Proposing a Restaurant Preference Behavior model for casual dining

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Topical Overview

- The purpose of this project is to build a model to support research of consumer preferences, behaviors and feelings regarding restaurants.
- To construct the model we use several existing models and tools of data collection concerning consumer behavior with respect to casual dining restaurants.
- To control its usefulness (applicability), the model is tested on two different populations. Based on synthesizing existing methods one universal tool is proposed: “Restaurant Preference Behaviors” (RPB).

Literature Review – Consumer Preferences

- Studies in product development involve identification of consumer segments and evaluating their liking patterns (Piccolo & D'Elia, 2008).
- The word "preference" refers to blatant and more reasoned choices that may go beyond actual physical sensation, converging on image and branding (with respect to consumer preferences), amid different cultural experiences (Smith & Miltry, 2011).
- Consumer preferences have been considered a major factor when designing marketing strategies aimed at developing global appeal for consumers, or life-style products (Buzzell, 1968).
- June and Smith (1987) developed a model of consumer choice behavior and illustrated the effectiveness of the model through decisions made about a restaurant meal.
- The restaurant experience is an important touristic component. Johansson (2009) found similar preferences across consumer target markets irrespective of geographical boundaries.

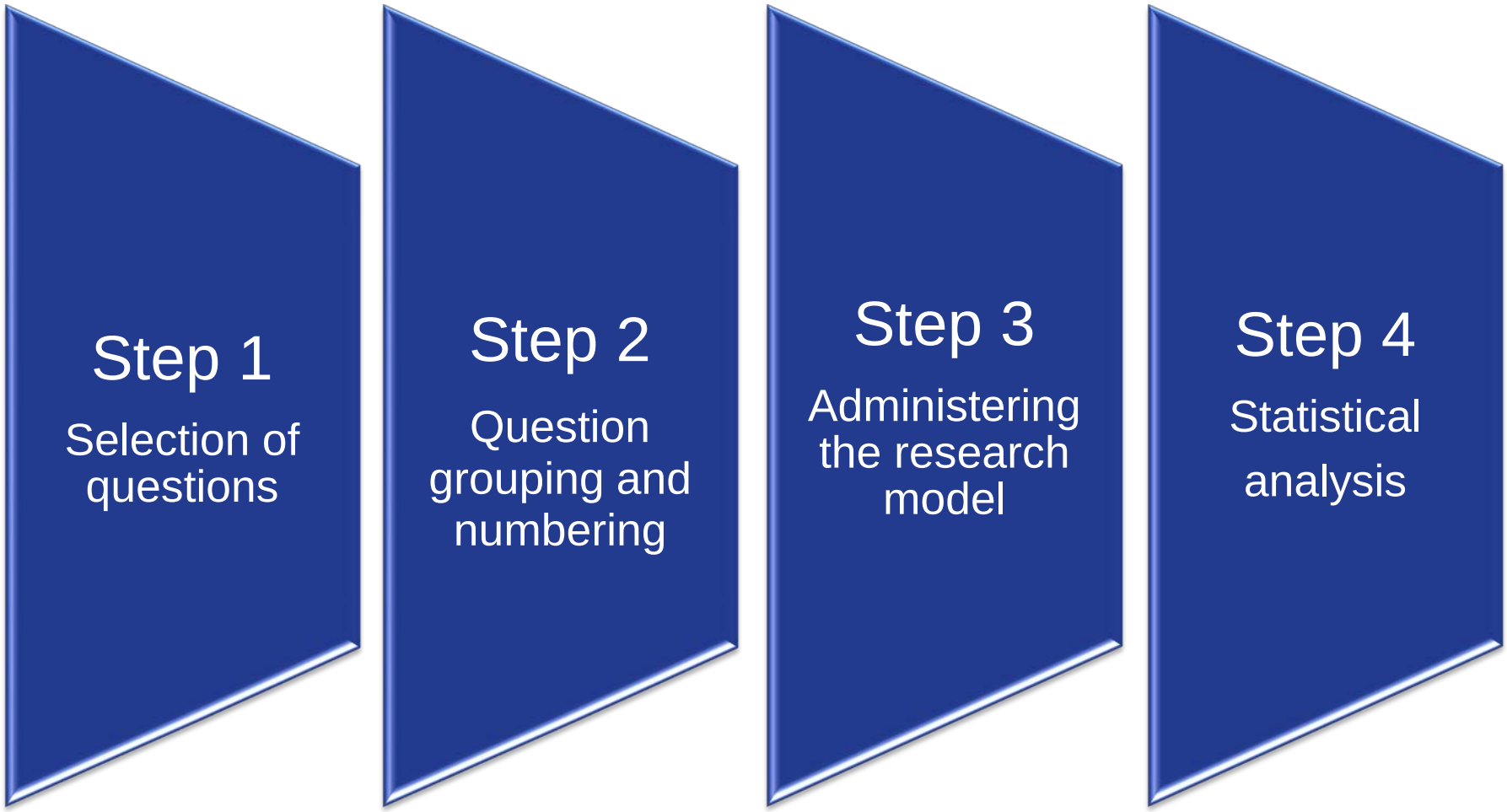
Food Related Lifestyle

- Brunso and Grunert (1995) developed a food related lifestyle (FRL) instrument. It is a 69-item questionnaire measuring 23 lifestyle dimensions in five major life domains, including ways of shopping, cooking methods, quality aspects, consumption situations and purchasing motives. It is one of the most elaborate segmentation tools in the field of food research as it measures how people link food to the attainment of life-values (Wycherley et al., 2008).
- The FRL instrument was the first lifestyle survey constructed with a theoretical foundation consistent with the means-end approach to consumer behavior (see: Olson & Reynolds, 1983)
- FRL is defined as a system of cognitive categories, scripts and associative networks relating a set of food-related behaviors to a set of values (Brunso, et al., 2004).
- The FRL instrument uses a multi-attribute approach that model how consumer based decisions are made on the assumption that quality is a multidimensional phenomenon (Grunert, 1997).

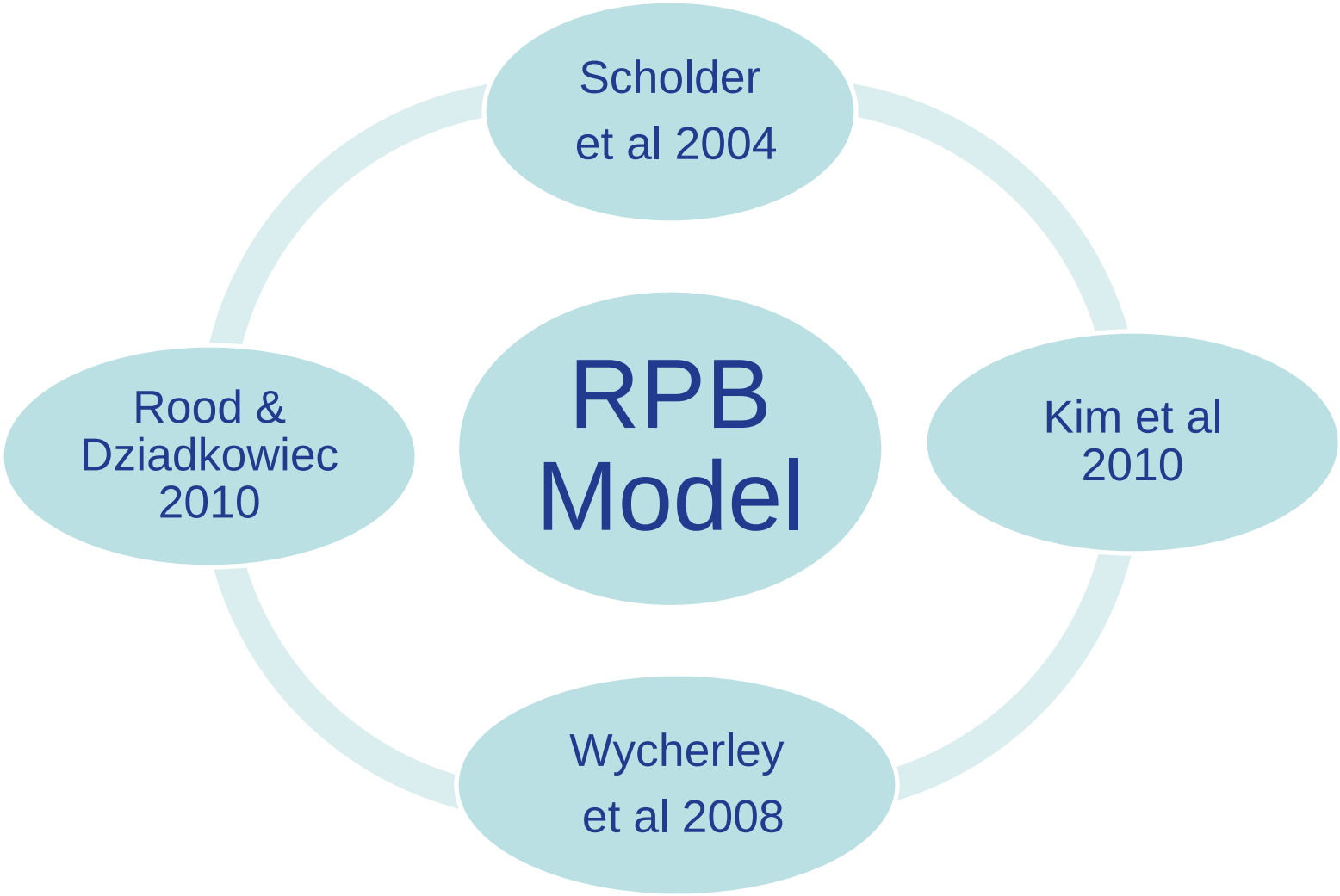
Selection of casual dining restaurants

- We conducted an empirical investigation involving preferences related to the casual dining experience, because of their prominence and popularity. This segment is a predominant concept for both branded and independent restaurants (Young, et al., 2007).
- We note that Murase and Bojanic (2004) examined the differences in restaurant brand personality across cultures. They found little cultural differences in the perception of brand personalities.
- Despite the focus of prior research on consumer behavior preferences and the FRL, the specific nature of the relationship between FRL and restaurant preferences has not been examined and remains unclear.

Methodology



Step 1 – Selection of questions



Step 2 – Question grouping & numbering

- The objective of this stage was to verify whether the questions are not repeated. As a result, 50 questions have been selected and divided into 8 groups (A-H). These questions include all the relevant aspects regarding preferences and behaviors identified based on the literature review.

Step 3 – Administering the research model

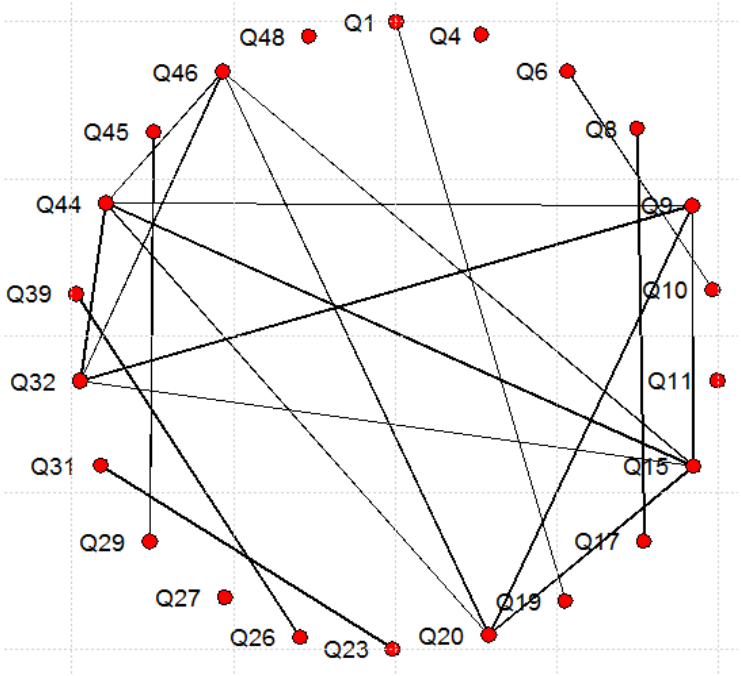
- The next step was to conduct the research in practice. The model was tested via a survey which was completed by over 900 Polish and American hospitality students.
- Previous studies (Rood & Dziadkowiec, 2010, 2008) demonstrated that populations from these two countries have different expectations regarding aspects of services provided by casual dining restaurants.

Step 4 – Statistical Analysis

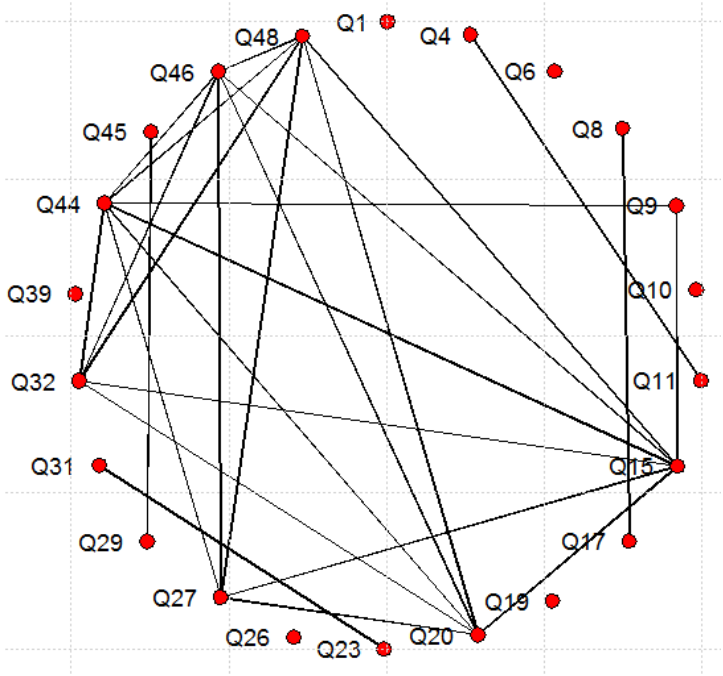
Question Number	Mean		(t test)	Standard Deviation		(f test)
	Poland	USA		Poland	USA	
Q1	2.88	3.45	0.0000	1.03	0.91	0.0126
Q3	4.53	4.79	0.0000	0.90	0.48	0.0000
Q4	2.71	3.14	0.0000	0.94	1.03	0.0752
Q6	3.01	2.11	0.0000	0.99	0.70	0.0000
Q8	2.19	3.23	0.0000	1.09	0.97	0.0348
Q9	3.50	3.66	0.0215	1.06	0.87	0.0002
Q10	3.10	2.49	0.0000	0.96	0.82	0.0019
Q11	2.84	2.59	0.0004	0.94	0.98	0.4467
Q12	4.65	4.59	0.2041	0.66	0.54	0.0001
Q13	3.51	3.40	0.0539	0.90	0.73	0.0000
Q14	3.51	3.88	0.0000	0.81	0.81	0.9633
Q16	3.62	3.24	0.0000	0.90	0.93	0.5866
Q17	2.21	3.19	0.0000	1.10	1.08	0.7291
Q19	3.15	3.37	0.0003	0.96	0.80	0.0003
Q20	3.00	3.26	0.0003	0.97	0.98	0.7458
Q21	2.86	3.36	0.0000	1.14	0.96	0.0015
Q23	3.57	3.09	0.0000	0.97	0.95	0.6526
Q26	3.49	3.09	0.0000	0.89	0.82	0.0868
Q28	3.34	3.79	0.0000	1.01	0.87	0.0038
Q29	3.04	2.24	0.0000	0.93	0.71	0.0000
Q31	3.62	3.18	0.0000	0.86	0.84	0.7416
Q32	3.74	3.46	0.0002	0.97	1.06	0.0963
Q37	3.40	2.98	0.0000	0.95	0.75	0.0000
Q39	3.46	2.76	0.0000	0.88	0.66	0.0000
Q45	3.04	2.27	0.0000	0.91	0.64	0.0000
Q46	3.26	3.02	0.0005	0.95	0.94	0.8848
Q49	2.39	2.06	0.0000	0.87	0.67	0.0000
Q50	3.97	4.64	0.0000	0.84	0.60	0.0000

Correlation Analysis

Poland Data

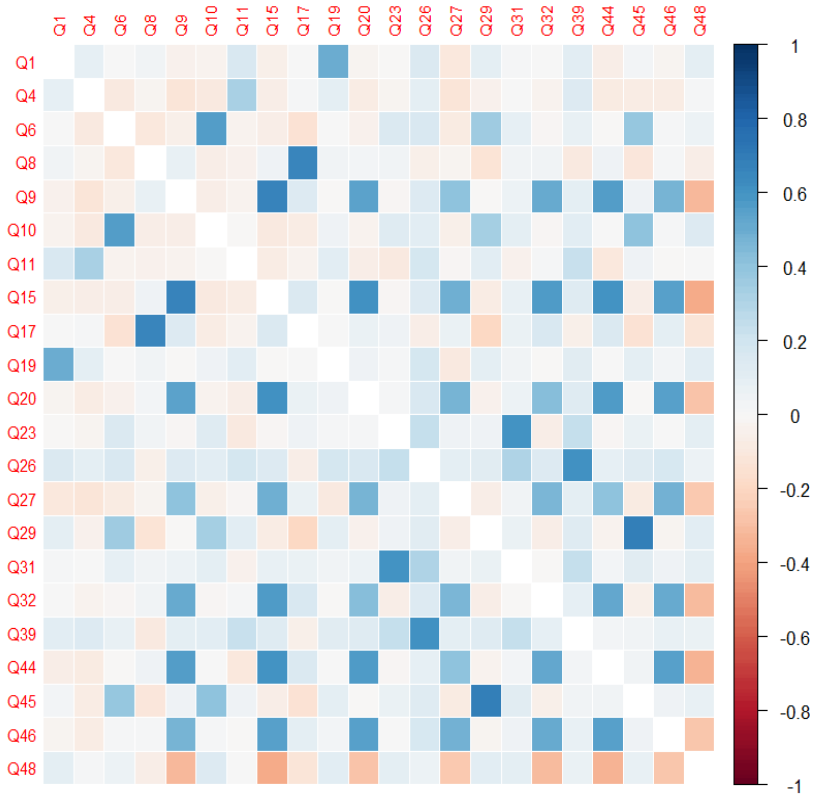


USA Data

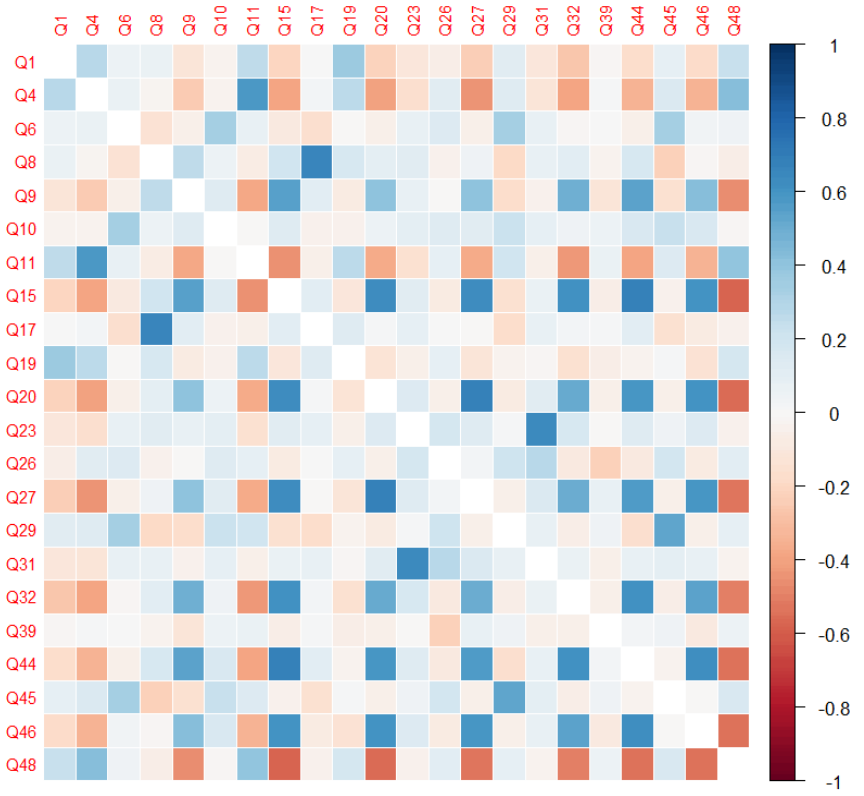


Correlation Matrix

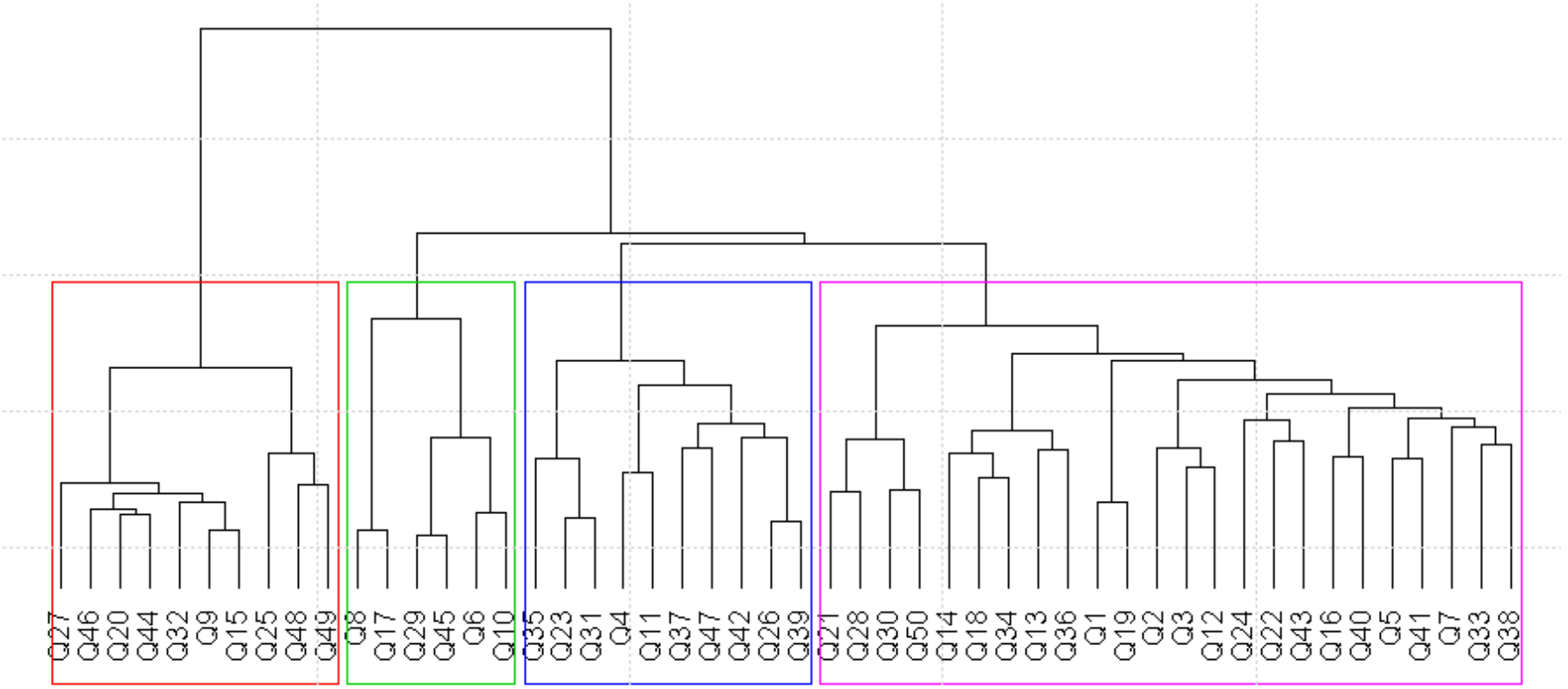
Poland Data



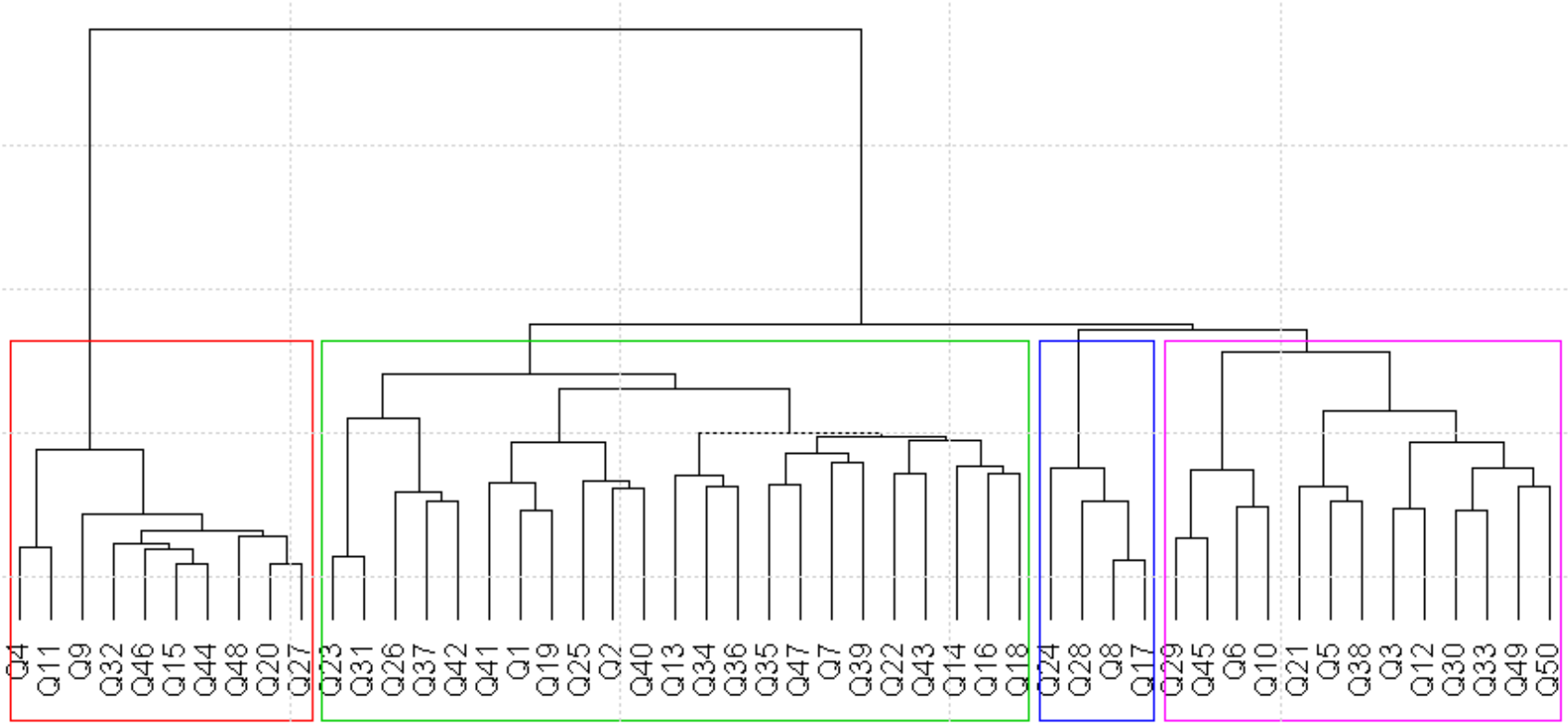
USA Data



Cluster Analysis – Poland Data



Cluster Analysis – USA Data



Branded chain vs. Independent?

	Q7	Q11	Q23	Q26	Q31	Q35	Q37	Q42	Q47
Q7	-	-0.13	-0.00	-0.04	0.04	0.06	-0.04	0.01	-0.03
Q11	0.02	-	-0.09	0.17	-0.04	-0.05	0.04	0.08	0.11
Q23	0.13	-0.15	-	0.23	0.59	0.32	0.24	0.16	0.15
Q26	0.01	0.08	0.17	-	0.30	0.09	0.25	0.21	0.12
Q31	0.10	-0.06	0.63	0.27	-	0.35	0.20	0.11	0.11
Q35	0.08	-0.14	0.29	0.03	0.19	-	0.22	0.14	0.19
Q37	0.04	0.22	0.12	0.26	0.21	0.07	-	0.13	0.18
Q42	-0.01	0.25	0.11	0.27	0.18	0.04	0.30	-	0.15
Q47	0.09	0.04	0.14	0.07	0.07	0.21	0.15	0.18	-

	Means		(test t)	Standard Deviations		(test F)
	Poland	USA		Poland	USA	
Q7	2.46	2.32	0.0066	0.81	0.69	0.0032
Q11	2.84	2.59	0.0004	0.94	0.98	0.4467
Q23	3.57	3.09	0.0000	0.97	0.95	0.6526
Q26	3.49	3.09	0.0000	0.89	0.82	0.0868
Q31	3.62	3.18	0.0000	0.86	0.84	0.7416
Q37	3.40	2.98	0.0000	0.95	0.75	0.0000
Q42	3.15	3.10	0.3968	0.88	0.89	0.7192
Q47	3.36	3.28	0.2335	0.89	0.92	0.4518

Practical implications – preference identifications

- The RFP model is a practical, ready to use tool for exploring customer preferences, and can be used in the restaurant business to explore the preferences of existing and potential customers – as well as those of customers in competitive restaurants.
- The model's statistical output provides:

1. A correlation analysis of particular factors influencing customer preferences, in order to better meet customer expectations.

2. Identification of client groups with differing expectations, and examining various factors that influence preferences within these sub-groups.

3. Detailed analysis of selected areas of the customer preferences (i.e. branded vs. independent), enabling optimization of the service using i.e. conjoint analysis.

Practical implications – cross cultural analysis

- The RPB model can be used in the comparative analysis of various populations. It is an effective tool for identification of differences between those populations.
- *Limitation:*

  The RPB model cannot define these differences directly; thus, the next stage of improvement of this tool will be adding elements enabling not only identification, but also comparative analysis of intercultural differences, influencing preferences of various groups of customers.

Conclusion

- The RPB model provides a new ability to study restaurant preferences specifically.
- The RPB model successfully grouped questions from a variety of previously used and verified models.
- This paper shows the compilation of the selected models makes sense.
- It is possible to identify preferences regarding casual dining restaurants.
- The model also shows applicability across two different national populations, showing how the populations differ.
- The tool can now be applied in practice to investigate customer preferences regarding casual dining restaurants.

Grazie – Questions?