference of cuisine based on demographic characteristics.

Chi-square test was used to determine whether there was a statistically significant difference in consumers’ preference of cuisine depending on the customers’ gender. As very few customers indicated a preference for Brazilian, French, Japanese, Korean, Vietnamese, Mexican, Turkish and Lebanese foods, these were collapsed and renamed ‘other cuisines’. Thus the cuisines tested were Bangladeshi, Indian, Chinese, Thai, US, Italian and others.

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Table 13: Favorite Cuisine  
**Which is your favorite cuisine? \* Gender Crosstabulation**

		Gender		Total	
		Male	Female		
Which is your favorite cuisine?	Bangladeshi	Count	199	47	246
		% within Gender	71.3%	39.2%	61.7%
	Indian	Count	13	9	22
		% within Gender	4.7%	7.5%	5.5%
	Chinese	Count	12	14	26
		% within Gender	4.3%	11.7%	6.5%
	Thai	Count	7	16	23
		% within Gender	2.5%	13.3%	5.8%
	Italian	Count	8	11	19
		% within Gender	2.9%	9.2%	4.8%
	Any other	Count	40	23	63
		% within Gender	14.3%	19.2%	15.8%
	Total	Count	279	120	399
		% within Gender	100.0%	100.0%	100.0%

A chi-square test was performed and a significant difference was found to exist between consumers' preference of cuisine and gender  $\chi^2 (5, n=399) = 47.577, p = .000$ .

Table 14A: Chi-square Test for Consumers' Preference of Cuisine and Gender

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	47.577 <sup>a</sup>	5	.000
Likelihood Ratio	45.523	5	.000
Linear-by-Linear Association	6.852	1	.009
N of Valid Cases	399		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.71.

An assumption of Chi-square test is that the lowest expected frequency in any cell should be 5 or more. Fisher's Exact Probability test should be used in the situation where this assumption is violated. Accordingly, Fisher's Exact Probability test was conducted to determine if there is a significant difference in customers' preference of cuisine based on age. It indicated that there is a significant difference between consumers' preference of cuisine based on their age,  $p = .000$ .

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Table 14B: Chi-square Test for Consumers' Preference of Cuisine and Age

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	54.814 <sup>a</sup>	50	.297	.		
Likelihood Ratio	51.172	50	.427	.000		
Fisher's Exact Test	.000			.000		
Linear-by-Linear Association	.405 <sup>c</sup>	1	.524	.000	.000	.000
N of Valid Cases	399					

a. 51 cells (77.3%) have expected count less than 5. The minimum expected count is .01.

b. Cannot be computed because there is insufficient memory.

c. The standardized statistic is .000.

Fisher's Exact Probability test was conducted to determine if there was a statistical difference in consumers' preference of cuisine on the basis of their profession. The test indicated that there is a significant difference between consumers' preference of cuisine and their profession,  $\rho = .000$ .

Table 14C: Chi-square Test for Consumers' Preference of Cuisine and Profession

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	80.420 <sup>a</sup>	70	.185	.000		
Likelihood Ratio	68.367	70	.533	.000		
Fisher's Exact Test	.000			.000		
Linear-by-Linear Association	.062 <sup>b</sup>	1	.803	.000	.000	.000
N of Valid Cases	399					

a. 72 cells (81.8%) have expected count less than 5. The minimum expected count is .00.

b. The standardized statistic is .000.

Fisher's Exact Probability test was also conducted to determine if there was a statistical difference in consumers' preference of cuisine on the basis of their educational qualifications. The test indicated that there is a significant difference between consumers' preference of cuisine and their educational qualifications,  $\rho = .000$

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Table 14D: Chi-square Test for Consumers' Preference of Cuisine and Educational Qualifications

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	65.476 <sup>a</sup>	50	.070	.		
Likelihood Ratio	58.517	50	.191	.000		
Fisher's Exact Test	.000			.000		
Linear-by-Linear Association	.270 <sup>c</sup>	1	.603	.000	.000	.000
N of Valid Cases	399					

a. 50 cells (75.8%) have expected count less than 5. The minimum expected count is .01.

b. Cannot be computed because there is insufficient memory.

c. The standardized statistic is .000.

The results showed that there were statistically significant differences in preference for cuisines between respondents of different genders, ages, professions and educational qualifications. Therefore, hypothesis 1, "There is a significant difference in customers' preference of cuisine based on demographic characteristics" was supported.

Table 15: Test Summary - Hypothesis I

	Hypothesis	Test	Sig.	Decision
1.	There is a significant difference in customers' preference of cuisine across genders	Chi-square Test	.000	Retain the hypothesis
2.	There is a significant difference in customers' preference of cuisine across categories of age	Fisher's Exact Test	.000	Retain the hypothesis
3.	There is a significant difference in customers' preference of cuisine across categories of profession	Fisher's Exact Test	.000	Retain the hypothesis
4.	There is a significant difference in customers' preference of cuisine across categories of educational qualifications	Fisher's Exact Test	.000	Retain the hypothesis

H<sub>2</sub>: There is a significant difference in motivational aspects influencing the selection of cuisine based on customers' demographic profile.



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A Mann-Whitney U Test was conducted to determine if there is a significant difference in motivational aspects influencing the selection of cuisine across genders. The test revealed that there was no significant difference in the motivational aspects influencing the selection of cuisine in males (Md = 5.2, n = 279) and females (Md = 5.2, n = 120),  $U = 16730.50$ ,  $z = -.009$ ,  $\rho = .993$ ,  $r = .0004$ .

Table 16: Mann-Whitney U Test Statistics with Gender as the Grouping Variable

	Motivational_Factors	Branding_and_Loyalty	Marketing_Factors	Service_Quality	Social_Factors	Food_Related_Factors	Restaurant_Infrastructure
Mann-Whitney U	16730.500	16103.500	15296.000	15335.000	15783.500	15899.000	15322.000
Wilcoxon W	23990.500	23363.500	22556.000	22595.000	23043.500	23159.000	22582.000
Z	-.009	-.605	-1.369	-1.336	-.907	-.798	-1.344
Asymp. Sig. (2-tailed)	.993	.545	.171	.182	.364	.425	.179

a. Grouping Variable: Gender

A Kruskal-Wallis Test was performed to test if there is a significant difference in motivational aspects influencing the selection of cuisine across ages. The results indicated that there was no significant difference in motivational aspects influencing the selection of cuisine across six different age groups (Gp1, n = 32: 13-19 yrs, Gp2, n = 189: 20-29 yrs, Gp3, n = 120: 30-39 yrs, Gp4, n = 38: 40-49 yrs, Gp5, n = 15: 50-59 yrs, Gp6, n = 5: 60+ yrs),  $\chi^2 (5, n=399) = 9.22$ ,  $\rho = .101$ .

The Kruskal-Wallis Test was also used to test if there is a significant difference in motivational aspects influencing the selection of cuisine across places of residence. The results indicated that there was a significant difference in motivational aspects influencing the selection of cuisine across the four cities under the purview of this research (Gp1, n = 298: Dhaka, Gp2, n = 49: Chittagong, Gp3, n = 26: Sylhet, Gp4, n = 26: Rajshahi),  $\chi^2 (3, n=399) = 15.917$ ,  $\rho = .001$ .

The results of a Kruskal-Wallis Test also demonstrated that there was no significant difference in motivational aspects influencing the selection of cuisine across professions (Gp1, n = 125: Student, Gp2, n = 184: Service, Gp3, n = 10: Doctor, Gp4, n = 13: Homemaker, Gp5, n = 30: Teacher, Gp6, n = 35: Business, Gp7, n = 1: Engineer, Gp8, n = 1: Journalist),  $\chi^2 (7, n=399) = 4.326$ ,  $\rho = .752$ .

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Similarly, the results of a Kruskal-Wallis Test also showed that there was no significant difference in motivational aspects influencing the selection of cuisine across categories of educational qualifications (Gp1, n = 14: Below SSC, Gp2, n = 26: SSC, Gp3, n = 61: HSC, Gp4, n = 130: Graduate, Gp5, n = 165: Post-graduate, Gp6, n = 3: Others),  $\chi^2 (5, n=399) = 9.142, p = .104$ .

However, a Kruskal-Wallis Test conducted to test if there is a significant difference in motivational aspects influencing the selection of cuisine across categories of household income levels indicated the existence of a significant difference (Gp1, n = 21: Tk.5,001 – 10,000, Gp2, n = 70: Tk,10,001 – 25,000, Gp3, n = 137: Tk.25,001 – 50,000, Gp4, n = 95: Tk.50,001 – 100,000, Gp5, n =76: >Tk. 100,000),  $\chi^2 (4, n=399) = 10.731, p = .030$ .

Table 17: Test Summary – Hypothesis 2

	<b>Hypothesis</b>	<b>Test</b>	<b>Sig.</b>	<b>Decision</b>
1.	There is a significant difference in motivational aspects influencing the selection of cuisine based on gender	Mann-Whitney U Test	.993	Reject the hypothesis
2.	There is a significant difference in motivational aspects influencing the selection of cuisine based on age	Kruskal-Wallis Test	.101	Reject the hypothesis
3.	There is a significant difference in motivational aspects influencing the selection of cuisine based on place of residence	Kruskal-Wallis Test	.001	Retain the hypothesis
4.	There is a significant difference in motivational aspects influencing the selection of cuisine based on profession	Kruskal-Wallis Test	.752	Reject the hypothesis
5.	There is a significant difference in motivational aspects influencing the selection of cuisine based on educational qualification	Kruskal-Wallis Test	.104k	Reject the hypothesis
6.	There is a significant difference in motivational aspects influencing the selection of cuisine based on household income	Kruskal-Wallis Test	.030	Retain the hypothesis

The results explain that there are no statistically significant differences on motivational aspects influencing the selection of cuisine on the basis of gender, age, profession or educational qualifications. As such, hypothesis 2, “there is a significant difference in motivational aspects influencing the selection of cuisine based on customers’ demographic profile” was not supported regarding gender, age, profession or educational qualifications.

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However, there were statistically significant differences in motivational aspects influencing the selection of cuisine based on places of residence and income levels.

H<sub>3</sub>: There is a significant difference in social aspects influencing the selection of cuisine based on customers' demographic profile.

A Mann-Whitney U Test was conducted to determine if there is a significant difference in social aspects influencing the selection of cuisine across genders. The test revealed that there was no significant difference in the social aspects influencing the selection of cuisine in males (Md = 4.75, n = 279) and females (Md = 4.55, n = 120), U = 15,783.50, z = -.907,  $\rho = .364$ , r = .0045.

Table 18: Kruskal Wallis Test Statistics with Age as the Grouping Variable

	Motivational_Factors	Branding_and_Loyalty	Marketing_Factors	Service_Quality	Social_Factors	Food_Related_Factors	Restaurant_Infrastructure
Chi-Square	9.219	3.908	10.007	15.898	11.302	2.574	9.595
df	5	5	5	5	5	5	5
Asymp. Sig.	.101	.563	.075	.007	.046	.765	.088

a. Kruskal Wallis Test

b. Grouping Variable: Age

A Kruskal-Wallis Test was performed to test if there is a significant difference in social aspects influencing the selection of cuisine across ages. The results indicated that there was a significant difference in social aspects influencing the selection of cuisine across six different age groups (Gp1, n = 32: 13-19 yrs, Gp2, n = 189: 20-29 yrs, Gp3, n = 120: 30-39 yrs, Gp4, n = 38: 40-49 yrs, Gp5, n = 15: 50-59 yrs, Gp6, n = 5: 60+ yrs),  $\chi^2 (5, n=399) = 11.30$ ,  $\rho = .046$ .

The Kruskal-Wallis Test was also used to test if there is a significant difference in social aspects influencing the selection of cuisine across places of residence. The results indicated that there was a significant difference in social aspects influencing the selection of cuisine across the four cities under the purview of this research (Gp1, n = 298: Dhaka, Gp2, n = 49: Chittagong, Gp3, n = 26: Sylhet, Gp4, n = 26: Rajshahi),  $\chi^2 (3, n=399) = 21.718$ ,  $\rho = .000$ .

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The results of a Kruskal-Wallis Test demonstrated that there was no significant difference in social aspects influencing the selection of cuisine across professions (Gp1, n = 125: Student, Gp2, n = 184: Service, Gp3, n = 10: Doctor, Gp4, n = 13: Homemaker, Gp5, n = 30: Teacher, Gp6, n = 35: Business, Gp7, n = 1: Engineer, Gp8, n = 1: Journalist),  $\chi^2 (7, n=399) = 12.236, p = .093$ .

Similarly, the results of a Kruskal-Wallis Test also showed that there was no significant difference in social aspects influencing the selection of cuisine across categories of educational qualifications (Gp1, n = 14: Below SSC, Gp2, n = 26: SSC, Gp3, n = 61: HSC, Gp4, n = 130: Graduate, Gp5, n = 165: Post-graduate, Gp6, n = 3: Others),  $\chi^2 (5, n=399) = 9.648, p = .086$ .

Table 19: Test Summary – Hypothesis 3

	<b>Hypothesis</b>	<b>Test</b>	<b>Sig.</b>	<b>Decision</b>
1.	There is a significant difference in social aspects influencing the selection of cuisine based on gender	Mann-Whitney U Test	.364	Reject the hypothesis
2.	There is a significant difference in social aspects influencing the selection of cuisine based on age	Kruskal-Wallis Test	.046	Retain the hypothesis
3.	There is a significant difference in social aspects influencing the selection of cuisine based on place of residence	Kruskal-Wallis Test	.000	Retain the hypothesis
4.	There is a significant difference in social aspects influencing the selection of cuisine based on profession	Kruskal-Wallis Test	.093	Reject the hypothesis
5.	There is a significant difference in social aspects influencing the selection of cuisine based on educational qualification	Kruskal-Wallis Test	.086	Reject the hypothesis
6.	There is a significant difference in social aspects influencing the selection of cuisine based on household income	Kruskal-Wallis Test	.373	Reject the hypothesis

A Kruskal-Wallis Test conducted to test if there is a significant difference in social aspects influencing the selection of cuisine across categories of household income levels did not indicate the existence of a significant difference (Gp1, n = 21: Tk.5,001 – 10,000, Gp2, n = 70: Tk.10,001 – 25,000, Gp3, n = 137: Tk.25,001 – 50,000, Gp4, n = 95: Tk.50,001 – 100,000, Gp5, n = 76: >Tk. 100,000),  $\chi^2 (4, n=399) = 4.251, p = .373$ .

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The results explain that there are no statistically significant differences in social aspects influencing the selection of cuisine on the basis of gender, profession, educational qualifications or income levels. As such, hypothesis 3, “there is a significant difference in social aspects influencing the selection of cuisine based on customers’ demographic profile” was not supported regarding gender, profession educational qualifications or income levels. However, there are statistically significant differences in social aspects influencing the selection of cuisine based on age and places of residence.

H<sub>4</sub>: There is a significant difference in food related aspects influencing the selection of cuisine based on customers’ demographic profile.

A Mann-Whitney U Test was conducted to determine if there is a significant difference in food related aspects influencing the selection of cuisine across genders. The test revealed that there was no significant difference in the food related aspects influencing the selection of cuisine in males (Md = 5.4, n = 279) and females (Md = 5.2, n = 120), U = 15,899, z = -.798,  $\rho = .425$ , r = .0399.

A Kruskal-Wallis Test was performed to test if there is a significant difference in food related aspects influencing the selection of cuisine across ages. The results indicated that there was no significant difference in food related aspects influencing the selection of cuisine across six different age groups (Gp1, n = 32: 13-19 yrs, Gp2, n = 189: 20-29 yrs, Gp3, n = 120: 30-39 yrs, Gp4, n = 38: 40-49 yrs, Gp5, n = 15: 50-59 yrs, Gp6, n = 5: 60+ yrs),  $\chi^2$  (5, n=399) = 2.574,  $\rho = .765$ .

The Kruskal-Wallis Test was also used to test if there is a significant difference in food related aspects influencing the selection of cuisine across places of residence. The results indicated that there was no significant difference in food related aspects influencing the selection of cuisine across the four cities under the purview of this research (Gp1, n = 298:

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Dhaka, Gp2, n = 49: Chittagong, Gp3, n = 26: Sylhet, Gp4, n = 26: Rajshahi),  $\chi^2$  (3, n=399) = 6.339,  $\rho$  =.096.

Table 20: Kruskal Wallis Test Statistics with Place of Residence as the Grouping Variable

	Motivational_Factors	Branding_and_Loyalty	Marketing_Factors	Service_Quality	Social_Factors	Food_Related_Factors	Restaurant_Infrastructure
Chi-Square	15.917	8.870	25.538	7.174	21.718	6.339	14.703
df	3	3	3	3	3	3	3
Asymp. Sig.	.001	.031	.000	.067	.000	.096	.002

a. Kruskal Wallis Test

b. Grouping Variable: What is your place of residence?

The results of a Kruskal-Wallis Test also demonstrated that there was no significant difference in food related aspects influencing the selection of cuisine across professions (Gp1, n = 125: Student, Gp2, n = 184: Service, Gp3, n = 10: Doctor, Gp4, n = 13: Homemaker, Gp5, n = 30: Teacher, Gp6, n = 35: Business, Gp7, n = 1: Engineer, Gp8, n = 1: Journalist),  $\chi^2$  (7, n=399) = 9.047,  $\rho$  =.249.

Similarly, the results of a Kruskal-Wallis Test also showed that there was no significant difference in food related aspects influencing the selection of cuisine across categories of educational qualifications (Gp1, n = 14: Below SSC, Gp2, n = 26: SSC, Gp3, n = 61: HSC, Gp4, n = 130: Graduate, Gp5, n = 165: Post-graduate, Gp6, n = 3: Others),  $\chi^2$  (5, n=399) = 0.719,  $\rho$  =.982.

The Kruskal-Wallis Test conducted to test if there is a significant difference in food related aspects influencing the selection of cuisine across categories of household income levels also indicated no existence of significant difference (Gp1, n = 21: Tk.5,001 – 10,000, Gp2, n = 70: Tk,10,001 – 25,000, Gp3, n = 137: Tk.25,001 – 50,000, Gp4, n = 95: Tk.50,001 – 100,000, Gp5, n =76: >Tk. 100,000),  $\chi^2$  (4, n=399) = 8.224,  $\rho$  =.084.

The results explain that there are no statistically significant differences in food related aspects influencing the selection of cuisine on the basis of gender, profession, educational qualifications, income levels, age or places of residence. As such, hypothesis 4, “there is a

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significant difference in food related aspects influencing the selection of cuisine based on customers' demographic profile" was not supported at all.

Table 21: Test Summary – Hypothesis 4

	<b>Hypothesis</b>	<b>Test</b>	<b>Sig.</b>	<b>Decision</b>
1.	There is a significant difference in food related aspects influencing the selection of cuisine based on gender	Mann-Whitney U Test	.425	Reject the hypothesis
2.	There is a significant difference in food related aspects influencing the selection of cuisine based on age	Kruskal-Wallis Test	.765	Reject the hypothesis
3.	There is a significant difference in food related aspects influencing the selection of cuisine based on place of residence	Kruskal-Wallis Test	.096	Reject the hypothesis
4.	There is a significant difference in food related aspects influencing the selection of cuisine based on profession	Kruskal-Wallis Test	.249	Reject the hypothesis
5.	There is a significant difference in food related aspects influencing the selection of cuisine based on educational qualification	Kruskal-Wallis Test	.982	Reject the hypothesis
6.	There is a significant difference in food related aspects influencing the selection of cuisine based on household income	Kruskal-Wallis Test	.084	Reject the hypothesis

H<sub>5</sub>: There is a significant difference in restaurant infrastructure influencing the selection of cuisine based on customers' demographic profile.

A Mann-Whitney U Test was conducted to determine if there is a significant difference in restaurant infrastructure influencing the selection of cuisine across genders. The test revealed that there was no significant difference in the restaurant infrastructure influencing the selection of cuisine in males (Md = 3.8, n = 279) and females (Md = 3.6, n = 120), U = 15,322, z = -1.344, p = .179, r = .0672.

A Kruskal-Wallis Test was performed to test if there is a significant difference in restaurant infrastructure influencing the selection of cuisine across ages. The results indicated that there was no significant difference in restaurant infrastructure influencing the selection of cuisine across six different age groups (Gp1, n = 32: 13-19 yrs, Gp2, n = 189: 20-29 yrs, Gp3, n =

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120: 30-39 yrs, Gp4, n = 38: 40-49 yrs, Gp5, n = 15: 50-59 yrs, Gp6, n = 5: 60+ yrs),  $\chi^2$  (5, n=399) = 9.59,  $\rho$  =.088.

The Kruskal-Wallis Test was also used to test if there is a significant difference in restaurant infrastructure influencing the selection of cuisine across places of residence. The results indicated that there was a significant difference in restaurant infrastructure influencing the selection of cuisine across the four cities under the purview of this research (Gp1, n = 298: Dhaka, Gp2, n = 49: Chittagong, Gp3, n = 26: Sylhet, Gp4, n = 26: Rajshahi),  $\chi^2$  (3, n=399) = 14.703,  $\rho$  =.002.

Table 22: Kruskal Wallis Test Statistics with Profession as the Grouping Variable

	Motivational_Factors	Branding_and_Loyalty	Marketing_Factors	Service_Quality	Social_Factors	Food_Related_Factors	Restaurant_Infrastructure
Chi-Square	4.236	4.320	12.467	8.012	12.236	9.047	10.476
df	7	7	7	7	7	7	7
Asymp. Sig.	.752	.742	.086	.332	.093	.249	.163

a. Kruskal Wallis Test

b. Grouping Variable: Profession

The results of a Kruskal-Wallis Test demonstrated that there was no significant difference in restaurant infrastructure influencing the selection of cuisine across professions (Gp1, n = 125: Student, Gp2, n = 184: Service, Gp3, n = 10: Doctor, Gp4, n = 13: Homemaker, Gp5, n = 30: Teacher, Gp6, n = 35: Business, Gp7, n = 1: Engineer, Gp8, n = 1: Journalist),  $\chi^2$  (7, n=399) = 10.476,  $\rho$  =.163.

On the other hand, the results of a Kruskal-Wallis Test showed that there was a significant difference in restaurant infrastructure influencing the selection of cuisine across categories of educational qualifications (Gp1, n = 14: Below SSC, Gp2, n = 26: SSC, Gp3, n = 61: HSC, Gp4, n = 130: Graduate, Gp5, n = 165: Post-graduate, Gp6, n = 3: Others),  $\chi^2$  (5, n=399) = 13.29,  $\rho$  =.021.

A Kruskal-Wallis Test conducted to test if there is a significant difference in restaurant infrastructure influencing the selection of cuisine across categories of household income levels did not indicate the existence of a significant difference (Gp1, n = 21: Tk.5,001 –



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10,000, Gp2, n = 70: Tk,10,001 – 25,000, Gp3, n = 137: Tk.25,001 – 50,000, Gp4, n = 95: Tk.50,001 – 100,000, Gp5, n =76: >Tk. 100,000),  $\chi^2 (4, n=399) = 9.242, \rho = .055$ .

Table 23: Test Summary – Hypothesis 5

	<b>Hypothesis</b>	<b>Test</b>	<b>Sig.</b>	<b>Decision</b>
1.	There is a significant difference in restaurant infrastructure influencing the selection of cuisine based on gender	Mann-Whitney U Test	.179	Reject the hypothesis
2.	There is a significant difference in restaurant infrastructure influencing the selection of cuisine based on age	Kruskal-Wallis Test	.088	Reject the hypothesis
3.	There is a significant difference in restaurant infrastructure influencing the selection of cuisine based on place of residence	Kruskal-Wallis Test	.002	Retain the hypothesis
4.	There is a significant difference in restaurant infrastructure influencing the selection of cuisine based on profession	Kruskal-Wallis Test	.163	Reject the hypothesis
5.	There is a significant difference in restaurant infrastructure influencing the selection of cuisine based on educational qualification	Kruskal-Wallis Test	.021	Retain the hypothesis
6.	There is a significant difference in restaurant infrastructure influencing the selection of cuisine based on household income	Kruskal-Wallis Test	.055	Reject the hypothesis

The results explain that there are no statistically significant differences in restaurant infrastructure influencing the selection of cuisine on the basis of gender, age, profession, or income levels. As such, hypothesis 5, “there is a significant difference in restaurant infrastructure influencing the selection of cuisine based on customers’ demographic profile” was not supported regarding gender, age, profession or income levels. However, there are statistically significant differences in restaurant infrastructure influencing the selection of cuisine based on places of residence and educational qualifications.

H<sub>6</sub>: There is a significant difference in marketing aspects influencing the selection of cuisine based on customers’ demographic profile.

A Mann-Whitney U Test was conducted to determine if there is a significant difference in marketing aspects influencing the selection of cuisine across genders. The test revealed that

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there was no significant difference in the marketing aspects influencing the selection of cuisine in males (Md = 4.75, n = 279) and females (Md = 4.375, n = 120),  $U = 15,296$ ,  $z = -1.369$ ,  $\rho = .171$ ,  $r = .0685$ .

A Kruskal-Wallis Test was performed to test if there is a significant difference in marketing aspects influencing the selection of cuisine across ages. The results indicated that there was no significant difference in marketing aspects influencing the selection of cuisine across six different age groups (Gp1, n = 32: 13-19 yrs, Gp2, n = 189: 20-29 yrs, Gp3, n = 120: 30-39 yrs, Gp4, n = 38: 40-49 yrs, Gp5, n = 15: 50-59 yrs, Gp6, n = 5: 60+ yrs),  $\chi^2 (5, n=399) = 10.007$ ,  $\rho = .075$ .

The Kruskal-Wallis Test was also used to test if there is a significant difference in marketing aspects influencing the selection of cuisine across places of residence. The results indicated that there was a significant difference in marketing aspects influencing the selection of cuisine across the four cities under the purview of this research (Gp1, n = 298: Dhaka, Gp2, n = 49: Chittagong, Gp3, n = 26: Sylhet, Gp4, n = 26: Rajshahi),  $\chi^2 (3, n=399) = 25.538$ ,  $\rho = .000$ .

The results of a Kruskal-Wallis Test demonstrated that there was no significant difference in marketing aspects influencing the selection of cuisine across professions (Gp1, n = 125: Student, Gp2, n = 184: Service, Gp3, n = 10: Doctor, Gp4, n = 13: Homemaker, Gp5, n = 30: Teacher, Gp6, n = 35: Business, Gp7, n = 1: Engineer, Gp8, n = 1: Journalist),  $\chi^2 (7, n=399) = 12.467$ ,  $\rho = .086$ .

On the other hand, the results of a Kruskal-Wallis Test showed that there was a significant difference in marketing aspects influencing the selection of cuisine across categories of educational qualifications (Gp1, n = 14: Below SSC, Gp2, n = 26: SSC, Gp3, n = 61: HSC, Gp4, n = 130: Graduate, Gp5, n = 165: Post-graduate, Gp6, n = 3: Others),  $\chi^2 (5, n=399) = 4.202$ ,  $\rho = .521$ .

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Table 24: Kruskal Wallis Test Statistics with Educational Qualification as the Grouping Variable

	Motivational_Factors	Branding_and_Loyalty	Marketing_Factors	Service_Quality	Social_Factors	Food_Related_Factors	Restaurant_Infrastructure
Chi-Square	9.142	1.637	4.202	8.423	9.648	.719	13.290
df	5	5	5	5	5	5	5
Asymp. Sig.	.104	.897	.521	.134	.086	.982	.021

a. Kruskal Wallis Test

b. Grouping Variable: Highest educational or professional qualification

A Kruskal-Wallis Test conducted to test if there is a significant difference in marketing aspects influencing the selection of cuisine across categories of household income levels did not indicate the existence of a significant difference (Gp1, n = 21: Tk.5,001 – 10,000, Gp2, n = 70: Tk,10,001 – 25,000, Gp3, n = 137: Tk.25,001 – 50,000, Gp4, n = 95: Tk.50,001 – 100,000, Gp5, n =76: >Tk. 100,000),  $\chi^2 (4, n=399) = 8.036, \rho = .090$ .

Table 25: Test Summary – Hypothesis 6

	Hypothesis	Test	Sig.	Decision
1.	There is a significant difference in marketing aspects influencing the selection of cuisine based on gender	Mann-Whitney U Test	.171	Reject the hypothesis
2.	There is a significant difference in marketing aspects influencing the selection of cuisine based on age	Kruskal-Wallis Test	.075	Reject the hypothesis
3.	There is a significant difference in marketing aspects influencing the selection of cuisine based on place of residence	Kruskal-Wallis Test	.000	Retain the hypothesis
4.	There is a significant difference in marketing aspects influencing the selection of cuisine based on profession	Kruskal-Wallis Test	.086	Reject the hypothesis
5.	There is a significant difference in marketing aspects influencing the selection of cuisine based on educational qualification	Kruskal-Wallis Test	.521	Reject the hypothesis
6.	There is a significant difference in marketing aspects influencing the selection of cuisine based on household income	Kruskal-Wallis Test	.090	Reject the hypothesis

The results explain that there are no statistically significant differences in marketing aspects influencing the selection of cuisine on the basis of gender, age, profession, educational qualifications or income levels. As such, hypothesis 6, “there is a significant difference in marketing aspects influencing the selection of cuisine based on customers’ demographic profile” was not supported regarding gender, age, profession, educational qualifications or

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income levels. However, there are statistically significant differences in marketing aspects influencing the selection of cuisine based on places of residence.

H<sub>7</sub>: There is a significant difference in branding and loyalty influencing the selection of cuisine based on customers' demographic profile.

A Mann-Whitney U Test was conducted to determine if there is a significant difference in branding and loyalty influencing the selection of cuisine across genders. The test revealed that there was no significant difference in the branding and loyalty influencing the selection of cuisine in males (Md = 5.0, n = 279) and females (Md = 4.8, n = 120),  $U = 16,103.5$ ,  $z = -0.605$ ,  $\rho = 0.545$ ,  $r = .0303$ .

A Kruskal-Wallis Test was performed to test if there is a significant difference in branding and loyalty influencing the selection of cuisine across ages. The results indicated that there was no significant difference in branding and loyalty influencing the selection of cuisine across six different age groups (Gp1, n = 32: 13-19 yrs, Gp2, n = 189: 20-29 yrs, Gp3, n = 120: 30-39 yrs, Gp4, n = 38: 40-49 yrs, Gp5, n = 15: 50-59 yrs, Gp6, n = 5: 60+ yrs),  $\chi^2 (5, n=399) = 3.908$ ,  $\rho = .563$ .

The Kruskal-Wallis Test was also used to test if there is a significant difference in branding and loyalty influencing the selection of cuisine across places of residence. The results indicated that there was a significant difference in branding and loyalty influencing the selection of cuisine across the four cities under the purview of this research (Gp1, n = 298: Dhaka, Gp2, n = 49: Chittagong, Gp3, n = 26: Sylhet, Gp4, n = 26: Rajshahi),  $\chi^2 (3, n=399) = 8.870$ ,  $\rho = .031$ .

The results of a Kruskal-Wallis Test demonstrated that there was no significant difference in branding and loyalty influencing the selection of cuisine across professions (Gp1, n = 125: Student, Gp2, n = 184: Service, Gp3, n = 10: Doctor, Gp4, n = 13: Homemaker, Gp5, n = 30:

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Teacher, Gp6, n = 35: Business, Gp7, n = 1: Engineer, Gp8, n = 1: Journalist),  $\chi^2 (7, n=399) = 4.320, \rho = .742$ .

On the other hand, the results of a Kruskal-Wallis Test showed that there was a significant difference in branding and loyalty influencing the selection of cuisine across categories of educational qualifications (Gp1, n = 14: Below SSC, Gp2, n = 26: SSC, Gp3, n = 61: HSC, Gp4, n = 130: Graduate, Gp5, n = 165: Post-graduate, Gp6, n = 3: Others),  $\chi^2 (5, n=399) = 1.637, \rho = .897$ .

Table 26: Kruskal Wallis Test Statistics with Monthly Household Income as the Grouping Variable

	Motivational_Factors	Branding_and_Loyalty	Marketing_Factors	Service_Quality	Social_Factors	Food_Related_Factors	Restaurant_Infrastructure
Chi-Square	10.731	1.443	8.036	10.466	4.251	8.224	9.242
df	4	4	4	4	4	4	4
Asymp. Sig.	.030	.837	.090	.033	.373	.084	.055

a. Kruskal Wallis Test

b. Grouping Variable: Monthly Household Income

A Kruskal-Wallis Test conducted to test if there is a significant difference in branding and loyalty influencing the selection of cuisine across categories of household income levels did not indicate the existence of a significant difference (Gp1, n = 21: Tk.5,001 – 10,000, Gp2, n = 70: Tk,10,001 – 25,000, Gp3, n = 137: Tk.25,001 – 50,000, Gp4, n = 95: Tk.50,001 – 100,000, Gp5, n =76: >Tk. 100,000),  $\chi^2 (4, n=399) = 1.443, \rho = .837$ .

The results explain that there are no statistically significant differences in branding and loyalty influencing the selection of cuisine on the basis of gender, age, profession, educational qualifications or income levels. As such, hypothesis 7, “there is a significant difference in branding and loyalty influencing the selection of cuisine based on customers’ demographic profile” was not supported regarding gender, age, profession, educational qualifications or income levels. However, there are statistically significant differences in branding and loyalty influencing the selection of cuisine based on places of residence.

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Table 27: Test Summary – Hypothesis 7

	<b>Hypothesis</b>	<b>Test</b>	<b>Sig.</b>	<b>Decision</b>
1.	There is a significant difference in branding and loyalty influencing the selection of cuisine based on gender	Mann-Whitney U Test	.545	Reject the hypothesis
2.	There is a significant difference in branding and loyalty influencing the selection of cuisine based on age	Kruskal-Wallis Test	.563	Reject the hypothesis
3.	There is a significant difference in branding and loyalty influencing the selection of cuisine based on place of residence	Kruskal-Wallis Test	.031	Retain the hypothesis
4.	There is a significant difference in branding and loyalty influencing the selection of cuisine based on profession	Kruskal-Wallis Test	.742	Reject the hypothesis
5.	There is a significant difference in branding and loyalty influencing the selection of cuisine based on educational qualification	Kruskal-Wallis Test	.897	Reject the hypothesis
6.	There is a significant difference in branding and loyalty influencing the selection of cuisine based on household income	Kruskal-Wallis Test	.837	Reject the hypothesis

H8: There is a significant difference in service quality influencing the selection of cuisine based on customers' demographic profile.

A Mann-Whitney U Test was conducted to determine if there is a significant difference in service quality influencing the selection of cuisine across genders. The test revealed that there was no significant difference in the service quality influencing the selection of cuisine in males (Md = 5.67, n = 279) and females (Md = 5.33, n = 120),  $U = 15,335$ ,  $z = -1.336$ ,  $\rho = 0.182$ ,  $r = .0669$ .

A Kruskal-Wallis Test was performed to test if there is a significant difference in service quality influencing the selection of cuisine across ages. The results indicated that there was a significant difference in service quality influencing the selection of cuisine across six different age groups (Gp1, n = 32: 13-19 yrs, Gp2, n = 189: 20-29 yrs, Gp3, n = 120: 30-39 yrs, Gp4, n = 38: 40-49 yrs, Gp5, n = 15: 50-59 yrs, Gp6, n = 5: 60+ yrs),  $\chi^2(5, n=399) = 15.898$ ,  $\rho = .007$ .

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The Kruskal-Wallis Test was also used to test if there is a significant difference in service quality influencing the selection of cuisine across places of residence. The results indicated that there was no significant difference in service quality influencing the selection of cuisine across the four cities under the purview of this research (Gp1, n = 298: Dhaka, Gp2, n = 49: Chittagong, Gp3, n = 26: Sylhet, Gp4, n = 26: Rajshahi),  $\chi^2 (3, n=399) = 7.714, \rho = .067$ .

The results of a Kruskal-Wallis Test demonstrated that there was no significant difference in service quality influencing the selection of cuisine across professions (Gp1, n = 125: Student, Gp2, n = 184: Service, Gp3, n = 10: Doctor, Gp4, n = 13: Homemaker, Gp5, n = 30: Teacher, Gp6, n = 35: Business, Gp7, n = 1: Engineer, Gp8, n = 1: Journalist),  $\chi^2 (7, n=399) = 8.012, \rho = .332$ .

The results of a Kruskal-Wallis Test showed that there was no significant difference in service quality influencing the selection of cuisine across categories of educational qualifications (Gp1, n = 14: Below SSC, Gp2, n = 26: SSC, Gp3, n = 61: HSC, Gp4, n = 130: Graduate, Gp5, n = 165: Post-graduate, Gp6, n = 3: Others),  $\chi^2 (5, n=399) = 8.423, \rho = .134$ .

A Kruskal-Wallis Test conducted to test if there is a significant difference in service quality influencing the selection of cuisine across categories of household income levels indicated the existence of a significant difference (Gp1, n = 21: Tk.5,001 – 10,000, Gp2, n = 70: Tk.10,001 – 25,000, Gp3, n = 137: Tk.25,001 – 50,000, Gp4, n = 95: Tk.50,001 – 100,000, Gp5, n = 76: >Tk. 100,000),  $\chi^2 (4, n=399) = 10.466, \rho = .033$ .

The results explain that there are no statistically significant differences in restaurant service quality influencing the selection of cuisine on the basis of gender, places of residence, profession and educational qualifications. As such, hypothesis 8, “there is a significant difference in marketing aspects influencing the selection of cuisine based on customers’ demographic profile” was not supported regarding gender, places of residence, profession, or educational qualifications. However, there are statistically significant differences in service quality influencing the selection of cuisine based on age and household income.

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Table 28: Test Summary – Hypothesis 8

	<b>Hypothesis</b>	<b>Test</b>	<b>Sig.</b>	<b>Decision</b>
1.	There is a significant difference in service quality influencing the selection of cuisine based on gender	Mann-Whitney U Test	.182	Reject the hypothesis
2.	There is a significant difference in service quality influencing the selection of cuisine based on age	Kruskal-Wallis Test	.007	Retain the hypothesis
3.	There is a significant difference in service quality influencing the selection of cuisine based on place of residence	Kruskal-Wallis Test	.067	Reject the hypothesis
4.	There is a significant difference in service quality influencing the selection of cuisine based on profession	Kruskal-Wallis Test	.332	Reject the hypothesis
5.	There is a significant difference in service quality influencing the selection of cuisine based on educational qualification	Kruskal-Wallis Test	.134	Reject the hypothesis
6.	There is a significant difference in service quality influencing the selection of cuisine based on household income	Kruskal-Wallis Test	.033	Retain the hypothesis

### 8.2.5 Ranking of the Cuisine Influencing Items

The twenty-nine items identified, which influence customer's selection of cuisine, were ranked according to their importance using Friedman's mean ranking. Considering data received from all the respondents (n=399) it was observed that taste of the food received the topmost ranking (20.26) and as such may be considered the most important item in the selection of cuisine. It was followed by cleanliness of the restaurant (mean rank 20.04) and religious requirement (Mean rank 19.17). Speed of service (Mean rank 17.33) and preference of other diners (Mean rank 17.28) secured the fourth and fifth positions respectively. These five aspects obtained mean ranks of more than seventeen.

Availability of a zone for smoking (Mean rank 7.31) and advertising (Mean rank 10.67) obtained the lowest scores.



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Table 29: Ranking of the Cuisine Influencing Items

<b>Position</b>	<b>Item</b>	<b>Mean Rank</b>
1	Taste of the Food	20.26
2	Cleanliness of the restaurant	20.04
3	Religious requirement	19.17
4	Speed of service	17.33
5	Preference of other diners	17.28
6	Ability to customize	16.72
7	Visual appeal of Food	16.61
8	Purchase price	16.47
9	Error free service	16.41
10	Brand reputation of restaurant	16.35
11	Desire to try new food	16.29
12	Desire for change	16.13
13	Diversity of menu	16.02
14	Health benefits	15.95
15	Location	15.14
16	Customer loyalty	14.91
17	Special offers by restaurant	14.61
18	Preference of influential co-diners	14.43
19	Unique dish	14.40
20	Number of co-diners	14.29
21	Restaurant environment	14.09
22	Desire for adventurous experience	14.08
23	Reputation of chef	13.69
24	Appropriate décor	13.32
25	Recommendations	11.31
26	Playroom for children	11.22
27	Availability of a car parking space	10.67
28	Advertising	10.52
29	Availability of a zone for smoking	7.31

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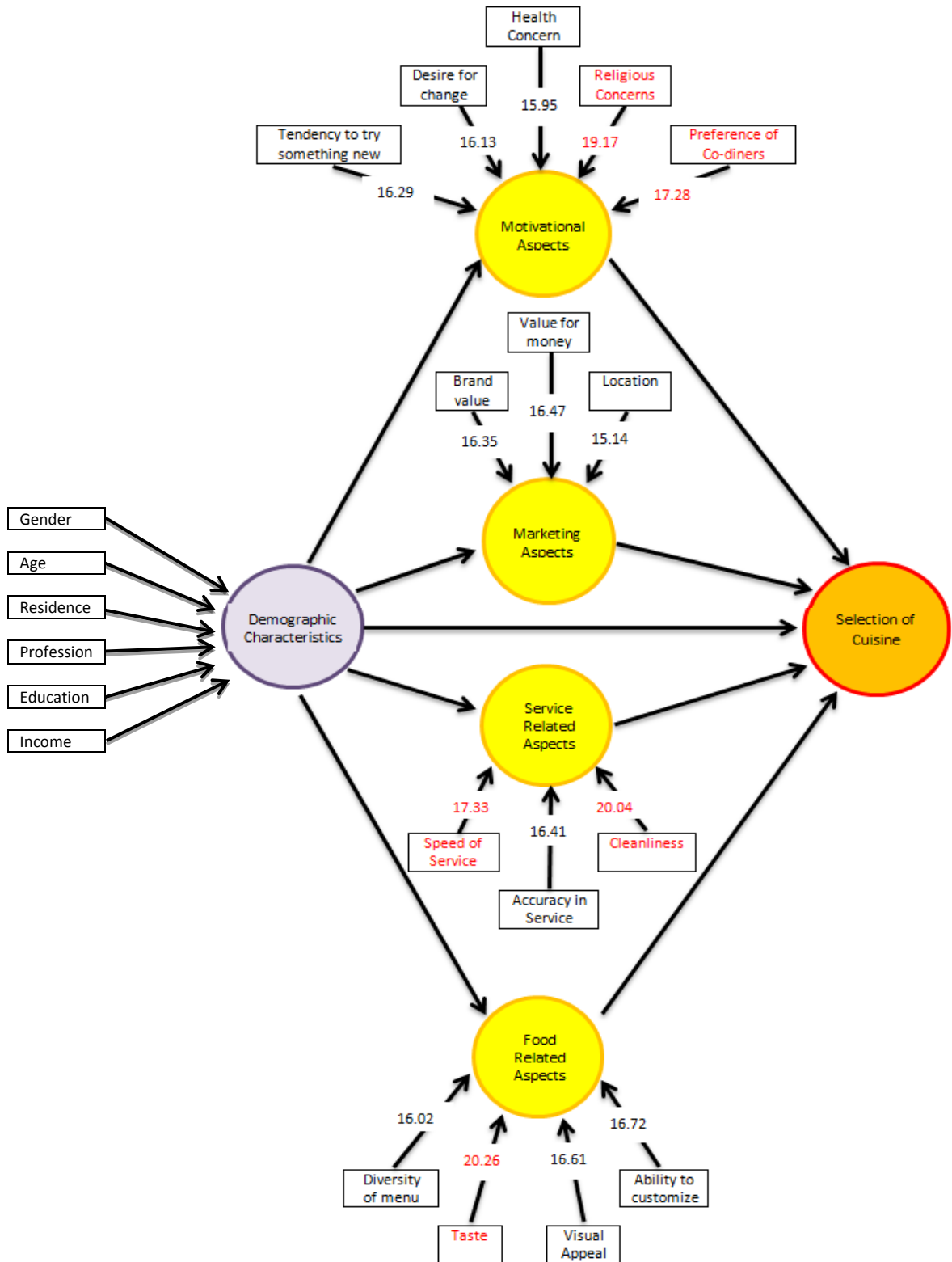


Figure 12: Factors Affecting the Selection of Cuisine

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Taking only the top 15 factors which influence the selection of cuisine into consideration a model can be drawn on the subject matter. Incidentally, these factors have each scored over 15 in mean ranking in the Friedman Test. The Factors are arranged into 4 groups, which are (i) Motivational Aspects, consisting of tendency to try something new, desire for change, health benefit, religious requirement and preference of other diners, (ii) Marketing Aspects, consisting of brand reputation of the restaurant, purchase price and location of the restaurant, (iii) Food Related Aspects which incorporates taste of the food, visual appeal of food diversity of menu and the ability to customize the food and (iv) Service Related Aspects which contain error free service, fast service and cleanliness of the restaurant.

Of these fifteen factors, five have a mean score of more than 17 and should be considered very important in the selection of cuisine while dining at restaurants. These five (i) taste of the food, (ii) cleanliness of the restaurant, (iii) religious requirement, (iv) fast service and (v) preference of other diners have been highlighted in the model.

As it was also found that the demographic characteristics of the customers have a strong influence of the selection of cuisine this has been incorporated into the model.

#### 8.2.5.1 Ranking as per Gender

A similarity is observed when the items behind the selection of cuisine, are studied for male and female respondents separately. Both male and female respondents considered taste of the food, cleanliness of the restaurant and religious requirements to be the most important items and have placed them in the first, second and third positions, respectively. Thereafter, some differences are noticed. For example, male respondents ranked error free service among the top 10 items, while female respondents did not. Conversely, female respondents ranked brand reputation of restaurants among the top 10 items, while male respondents did not. Also noticeable is that, nine of the top ten items selected by both groups of respondents are the same though their rankings are different.

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At the other end of the spectrum, both male and female respondents have ranked the availability of a smoking zone, advertising and availability of a car parking area to be the least important items behind the selection of cuisine.

Table 30: Ranking as Per Gender

Rank	Gender	
	Male (n=279)	Female (n=120)
1	Taste of the Food	Taste of the Food
2	Cleanliness of the restaurant	Cleanliness of the restaurant
3	Religious requirement	Religious requirement
4	Speed of service	Preference of other diners
5	Preference of other diners	Ability to customize
6	Visual appeal of Food	Speed of service
7	Ability to customize	Brand reputation of restaurant
8	Error free service	Purchase price
9	Purchase price	Desire to try new food
10	Desire to try new food	Visual appeal of Food

#### 8.2.5.2 Ranking as per Age

A number of differences are observed, between age groups, in the ranking of items which instigate the selection of cuisine. For example, food taste obtained highest rankings from two age groups, 20 to 29 years and 50 to 59 years, while cleanliness of the restaurant received the most points from age groups 30 to 39 years and 40 to 49 years. Participants of the age group 13 to 19 years valued religious requirements to be most important but respondents aged over 60 years considered speed of the service to be of utmost consequence. However, six items, religious requirements, taste of the food, cleanliness of restaurants, ability to customize dishes, speed of service and preference of other diners were placed among the top ten reasons behind the selection of cuisine by group members of all ages.

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Table 31: Ranking as Per Age

Rank	Age Groups					
	13 – 19 years n = 32	20 – 29 years n = 189	30 – 39 years n = 120	40 – 49 years n = 38	50 – 59 years n = 15	60+ years n = 5
<b>1</b>	Religious requirement	Taste of the food	Cleanliness of restaurant	Cleanliness of restaurant	Taste of the food	Speed of service
<b>2</b>	Taste of the food	Cleanliness of restaurant	Taste of the food	Preference of other diners	Preference of other diners	Cleanliness of restaurant
<b>3</b>	Cleanliness of restaurant	Religious requirement	Religious requirement	Taste of the food	Religious requirement	Religious requirement
<b>4</b>	Ability to customize	Visual appeal of food	Speed of service	Speed of service	Cleanliness of restaurant	Error free service
<b>5</b>	Desire for change	Desire to try new food	Error free service	Error free service	Purchase price	Ability to customize
<b>6</b>	Speed of service	Purchase price	Preference of other diners	Brand reputation	Preference of influential co-diners	Offer of unique dish
<b>7</b>	Purchase price	Ability to customize	Desire to try new food	Religious requirement	Diversity of menu	Brand reputation
<b>8</b>	Preference of other diners	Speed of service	Brand reputation	Visual appeal of food	Speed of service	Taste of the food
<b>9</b>	Customer loyalty	Health benefits	Ability to customize	Purchase price	Visual appeal of food	Preference of other diners
<b>10</b>	Visual appeal of food	Preference of other diners	Health benefits	Ability to customize	Ability to customize	Preference of influential co-diners

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### 8.2.5.3 Ranking as per Household Income

Taste of the food and cleanliness of the restaurant were ranked among the top three reasons behind selection of cuisine by four of the five groups considered. On the other hand, compliance of religious requirements was considered important (ranked among the top ten items) by all the respondent groups having different household incomes. It could also be noticed that the factors influencing the selection of cuisine by low income respondents were somewhat different from the elements of the other groups. The groups having a monthly family income between Tk.5,001 to Tk.10,000 selected (i) desire for an adventurous experience, (ii) desire to try new food, (iii) desire for change, (iv) reputation of the chef and (v) purchase price of the food (service) as five of the most important factors behind their selection of cuisine while dining in restaurants.

It may also be noted that the purchase price of restaurant food is important for people having income upto Tk. 50,000/- per month. Respondents having a higher income have not placed this factor among the top ten reasons behind the selection of cuisine while availing restaurant service.

Table 32: Ranking as Per Monthly Income

Rank	Household Income				
	Tk.5,001 - 10,000 n = 21	Tk.10,001 - 25,000 n = 70	Tk.25,001 - 50,000 n = 137	Tk.50,001 - 100,000 n = 95	Above Tk.100,000/- n = 76
1	Desire for adventurous experience	Taste of the food	Cleanliness of restaurant	Taste of the food	Cleanliness of restaurant
2	Desire for new food	Cleanliness of restaurant	Religious requirement	Cleanliness of restaurant	Taste of the food
3	Desire for change	Speed of service	Taste of the food	Religious requirement	Religious requirement
4	Reputation of chef	Error free service	Preference of other diners	Speed of service	Brand reputation
5	Purchase price	Preference of other diners	Ability to customize	Preference of other diners	Visual appeal of food
6	Playroom for children	Religious requirement	Desire for new food	Error free service	Speed of service
7	Décor	Health benefits	Desire for change	Diversity of menu	Location
8	Health benefits	Visual appeal of food	Purchase Price	Brand reputation	Ability to customize
9	Religious requirement	Purchase price	Health Benefit	Visual appeal of food	Preference of other diners
10	Error free service	Desire for change	Visual appeal of food	Ability to customize	Error free service

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#### 8.2.5.4 Ranking as per Domicile

For this study, data was collected from participants in four cities of Bangladesh, Dhaka, Chittagong, Sylhet and Rajshahi. Considerable differences can be observed in the responses of the respondents from the different cities. While residents of Dhaka and Chittagong have agreed that food taste is the most important item in the selection of cuisine, respondents from Sylhet have placed it in the fifth position while those from Rajshahi have placed it in the ninth position. However, the items taste of food, religious requirements and ability to customize have been ranked within the tenth place by residents of all four cities.

Table 33: Ranking as Per Place of Residence

Rank	Domicile			
	Dhaka (n=298)	Chittagong (n=49)	Sylhet (n=26)	Rajshahi (n=26)
1	Taste of the food	Taste of the food	Cleanliness of the restaurant	Preference of influential co-diners
2	Cleanliness of the restaurant	Religious requirement	Error free service	Religious requirement
3	Religious requirement	Cleanliness of the restaurant	Preference of other diners	Purchase price
4	Speed of service	Error free service	Health benefits	Number of co-diners
5	Visual appeal of food	Speed of service	Taste of the food	Ability to customize
6	Preference of other diners	Purchase price	Religious requirement	Desire to try new food
7	Brand reputation	Customer loyalty	Desire for change	Desire for change
8	Diversity of menu	Diversity of menu	Speed of service	Preference of other diners
9	Ability to customize	Visual appeal of food	Ability to customize	Taste of the food
10	Desire to try new food	Ability to customize	Brand reputation	Sales promotion

#### 8.2.5.5 Ranking as per Profession

Two items, taste of the food and cleanliness of restaurants were placed in the first or second positions by respondents belonging to five of the six professional groups brought under scrutiny in this study. The item ‘religious requirements’ was also mentioned by five of the six groups as being among three of the most important components influencing the selection of cuisine. It can also be observed that only two items taste of the food and religious requirements were ranked among the top ten by respondents of all professions.

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Table 34: Ranking as per Profession

Rank	Professions					
	Student n = 125	Service Holder n = 184	Doctor n = 10	Homemaker n = 13	Teacher n = 30	Business n = 35
<b>1</b>	Taste of the food	Taste of the food	Taste of the food	Religious requirement	Cleanliness of restaurant	Cleanliness of restaurant
<b>2</b>	Cleanliness of restaurant	Cleanliness of restaurant	Cleanliness of restaurant	Taste of the food	Taste of the food	Religious requirement
<b>3</b>	Religious requirement	Religious requirement	Religious requirement	Ability to customize	Desire for change	Speed of service
<b>4</b>	Ability to customize	Preference of other diners	Speed of service	Preference of other diners	Preference of other diners	Health benefits
<b>5</b>	Speed of service	Speed of service	Desire for change	Offer of unique dish	Religious requirement	Preference of other diners
<b>6</b>	Brand reputation	Visual appeal of food	Preference of other diners	Appropriate décor	Diversity of menu	Taste of the food
<b>7</b>	Purchase price	Purchase price	Offer of unique dish	Location	Location	Error free service
<b>8</b>	Visual appeal of food	Ability to customize	Error free service	Health benefits	Desire for new food	Visual appeal of food
<b>9</b>	Diversity of menu	Error free service	Ability to customize	Sales Promotion	Number of Co-diners	Purchase price
<b>10</b>	Desire for change	Diversity of menu		Error free service	Error free service	Customer loyalty

Table 35: Ranking as per Educational Qualifications

Rank	Educational Qualifications					
	Below SSC n = 14	SSC or Equivalent n = 26	HSC or Equivalent n = 61	Graduate n = 130	Post Graduate n = 165	Other n = 3
<b>1</b>	Cleanliness of restaurant	Religious requirement	Taste of the food	Taste of the food	Cleanliness of restaurant	Taste of the food
<b>2</b>	Health benefits	Ability to customize	Cleanliness of restaurant	Cleanliness of restaurant	Taste of the food	Diversity of menu
<b>3</b>	Religious requirement	Taste of the food	Religious requirement	Religious requirement	Religious requirement	Recommendations
<b>4</b>	Taste of the food	Cleanliness of restaurant	Speed of service	Desire for new food	Speed of service	Restaurant environment
<b>5</b>	Speed of service	Preference of other diners	Preference of other diners	Speed of service	Preference of other diners	Preference of other diners
<b>6</b>	Error free service	Desire for new food	Sales Promotion	Desire for change	Visual appeal of food	Brand reputation
<b>7</b>	Ability to customize	Décor	Visual appeal of food	Preference of other diners	Purchase price	Number of Co-diners
<b>8</b>	Preference of other diners	Desire for change	Customer loyalty	Health benefits	Brand reputation	Desire for new food
<b>9</b>	Purchase price	Brand reputation	Error free service	Ability to customize	Error free service	Cleanliness of restaurant
<b>10</b>	Preference of influential co-diners	Preference of influential co-diners	Ability to customize	Diversity of menu	Religious requirement	Decor



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8.2.5.6 Ranking as per Educational Qualification

Both taste of the food and religious requirements were ranked among the top three reasons behind selection of cuisine by four of the six groups formed amongst the respondents according to their educational qualifications. Cleanliness of restaurants and preference of other diners were considered important (ranked among the top ten items) by all the respondent groups split along the line of scholastic credentials.

8.2.5.7 Ranking as per Cuisine

The cuisines of Bangladesh, USA, Thailand, India, China and Italy were found to be most popular in the country. The factors influencing selection of these cuisines were ranked separately. The ranking of the factors were found to differ from cuisine to cuisine. For example taste has the most influence behind the selection of Bangladeshi, US, Thai, Indian and Italian foods. However, it has been pushed to second position, behind cleanliness of the restaurant, in the selection of Chinese food. Similarly cleanliness of the restaurant was the second reason for choosing Bangladeshi, US and Italian cuisines but the second most popular cause for choosing Chinese, Thai and Indian cuisines are respectively, taste of the food, religious requirement and brand reputation of restaurants,.

The five leading reasons influencing selection of these 6 cuisines are separately shown below:

Table 36A: Factors Influencing Selection of Bangladeshi Cuisine	
Rank	Factor
1	Taste of the food
2	Cleanliness of restaurant
3	Religious requirement
4	Preference of other diners
5	Speed of service

Table 36B: Factors Influencing Selection of US Cuisine	
Rank	Factor
1	Taste of the food
2	Cleanliness of restaurant
3	Desire for change
4 (Tied)	Desire to try new food
4 (Tied)	Religious requirement

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Table 36C Factors Influencing Selection of Chinese Cuisine	
Rank	Factor
1	Cleanliness of restaurant
2	Taste of the food
3	Religious requirement
4	Speed of service
5	Customer loyalty

Table 36D: Factors Influencing Selection of Thai Cuisine	
Rank	Factor
1	Taste of the food
2	Religious requirement
3	Cleanliness of restaurant
4	Appropriate décor
5	Visual appeal of food

Table E: Factors Influencing Selection of Indian Cuisine	
Rank	Factor
1	Taste of the food
2	Brand reputation of restaurant
3	Cleanliness of restaurant
4	Preference of other diners
5	Visual appeal of food

Table 36F: Factors Influencing Selection of Italian Cuisine	
Rank	Factor
1	Taste of the food
2	Cleanliness of restaurant
3	Ability to customize
4	Religious requirement
5	Diversity of menu

A total of 13 factors were found to have the most effect on the 6 most popular cuisines in Bangladesh. Out of these 11 (except for customer loyalty and appropriate décor) have been included in the model developed (Fig.12).

It can also be observed that taste of the food and cleanliness of the restaurant have been included in the top five influencing factors for all 6 cuisines. Religious requirements has appeared 4 times, while preference of other diners and visual appeal of the food have each obtained a position 2 times among the top five factors influencing selection of cuisine.

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	Cuisines						
	Bangladeshi	US	Chinese	Thai	Indian	Italian	
Taste of the food	<b>First</b>	<b>First</b>	<b>Second</b>	<b>First</b>	<b>First</b>	<b>First</b>	
Cleanliness of restaurant	<b>Second</b>	<b>Second</b>	<b>First</b>	<b>Third</b>	<b>Third</b>	<b>Second</b>	
Religious requirement	<b>Third</b>	<b>Forth</b>	<b>Third</b>	<b>Second</b>		<b>Forth</b>	
Preference of other diners	<b>Forth</b>				<b>Forth</b>		
Speed of service	<b>Fifth</b>		<b>Forth</b>				
Desire for change		<b>Third</b>					
Desire to try new food		<b>Forth</b>					
Customer loyalty			<b>Fifth</b>				
Appropriate décor				<b>Forth</b>			
Visual appeal of food				<b>Fifth</b>	<b>Fifth</b>		
Brand reputation of restaurant					<b>Second</b>		
Ability to customize						<b>Third</b>	
Diversity of menu						<b>Fifth</b>	

Figure 13: Leading Factors Influencing the Most Popular Cuisines in Bangladesh

## **Chapter Nine: Major Findings**

### **9.1 How Consumers Behave**

As the concept of marketing is about satisfying the needs and wants of customers, its practitioners have to know about the likes and dislikes of targeted customers and have a clear idea on their behavior. However, consumer behavior is not only limited to the act of buying products but also includes the decision making process consumers go through prior to the actual purchase. It is at this stage that customers decide what they will buy, when they buy.

Past literature reveals that consumer behavior is influenced by at least four factors and a larger number of sub factors. The four major factors are: cultural factors, social factors, personal factors and psychological factors, while the sub factors include culture, social class, family members, reference groups, role in the society and social status, personality, motivation, attitude belief, age, gender, income, place of residence, occupation, education and the extended marketing mix.

It was also found that consumer behavior, during the purchase of food and food related objects, are affected by issues like culture, social class, family, customs & traditions, education, perception, the marketing mix items and taste of the food.

### **9.2 What We Eat**

Obviously, the identity of the ethnic group known as Bengalis (the majority of whom are Bangladeshis) is that they speak in Bengali. However, they are also known as 'Maache Bhate Bangali' (rice and fish makes a Bengali); that is they are also identified by their cuisine. This identification of an ethnic group by the food they consume is not very common.

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In ancient times, the abundant rice and fishes combined with locally available spices, fruits and vegetables made up the food of the local people. However the diet of Bengal is not ethnocentric. It has adapted the best from the cuisines it has come in contact with. This includes traders (Portuguese), conquerors (Turks, Mughals, British, etc.), settlers (Afghans and Chinese) and others. This has given the Bangladeshi cuisine a great diversity. For example, the cuisine includes bitter, sweet, spicy and sour dishes; it contains extremely rich dishes as well as healthy dishes.

However, there is evidence to suggest that prior to the twenty-first century the consumption of ethnic cuisine was limited due to financial reasons (among others) thus establishing a link between cost and the selection of cuisine.

Religious views also have a strong influence on the consumption of food all around the world. For example, in India, 30% of the population is vegetarians as their belief does not allow the consumption of meat. In Bangladesh too, the influence of religion on cuisine is immense. Historically, the people were vegetarians but the abundance of fish not only changed this, it also brought about some unconventionality in religious beliefs. As mentioned earlier, Hindu priests in Bangladesh are often found to be pescetarians<sup>8</sup>, whereas in neighboring India most are vegetarians. Also, Hanafi (Sunni) Muslims are prohibited from consuming shrimps and prawns, which are very popular culinary ingredients in the country.

The unavailability of pork and alcohol in Bangladesh, avoidance of beef by Hindus, dining habits during the Islamic month of Ramadan are all rooted in religious practices.

Socio-economic changes have also affected the food habits of the people of Bangladesh. Industrialization and especially the joining of women in the work force has resulted in the decrease of cooking at home as more and more people are now consuming commercially prepared food, at their workplaces. Many traditional food items and eating habits of rural Bangladesh were disappearing due to a number of reasons. These are, firstly, difficulty and time required for their preparation; secondly, globalization which has made factory made

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<sup>8</sup> a person who does not eat meat but does eat fish

food popular (even in rural areas) and thirdly urbanization on a massive scale. However, a change is noticed again as indigenous fares are making a comeback, even in urban areas.

Globalization has also played an immense role in popularizing ethnic cuisine in the country. Fast food is extremely prevalent among the population starved for time. At the same time the popularity of 'Haute' (high level) cuisine is also increasing day by day.

### **9.3 What Others Eat**

There is enough evidence to suggest that the restaurant industry is changing due to the growing popularity of ethnic cuisines. Italian, French, Spanish, Indian, Mexican, Japanese, Greek, Thai and Chinese all are globally popular cuisines. One aspect that can be noticed about these cuisines is that they are different in nature. While some cuisines are ancient (Italian, Indian, Chinese, etc.) others are comparatively modern (USA). Some cuisines are regionally diverse (Italian, Indian, Chinese, etc.), and other others have been influenced by foreign cooking styles and ingredients (Indian, Thai, Chinese, etc.); at the same time the cuisine of Japan is rigidly homogeneous and based on traditions, which again is the opposite of the cuisine of the USA.

The food of some countries, like the Italian cuisine, is prepared with simple, common ingredients, while those of India use complex variations of spices. Some cuisines are considered to be healthy (Thai cuisine) and others are known for the use of fresh components (Italian); however, none can claim to use fresher ingredients than the Japanese, who have made the consumption of raw fish famous, the world over.

Cuisines have been influenced by cultural, social and also political factors. 40% Indians do not consume meat for religious (cultural) reasons. This influences the cuisine of India. The social situation of black slaves in the USA gave rise to a number of dishes which have made a place for themselves in the cuisine of the country. Also, the cuisine of Mexico has been shaped by the rivalry (politics) between European conquerors and the native people.

This diversity of ethnic cuisine is the reason dining in ethnic restaurants is becoming so popular the world over.

#### **9.4 Strengths and Weaknesses of Bangladeshi Restaurants**

Restaurants were found to play at least four major roles in the contemporary human society. Firstly they provide ready to eat food to consumers who cannot have home cooked meals due to work, travel or other reasons. Secondly, they are an important outlet for entertainment and social gatherings. The third and fourth roles of restaurants are related to the tourism industry, in which the restaurant sector is a star player. Any tourist spot which lacks establishments capable of providing food and drinks will not be visited by tourists. Restaurants support tourism activities by providing hygienic and attractive food and drinks to visitors to a country. Furthermore, restaurants promote tourism through local cuisine branding. In culinary tourism holidaymakers seek out exceptional and unforgettable activities related to food. It is the duty of restaurants to make travellers aware, interested and desirous of the cuisine of their country. The restaurant sector has the very important responsibility of popularizing its national cuisine worldwide.

It may be said that restaurants in Bangladesh have been successfully satisfying the needs of customers who need to consume food outside their homes for nearly a hundred years. They are serving various segments of customers and with a wide assortment of cuisines.

Restaurants are also a key component in the entertainment sector of the country. In the British and Pakistani periods a number of posh restaurants opened their doors to appease the needs of clients. In the Pakistani period selected restaurants were also the meeting place of intellectuals. Chinese restaurants which appeared in that era were also frequented by customers for leisure. After liberation of the country a number of restaurants have obtained brand status as points of attraction for gourmets. In twenty-first century Bangladesh, fast food gained unprecedented popularity, global chains have made their appearance and

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multiple cuisines are available for the for appreciative consumers. Restaurants in Bangladesh are successfully entertaining the populace.

For hundreds of years, till the mid-forties, Bangladesh and India were part of the same empire. As such, the cuisine of the two countries is common in certain aspects. Items like pilaf, biriyani, various types of kebabs, naan and paratha rotis are shared by both nations. It is thus not surprising that Bangladeshi restaurants and restaurateurs have played a major part in globalizing Indian cuisine. As mentioned earlier, initially they have done so because the target group was the multitudes of Indians who lived abroad and secondly, exotic India is more well-known than Bangladesh. However, these days Bangladeshi restaurants are proudly popularizing the country's cuisine the world over. Nevertheless, it might be said that Bangladeshi restaurants have not been successful in attracting tourist to the country through gastronomic distinction. Researches reveal that visitors to Bangladesh are not very satisfied with the food and drinks offered to them. In fact, food and catering is one of the weak areas in the tourism industry of Bangladesh.

### **9.5 Marketing Mix of Bangladeshi Restaurants**

One of the most targeted segments, in the restaurant sector, is the students. It is not only the specialized university canteens or fast food joints which try to attract students but posh eateries (especially those in university neighborhoods) also appeal to junior scholars.

In addition to the elite group, posh restaurants also target white collar workers, while low end restaurants target blue collar wage earners. Families are targeted by a considerable number of restaurants. Some restaurants pursue age segmentation.

A popular positioning strategy used by restaurants in Bangladesh is to highlight their cuisine. Taste, quality and freshness of the food, excellence of service, cleanliness and good value are a few of the criteria restaurants use to position themselves.



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Most restaurateurs in Bangladesh consider the food they serve to be their product; the other very important component of restaurant product, service is not thought of as a product. It is not that restaurateurs misjudge the significance of service, they just do not relate to it as their product.

The cost-based pricing method seems to be very popular among restaurant managers in Bangladesh. The majority of them use this method, adding a percentage of the total cost as profit to the cost of the product (including taxes) to calculate the selling price. Restaurants which have multiple branches were observed to be following the competitor based pricing methods. This decision was based on management's belief that price should vary according to the location of the outlet. The use of demand based pricing method, psychological pricing and prestige pricing was also observed in restaurants of Bangladesh.

Though customers still prefer to sit down and enjoy a meal at restaurants, home delivery of food, usually by third parties, have become quite popular, especially after the terrorist attack at a Dhaka restaurant. However, home delivery service is not provided by low end restaurants and rarely provided by establishments serving local cuisine. Client take-away service is also a popular method of delivery by restaurants.

The location of a restaurant was also found to affect its popularity and profitability.

On-line media is widely used by restaurants in Bangladesh to gain popularity. The use of web-sites, face-book, blogs, e-mails and internet advertising are prevalent. The web pages of independent food delivery firms display the menus of restaurants and help to promote them. Restaurants also resort to M-marketing and send SMS messages to prospective clients. Phone apps like Harriken.com also assist in building awareness and interest about restaurants.

A considerable number of restaurants use sales promotion to increase business. Corporate discounts, student packages, coupons, discounts, on-line offers, etc. are a few of the tools used in this context.

Restaurants also utilize personal selling.

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Mass media are usually not used by restaurants in Bangladesh. However the distribution of leaflets, flyers or inserts was noticed.

Low end restaurants normally do not have budgets for promotion.

Human resource turnover is quite high in Bangladeshi restaurants; most restaurants do not have any human resource strategy. As there is no shortage of trained or semi trained kitchen staff or servers in the sector this does not worry restaurateurs. On the other hand there is a paucity of competent chefs and managers and as such if one quits it becomes a matter of concern for management.

Most restaurants also do not have training programs for the staff. Employees are expected to pick up skills on the job. The exception here is the franchises where formal training is often provided by the licensor.

Though restaurant management try to build a conducive workplace atmosphere now and then and promote teamwork, incentives (like the provision of provident fund) to retain employees, are nearly nonexistent.

In posh restaurants a major portion of the launching cost is spent on décor. In this age of 'selfies,' customers often take photographs of themselves at restaurants and share them on the social media. As such, restaurant management often base their decorations on different themes to draw in customers. However, management at low end restaurants considers productivity to be more important than aesthetics. They try to serve the maximum number of clients they can serve and as such their layouts are often congested.

While it is generally agreed that cleanliness is an important facet in the restaurant business low cost restaurants consider it to be more of a compliant issue. However, high end establishments use it as a marketing tool.

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As per its legal definition all restaurants in Bangladesh can 'seat' their clients. The majority offer full service. Buffet restaurants are also popular while some also provide catering service.

Purchase of ingredients is an important aspect in the 'process' of food preparation by restaurants. Larger restaurants in Bangladesh were found to use vendors in the purchase of cooking items, with orders being placed on a weekly or fortnightly basis. Inferring that it reduces costs smaller restaurants do their purchasing directly from the markets. On-line purchasing is an uncommonly used style for procuring cooking ingredients by Bangladeshi restaurants.

### **9.6 Eating Habits of Restaurant Goers**

This research establishes that the majority (54.6%) of the people consumes restaurant food more than 2 times a month and that Bangladeshi cuisine is the most desired (61.7%). The key reason for going to restaurants is dining with friends and family (71.2%). As such, it may be inferred that customers go to restaurants more for entertainment than necessity.

It was found that the preference for cuisine was different amongst customers of different genders, ages, professions and educational qualifications. For example, while 11.8% male customers consider the cuisine of the US to be their second most favorite, Thai cuisine is the second choice of female diners (13.33%).

Primary sources (FGDs) and secondary sources revealed 29 factors which influences the selection of cuisine. These were then grouped into seven sets, motivational factors, social factors, food related factors, restaurant infrastructure, marketing factors, branding and loyalty and service quality. A Principal Component Analysis (PCA) confirmed that the grouping was more or else accurate.

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It was found that motivational factors influence customers from various places of residence differently in their selection of cuisine. Motivational factors also influence customers of varying income levels in different ways.

Social factors influence customers of different age groups differently in their selection of cuisine. Social factors also influence customers from different places of residence dissimilarly.

It could not be established whether food related factors have different influences on customers of varying demographic groups.

Restaurant infrastructural factors influence customers from various places of residence differently in their selection of cuisine. Infrastructural factors also influence customers of varying education levels in different manners.

Marketing factors and branding and loyalty both were found to have varying influences on customers from various places of residence.

Service quality factors influence customers of different age groups differently, in their selection of cuisine. Service factors also influence customers of dissimilar income levels differently.

Conversely, it can be inferred that the selection of cuisine of diners from different places of residence, are influenced by motivational factors, social factors, food related factors, restaurant infrastructure, marketing factors and branding & loyalty. As such, it might be concurred that they are vastly different.

### **9.7 Scrutiny of the Cuisine Influencing Factors**

A total of twenty nine factors were identified which influences the selection of cuisine during the consumption of food at restaurants. The five factors ranked highest are serially, (1) taste,

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(2) cleanliness of the restaurant, (3) religious beliefs of the consumers, (4) speed of service and (5) preference of other diners.

Taste of the food was identified as the most important factor. Separately, both male and female respondents placed taste in the first position in importance behind selection of cuisine. It was considered most important by customers between the ages of 20 to 29 and 50 to 59 as well as by restaurant goers from Dhaka and Chittagong cities. Students, service holders and doctors considered taste to be the most important factor, as did higher secondary school certificate holders and graduates. People with incomes ranging between Tk.10,001 to Tk.25,000 and Tk.50,000 to Tk.100,000 also thought of taste to be the topmost deciding factor behind selection of cuisine.

Bangladeshi cuisine is a combination of a number of cookery styles. It has adopted the best cooking practices of the Turko-Afgans, Portuguese, Mughals, British and Chinese among others. It is thus quite the opposite of the ethnocentric Japanese cuisine. This amalgamation of cuisines is likely to have introduced the people of Bangladesh to a wider range of taste. This may, in turn, explain why locals place so much emphasis on taste while selecting the cuisine they want to try.

However, as Tinni (2012) points out improvement of financial situation of the local customers, from around the year 2000, has also brought about a change for the preference for cuisine.

There is no doubt about the importance of cleanliness in the selection of restaurants. This is evident from the writings of Azim et al. (2014), Sukalakamala and Boyce (2007) and Tinni (2012). As such, it is not surprising that cleanliness has been selected as the second most important factor behind the selection of cuisines.

In fact, cleanliness of the restaurant was found to be most important factor responsible for the selection of cuisine among customers of age groups 30 to 39 and from 40 to 49 years. It was ranked as the leading reason by respondents from Sylhet and also by teachers and business executives. Remarkably, respondents from the low education group (below SSC) and higher

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education group (post-graduate degree) both think of cleanliness as the most important factor.

However, the treatment of cleanliness has been found to be different among restaurateurs. Low end restaurants consider cleanliness to be a compliance issue; they keep their facility clean as otherwise they may be penalized by the appropriate authorities. On the other hand posh restaurants consider cleanliness necessary to attract customers. In fact, some high end dining establishments use it as a marketing tool; they have 'open' kitchens, where customers can see how the food is being prepared and be assured that it is hygienically cooked.

The religious beliefs of customers influence their food purchase and consumption habits. This is in accordance to the findings of Essoo and Dibb (2004) as well as Fara, Hati and Daryanti (2016). This factor was considered to be the third most important factor influencing the selection of cuisine by restaurant customers.

In fact, it is considered to be the most important factor by your diners between the ages of 13 to 19 years, by home-makers and by people who have obtained their Secondary School Certificates.

Religious beliefs have influenced the eating habits of people for ages. In Bengal during the Pala and Sena dynasties the citizens practiced vegetarianism due to the influence of Buddhism and Brahmanism. However, as Islam overtook the other religions in popularity, its mandates became prominent. The consumption of alcohol and pork is nearly nonexistent in Bangladesh. At the same time, the eating habits of the local people during the Islamic month of Ramadan are mentionable.

Normally, eating habits conform to spiritual beliefs of the population. However, it may be said that in Bangladesh religious norms have not always been followed concerning cuisine. As mentioned earlier, Hindu priests in Bangladesh are often found to be pescetarians, whereas in the rest of India they are vegetarians. Also, Hanafi (Sunni) Muslims are prohibited from consuming shrimps and prawns, which are very popular culinary ingredients

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in the country. These deviations may be blamed on the abundance of aquatic food in the region.

The market for halal food is expanding all over the world (Alyanak, 2016). Restaurants are strongly promoting their 'permissible by Islam' status. Yet this practice is extremely rare in Bangladesh. This may be because, in a country where the vast majority are Muslims, it is simply presumed that restaurants will serve halal products. However, restaurants which specifically target the largest minority group, Hindus are also very few in number. The Star Kabab is such a restaurant which declares that it does not serve beef and as such may be attractive to Hindus.

Speed of service was considered to be the most important criteria influencing the selection of cuisine by people aged 60 years and above. It must be remembered that this research is not just about slow food, that is, customers having a leisurely meal with friends and families. Data was also collected from people eating out on the job, students at educational institutions, travellers, etc. Socio-economic changes affecting the country are forcing more and more people, both men and women to eat at restaurants while at work. To them the speed of the service is essential. As such, it is not surprising that speed was considered to be important by restaurant customers.

The people of Bangladesh are very hospitable (Islam et al., 2018). Over the ages Afghan, Turks, Chinese and other settlers have immigrated to this land and been well received. The local people have always been conscious about the likes and dislikes of others.

A multitude of social occasions are also observed in this country, where the food served is considered important. Hosts of these occasions try their best to satisfy the guests.

It may thus be said that the desire to please others (especially guests) is natural to the people of Bangladesh. As such, selection of the factor 'preference of other diners' among five most important issues influencing the selection of cuisine while eating out, is not at all astonishing.

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Positions six to nine in the list of factors influencing the selection of cuisine were secured by respectively, the ability to customize dishes, visual appeal of the food, purchase price, error free service and brand reputation of restaurant.

It may be noted here that both hedonistic and utilitarian factors influence the selection of cuisine. Whereas, taste and visual appeal of the food are hedonistic in nature, speed of service, purchase price, etc. are utilitarian.



## **Chapter Ten: Conclusions and Recommendations**

The broad objective of this research was to identify the factors that influence the choice of cuisine while dining at restaurants in Bangladesh. In this context, twenty-nine factors have been identified and ranked according to their power to motivate restaurant customers to try a particular cuisine.

Scrutiny of five factors having the most influence on cuisine selection confirms that culture plays a very important role in what people eat. The people of Bangladesh practice cultural relativism (the opposite of ethnocentrism), they are religious and they are empathetic. All these cultural characteristics have biased their preference of food. Their absorption of foreign food into their own has given the local cuisine a wide diversity, which may be the reason as to why taste has become the most influential factor in the selection of cuisine. Similarly the religious beliefs of the people affect the food they consume; however, they are not fanatical in their spiritual practices. The compassionate nature of the Bangladeshi people also affects their selection of cuisine as evident from their concern for the likes and dislikes of others when dining at restaurants.

The socio-economic situation prevailing in the country also has an effect on the selection of cuisine. Cleanliness of a restaurant has been found to be important for customers. However its treatment has been found to be different among posh restaurant and economical restaurants. While high end restaurants use cleanliness as a marketing tool, low end restaurants are kept clean and hygienic to pass government requirements. Similarly, speedy service in restaurants, an important criterion in the selection of cuisine, has come about because of the need to consume restaurant food during work breaks.

The research also revealed that the preference for cuisines varies among different demographic segments.

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These and other findings were used to develop a model on “how restaurant customers select cuisines”. This model may be helpful to entrepreneurs interested in the restaurant industry as it highlights an important aspect of consumer behavior,

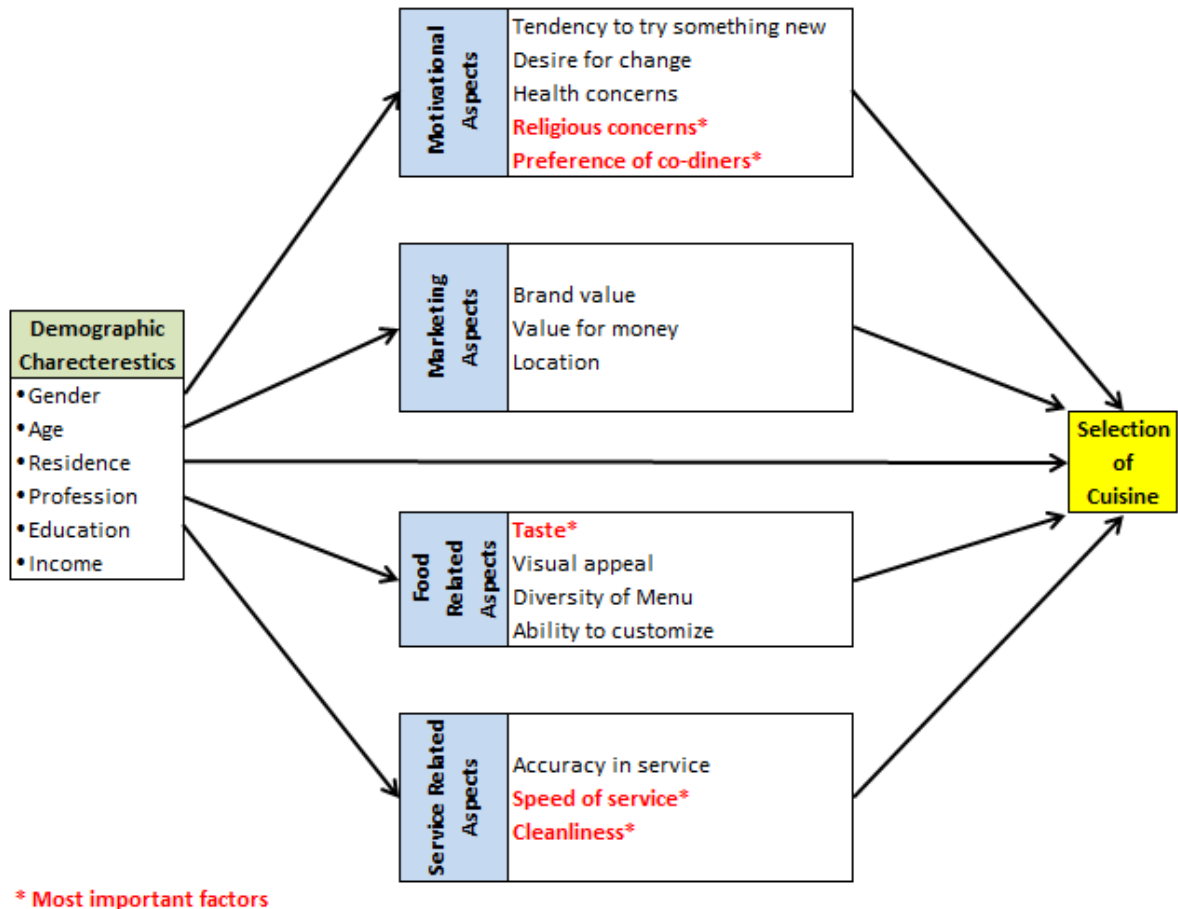


Figure 14: Model on Cuisine Selecting Factors

Another aspect of this research was a study on the restaurant industry of Bangladesh. It was found that restaurants in Bangladesh have a number of weaknesses in their marketing endeavors. For example, a considerable number of restaurants were found to be unaware of the concepts of targeting and positioning; most restaurants do not consider service to be a part of their product; low end restaurants were found to treat cleanliness as a compliance issue and were more concerned with serving the largest number of customers possible often

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sacrificing the quality of the product offered. Also, people management is very poor in the local restaurant sector. Most restaurants have no strategic plans regarding recruitment, training, retention, etc. of their employees.

These weaknesses in marketing is most likely holding back further development in the restaurant sector of Bangladesh. These vulnerabilities may be reduced by integrating more professionalism into the industry. Influential leaders of the trade have a very important role to play here.

Restaurants in Bangladesh are satisfying two basic needs of their customers; feeding them and providing them with entertainment. However, their success in supporting the tourism industry of the country is not up to the mark. Tourism industry is an amalgamation of a number of industries, like the hotel industry, catering industry, entertainment industry and transportation industry. Travellers to a country need food and drinks and it is the responsibility of the local restaurants to provide these. However, the majority of tourists visiting Bangladesh rate the food available to them as barely satisfactory while some are of the opinion that it needs improvement.

Bangladeshi restaurants have also failed to brand the local cuisine. This is somewhat surprising as Indian cuisine has been made world famous by Bangladeshi restaurateurs and chefs. From the 70's, Bangladeshi eateries abroad have been selling Indian wares. The reason behind this was that India is more well-known than Bangladesh and as such its cuisine was easier to market. Also the target group, initially, was Non-resident Indians (NRIs) and people who had lived at India at one time or other. However, these days' Bangladeshi restaurants are selling traditional Bengali food in foreign countries. To brand the Bangladeshi cuisine and even encourage gourmet tourism to Bangladesh industry experts and the government planners have to work jointly.

## **Chapter Eleven: Directions for Further Research**

This research focuses on determining how consumers behave in a particular time period. However, consumer behavior is dynamic. The manner in which restaurants goers are behaving in this cross section of time will most likely be different from how they will act in the future. As such, research on consumer behavior may be repeated in its entirety at regular intervals. Future researches on the same variables will show how the buying habits of consumers are changing over time.

Initially it was thought that all Bangladeshi cities administered under city corporations would be brought under the scope of this research. That means nine cities in all. However, due to lack of time and resources, the number city where the study was conducted was later brought down to four. Also, calculations revealed that a sample size of 384 was acceptable for this research though the population of Bangladesh was 144 million in 2011, and a large percentage of them are restaurant customers. As such, further study with a larger sample size and the inclusion of more cities may be ideal.

On the other hand, further research may be conducted on narrower, more specific segments like university students in Dhaka city or Women in Chittagong or people who prefer a particular cuisine to fill up knowledge gaps about their preferences, likes, dislikes, etc. regarding cuisines. Researches of this type will be useful to entrepreneurs in the restaurant sector.

It may be noted that this research was about cuisines and as such included Bangladeshi food. The preference for the local cuisine far outdistanced foreign cuisines and it may be said that this has biased the findings to a degree. As such, in the future this research may be repeated on ethnic (foreign) cuisines only.

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**Appendix I**  
**Questionnaire**

**Factors Affecting the Selection of Cuisine:  
A Study on the Restaurant Sector of Bangladesh**

Please fill up the following (optional)

1. Name of the Respondent .....
2. Address .....
3. Phone ..... 4. E-mail .....

As part of my DBA studies at the IBA, University of Dhaka, I am conducting a survey on factors affecting the selection of cuisine<sup>9</sup> prior to dining in restaurants. I request you to kindly answer the following questions. Information provided by you will be used for academic purposes only and will remain strictly confidential. The time and effort spent by you in providing valuable opinions will be highly appreciated

This questionnaire consists of three sections.

**SECTION A**

Please TICK the most appropriate box.

1. Have you dined in a restaurant in the past two months?

Yes.

Please go to QUESTION TWO

No.

Thank you for your co-operation. As your answer is 'no' there is no need to proceed with the rest of the questionnaire

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<sup>9</sup> Cuisine may be defined as “a particular style of cooking food, especially the style of a particular country or region.” Examples of cuisine are Chinese, Italian, Thai and Bangladeshi food.



FACTORS AFFECTING THE SELECTION OF CUISINE:  
A STUDY ON THE RESTAURANT SECTOR OF BANGLADESH

**2. How often do you normally dine out at restaurants?**

- |   |   |
|---|---|
| <input type="checkbox"/> 1-2 times a year.  | <input type="checkbox"/> 3-6 times a year.          |
| <input type="checkbox"/> 7-11 times a year. | <input type="checkbox"/> Once a month.              |
| <input type="checkbox"/> 2-3 times a month. | <input type="checkbox"/> More than 3 times a month. |

**3. What is the main occasion of your dining out at restaurants (Please tick ONLY ONE box)?**

- |   |  |
|---|--|
| <input type="checkbox"/> Business - or work-related   | <input type="checkbox"/> While travelling                          |
| <input type="checkbox"/> Dining out with family.  | <input type="checkbox"/> Dining out with friends.                  |
| <input type="checkbox"/> Special occasion and celebration.<br>(e.g. birthday, marriage anniversary) | <input type="checkbox"/> Other occasions (please specify)<br>..... |

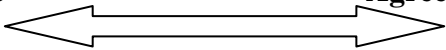
**4. Which is your favorite cuisine? (Please tick ONLY ONE box).**

- |  |  |                                     |
|--|--|-------------------------------------|
| <input type="checkbox"/> Bangladeshi<br>Including Muglai food. Eg. Biryani, Kebabs | <input type="checkbox"/> Indian<br>Eg. Idli, Dosa, Not Muglai food |                                     |
| <input type="checkbox"/> Chinese   | <input type="checkbox"/> Thai                                      | <input type="checkbox"/> Italian    |
| <input type="checkbox"/> US<br>Eg. Burgers, Fried Chicken                          | <input type="checkbox"/> Brazilian                                 | <input type="checkbox"/> French     |
| <input type="checkbox"/> Japanese  | <input type="checkbox"/> Korean                                    | <input type="checkbox"/> Vietnamese |
| <input type="checkbox"/> Mexican   | <input type="checkbox"/> Turkish                                   | <input type="checkbox"/> Lebanese   |
| <input type="checkbox"/> Any other (please specify) .....                          |  |                                     |

FACTORS AFFECTING THE SELECTION OF CUISINE:  
A STUDY ON THE RESTAURANT SECTOR OF BANGLADESH

**SECTION B:**

Please **CIRCLE** the number that most accurately reflects how strongly you agree or disagree with each statement on a scale of 1 to 7 (for example, circle 1 if you strongly disagree, 7 if strongly agree, etc.)

		Strongly Disagree						Strongly Agree
		1	2	3	4	5	6	7
1	My selection of cuisine, when I dine in restaurants, is affected by my desire to try new foods	1	2	3	4	5	6	7
2	My selection of cuisine, when I dine in restaurants, depends upon my desire for an adventurous experience	1	2	3	4	5	6	7
3	My selection of cuisine, when dining in a restaurant, depends upon my desire for change	1	2	3	4	5	6	7
4	The environment of a restaurant influences me to select the cuisine served by that restaurant	1	2	3	4	5	6	7
5	While eating out I select the cuisine which is beneficial for my health.	1	2	3	4	5	6	7
6	I choose the cuisine that is prepared according to the requirements of my religion	1	2	3	4	5	6	7
7	The brand reputation of a restaurant influences me to select the cuisine offered by that restaurant	1	2	3	4	5	6	7
8	The reputation of the chef in a restaurant influences me to select the cuisine prepared by the chef	1	2	3	4	5	6	7
9	Loyalty towards a cuisine affects my selection of it while eating out	1	2	3	4	5	6	7
10	My selection of cuisine depends upon the price of the food	1	2	3	4	5	6	7
11	My selection of cuisine depends upon the location of restaurants	1	2	3	4	5	6	7
12	My selection of cuisine depends upon the quality of advertising by restaurants	1	2	3	4	5	6	7
13	My selection of cuisine depends upon special offers given by restaurants (eg. discounts, gifts)	1	2	3	4	5	6	7
14	Error free service in a restaurant influences me to select the cuisine it serves	1	2	3	4	5	6	7

FACTORS AFFECTING THE SELECTION OF CUISINE:  
A STUDY ON THE RESTAURANT SECTOR OF BANGLADESH

		<b>Strongly Disagree</b>	←————→					<b>Strongly Agree</b>
		1	2	3	4	5	6	7
15	The speed of service in a restaurant influences me to select the cuisine served by that restaurant	1	2	3	4	5	6	7
16	The cleanliness of a restaurant influences me to select the cuisine served by that restaurant	1	2	3	4	5	6	7
17	My selection of cuisine while eating in restaurants is influenced by the number of diners in my group.	1	2	3	4	5	6	7
18	My selection of cuisine while eating in restaurants is affected by the preference of the other diners with me	1	2	3	4	5	6	7
19	My selection of cuisine while eating in out is affected by the preference of influential members in the group	1	2	3	4	5	6	7
20	My selection of cuisine while eating in restaurants is affected by the recommendation of others	1	2	3	4	5	6	7
21	My selection of cuisine, while eating out, is influenced by the taste of the food	1	2	3	4	5	6	7
22	My selection of cuisine, while eating out, is influenced by the visual appeal of the food	1	2	3	4	5	6	7
23	My selection of cuisine, while eating out, is influenced by the diversity of the menu	1	2	3	4	5	6	7
24	Availability of a unique dish influences my selection of a cuisine	1	2	3	4	5	6	7
25	The ability to customize a dish to suit my taste influences my selection of a cuisine	1	2	3	4	5	6	7
26	The appropriate decor of a restaurant influences me to select the cuisine served by that restaurant	1	2	3	4	5	6	7
27	The availability of a car parking space in a restaurant influences me to select the cuisine they serve.	1	2	3	4	5	6	7
28	The availability of a smoking zone in a restaurant influences me to select the cuisine they serve	1	2	3	4	5	6	7
29	The availability of a play room for children in a restaurant influences me to select the cuisine they serve.	1	2	3	4	5	6	7

FACTORS AFFECTING THE SELECTION OF CUISINE:  
A STUDY ON THE RESTAURANT SECTOR OF BANGLADESH

**SECTION C:**

**Please TICK the most appropriate box.**

- 1. Gender**       Male               Female
- 2. Age**             13-19             20-29             30-39  
                          40-49             50-59             60+
- 3. Nationality**    Bangladeshi    Dual (Bangladeshi & .....)  
                          Non-Bangladeshi (please specify .....)
- 4. Religion**       Islam             Hinduism             Buddhism  
                          Christianity    Others (please specify) .....
- 5. Profession** .....
- 6. Highest educational or professional qualification:**
- below SSC or equivalent     SSC or equivalent             HSC or equivalent  
 Graduate                             Post Graduate             Other  
.....
- 7. Monthly household income**
- Under Tk.5,000             Tk. 5,001 – Tk. 10,000     Tk.10,001 – Tk.25,000  
 Tk. 25,001 – Tk. 50,000     Tk. 50,001 – Tk. 100,000    Above Tk. 100,000

**Thank you very much for your valuable assistance in this survey.**

## Appendix II

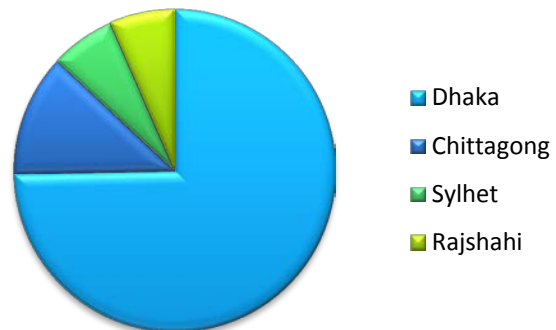
### Socio-demographic Profile of the Respondents

The majority of the respondents live in Dhaka (75%) followed by residents of Chittagong (12%). Approximately 70% of respondents were male (279) and 30% were female (120). 47.4% of the respondents were between 20-29 years of age while 30.1% per cent were between 30-39 years old. The majority of respondents were service holders (46.1%), while 31.3% were students. 41.4% of the participants had post-graduate degrees while 32.6% were graduates. 34.3% respondents had monthly family income between Tk.25,000/- to Tk.50,000/- while the income of 23.8% were between Tk.50,001/- to Tk.100,000/-

The demographic profiles for the studied sample are shown below in tabular and graphical forms:

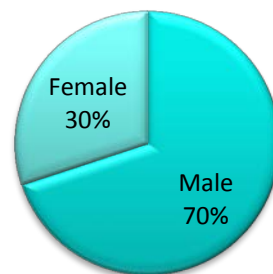
#### Place of Residence of Respondents

	Frequency	Percentage
Dhaka	298	74.7
Chittagong	49	12.3
Sylhet	26	6.5
Rajshahi	26	6.5
Total	399	100.0



#### Gender of Respondents

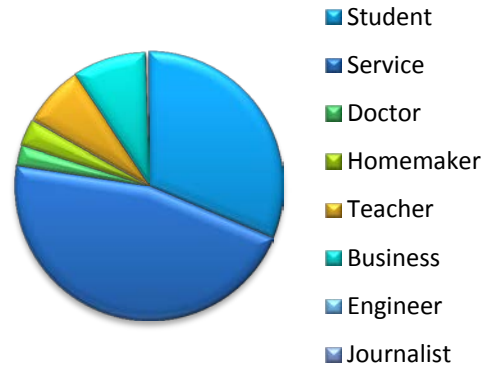
	Frequency	Percentage
Male	279	69.9
Female	120	30.1
Total	399	100.0



FACTORS AFFECTING THE SELECTION OF CUISINE:  
A STUDY ON THE RESTAURANT SECTOR OF BANGLADESH

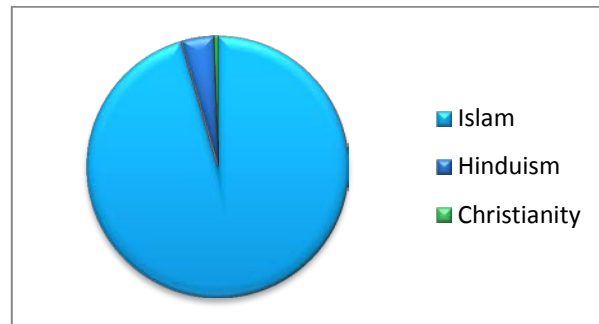
**Profession of Respondents**

	Frequency	Percentage
Student	125	31.3
Service	184	46.1
Doctor	10	2.5
Homemaker	13	3.2
Teacher	30	7.5
Business	35	8.8
Engineer	1	0.3
Journalist	1	0.3
Total	399	100.0



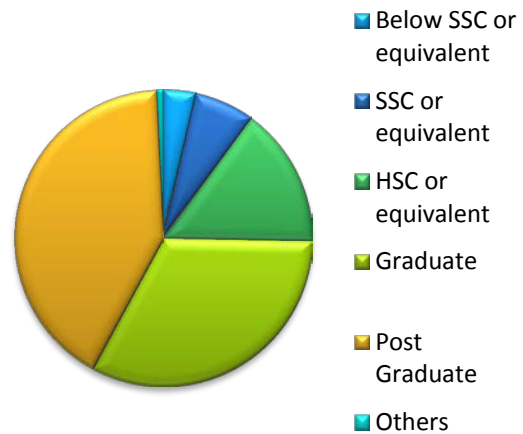
**Religion of Respondents**

	Frequency	Percentage
Islam	381	95.5
Hinduism	16	4.0
Christianity	2	0.5
Total	399	100.0



**Highest Educational or Profession Qualification of Respondents**

	Frequency	Percentage
Below SSC or equivalent	14	3.5
SSC or equivalent	26	6.5
HSC or equivalent	61	15.3
Graduate	130	32.6
Post Graduate	165	41.3
Other	3	0.8
Total	399	100.0



FACTORS AFFECTING THE SELECTION OF CUISINE:  
A STUDY ON THE RESTAURANT SECTOR OF BANGLADESH

**Monthly Household Income of Respondents**

	Frequency	Percentage
Tk.5,001 – 10,000	21	5.3
Tk.10,001 – 25,000	70	17.5
Tk.25,001 – 50,000	137	34.3
Tk.50,001 – 100,000	95	23.8
Above Tk.100,000	76	19.0
Total	399	100.0

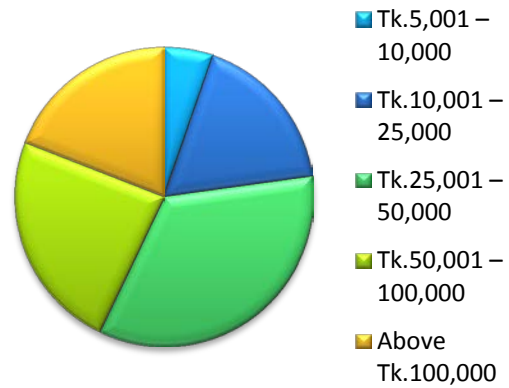


Figure 5F: Monthly Household Income of the Respondents

FACTORS AFFECTING THE SELECTION OF CUISINE:  
A STUDY ON THE RESTAURANT SECTOR OF BANGLADESH

### Appendix III

#### Krejcie and Morgan Table for Sample Size Determination

Required Sample Size									
Population Size	Confidence = 95%					Confidence = 99%			
	Margin of error					Margin of Error			
	5.0%	3.5%	2.5%	1.0%	5.0%	3.5%	2.5%	1.0%	
10	10	10	10	10	10	10	10	10	10
20	19	20	20	20	19	20	20	20	20
30	28	29	29	30	29	29	30	30	30
50	44	47	48	50	47	48	49	50	50
75	63	69	72	74	67	71	73	75	75
100	80	89	94	99	87	93	96	99	99
150	108	126	137	148	122	135	142	149	149
200	132	160	177	196	154	174	186	198	198
250	152	190	215	244	182	211	229	246	246
300	169	217	251	291	207	246	270	295	295
400	146	265	318	384	250	309	348	391	391
500	217	306	377	475	285	365	421	485	485
600	234	340	432	565	315	416	490	579	579
700	248	370	481	653	341	462	554	672	672
800	260	396	526	739	363	503	615	763	763
1,000	278	440	606	906	399	575	727	943	943
1,200	291	474	674	1,067	427	636	827	1,119	1,119
1,500	306	515	759	1,297	460	712	959	1,376	1,376
2,000	322	563	869	1,655	498	808	1,141	1,785	1,785
2,500	333	597	952	1,984	524	879	1,288	2,173	2,173
3,500	346	641	1,068	2,565	558	977	1,510	2,890	2,890
5,000	357	678	1,176	3,288	586	1,066	1,734	3,842	3,842
7,500	365	710	1,275	4,211	610	1,147	1,960	5,165	5,165
10,000	370	727	1,332	4,899	622	1,193	2,098	6,239	6,239
25,000	378	760	1,448	6,939	646	1,285	2,399	9,972	9,972
50,000	381	772	1,491	8,056	655	1,318	2,520	12,455	12,455
75,000	382	776	1,506	8,514	658	1,330	2,563	13,583	13,583
100,000	383	778	1,513	8,762	659	1,336	2,585	14,227	14,227
250,000	384	782	1,527	9,248	662	1,347	2,626	15,555	15,555
500,000	384	783	1,532	9,423	663	1,350	2,640	16,055	16,055
1,000,000	384	783	1,534	9,512	663	1,352	2,647	16,317	16,317
2,500,000	384	783	1,536	9,567	663	1,353	2,651	16,478	16,478
10,000,000	384	784	1,536	9,594	663	1,354	2,653	16,560	16,560
100,000,000	384	784	1,537	9,603	663	1,354	2,654	16,584	16,584
300,000,000	384	784	1,537	9,603	663	1,354	2,654	16,586	16,586



FACTORS AFFECTING THE SELECTION OF CUISINE:  
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## Appendix IV

### Non-parametric Test (Friedman Test) Results

#### Mean Rank of Factors Influencing Selection of Cuisine - Sorted by Gender

Factors Influencing Choice	Gender	
	Males	Females
Desire to try new foods	16.38	16.07
Desire for an adventurous experience	14.06	14.12
Desire for change	16.00	16.43
Beneficial for health	15.79	16.32
Religious requirements	18.83	19.94
Brand reputation of restaurant	16.26	16.55
Reputation of the chef	13.37	14.42
Loyalty towards a restaurant	15.22	14.18
Purchase price	16.52	16.35
Location of the restaurant	14.96	15.58
Quality of advertising	10.44	10.73
Special offers	14.81	14.12
Error free service	16.66	15.85
Speed of service	17.60	16.69
Cleanliness of the restaurant	19.76	20.68
Number of co-diners	14.31	14.25
Preference of co-diners	17.33	17.15
Preference of influential co-diners	14.42	14.44
Recommendations	11.02	11.99
Taste of the food	20.03	20.80
Visual appeal of the food	16.91	15.93
Diversity of menu	16.23	15.51
Availability of an unique dish	14.38	14.43
Ability to customize dishes	16.71	16.74
Environment of a restaurant	14.32	13.57
Appropriate decor of restaurant	13.48	12.95
Availability of car parking space	10.63	10.76
Availability of smoking zone	7.90	5.95
Availability of play room for children	10.66	12.52

FACTORS AFFECTING THE SELECTION OF CUISINE:  
A STUDY ON THE RESTAURANT SECTOR OF BANGLADESH

**Mean Rank of Factors Influencing Selection of Cuisine - Sorted by Age**

Factors Influencing Choice	Age Groups					
	13-19 Years	20-29 Years	30-39 Years	40-49 Years	50-59 Years	60+ Years
Desire to try new foods	13.97	16.81	16.68	15.20	15.17	13.60
Desire for an adventurous experience	14.48	14.72	13.73	12.25	12.70	13.60
Desire for change	18.78	16.26	15.94	14.28	16.97	10.10
Beneficial for health	14.55	16.39	16.14	15.36	12.97	16.90
Religious requirements	20.59	19.10	18.93	17.47	20.83	26.20
Brand reputation of restaurant	16.02	16.06	16.23	17.62	15.77	24.00
Reputation of the chef	13.13	14.16	13.63	12.61	12.07	13.60
Loyalty towards a restaurant	16.61	14.52	15.48	15.24	11.27	13.60
Purchase price	16.91	16.54	16.11	16.86	18.63	10.10
Location of the restaurant	13.75	15.06	15.68	15.70	15.13	10.10
Quality of advertising	11.91	10.35	10.59	10.72	8.83	10.10
Special offers	16.14	15.30	14.21	13.59	11.27	5.70
Error free service	13.89	15.74	17.60	17.62	15.10	24.00
Speed of service	17.13	16.42	18.09	18.08	18.00	26.80
Cleanliness of the restaurant	19.27	19.33	20.66	21.38	20.07	26.20
Number of co-diners	14.55	14.49	13.28	15.84	16.83	10.10
Preference of co-diners	16.72	16.29	17.50	19.45	22.37	21.00
Preference of influential co-diners	15.72	13.69	14.65	14.42	18.20	17.80
Recommendations	12.13	11.87	10.77	10.74	10.27	5.70
Taste of the food	19.97	20.11	20.35	19.36	24.20	21.00
Visual appeal of the food	16.27	16.88	16.00	16.91	18.00	16.90
Diversity of menu	14.33	16.22	16.09	16.16	18.03	10.10
Availability of an unique dish	14.11	14.50	14.29	13.96	12.43	24.00
Ability to customize dishes	18.86	16.52	16.17	16.54	17.07	24.00
Environment of a restaurant	14.17	14.64	13.90	14.43	9.07	10.10
Appropriate decor of restaurant	15.36	13.35	13.09	13.14	12.00	10.10
Availability of car parking space	8.84	10.16	10.92	11.95	14.73	13.60
Availability of smoking zone	7.56	7.91	6.90	6.04	7.17	3.00
Availability of play room for children	9.31	11.58	11.39	12.11	9.87	3.00

FACTORS AFFECTING THE SELECTION OF CUISINE:  
A STUDY ON THE RESTAURANT SECTOR OF BANGLADESH

**Mean Rank of Factors Influencing Selection of Cuisine - Sorted by Domicile**

Factors Influencing Choice	City			
	Dhaka	Chittagong	Sylhet	Rajshahi
Desire to try new foods	16.25	15.11	14.42	20.87
Desire for an adventurous experience	13.88	12.88	14.90	17.87
Desire for change	15.75	15.27	17.63	20.62
Beneficial for health	15.78	16.63	19.17	13.31
Religious requirements	18.61	21.49	17.87	22.50
Brand reputation of restaurant	16.83	16.20	16.52	10.90
Reputation of the chef	14.02	14.03	14.48	8.38
Loyalty towards a restaurant	14.93	17.15	15.12	10.27
Purchase price	15.87	17.69	15.75	21.71
Location of the restaurant	15.16	15.39	11.85	17.85
Quality of advertising	10.38	8.09	11.79	15.48
Special offers	14.23	14.42	14.17	19.67
Error free service	16.08	18.88	20.44	11.60
Speed of service	17.28	18.80	17.46	14.96
Cleanliness of the restaurant	20.10	20.47	21.13	17.38
Number of co-diners	13.59	13.79	16.12	21.48
Preference of co-diners	16.99	16.24	19.23	20.54
Preference of influential co-diners	13.40	15.60	14.77	23.69
Recommendations	11.86	12.33	7.85	6.56
Taste of the food	20.25	21.54	18.56	19.73
Visual appeal of the food	17.11	16.91	15.21	11.81
Diversity of menu	16.41	17.04	12.35	13.23
Availability of an unique dish	14.73	15.01	11.69	12.12
Ability to customize dishes	16.27	16.86	17.44	20.92
Environment of a restaurant	14.47	11.18	13.98	15.42
Appropriate decor of restaurant	14.13	10.27	13.00	10.12
Availability of car parking space	11.32	8.55	13.62	4.27
Availability of smoking zone	7.45	6.13	8.44	6.79
Availability of play room for children	11.89	11.05	10.04	4.96

FACTORS AFFECTING THE SELECTION OF CUISINE:  
A STUDY ON THE RESTAURANT SECTOR OF BANGLADESH

**Mean Rank of Factors Influencing Selection of Cuisine - Sorted by Income**

Factors Influencing Choice	Monthly Family Income				
	Tk.5,001 - 10,000	Tk.10,001 - 25,000	Tk.25,001 - 50,000	Tk.50,001 - 100,000	Above Tk.100,000/-
Desire to try new foods	17.69	16.24	17.19	15.51	15.30
Desire for an adventurous experience	17.88	13.70	14.05	14.34	13.11
Desire for change	16.98	16.31	17.16	16.21	13.76
Beneficial for health	16.48	16.87	16.73	15.52	14.07
Religious requirements	16.45	17.03	19.97	19.35	20.19
Brand reputation of restaurant	15.24	15.76	15.76	16.49	18.07
Reputation of the chef	16.95	13.98	14.15	13.03	12.49
Loyalty towards a restaurant	14.71	15.81	14.03	15.84	14.57
Purchase price	16.86	16.36	17.11	16.10	15.76
Location of the restaurant	14.05	14.24	15.33	14.07	17.28
Quality of advertising	12.67	9.99	11.08	9.75	10.38
Special offers	14.52	14.94	15.25	14.23	13.63
Error free service	16.36	18.08	15.39	16.58	16.53
Speed of service	11.60	19.08	16.60	18.05	17.70
Cleanliness of the restaurant	15.40	19.52	20.00	20.12	21.74
Number of co-diners	11.93	13.20	15.60	14.81	12.93
Preference of co-diners	15.45	17.42	17.62	17.46	16.80
Preference of influential co-diners	15.95	14.12	14.59	14.45	13.99
Recommendations	11.83	11.69	8.98	12.42	13.64
Taste of the food	15.86	20.07	19.43	21.49	21.61
Visual appeal of the food	13.43	16.41	16.65	16.48	17.78
Diversity of menu	14.12	15.54	16.01	16.53	16.35
Availability of an unique dish	15.33	13.06	13.77	15.62	14.97
Ability to customize dishes	16.29	15.83	17.30	16.48	16.93
Environment of a restaurant	14.43	14.21	13.93	14.23	14.02
Appropriate decor of restaurant	16.81	13.91	13.59	12.20	12.72
Availability of car parking space	12.90	9.94	9.97	10.18	12.59
Availability of smoking zone	9.98	9.37	7.58	6.26	5.52
Availability of play room for children	16.86	12.32	10.17	11.19	10.57

FACTORS AFFECTING THE SELECTION OF CUISINE:  
A STUDY ON THE RESTAURANT SECTOR OF BANGLADESH

**Mean Rank of Factors Influencing Selection of Cuisine - Sorted by Professions**

Factors Influencing Choice	Professions					
	Student	Service Holder	Doctor	Homemaker	Teacher	Business
Desire to try new foods	15.50	16.60	16.65	15.38	17.63	15.99
Desire for an adventurous experience	14.74	13.84	11.15	11.81	14.73	14.19
Desire for change	15.73	16.28	19.55	13.46	19.55	14.23
Beneficial for health	15.26	15.90	16.45	16.81	15.25	18.56
Religious requirements	18.36	19.58	21.35	20.23	18.17	19.64
Brand reputation of restaurant	17.13	16.07	16.65	15.62	15.42	15.97
Reputation of the chef	14.39	13.09	14.35	14.38	13.03	14.00
Loyalty towards a restaurant	15.28	14.73	10.80	14.08	14.48	16.01
Purchase price	16.58	16.85	12.50	16.38	15.62	16.13
Location of the restaurant	14.22	15.65	12.00	17.00	17.67	13.51
Quality of advertising	10.60	10.65	9.40	14.35	8.53	10.47
Special offers	15.62	14.60	8.40	16.81	14.42	12.56
Error free service	15.71	16.59	17.85	16.65	16.58	16.73
Speed of service	17.14	17.14	20.50	16.42	16.35	19.47
Cleanliness of the restaurant	19.63	19.88	23.50	15.85	20.48	22.29
Number of co-diners	14.38	14.05	13.90	15.00	16.85	12.51
Preference of co-diners	15.67	17.93	18.85	17.42	18.73	18.43
Preference of influential co-diners	13.91	15.05	16.65	14.96	14.23	12.97
Recommendations	12.16	10.95	14.00	12.77	12.25	8.47
Taste of the food	20.22	20.53	23.55	19.69	20.33	18.41
Visual appeal of the food	16.44	17.01	16.25	15.69	16.30	16.23
Diversity of menu	15.79	16.34	15.15	11.04	17.73	15.60
Availability of an unique dish	15.30	13.63	17.95	17.31	15.57	12.57
Ability to customize dishes	17.38	16.79	16.95	18.85	13.73	15.70
Environment of a restaurant	15.32	13.13	14.45	13.27	12.98	15.76
Appropriate decor of restaurant	13.86	12.82	10.60	17.27	11.22	15.09
Availability of car parking space	10.22	10.35	13.15	9.92	9.13	14.29
Availability of smoking zone	7.37	7.60	4.40	4.92	6.08	8.59
Availability of play room for children	11.09	11.38	8.05	11.65	11.93	10.64

FACTORS AFFECTING THE SELECTION OF CUISINE:  
A STUDY ON THE RESTAURANT SECTOR OF BANGLADESH

**Mean Rank of Factors Influencing Selection of Cuisine - Sorted by Level of Education**

Factors Influencing Choice	Educational Qualifications					
	Below SSC	SSC or Equivalent	HSC or Equivalent	Graduate	Post Graduate	Other
Desire to try new foods	13.50	17.48	12.78	18.02	16.28	16.17
Desire for an adventurous experience	12.86	15.38	14.04	14.74	13.52	11.67
Desire for change	16.93	16.46	14.20	17.04	16.03	14.50
Beneficial for health	21.43	12.42	14.27	16.83	16.03	12.50
Religious requirements	20.93	18.98	18.30	19.32	19.34	14.17
Brand reputation of restaurant	14.00	16.27	16.34	16.15	16.67	18.67
Reputation of the chef	11.96	12.35	13.34	14.00	13.98	10.33
Loyalty towards a restaurant	15.21	16.13	16.62	14.08	14.82	8.67
Purchase price	17.96	16.00	16.39	16.25	16.68	12.83
Location of the restaurant	15.86	13.69	13.83	14.61	16.24	14.17
Quality of advertising	11.07	10.54	12.02	10.66	9.87	7.17
Special offers	15.50	13.27	17.45	13.67	14.44	14.17
Error free service	19.93	13.60	16.57	16.33	16.63	13.17
Speed of service	20.18	15.71	17.71	17.30	17.32	11.67
Cleanliness of the restaurant	21.57	18.27	19.45	19.32	21.04	15.83
Number of co-diners	14.32	14.75	15.41	14.15	13.84	18.33
Preference of co-diners	18.36	17.83	17.58	16.95	17.19	20.17
Preference of influential co-diners	17.61	16.25	14.67	14.17	13.98	14.83
Recommendations	6.57	15.15	13.02	9.35	11.86	20.33
Taste of the food	20.25	18.81	20.26	19.73	20.82	25.33
Visual appeal of the food	15.04	15.15	17.17	16.48	16.88	15.83
Diversity of menu	14.39	14.96	15.49	16.73	15.78	25.33
Availability of an unique dish	12.18	14.38	14.74	13.77	14.89	17.83
Ability to customize dishes	19.07	18.98	16.40	16.83	16.28	11.83
Environment of a restaurant	11.68	17.25	15.37	15.09	12.43	20.33
Appropriate decor of restaurant	15.18	16.96	13.85	13.25	12.40	15.83
Availability of car parking space	8.21	8.67	9.64	11.10	11.18	13.17
Availability of smoking zone	5.00	8.79	6.72	8.42	6.62	7.67
Availability of play room for children	8.25	10.50	11.34	10.65	11.96	12.50

FACTORS AFFECTING THE SELECTION OF CUISINE:  
A STUDY ON THE RESTAURANT SECTOR OF BANGLADESH

**Mean Rank of Factors Influencing Selection of Cuisine - Sorted by Cuisine**

Factors Influencing Choice	Cuisine					
	Bangladeshi	U.S.	Chinese	Thai	Indian	Italian
Desire to try new foods	16.61	18.17	14.48	15.24	12.64	14.68
Desire for an adventurous experience	13.78	16.40	13.42	15.39	13.80	14.13
Desire for change	15.96	18.70	16.98	16.11	12.27	15.24
Environment of a restaurant	13.18	15.29	14.90	14.48	16.18	14.74
Beneficial for health	16.26	16.11	13.58	17.83	12.52	16.50
Religious requirements	19.77	18.17	19.92	18.93	17.09	18.18
Brand reputation of restaurant	15.95	16.70	17.50	14.70	18.55	17.29
Reputation of the chef	13.61	14.26	12.40	13.78	14.80	12.37
Loyalty towards a restaurant	14.68	15.42	17.81	14.80	13.57	16.37
Purchase price	16.77	15.78	13.63	16.76	16.80	16.50
Location of the restaurant	15.37	14.05	15.35	15.96	15.32	14.87
Quality of advertising	10.63	9.97	9.60	12.11	13.66	6.66
Special offers	14.65	13.90	15.08	13.74	16.52	13.47
Error free service	16.98	14.80	16.65	15.91	15.14	14.92
Speed of service	17.83	15.73	18.38	15.48	15.36	16.11
Cleanliness of the restaurant	20.12	19.92	21.62	18.63	18.34	19.97
Number of co-diners	14.99	12.07	15.13	13.22	13.84	11.63
Preference of co-diners	18.11	15.51	16.75	15.04	18.16	17.34
Preference of influential co-diners	15.12	12.76	11.92	12.91	15.89	14.26
Recommendations	10.47	14.01	11.29	12.13	12.70	12.74
Taste of the food	20.24	20.43	21.06	19.46	21.41	20.84
Visual appeal of the food	16.33	17.90	15.27	18.15	17.55	15.74
Diversity of menu	15.87	16.06	17.79	14.57	15.80	17.42
Availability of an unique dish	14.01	14.31	16.56	14.22	14.45	15.89
Ability to customize dishes	17.26	15.32	14.40	16.50	15.73	18.74
Appropriate decor of restaurant	12.52	14.61	14.38	18.48	14.34	13.66
Availability of car parking space	10.36	10.19	13.02	10.13	10.39	10.68
Availability of smoking zone	7.29	6.58	5.17	5.11	10.27	10.45
Availability of play room for children	10.28	11.89	10.94	15.24	11.93	13.61