

**Attitudes of Korean college students towards
fast food, family style, and fine dining restaurants**

by

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Signatures have been redacted for privacy

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INTRODUCTION

The restaurant industry today faces competition at every turn, for much of the public's eating out is discretionary and thus represents potential expenditure on other activities. Because the consumer movement is growing and consumer networks are powerful, the more competitive the situation, the more an eating place should look to marketing and its tools to maintain a strong position in the marketplace (McNutt, 1988).

Restaurateurs must rely on their understanding of the processes that customers go through in buying and consuming restaurant products. If restaurateurs understand the who, what, where, when, how, and why of consumer behavior, then the probability of marketing success is enhanced (Buttle, 1986). In short, success is predicated on the diligent study of changing consumer attitudes and eating habits, and on the pragmatic establishment of strategies and programs adapting to these changes. In turn, marketers need to develop innovative, superior products to meet needs and preferences identified by research (Townley, 1989).

Segmentation studies are designed to discover the needs and desires of specific consumer groups so that specialized goods and services can be developed and promoted. Consumer researchers have been able to relate social class to consumer attitudes towards specific products and to examine social-class influences on actual product consumption (Schiffman and Kanuk, 1991).

The great buying power of the young implies a substantial and increasing market for food. Several studies have been conducted to identify the food preferences of Korean college students (Chung, 1984; Kim, 1976) as well as the fast food dining behaviors of Korean consumers generally (Mo, Jeon, Baek, and Lee, 1989, Jeon, Kim,

and Lee, 1990; Kim, Nam, and Kwak, 1990). But no study has been conducted on Korean college students' patronage behaviors and attitudes towards fast food, family style and fine dining restaurants.

The purposes of the present study were

1. to identify restaurant patronage behaviors of Korean college students;
2. to develop a research instrument measuring the attitudes of Korean college students towards fast food, family style, and fine dining restaurants;
3. to identify response differences in terms of both behavioral items and restaurant attribute items between the two personal spending groups and the two gender groups;
4. to identify the importance of the three types of restaurant attributes and the restaurant performances in terms of those attributes, as perceived by respondents;
5. to determine Korean college students' attitudes towards the three types of restaurants;
6. to validate the self-developed research instrument measuring attitudes of Korean college students towards the three types of restaurants;
7. to identify differences in Korean college students' perceptions of the three types of restaurants' performances, in terms of factors identified by factor analysis; and
8. to provide recommendations on marketing strategies for the three types of restaurants in Korea.

REVIEW OF LITERATURE

The National Restaurant Association has found that the primary motives of diners are to escape from boredom, to socialize, to avoid drudgery, to eat foods different from those served at home, and to enjoy convenience. Restaurants serve predominantly our social and recreational needs, in this context referred to as the dining market; and our biological needs, or the eating market. Two basic terms used in descriptions of the restaurant business are full-service and specialty; of the latter, fast food is the most common example (Powers, 1988). Fast food generally means food served to a patron at either a self-service counter or a drive-through window (Emerson, 1990). Automation, the key to the modern fast food business, has resulted in both relatively limited menu choices and streamlined customer service. The fast food operation is, in many ways, more like a manufacturing enterprise than a traditional restaurant. Growing numbers of young people constitute a prosperous group eating out frequently at fast food establishments.

The family style restaurant is another type of specialty restaurant. It offers table service and extensive menu variety. The preparation staff is limited to one or more short-order cooks. The production process is almost as simple as that of the fast food restaurant, and the service is likewise far from elaborate. But customers expect an informal, simple, relatively inexpensive style of service in family style restaurants, and population trends are certainly on the side of these restaurants, whose customer base is mature adults (Powers, 1988). Korean family style restaurants are similar to mom-and-pop restaurants in the 1950s and 60s in the United States.

Fine dining restaurants can be included in the category of full-service restaurants. The term full-service refers to the style of service in the dining room, to

the menu, and to the style of preparation. Full-service restaurants employ waiters and waitresses, offer a wide variety of menu choices, and prepare most of their food from scratch (Powers, 1988). Consumers expect quality in both the food and the service and are willing to pay handsomely for it (Khan, 1987).

Restaurants of all kinds must provide two things to satisfy their customers; good products and good services. Their products are basically foods and their services include the environments--from the servers' smiles to the color of the drapes (Mill, 1986).

Restaurant Attributes

The service/product mix is composed of physical items, psychological experiences, and sensory perceptions. Physical items include atmosphere, lighting, background music, decor, menu merchandising, uniforms, table appointments, plate arrangements, garnishes, restroom cleanliness, and parking facilities. The psychological experiences of customers can be negative or positive although restaurant operators certainly strive for the latter. Customers' sensory perceptions, i.e., sight, smell, sound, feel or touch, and taste, are also part of the service/product mix (Barrington and Olsen, 1987).

Today's consumers are more informed, demand more variety and convenience, and insist on more interesting and tasty new products at fair prices than ever before. Sensory pleasure, convenience, and informative advertising also fall within their needs. Nutrition is rapidly moving from a value-added attribute to a basic requirement of foods, as is freshness (Townley, 1989; McNutt, 1988).

For the purpose of this study, the service/product mix is divided into eight categories: service, menu, food qualities, atmosphere, price, hygiene, facilities, and promotion. A brief review of literature is presented for each category.

Service

Consumers expect different service speeds for different meals. For example, breakfast should be quick on the workdays but can be leisurely on the weekends; lunch is almost invariably a time for fast service. Quinton and Stephenson (1988) hypothesized that quick service was essential, but found that it was in fact only one part of the customers' value equation.

The ambiance sold by a restaurant places demands on the service staff. The work of food service is inseparable from "emotional labor, the management of feeling to create publicly observed facial and bodily display." Workers must subordinate their own emotional states to the requirements of "feeling rules," which are friendliness, good humor, and warmth (Hochschild, 1983, p. 5).

Food-to-go service encompasses take-out and delivery. The take-out to eat product is a response to the trend in two-income families to retreat from the work world to eat dinner in front of television (Scanlon, 1990). According to CREST, food-to-go sales accounted for 46% of all restaurant transactions in 1990, compared with 44% in 1987. Despite the plethora of choices, customers are still hungering for more food-to-go options. Operators who can deliver convenience, nutrition, variety, and value will find success in the take-out area (Casper, 1991).

Menu

Townley (1989) indicated that the demand for new products was in a rapidly changing, extremely competitive environment, in which the product development cycle had been compressed from years to months, and product life cycles were sometimes two years or shorter. After McDonald's successfully opened up the breakfast market, the trend has been to break the menu down into day parts. People will likely continue to insist on even more variety.

Smithburg (1988) suggested that the foodservice industry needed the most effective market research possible to identify solid opportunities for the development of innovative, superior, and/or demanded products. The physical menu is also an important aspect of foodservice marketing. Written messages on the menu can be used to sell selections, to promote the restaurant, and to inform customers of other services that the restaurant offers (Scanlon, 1990).

Food qualities

Consumers now demand natural, light, nutritious, and palatable food that is also fresh (Townley, 1989). Granzin and Bahn (1988), studying different market segments, found a variety of opinions about the nutrition of restaurant food. Some patrons felt that good taste and nutrition were incompatible; others, that restaurants have chosen not to serve health-oriented foods. The authors stated that restaurateurs needed to recognize the interests of certain patrons. Moreover, promotional devices were essential to inform patrons that good taste and nutrition were compatible in the foods offered.

According to a 1988 Gallup survey conducted by the National Restaurant Association (National Restaurant Association, 1990), 59% of adult customers were

interested in tableservice restaurants offering menu items for nutrition-conscious consumers. Townley (1989) suggested that nutritious foods could be provided with reduced cholesterol, fat, calories, sodium, and sugar, all without sacrificing taste. He also indicated that one of the most important nutritional factors is perception. Words that can be used to elicit positive perceptions are natural, homestyle, baked, calcium-added, fresh, and lite. Negative descriptions are processed, artificial, frozen, fried, and preservatives.

Atmosphere

In general, consumers seek roomy, spacious surroundings promoting comfort ("Winning," 1984). By comparing patrons' attitudes before and after a restaurant's renovation, Lambert and Watson (1984) researched the influence of restaurant interior design on customer behavior patterns and perceptions. After the renovation, customers tended to remain in the dining room longer because many found it more pleasant and comfortable, and some customers thought that the quality of service had improved even though it had not.

Like decor and lighting, music sets the mood and tempo for both customers and employees. The Gallup Organization and Market Trends found that 90% of restaurant patrons indicated that music enhances a restaurant's atmosphere and that they enjoyed listening to music while eating. Eighty percent stated that music in restaurants had a positive effect on their mood. Nearly half indicated that music determined, to some extent, where they eat and how often they return. Ninety percent of restaurant managers stated that top-quality reproduction of music was essential, and 70% believed that appropriate music selections were important to patrons (Dawson, 1988b).

Price

Price has an information role in consumer decision making--namely, that of educating consumers about product factors such as quality. For example, price provides a gauge for measuring quality in the absence of certainty. Under uncertainty, the dollar amount assigned to an item serves as an indication of the item's value (Schoell and Guiltinan, 1990). Carmin and Norkus' (1990) study on the change in market share of various pasta entrees, however, is consistent with the theory (Smith, 1982) that sales volume and profitability will improve if price is lowered for a slow-sell, high-contribution item. In sum, although some people are attracted to bargains; others find high price a greater incentive to purchase.

Hygiene

Restaurateurs should be aware that cleanliness is also key in the consumer's choice of restaurant. CDI Designs, Riverdale, N.Y., surveyed 128 consumers to select the five most important restaurant selection criteria from the 15 provided. Appearance of employees ranked first, followed by condition of tables/chairs. Three criteria of approximately equal importance--cleanliness of restrooms, openness and appearance of food preparation areas, and cleanliness of utensils--were cited next, followed by appearance of floors and by condition of serving area (Lewis and Bona, 1990).

Facilities

More consumers expressed the desire for smoke-free environments than ever before. According to consumers responding to a 1990 Gallup poll for the National Restaurant Association, 84% were interested or very interested in separate seating for

smokers. In a similar 1988 poll, only 78% had been interested in such seating. And among all age groups, the 18-24 year age group showed the greatest interest in nonsmoking sections (Weinstein, 1991). Operators should be aware of this trend and cater to it. It is only logical for nonsmokers to patronize restaurants with nonsmoking sections (Jason, 1988; Dawson, 1988a). The planning of parking lots and areas is also part of creating the right impression. Management should stress cleanliness in parking areas at all times (Kazarian, 1989).

Promotion

One sense of the term promotion is that of persuasive communication (Powers, 1990). Promotion can influence customers' decisions about which meals they eat, where they eat them, what they eat, and where their food is prepared (Underwood, 1988). Thorough market research of current and future customers, as well as of competition, will help restaurateurs develop promotions increasing customer count and profit (Scanlon, 1990). According to CREST, in 1977 only 6.5% of visits to restaurateurs involved promotions such as coupon offerings and premium merchandise at bargain prices, but by 1984 that percentage had risen to 11.3% (Powers, 1988). Promotion can generate enjoyment and excitement for diners and employees; more importantly, it can keep the restaurant's name in front of customers ("Paragary's," 1991).

The Korean Market for Food away from Home

Until the end of the 1970s, family style and casual restaurants were the dominant types of restaurants in Korea. But in 1979, the Japanese company Lotteria established a partnership with Korean Lotteria cooperation and opened a fast food restaurant. Since then, many international chains have expanded into Korea, whose restaurant industry as a result has become larger and more modernized (Food and Economic Newspaper, 1991).

Several factors are changing eating habits in Korea. The baby boomers are aging and possess increased disposable incomes. Their expectations for services are growing. Customers become increasingly value-conscious and demanding when they spend extra money. Because consumers are better informed by the increase in advertising, they also demand better service. The maturing hospitality industry has created an intensely competitive situation whereby many sellers attempt to differentiate products, and the Korean economy has shifted from an industrial base to a service base (Agriculture, Fisheries, and Livestock Newspaper, 1991).

The total number of restaurants in Korea was 280,000 in 1991. This is a remarkable increase over the 15,000 restaurants in operation at the beginning of the 1970s. Table 1 describes the food-away-from-home market in Korea. The total value of food prepared away from home was \$16,475,550,000 in 1991. In 1986 and 1988, annual increase rates were quite high because of the 1986 Asian Games and the 1988 Seoul Olympic games (Choi, 1991).

Table 1. The food-away-from-home market⁺

Year	Total amount (U.S. \$1,000,000)	Annual increase (%)
1979	3,529.05	
1982	3,510.47	56.05
1986	5,390.20	77.52
1987	6,425.10	9.99
1988	11,994.15	60.05
1990	15,745.28	36.12
1991	16,475.55	11.11

Source: Agriculture, Fisheries, and Livestock Newspaper (1991).

⁺Unless otherwise noted, tables are based on data from Korea.

Table 2. Per capita G.N.P. and monthly consumption expenditure per household for all households of all cities

Year	Per capita G.N.P. (U.S. \$)	Consumption expenditure (U.S. \$)	Food and beverage/ consump- tion expenditure (%)	Food outside home/food beverage consump- tion(%)	Food outside home annual increase (%)	Food outside home/con- sumption expenditure (%)
1982	1,824	335.35	40.7	6.0	63.1	2.4
1983	2,002	339.00	39.4	6.5	15.9	2.6
1984	2,158	357.93	38.2	7.0	12.8	2.7
1985	2,194	355.58	37.5	7.4	11.6	2.8
1986	2,503	404.13	36.4	8.9	27.6	3.3
1987	3,098	503.08	35.3	12.0	51.2	4.3
1988	4,040	683.63	34.8	13.9	31.8	4.8
1989	-	877.33	31.9	19.4	62.9	6.2

Sources : National Bureau of Statistics Economic Planning Board (1989, 1991).

Expenditures on meals away from home have increased as a percentage of total consumption expenditure. By 1989, 6.2% of consumption expenditure was spent in eating and drinking establishments, in contrast to 2.4% in 1982. These data are shown in Table 2. The percentage of expenditure on food outside the home over food/beverage consumption was smaller than 10% before 1987. This percentage became 12% in 1987 and 19.4% in 1989. As a result of the 1988 Seoul Olympic games, many new businesses were introduced into Korea by both foreign and domestic companies. Restaurants became bigger, and a rapid increase in expenditures on food away from home occurred (Agriculture, Fisheries, and Livestock Newspaper, 1991).

American fast food chains have consolidated an early lead in the race for Korean appetites since the local market began to open in 1986. Table 3 provides some fast food information about Korea. The 1986 Asian Games and the 1988 Seoul Olympics provided a window of opportunity for foreign fast food companies. The domestic market for fast food was estimated at about 369 million dollars a year in 1989 and is growing at an annual rate of about 30%. Hamburgers may be the single most popular item on the Korean fast food menu, but locals have also displayed a keen taste for pizza. After food quality, customer service seems to be the primary attraction to Korean customers ("Changes," 1989).

As shown in Table 4, the number of college students in Korea was 1,518,512 in 1991, 3.5% of the total Korean population of 43,268,000 (National Bureau of Statistics Economic Planning Board, personal communication, June 30, 1992).

Table 3. Fast food operations

Product	Brand	Company	Year entered Korea	No. of stores
Hamburger	McDonald's (U S.)	Mcan Indus. Co	1988	3
	Wendy's (U.S.)	Wendy's Korea	1984	15
	Burger King (U S.)	Hanam Limited	1984	10
	Hardee's (U S.)	Sejin Leisure	1990	-
	Lotteria (Japan)	Lotteria	1979	78
	Americana (U.S.)	Americana	1980	45
Chicken	Kentucky Fried (U.S.)	Doosan Foods	1984	31
	Popeye Chicken (U.S.)	Poko Int'l	1990	-
Pizza	Pizza Hut (U.S.)	Dongsin Foods	1985	12
	Pizza Inn (U.S.)	Choyong Moolsan	1985	12
	Domino's Pizza (U S)	Korea Express	1989	1
	Shakey's Pizza (U.S.)	Golden Bell	1989	1

Source: Changes (1989).

Table 4. Population of college students

School	Population
Junior college	359,049
College of education	16,019
University	1,052,140
Graduate school	91,304
Total	1,518,512

Source: Statistic Analysis Division, National Board of Education Evaluation, Ministry of Education, Republic of Korea (1991).

Attitude

Businesses have been trying to obtain information about the factors determining consumer preferences, and marketing research has increasingly turned its attention to consumer behavior. To account for the consumer's decision-making process and to develop a comprehensive theory of consumer behavior, many

investigators have turned to social psychological research, specifically that regarding attitude. Attitude is one of the most pervasive notions in all areas of marketing research (Ajzen and Fishbein, 1980). Indeed, attitude research plays pivotal roles in (1) saving cost, (2) identifying new markets, (3) gaining insights and field intelligence for positioning products and counteracting competitors, (4) designing effective sales communications, (5) developing selling and closing techniques, and (6) obtaining increased market share (Brand, 1986).

An attitude characteristically provokes behavior either acquisitive or aversive, favorable or unfavorable, affirmative or negative towards the object or class of objects to which it is related. According to Fishbein (1967, p. 389), attitude is "a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object." Droba (1933, p. 451) defined the term as "a mental disposition of the human individual to act for or against a definite object."

These definitions emphasize three important characteristics of attitudes. They are learned; they imply evaluation (e.g., favorable-unfavorable, positive-negative, good-bad); and they predispose action (Pratkanis, Breckler, and Greenwald, 1989). The formation of attitudes is basically a learning process. They are developed in numerous ways and in reference to many different forces, both individual and social. Attitudes are based to some extent upon the kinds and the amounts of information that individuals receive and upon the sources of such information. Many attitudes held by individuals come either directly or indirectly from group, family, mass media advertising, personality factors, and/or direct experiences of goods and services (Myers and Reynolds, 1967; Schiffman and Kanuk, 1991).

According to Myers and Reynolds (1967), the essential characteristic of an attitude is its evaluative component--a simple evaluative cue or summary statistic

stored in memory. The stored evaluation of an object is part of the strategy used for sizing up, for classifying as good or bad, and for determining whether favorable or unfavorable approaches are to be adopted. Evaluative cues and strategies influence conceptual cognitive processes such as reasoning, decision-making, interpreting, inferring, attributing, and, in some cases, recalling.

The main reason that attitude plays such a central role in consumer behavior is that it seemingly influences individual behavior quite strongly in general. Attitudes directly affect purchase decisions, and these in turn directly affect attitudes through experience related to product use or service selection (Myers and Reynolds, 1967). The logic of a causal chain from belief to behavior is embodied in Ajzen and Fishbein's theory of reasoned action. A central factor of this theory is the individual intention to perform a certain behavior, and attitudes indicate how much effort people are willing to exert to perform the behavior (Pratkanis et al., 1989).

Consumer evaluation of products requires the consideration of alternatives differing in terms of more than one relevant evaluative attribute. Researchers accept the fact that consumer behavior is affected by a great number of psychological, social, and economic variables. Thus, research might involve asking consumers to state how important each variable such as price, influence of family members, and influence of others is in determining purchase. It is assumed that a set of attributes, variables, property characteristics, factors, or criteria for any object can be described in terms of either states or levels. The attributes of an object are assumed to be evoked by the decision maker; that is, they are assumed to be mental perceptions and may or may not be related to the object's tangible characteristics. The attributes evoked are assumed to be related to the decision maker's knowledge of and experience with the

objects and to the characteristics of his or her specific problem-solving situation (Green and Wind, 1973).

With the increasing prominence of attitude has arisen the need for valid measurement techniques. In 1932, Rensis Likert proposed a method of summated ratings that has since been widely adopted because it greatly simplified evaluation by dispensing with judges. After collecting a large pool of opinion items, the investigator decides whether agreement with each item implies a favorable or unfavorable attitude towards the object in question. Neutral or ambiguous items must be eliminated. Typically, subjects are asked to respond to each item on a five-point scale defined by labels such as strongly agree, agree, undecided, disagree, and strongly disagree. To be retained in the final attitude scale, an item must meet the criterion of internal consistency, that is, it must be discriminated between people with positive and negative attitudes. The Likert scaling procedure thus results in a single score representing the degree to which a person favorably or unfavorably views the object in question. These attitude scores can reflect different patterns of belief, intention, and action (Ajzen and Fishbein, 1980; Pratkanis et al., 1989).

Expectancy-value models (Kotler, 1991) seem of particular relevance to social psychological research in attitude. One of the reasons for the popularity of this model in the marketing field is that it seems to provide a theoretical link between evaluative criteria and attitude. According to this model, a person's attitudes towards an object are a function of his or her salient beliefs and evaluations respecting certain attributes of that object. In the context of consumer behavior, the object is typically either a product or a brand within a product class (Ajzen and Fishbein, 1980).

Mathematically, the model can be presented in the following format:

$$A_{jk} = \sum_{i=1}^n W_{ik} B_{ijk}, \text{ where}$$

A_{jk} = consumer k's attitude score for object j,

W_{ik} = importance weight assigned by consumer k to attribute i,

B_{ijk} = consumer k's belief as to the amount of attribute i offered by object j,

and

n = number of important attributes in the selection of a given object.

An estimate of attitude towards a product or a brand is obtained by multiplying, for each attribute, belief strength by importance weight and summing these products across all salient attributes.

It is possible to infer attitudes from responses to various kinds of belief statements, but only those beliefs salient in the individual's mind are assumed to have a causal impact on attitude (Pratkanis et al., 1989). Studies using the expectancy value model have shown that the measurement of product attitude typically leads to significant prediction of consumer preferences although the accuracy of these predictions has been found to differ across brands and across product classes (Marzís, Ahtola, and Klippel, 1975).

Concerning the proper statement of the model, Sheth and Talarzyk (1972) raised theoretical issues that have arisen in application, particularly as regards the issue of importance weights. These researchers found that the consumer's belief factor had greater predictive power than did the value importance factor, which indeed seemed almost uncorrelated with affect. The consumer's belief factor had a wide range of predictive powers within product classes. When the consumer's belief

was weighted by value importance, a consistent lowering of predictive power occurred. Thus, value importance not only contributes negligibly to the determination of consumer affect towards a brand but also suppresses the determinant power of consumer's belief factor.

Using importance and performance scales, Bush and Hair, Jr. (1976) studied consumer patronage determinants of motels. In their study, perceived characteristics of establishments were compared by consumers, and importance ratings were used only for evaluative criteria. Much additional marketing research has considered only the images of establishments, not the importance of attributes (McDougall and Fry, 1975; Marks, 1976; Pessemier, 1980; Teas, Wong, and Parker, 1988).

Importance-performance Analysis Grid

Importance-performance analysis is an excellent means of analyzing quantitative data involving expectation and evaluation of a product's perceived performance (Chon, Weaver, and Kim, 1991; Evans and Chon, 1989). It is a low-cost, easily-understood technique that can yield important insights into marketing mix. Operations should be able to identify areas consuming too many resources, as well as areas requiring additional attention. Presentation of results on the importance-performance grid facilitates management's interpretation of data and increases the usefulness of analysis in strategic marketing decision-making.

Positioning the vertical and the horizontal axes on the grid is a matter of judgment. The value of this approach lies in identifying relative, rather than absolute, levels of importance and performance. Frequently, a five- or a seven-point scale will yield good ratings spread, and the middle position will constitute a useful division for

the grid. Occasionally, however, the absence of low importance and performance ratings may argue for moving axes over one position on the scale (Martilla and James, 1977).

This graphic representation of data necessitates that each activity fall into one of four quadrants (Figure 1). Attributes falling into quadrant I are important to respondents, but performed poorly by the operation. Attributes in quadrant II are important to respondents, and performed well by the operation. Attributes in quadrant III are both of little importance and poorly performed. Attributes in quadrant IV are of little importance, but are performed relatively well (Chon et al., 1991).

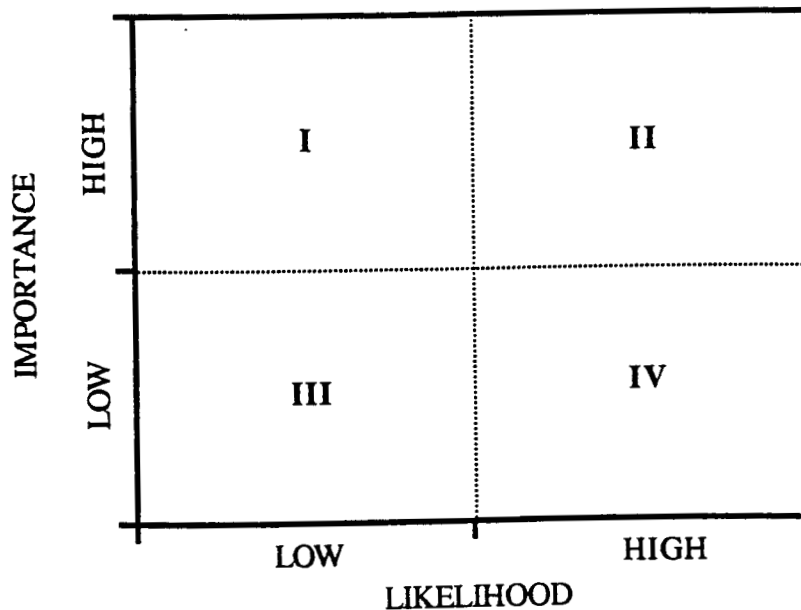


Figure 1. Importance-performance analysis grid

Reliability

Valid measurement is the sine qua non of science. If the measure used in a discipline has not been demonstrated to have a high degree of validity, that discipline is not a science (Peter, 1979). In the last 15 years, significant attention has been directed to the quality of measures used in marketing research. The shift to an emphasis on quality was perhaps most clearly delineated by publication of such methodological contributions as Peter's review articles on reliability and validity and Churchill's paradigm for better measure development for marketing (Churchill, 1979, Peter 1979, 1981). Future consumer behavior research will avoid uncertain measures of the variables that they are designed to gauge (Heeler and Ray, 1972).

A necessary condition for the validity of a measure is reliability, which can be defined as "the similarity of results provided by independent but comparable measures of the same object, trait, or construct" (Churchill, 1991, p. 495). Evaluation of the reliability of any measurement procedure consists of estimating how much of the variation in scores is due to transitory influences; in other words, how much of the variation is attributable to chance or to random error. The less scores are influenced by such factors, the more reliable the instrument is, and the more consistent and dependable its results are (Selltitz, Wrightsman, and Cook, 1976). If reliability is unassessed and the correlation between measures of two constructs is low, then marketing researchers have no way of knowing whether little relation exists between the two constructs or whether the measures are simply unreliable (Peter, 1979).

In hopes of determining the number of dimensions underlying the construct, some analysts choose first to perform factor analysis, a multivariate statistical technique concerned with the identification of structure within a set of observed

variables. Its appropriate use involves the study of interrelation among variables in an effort to find a new set of variables fewer in number than the original variables but expressing the common feature among them.

A factor defines the way in which entities differ, much as the length of an object or the flavor of a product defines a qualitative dimension in which objects may or may not differ. A factor does not indicate how different various entities are, just as length itself does not indicate how much longer one object is than another (Cattell, 1978). Therefore, factor analysis provides a way of reducing the number of variables in the study without great loss of information and identifies the important qualitative distinctions in the data. Identification of the underlying dimensions of image and purification of the measure of the resulting image dimensions by elimination of attribute items having small correlations with the independent factors are the twofold purpose of factor analysis. Varimax rotation, the best orthogonal rotation procedure (Gorsuch, 1974), has been used to improve interpretability of loadings.

Peter (1979) indicated that Cronbach's coefficient alpha was the most commonly accepted formula for assessing the reliability of a measure with multi point scale items. He reasoned that (1) alpha is one of the most important deductions from the theory of measurement error, and (2) most marketing research studies employ scales or items of the type that alpha was designed to evaluate. Alpha is formulated as (Nunnally, 1978)

$$\alpha = \frac{k}{k-1} \left(1 - \frac{\sum_{i=1}^k \sigma_i^2}{\sigma_t^2} \right), \text{ where}$$

k = number of items in the scale,

σ_i^2 = variance of item i , and

σ_t^2 = total variance of the scale

The coefficient alpha resulted from the assumptions of the domain sampling model, the key assumption is that all items, if belonging to the domain of the concept, take up an equal amount of the common core.

In other words, if all items in a measure are drawn from the domain of a single construct, responses to those items should be highly correlated. Low alpha values suggest that some items do not share similarly in the common core and should be eliminated. The easiest way to identify such items is to calculate the correlation of each with the total score and to plot these correlations by decreasing orders of magnitude. Items with correlations near zero will thus be eliminated, as will items producing a substantial or a sudden drop in the item-to-total correlations (Churchill, 1979).

The question has been raised as to whether the coefficient alpha demonstrates satisfactory levels of reliability. Although no hard-and-fast rules have been offered for evaluating the magnitude of reliability coefficients, Nunnally (1978) suggested that in early stages of research, a modest reliability .7 will suffice. For basic research, it is argued that increasing reliability beyond .8 is unnecessary because, at that level, correlations are attenuated very little by measurement error.

METHODOLOGY

This study was designed to identify Korean college students' patronage behaviors; differences between the two personal spending and the two gender groups; importance and likelihood of restaurant selection attributes; and attitudes towards fast food, family style, and fine dining establishments. Validation of the research instrument and identifying differences of likelihood mean scores for factors among three types of restaurants were also purposes of the research. The University Human Subjects Review Committee approved this study (Appendix A). The procedures followed are described in the following sections: Questionnaire Development and Pilot Test, Sample and Data Collection, and Data Analysis.

Questionnaire Development and Pilot Test

The questionnaire for this study was based on attitude-towards-restaurant research by Hsu (1988) and by the National Restaurant Association (1991), as well as on exploratory interviews with Korean students at Iowa State University (ISU). The questionnaire consisted of 20 items, each of which was placed in one of three sections, viz., behavior, restaurant attributes, and demographics. All items were reviewed by two faculty members in the Department of Hotel, Restaurant, and Institution Management and by a faculty member in the Department of Marketing at ISU. The purpose of this review was to ensure content validity, particularly the measure's adequate capture of characteristic domains.

Behavioral items were designed to determine (1) the frequencies of eating out for four different meals at three types of restaurants, (2) the type of companions

included, (3) the primary occasions and reasons for eating out, (4) the timeframe for making eating-out plans, (5) the information sources for restaurants, (6) the importance of nutrition, (7) the amount of money spent eating out at the three types of restaurants, and (8) the spending on eating out.

Questions in the second section were designed to measure perceived importance and likelihood of attributes offered by the three types of restaurants. Attributes of the questionnaires were divided into nine categories: service, menu, food qualities, atmosphere, price, hygiene, facilities, promotion, and other. A five-point Likert-type scale was used to determine the levels of importance and the likelihood of attributes. For the importance scale, 5 = very important, 3 = moderately important, and 1 = not important. For the likelihood scale, 5 = very likely, 3 = moderately likely, 1 = not likely, and 0 = unknown.

The third section of the questionnaire contained demographic questions. These questions were designed to elicit descriptive information and to identify the relation between demographic and other variables. Information on educational level, major, marital status, children, household members, available financial support, personal spending, monthly household income, age, and gender were collected.

The instrument was developed in English and subsequently translated into Korean. The Korean version of the instrument was retranslated into English individually by two Korean graduate students and by one Korean professor at ISU to check the validity of the initial translation. The translation was revised after discussion with translators.

Subjects similar to participants in Korea were sought. Forty Korean students at ISU were given a copy of the questionnaire and were invited to participate.

Of these 40, 37 returned questionnaires. Participants were also asked to comment on clarity of directions, problems encountered in understanding questions, and completion time. Questions and suggestions from participants were incorporated in the revised instrument. Several wording and layout aspects of the questionnaire were changed to improve comprehensibility. According to pilot-test respondents, survey completion time ranged from 20 to 25 minutes, and this fact instituted their major concern. Although few seemingly redundant attributes were deleted, completion time was not reduced significantly. The English version of the cover letter and questionnaire are presented in Appendix B, and the Korean version in Appendix C.

Sample and Data Collection

The sample consisted of students enrolled in two-year community colleges, four-year universities, and graduate schools in Seoul, Korea. A convenience sampling method was used. This sampling method, however, has limitation of representativeness of the target population. Results of the study can not be generalized to the entire population.

Questionnaires were hand delivered and collected by designated coordinators in Seoul. A total of 350 questionnaires were distributed, 320 were collected, and 292 were usable. Response rate was 83.4%. The survey was conducted between January 8 and January 15, 1992.

Data Analysis

Responses from completed questionnaires were coded and analyzed by means of the Statistical Package for the Social Sciences (SPSS, Inc., 1989). Descriptive statistics were calculated for all survey items. T-tests were performed to identify differences in terms of responses to behavioral items and restaurant attributes between different gender and personal spending groups.

The 20 highest importance mean scores were chosen from 32 summated importance scores for each type of restaurant for importance and performance mapping. Importance and likelihood mean scores were plotted on coordinated axes.

The expectancy-value model was used to measure the Korean college students' attitudes towards the three types of restaurants. Attitude scores of individual respondents were obtained by multiplying the importance by the likelihood score. Paired t-tests were performed to assess differences between college students' attitudes towards the three types of restaurants. Three paired t-tests were conducted: fast food versus family style, fast food versus fine dining, and family style versus fine dining restaurants.

Varimax rotation was used to factor-analyze likelihood responses regarding restaurant attributes. When the factor analysis was conducted, likelihood data for the three types of restaurants were pooled as if coming from three independent respondents, to derive a common set of factors for the three types of restaurants. This procedure made the comparison of likelihood mean scores for each factor between restaurants possible. To determine reliability of the questionnaire, coefficient alpha was calculated for each factor, based on the factor analysis. Paired t-tests were

performed to identify differences between respondents' perceptions of the three types of restaurants; summated likelihood scores were used for each factor.

FINDINGS

The purposes of the study were to identify Korean college students' patronage behaviors and attitudes towards three types of restaurants and to validate the research instrument. The findings of this study are reported next, under the subheadings

1. Description of Respondents;
2. Differences Between the Two Personal Spending and the Two Gender Groups;
3. Importance-performance Analysis Grid;
4. Paired T-tests of Attitude Mean Scores Between Fast Food and Family Style, Family Style and Fine Dining, and Fast Food and Fine Dining Restaurants;
5. Factor Analysis of the Questionnaire; and
6. Paired T-tests Between Likelihood Mean Scores for Factors.

Description of Respondents

Nine questions were designed to elicit background information about respondents. These questions concerned school level, major, marital and parental statuses, household size, financial support, monthly personal spending, household monthly income, age, and gender. These data are summarized in Table 5.

Table 5. Demographic characteristics of respondents

Characteristics	Percentage	Mean
School level		
Undergraduate	88.9	
Graduate	11.1	
Major		
Art & design	8.9	
Business	6.8	
Education	11.6	
Engineering	19.1	
Home economics	26.6	
Natural sciences	6.5	
Social sciences	5.5	
Other	15	
Marital status		
Married	7.4	
Single	92.6	
Household size		4.9
Financial support		
Family	78.1	
Scholarship	10.1	
Work, and working hours	40.2	10.5
Other	3.0	
Monthly personal spending	(\$1= ₩762.90, January 14, 1992)	
Less than ₩70,000	12.5	
₩70,000 - ₩99,999	17.5	
₩100,000 - ₩129,999	20.5	
₩130,000 - ₩159,999	17.5	
₩160,000 - ₩189,999	13.8	
₩190,000 or more	18.2	
Household monthly income		
Less than ₩800,000	8.4	
₩800,000 - ₩1,199,999	24.9	
₩1,200,000 - ₩1,599,999	18.6	
₩1,600,000 - ₩1,999,999	16.8	
₩2,000,000 - ₩2,399,999	14.7	
₩2,400,000 or more	16.5	
Age		23.1
Gender		
Female	47.6	
Male	52.4	

Only 11.1% of respondents were graduate students; the rest (88.9%) were undergraduate students. The respondents represented all majors of study. Almost all (92.6%) were single. The average household had 4.9 members. Most respondents (78.1%) reported receiving financial support from their families. Nearly half (40.2%) worked at part-time jobs, and mean number of hours worked per week was 10.5.

Respondents were evenly distributed among six categories of personal spending per month. For the household monthly income, one-fourth were in the category ₩800,000 - ₩1,199,999 (\$1049 - \$1573). Only 8.4% reported in the category less than ₩800,000 (\$1049), and respondents were evenly distributed in the other four categories of household monthly income. Average age was 23 years, and 47.6% of respondents were female.

Table 6 shows frequencies for eating out at the three types of restaurants. The majority of respondents never had breakfast in any of the three types of restaurants. Fast food restaurants were most often visited for snacks and slightly more often for lunch than for dinner.

Family style restaurants were popular, being visited for lunch more than for other meals. Nearly one-fourth (24.1%) of respondents indicated that they visited family style restaurants more than 12 times a month, and only 3.3% reported that they never ate at family style restaurants for lunch. Respondents reported that they visited family style restaurants more often than fast food restaurants for every meal but snacks. Greater than half of respondents had never visited fine dining restaurants for any meal except dinner. Greater than one-third (34.8%) reported that they ate out at fine dining restaurants less frequently than once a month for dinner. Respondents also visited fine dining restaurants more often for dinner than for lunch.

Table 6. Frequencies^a for eating out at the three types of restaurants

	Never	Less than once a month	1-4 times a month	5-8 times a month	9-12 times a month	12 or more times a month
<u>Fast food</u>						
Breakfast	75.0	17.5	6.7	0.8	0.0	0.0
Lunch	17.8	23.6	37.1	16.7	3.3	1.5
Dinner	27.2	28.3	31.5	10.2	2.4	0.4
Snack	11.3	27.5	40.4	12.5	4.9	3.4
<u>Family style</u>						
Breakfast	61.1	24.2	9.1	2.0	1.6	2.0
Lunch	3.3	16.4	30.7	16.1	9.5	24.1
Dinner	2.6	9.9	37.2	24.8	12.8	12.8
Snack	54.0	24.2	15.8	3.3	0.9	1.9
<u>Fine dining</u>						
Breakfast	97.2	2.4	0.4	0.0	0.0	0.0
Lunch	65.8	23.3	8.9	1.6	0.0	0.4
Dinner	42.6	34.8	18.8	2.5	1.1	0.4
Snack	91.8	5.9	2.3	0.0	0.0	0.0

^aPercentage of respondents.

Respondents were asked to indicate their companions during visits to the three types of restaurants. As shown in Table 7, the greatest percentages of respondents reported that they visited fast food (87.9%) and family style (81.9%) restaurants with their friends. Greater than 30% visited family style restaurants with their siblings or parents. Almost half (44.3%) visited fine dining restaurants with their parents.

Table 7. Companions on visits to the three types of restaurants^a

Companion	Fast food	Family style	Fine dining
None	18.4	19.8	1.0
Friends	87.9	81.9	16.1
Siblings	22.5	32.1	14.2
Parents	6.0	30.7	44.3
Spouse	6.7	7.8	5.7
Other relatives	5.0	11.1	11.5

^aPercentage of respondents.

Respondents also indicated occasions and reasons for visits (see Table 8). Fast food restaurants were most frequently chosen for appointments (70.8%).

Approximately half (52.2%) of respondents visited fast food restaurant as a result of shopping expeditions. Family style restaurants were chosen by 51.9% of respondents for group meetings. Special foods offered was the reason that 40.9% of respondents visited family style restaurants. Fine dining restaurants were used to celebrate special occasions by 41.9% of respondents. Greater than one-quarter (25.7%) visited fine dining restaurants for group meetings.

Table 9 gives the planning time allotted for visits to the three types of restaurants. The majority of respondents (82.7%) went to fast food restaurants with no advance planning. More than half (51.9%) reported that they visited family style restaurants without advance planning, and 40% planned to visit family style restaurants a few hours in advance. In contrast, about 15% of respondents planned to visit fine dining restaurants more than 10 days in advance.

Table 8. Occasions/reasons for visits to the three types of restaurants^a

Occasions/reasons	Fast food	Family style	Fine dining
Out shopping	52.2	23.3	2.0
Traveling on vacation	17.5	32.1	5.4
Date/night out	34.7	37.2	12.5
Special occasions	2.4	17.2	41.9
Group meeting	5.4	51.9	25.7
Just feel like going out	32.0	6.8	10.5
Place of appointment	70.8	6.4	3.7
Special foods	27.9	40.9	9.8
Lack of time to cook	20.2	18.9	0.3
Lack of desire to cook	13.5	12.5	0.3
Treating guest	3.0	16.6	13.9

^aPercentage of respondentsTable 9. Timeframe for planning visits to the three types of restaurants^a

Timeframe	Fast food	Family style	Fine dining
None	82.7	51.9	7.9
A few hours in advance	13.4	40.0	14.7
1 to 3 days in advance	3.5	7.0	40.0
3 to 10 days in advance	0.4	1.1	22.6
More than 10 days in advance	0.0	0.0	14.7

^aPercentage of respondents.

Respondents were also asked to rate the importance of information sources for the three types of restaurants listed in Table 10. For all three types of restaurants, family and friends was a highly rated information source. Restaurant signs and television advertisements were highly rated information sources for fast food restaurants. The former were also important information sources about family style restaurants. Restaurant signs, magazines, and television were rated more important than other sources of information about fine dining restaurants.

Table 10. Importance^a of information sources for the three types of restaurants

Information source	Fast food	Family style	Fine dining
TV	3.37	1.88	2.65
Radio	2.64	1.66	2.13
Newspaper	2.54	1.95	2.46
Magazine	2.54	2.03	2.68
Restaurant pamphlet	2.40	2.34	2.44
Restaurant sign	3.45	3.33	2.83
Ads in bus/subway	2.46	2.02	2.18
Family/friend	3.41	3.75	3.77

^aImportance scale 1 = not important, 3 = moderately important, 5 = very important.

Importance of nutritional items in selection of the type of restaurants is illustrated in Table 11. No nutritional item was rated above a mean score of three (3.0). Among these nutritional items, low-spice items were ranked first for all three restaurant types.

In terms of monthly spending for eating out, 45.5% of respondents spent ₩30,000 - ₩69,999 (\$40 - \$92) monthly for eating out. The other three categories had similar respondent distributions. These data are summarized in Table 12.

Table 11. Importance^a of nutritional items in selection of restaurant type

Nutritional item	Fast food	Family style	Fine dining
Low-cholesterol items	2.56	2.46	2.69
Low-calorie items	2.60	2.45	2.72
Low-spice items	2.74	2.70	2.86
Caffeine-free beverages	2.56	2.20	2.62

^aImportance scale: 1 = not important, 3 = moderately important, 5 = very important.

Table 12. Monthly spending for eating out

Spending	Percentage of respondents
Less than ₦30,000 (\$1 = ₦762.90)	16.9
₦30,000 - ₦49,999	21.4
₦50,000 - ₦69,999	24.1
₦70,000 - ₦89,999	18.6
₦90,000 or more	19.0

Table 13. Monthly spending for eating out at the three types of restaurants^a

Spending	Fast food	Family style	Fine dining
Less than ₦20,000	61.4	25.0	54.8
₦20,000 - ₦29,999	21.4	22.3	16.6
₦30,000 - ₦39,999	8.8	22.9	10.1
₦40,000 - ₦49,999	2.8	11.0	5.1
₦50,000 or more	5.6	18.8	13.4

^aPercentage of respondents.

In Table 13, percentages in the category of monthly spending for eating out at the three types of restaurants are listed. The majority of respondents (82.8%) spent less than ₦30,000 (\$40) monthly at fast food restaurants. And they spent more money at family style than at fast food restaurants.

Differences Between the Two Personal Spending and the Two Gender Groups

T-tests were used to identify response differences in terms of behavioral items and restaurant attributes between the two personal spending groups, personal spending less than ₦130,000 (\$170) and that equal to or greater than ₦130,000, and the two gender groups.

As can be seen in Table 14, mean frequencies for eating out for breakfast, dinner, and snack at fast food; dinner at family style; and lunch and dinner at fine dining restaurants show significant differences within the two personal spending groups. Respondents who spent equal to or greater than ₦130,000 each month had higher mean scores than did the other group.

There are significant differences ($p < .005$) in terms of mean scores for total monthly spending on eating out and total monthly spending on eating out at the three types of restaurants between the two personal spending groups. Not surprisingly, the group with equal to or greater than ₦130,000 personal spending per month had higher mean scores than did the group with less than ₦130,000.

When the two personal spending groups were compared in relation to the importance scores of restaurant attributes, significant differences were found for delivery service, wide menu variety, famous menu items, and attractive presentation at fast food restaurants; and for convenient parking facilities at fast food and at fine

dining restaurants. The group with equal to or greater than ₩130,000 personal spending had higher importance mean scores than did the other group. There were no significant differences between the two spending groups in terms of low price, wide price range, or discounts/coupons/incentives at any of the three types of restaurants.

T-tests were also used to determine whether responses regarding behavioral items or restaurant attributes were significantly affected by gender. Mean scores, respondent numbers, standard deviations, and t-values are listed in Table 15.

Frequency mean scores for eating out were compared after t-tests found significant differences ($p < .005$) for lunch, dinner, and snack at fast food and for breakfast at family style restaurants. Males had higher frequency mean scores for eating out at fast food restaurants than did females for lunch, dinner, and snack, who had higher frequency mean scores for eating out at family style restaurants for breakfast.

The importance mean scores for nutritional items among males were significantly higher than those for females in terms of low-cholesterol and low-calorie items at all three types of restaurants ($p < .005$), caffeine-free beverages at family style and fine dining restaurants ($p < .005$), and low-spice items at family style restaurants ($p < .01$).

In that males had significantly higher frequency mean scores for eating out at fast food restaurants than females did, mean monthly spending on eating out at fast food restaurants was significantly higher ($p < .05$) among males.

T-tests indicated significant differences between the two gender groups in terms of the importance mean score for nonsmoking areas in the three types of restaurants, with the male group means higher for all three types of restaurants: fast food ($p < .005$); family style ($p < .01$); and fine dining ($p < .05$).

The importance mean scores among males were significantly higher than those for females in terms of private meeting rooms and discounts/coupons/incentives at fast food restaurants ($p < .05$). And females had significantly higher importance mean scores than did males for fast service at fast food restaurants ($p < .05$).

T-tests also revealed significant differences between the gender groups' importance mean scores for all four items in the category of promotion for family style restaurants, with the male group's mean higher than the female's. Female respondents had significantly higher scores ($p < .005$ - $p < .05$) than did males in terms of the importance of famous menu items, good taste, low price, wide price range, and large portions at family style restaurants. Males had higher importance mean scores for take-out service, convenient parking facilities ($p < .05$), and favored background music ($p < .005$) than did females at family style restaurants. Males had a higher importance mean score for large portions at fine dining restaurants than did females.

Likelihood mean scores for several attributes showed significant differences between the two groups. The mean scores for females were higher than those for males, for all attributes eliciting significant differences.

Table 14. Comparison of mean scores of variables, by personal spending

Variables	Group 1 ^a			Group 2 ^b			t - value
	n	Mean	SD	n	Mean	SD	
<u>Frequencies of eating out^c</u>							
Fast food breakfast	129	1.26	0.53	122	1.42	0.73	-2.01*
Fast food lunch	139	2.60	1.06	135	2.78	1.20	-1.27
Fast food dinner	132	2.14	1.04	121	2.55	1.08	-3.07***
Fast food snack	136	2.71	1.15	128	2.94	1.15	-1.58**
Family style breakfast	127	1.64	1.13	124	1.65	0.98	-0.06
Family style lunch	140	3.72	1.58	133	3.98	1.45	-1.40
Family style dinner	137	3.50	1.18	136	3.98	1.29	-3.22***
Family style snack	108	1.78	1.08	106	1.80	1.09	-0.16

^aPersonal spending less than ₦130,000 per month.

^bPersonal spending equal to or greater than ₦130,000 per month.

^cFrequency scale: 1 = never, 2 = less than once a month, 3 = 1-4 times a month, 4 = 5-8 times a month, 5 = 9-12 times a month, 6 = 12 or more times a month.

^dSpending category: 1 = under ₦30,000, 2 = ₦30,000-₦49,999, 3 = ₦50,000-₦69,999, 4 = ₦70,000-₦89,999, 5 = ₦90,000 or over.

^eSpending scale: 1 = less than ₦20,000, 2 = ₦20,000-₦29,999, 3 = ₦30,000-₦39,999, 4 = ₦40,000-₦49,999, 5 = ₦50,000 or over.

^fImportance scale: 1 = not important, 3 = moderately important, 5 = very important.

*p<.05.

**p<.01.

***p< .005

Table 14. Continued

Variables	<u>Group 1^a</u>			<u>Group 2^b</u>			t - value
	n	Mean	SD	n	Mean	SD	
Fine dining breakfast	126	1.02	0.15	125	1.04	0.23	-0.65
Fine dining lunch	131	1.34	0.62	125	1.63	0.89	-3.07***
Fine dining dinner	141	1.60	0.72	140	2.13	1.02	-5.05***
Fine dining snack	113	1.06	0.28	106	1.15	0.45	-1.74
<u>Monthly spending on eating out^d</u>	146	2.49	1.24	143	3.55	1.27	-7.13***
Monthly spending on eating out at three types of restaurants ^e							
Fast food	144	1.50	1.03	140	1.90	1.16	-3.08***
Family style	148	2.36	1.37	143	3.18	1.38	-5.12***
Fine dining	103	1.59	1.17	114	2.52	1.56	-4.98***
<u>Importance scores for fast food^f</u>							
Delivery service	142	3.13	1.29	140	3.48	1.41	-2.14*
Wide menu variety	146	4.15	0.99	144	4.42	0.86	-2.44*
Famous menu items	141	3.19	1.33	143	3.56	1.25	-2.40*
Attractive presentation	143	3.33	1.38	142	3.83	1.15	-3.39***
Low price	145	4.14	1.05	144	4.05	1.07	0.72
Wide price range	145	3.86	1.23	142	4.08	1.02	-1.72
Convenient parking facilities	146	3.25	1.49	142	3.70	1.40	-2.64**
Discounts/coupons/incentives	146	3.07	1.29	144	3.01	1.37	0.35

Table 14. Continued

Variables	<u>Group 1^a</u>			<u>Group 2^b</u>			t - value
	n	Mean	SD	n	Mean	SD	
<u>Importance scores for family style</u>							
Low price	146	3.95	1.10	141	3.82	1.09	1.00
Wide price range	148	3.86	1.17	141	3.87	1.16	0.00
Discounts/coupons/incentives	145	2.56	1.24	143	2.39	1.30	1.12
<u>Importance scores for fine dining</u>							
Low price	124	3.53	1.30	129	3.33	1.25	1.24
Wide price range	125	3.93	1.20	129	3.88	1.18	0.30
Convenient parking facilities	126	4.26	1.11	129	4.52	0.93	-2.01*
Discounts/coupons/incentives	124	3.24	1.44	128	3.23	1.46	0.04

Table 15. Comparison of mean scores of variables, by gender

Variables	Group 1 ^a			Group 2 ^b			t - value
	n	Mean	SD	n	Mean	SD	
<u>Frequencies of eating out^c</u>							
Fast food breakfast	119	1.30	0.65	131	1.36	0.63	-0.69
Fast food lunch	130	2.34	1.15	143	2.99	1.04	-4.91***
Fast food dinner	120	2.04	1.09	132	2.59	1.01	-4.15***
Fast food snack	124	2.58	1.12	139	3.03	1.15	-3.20***

^aFemale.

^bMale.

^cFrequency scale: 1 = never, 2 = less than once a month, 3 = 1-4 times a month, 4 = 5-8 times a month

5 = 9-12 times a month, 6 = 12 or more times a month.

^dImportance scale: 1 = not important, 3 = moderately important, 5 = very important.

^eSpending category: 1 = less than ₦30,000, 2 = ₦30,000-₦49,999, 3 = ₦50,000-₦69,999, 4 = ₦70,000-₦89,999, 5 = ₦90,000 or more.

^fSpending category: 1 = under ₦20,000, 2 = ₦20,000-₦29,999, 3 = ₦30,000-₦39,999, 4 = ₦40,000-₦49,999, 5 = ₦50,000 or more.

^gImportance scale: 1 = not important, 3 = moderately important, 5 = very important.

^hLikelihood scale: 1 = not likely, 3 = moderately likely, 5 = very likely.

*p<.05.

**p<.01.

***P<.005.

Table 15. Continued

Variables	<u>Group 1^a</u>			<u>Group 2^b</u>			t - value
	n	Mean	SD	n	Mean	SD	
Family style breakfast	119	2.00	1.30	131	1.33	0.65	5.10***
Family style lunch	128	3.93	1.51	144	3.78	1.53	0.79
Family style dinner	134	3.86	1.31	138	3.64	1.19	1.45
Family style snack	107	1.78	1.18	107	1.79	0.99	-0.13
Fine dining breakfast	123	1.03	0.18	127	1.03	0.22	0.04
Fine dining lunch	125	1.38	0.81	130	1.56	0.74	-1.83
Fine dining dinner	133	1.74	0.97	147	1.96	0.88	-1.94
Fine dining snack	114	1.11	0.42	105	1.10	0.33	0.37
<u>Importance of nutritional items^d</u>							
Fast food low-cholesterol items	122	2.25	1.36	141	2.82	1.44	-3.23***
Fast food low-calorie items	120	2.13	1.30	143	2.99	1.36	-5.17***
Family style low-cholesterol items	125	2.14	1.32	138	2.74	1.32	-3.65***
Family style low-calorie items	123	1.95	1.18	142	2.87	1.33	-5.89***
Family style low-spice items	122	2.44	1.49	142	2.92	1.33	-2.76**
Family style caffeine-free beverage	121	1.91	1.22	139	2.45	1.31	-3.41***
Fine dining low-cholesterol items	104	2.34	1.41	118	2.97	1.41	-3.36***
Fine dining low-calorie items	104	2.29	1.37	121	3.07	1.36	-4.32***
Fine dining caffeine-free beverage	104	2.33	1.39	117	2.88	1.34	-3.01***

Table 15. Continued

Variables	Group 1 ^a			Group 2 ^b			t - value
	n	Mean	SD	n	Mean	SD	
<u>Monthly spending on eating out^e</u>	136	3.04	1.39	152	2.98	1.33	0.35
Monthly spending on eating out at three types of restaurants ^f							
Fast food	130	1.54	1.00	153	1.82	1.18	-2.18*
Family style	136	2.93	1.46	154	2.63	1.39	1.77
Fine dining	98	2.14	1.55	118	2.00	1.38	0.72
<u>Importance scores for fast foods^g</u>							
Fast service	137	4.43	0.95	154	4.19	1.02	2.10*
Nonsmoking area	135	3.61	1.51	152	4.20	1.07	-3.78***
Private meeting room	135	3.63	1.21	154	3.91	1.11	-2.05*
Discounts/coupons/incentives	136	2.86	1.32	153	3.21	1.32	-2.24*
<u>Importance scores for family style</u>							
Take-out service	139	2.75	1.36	150	3.10	1.39	-2.17*
Famous menu items	138	4.14	1.16	152	3.65	1.19	3.52***
Good taste	138	4.74	0.62	153	4.43	0.89	3.44***
Favored background music	138	3.01	1.46	151	3.52	1.29	-3.10***
Low price	137	4.09	0.99	150	3.73	1.16	2.83**
Wide price range	137	4.02	1.15	152	3.73	1.16	2.14*

Table 15. Continued

Variables	<u>Group 1^a</u>			<u>Group 2^b</u>			t - value
	n	Mean	SD	n	Mean	SD	
Nonsmoking area	138	3.41	1.48	151	3.87	1.30	-2.78**
Convenient parking facilities	138	3.36	1.51	153	3.70	1.32	-2.07*
Attractive ads	138	2.57	1.33	151	2.94	1.27	-2.40*
Attractive exterior design	138	2.73	1.39	151	3.18	1.20	-2.94***
Discounts/coupons/incentives	138	2.27	1.20	150	2.67	1.30	-2.74**
Promotional programs	138	2.12	1.23	149	2.60	1.26	-3.27***
Large portions	137	3.81	1.18	151	3.36	1.09	3.34***
<u>Importance scores for fine dining</u>							
Nonsmoking area	117	4.02	1.35	136	4.35	1.02	-2.16*
Large portions	116	3.12	1.12	136	3.49	1.15	-2.59*
<u>Likelihood scores for fast food^h</u>							
Freshness	126	3.08	1.00	143	2.73	0.89	3.00***
Attractive presentation	130	3.22	0.98	144	2.97	0.99	2.17*
Attractive interior decoration	131	3.07	0.99	143	2.74	1.01	2.72**
Quiet dining area	126	2.25	1.14	142	1.98	1.00	2.05*
Wide price range	131	2.63	1.07	144	2.26	1.00	2.97***
Neat employee appearance	134	3.51	1.10	147	3.12	1.06	3.11***
Clean dining area	132	3.48	1.04	148	3.05	1.04	3.46***
Clean restrooms	125	3.35	1.17	144	2.91	1.08	3.22***
Clean utensils	131	3.34	1.09	138	3.08	1.07	2.00*

Table 15. Continued

Table 13. Continued							
Variables	Group 1 ^a			Group 2 ^b			t - value
	n	Mean	SD	n	Mean	SD	
<u>Likelihood scores for family style</u>							
Famous menu items	136	3.20	1.17	145	2.90	1.15	2.13*
Wide price range	131	2.51	1.04	147	2.21	0.85	2.62**
Clean utensils	132	2.57	1.03	140	2.22	0.98	2.84**
Private meeting rooms	135	2.78	1.11	139	2.50	1.07	2.08*
Ability to stay after meal	132	2.55	1.12	146	2.29	1.03	2.00*
Convenient location	133	3.02	1.10	144	2.68	1.05	2.65**
<u>Likelihood scores for fine dining</u>							
Wide menu variety	105	3.96	0.98	126	3.67	1.08	2.10*
Famous menu items	108	4.01	0.94	129	3.67	1.08	2.52*
Neat employee appearance	110	4.25	0.95	131	3.98	1.03	2.16*
Clean dining area	111	4.30	0.91	132	3.92	0.97	3.07***
Attractive ads	111	4.22	1.03	131	3.95	0.97	2.09*

Importance-performance Analysis Grid

Table 16 shows importance and performance mean scores for 32 restaurant attributes of the three restaurant types. The 20 most important attributes for each type were chosen from among these 32 attributes, to facilitate construction of an importance-performance analysis grid. Importance-performance analysis grids for fast food, family style, and fine dining restaurants are presented in Figures 2, 3 and 4, respectively. Four cells were decided using the medium of importance and likelihood mean scores as axes according to the highest and the lowest mean scores for both importance and likelihood for each respective restaurant type. As a consequence, each restaurant has different anchor numbers for its four quadrants.

In Figure 2, two attributes from the 20 most important attributes related to fast food restaurants fell into quadrant I--freshness (6) and friendly service (7), indicating high importance and low likelihood. Eight attributes--clean utensils (1), good taste (2), clean dining area (3), clean restrooms (4), neat employee appearance (5), convenient location (8), fast service (9), and wide menu variety (10)--were located in quadrant II, indicating great importance and likelihood. Nine attributes fell into quadrant III, indicating little importance and likelihood. These attributes were low price (11), uncongested dining area (12), ability to stay after meal (13), wide price range (14), nonsmoking area (15), innovative menu items (16), quiet dining area (17), private meeting rooms (19), and favored background music (20). Take-out service (18) received high likelihood mean score, but was rated of little importance, as indicated by the attribute's appearance in quadrant IV. This attribute had very high likelihood mean score compared with the scores of other attributes; thus, it affected the middle position of likelihood axis.

As shown in Figure 3, five attributes of family style restaurants--clean utensils (2), clean dining area (3), clean restrooms (4), neat employee appearance (6), and friendly service (7)--were located in quadrant I of the importance-performance analysis grid and thus were important to respondents although restaurant performance levels were low. In quadrant II, good taste (1) and freshness (5) attributes appeared. Seven attributes fell into quadrant III--fast service (10), uncongested dining area (11), low price (12), wide price range (14), quiet dining area (17), nonsmoking area (18), and innovative menu items (19). Respondents rated as of high likelihood and low importance on wide menu variety (8), convenient location (9), famous menu items (13), attractive presentation (15), private meeting rooms (16), and large portions (20).

Figure 4 shows an importance-performance analysis grid for fine dining restaurants. Freshness (6) is located in quadrant I, indicating high importance and low performance. Ten attributes--clean dining area (1), clean utensils (2), clean restrooms (3), neat employee appearance (4), good taste (5), attractive interior (7), friendly service (8), quiet dining area (9), uncongested dining area (10), and favored background music (11) fell into quadrant II, indicating high importance and high performance.

Five attributes fell into quadrant III, indicating low priority and low performance. These attributes were convenient parking facilities (12), innovative menu items (15), nonsmoking area (17), private meeting rooms (19), and convenient location (20). The three attributes with low importance and high likelihood were attractive presentation (13), wide menu variety (14), and famous menu items (16).

Figure 5 shows a composite picture of the relative positions of attributes on the importance-performance analysis grid for all three types of restaurants.

Table 16. Mean scores of importance and likelihood scales for 32 attributes

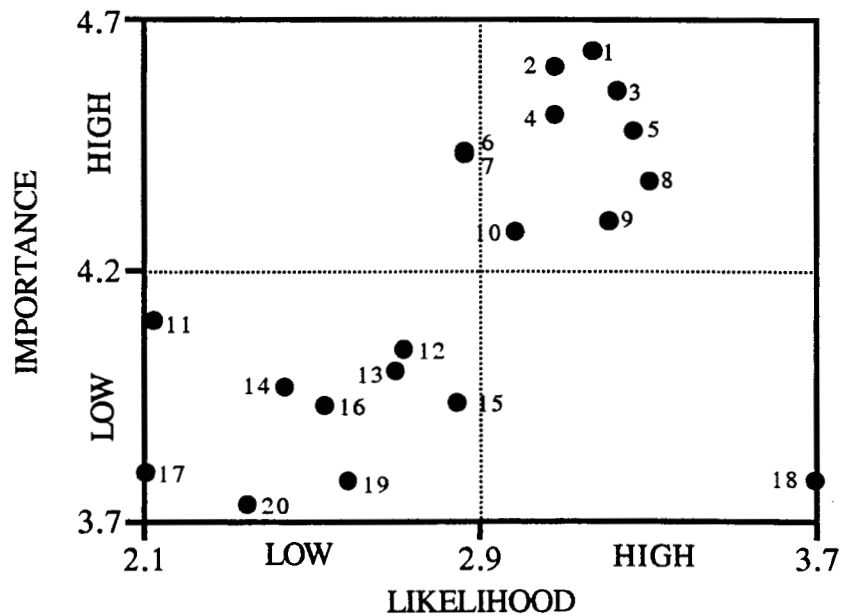
Importance ^a				Likelihood ^b		
Fast food	Family style	Fine dining	Attributes	Fast food	Family style	Fine dining
SERVICE						
4.30	3.96	3.98	Fast service	3.24	2.42	3.35
4.43	4.27	4.57	Friendly service	2.89	2.33	3.83
3.31	3.35	2.92	Delivery service	2.74	2.54	2.56
3.78	2.92	2.98	Take-out service	3.75	2.24	2.81
MENU						
4.28	4.03	4.32	Wide menu variety	3.01	2.80	3.81
3.93	3.60	4.30	Innovative menu items	2.54	2.19	3.41
3.38	3.89	4.30	Famous menu items	2.81	3.05	3.82
3.65	3.36	4.17	Clear menu description	2.44	2.30	2.69
FOOD QUALITIES						
4.61	4.58	4.63	Good taste	3.11	3.23	3.78
4.44	4.38	4.61	Freshness	2.89	2.65	3.67
3.58	3.79	4.38	Attractive presentation	3.09	2.69	4.00
ATMOSPHERE						
3.75	3.57	4.59	Attractive interior	2.90	2.34	4.15
4.04	3.93	4.55	Uncongested dining area	2.74	2.40	4.04
3.80	3.75	4.57	Quiet dining area	2.10	2.08	3.93
3.74	3.27	4.52	Favored background music	2.34	1.98	4.00
PRICE						
4.10	3.89	3.44	Low price	2.12	2.30	1.77
3.97	3.87	3.91	Wide price range	2.44	2.36	2.22

^a1 = not important, 3 = moderately important; 5 = very important

^b1 = not likely; 3 = moderately likely; 5 = very likely

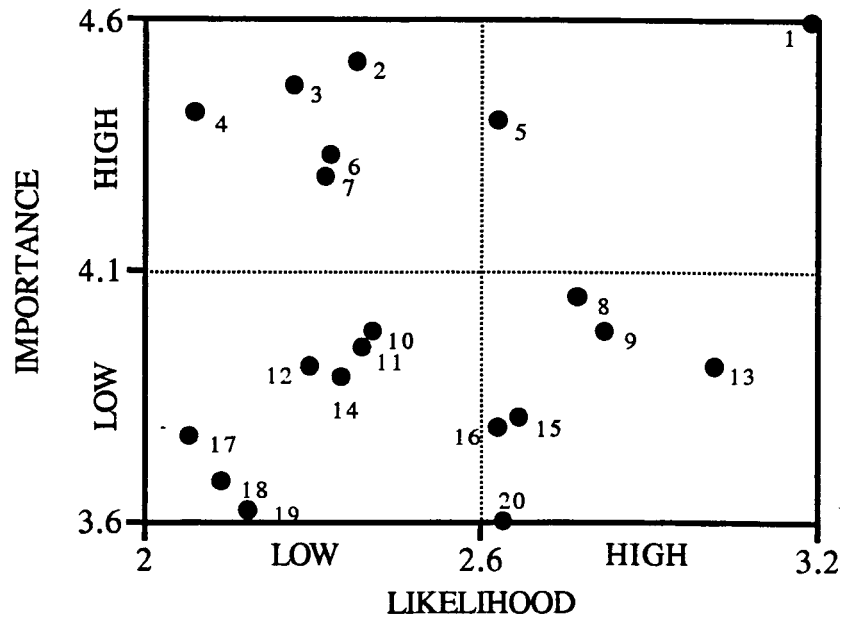
Table 16. Continued.

Importance			Attributes	Likelihood		
Fast food	Family style	Fine dining		Fast food	Family style	Fine dining
HYGIENE						
4.48	4.31	4.63	Neat employee appearance	3.30	2.34	4.10
4.56	4.45	4.71	Clean dining area	3.26	2.27	4.09
4.51	4.40	4.68	Clean restrooms	3.11	2.09	4.07
4.64	4.50	4.69	Clean utensils	3.20	2.39	3.98
FACILITIES						
3.93	3.66	4.20	Nonsmoking area	2.87	2.14	3.43
3.47	3.54	4.39	Convenient parking facilities	2.07	2.16	3.63
3.78	3.77	4.17	Private meeting rooms	2.60	2.65	3.66
2.61	2.64	3.05	Availability of entertainment	1.81	1.89	2.49
PROMOTION						
3.39	2.77	3.40	Attractive ads	3.21	2.12	3.26
3.55	2.97	3.66	Attractive exterior design	3.35	2.14	3.56
3.04	2.48	3.23	Discounts/coupons/incentives	2.71	1.76	2.88
2.77	2.37	3.33	Promotional programs	2.75	1.71	3.26
OTHER						
3.30	3.58	3.32	Large portions	2.25	2.66	2.60
4.00	3.51	4.08	Ability to stay after meal	2.72	2.43	3.31
4.38	3.96	4.14	Convenient location	3.34	2.85	3.25



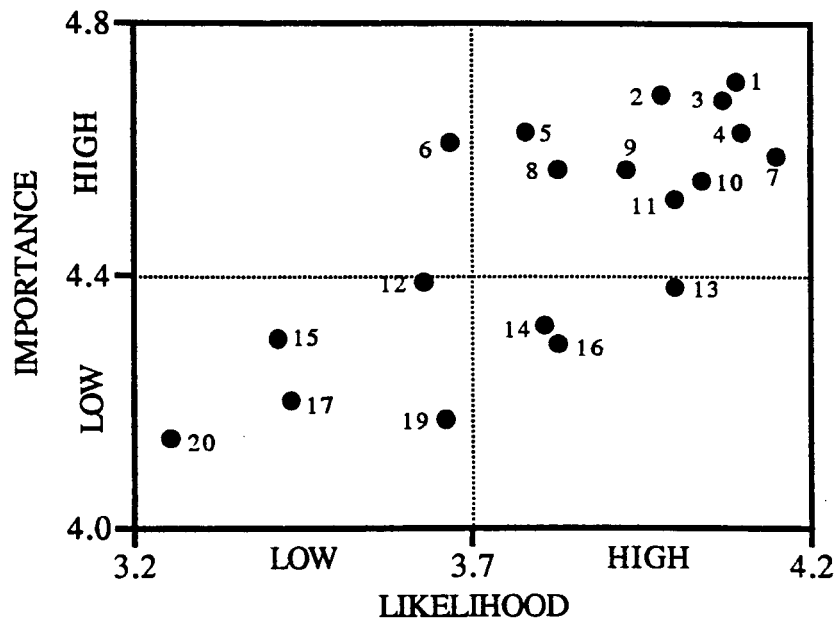
	IMPORTANCE	ATTRIBUTES	LIKELIHOOD
1	4.64	Clean utensils	3.20
2	4.61	Good taste	3.11
3	4.56	Clean dining area	3.26
4	4.51	Clean restrooms	3.11
5	4.48	Neat employee appearance	3.30
6	4.44	Freshness	2.89
7	4.43	Friendly service	2.89
8	4.38	Convenient location	3.34
9	4.30	Fast service	3.24
10	4.28	Wide menu variety	3.01
11	4.10	Low price	2.12
12	4.04	Uncongested dining area	2.74
13	4.00	Ability to stay after meal	2.72
14	3.97	Wide price range	2.44
15	3.93	Nonsmoking area	2.87
16	3.93	Innovative menu items	2.54
17	3.80	Quiet dining area	2.10
18	3.78	Take-out service	3.75
19	3.78	Private meeting rooms	2.60
20	3.74	Favored background music	2.34

Figure 2. Importance-performance analysis for fast food restaurants



	IMPORTANCE	ATTRIBUTES	LIKELIHOOD
1	4.58	Good taste	3.23
2	4.50	Clean utensils	2.39
3	4.45	Clean dining area	2.27
4	4.40	Clean restrooms	2.09
5	4.38	Freshness	2.65
6	4.31	Neat employee appearance	2.34
7	4.27	Friendly service	2.33
8	4.03	Wide menu variety	2.80
9	3.96	Convenient location	2.85
10	3.96	Fast service	2.42
11	3.93	Uncongested dining area	2.40
12	3.89	Low price	2.30
13	3.89	Famous menu items	3.05
14	3.87	Wide price range	2.36
15	3.79	Attractive presentation	2.69
16	3.77	Private meeting rooms	2.65
17	3.75	Quiet dining area	2.08
18	3.66	Nonsmoking area	2.14
19	3.60	Innovative menu items	2.19
20	3.58	Large portions	2.66

Figure 3. Importance-performance analysis for family style restaurants



	IMPORTANCE	ATTRIBUTES	LIKELIHOOD
1	4.71	Clean dining area	4.09
2	4.69	Clean utensils	3.98
3	4.68	Clean restrooms	4.07
4	4.63	Neat employee appearance	4.10
5	4.63	Good taste	3.78
6	4.61	Freshness	3.67
7	4.59	Attractive interior	4.15
8	4.57	Friendly service	3.83
9	4.57	Quiet dining area	3.93
10	4.55	Uncongested dining area	4.04
11	4.52	Favored background music	4.00
12	4.39	Convenient parking facilities	3.63
13	4.38	Attractive presentation	4.00
14	4.32	Wide menu variety	3.81
15	4.30	Innovative menu items	3.41
16	4.30	Famous menu items	3.82
17	4.20	Nonsmoking area	3.43
18	4.17	Clear menu description	2.69
19	4.17	Private meeting rooms	3.66
20	4.14	Convenient location	3.25

Figure 4. Importance-performance analysis for fine dining restaurants

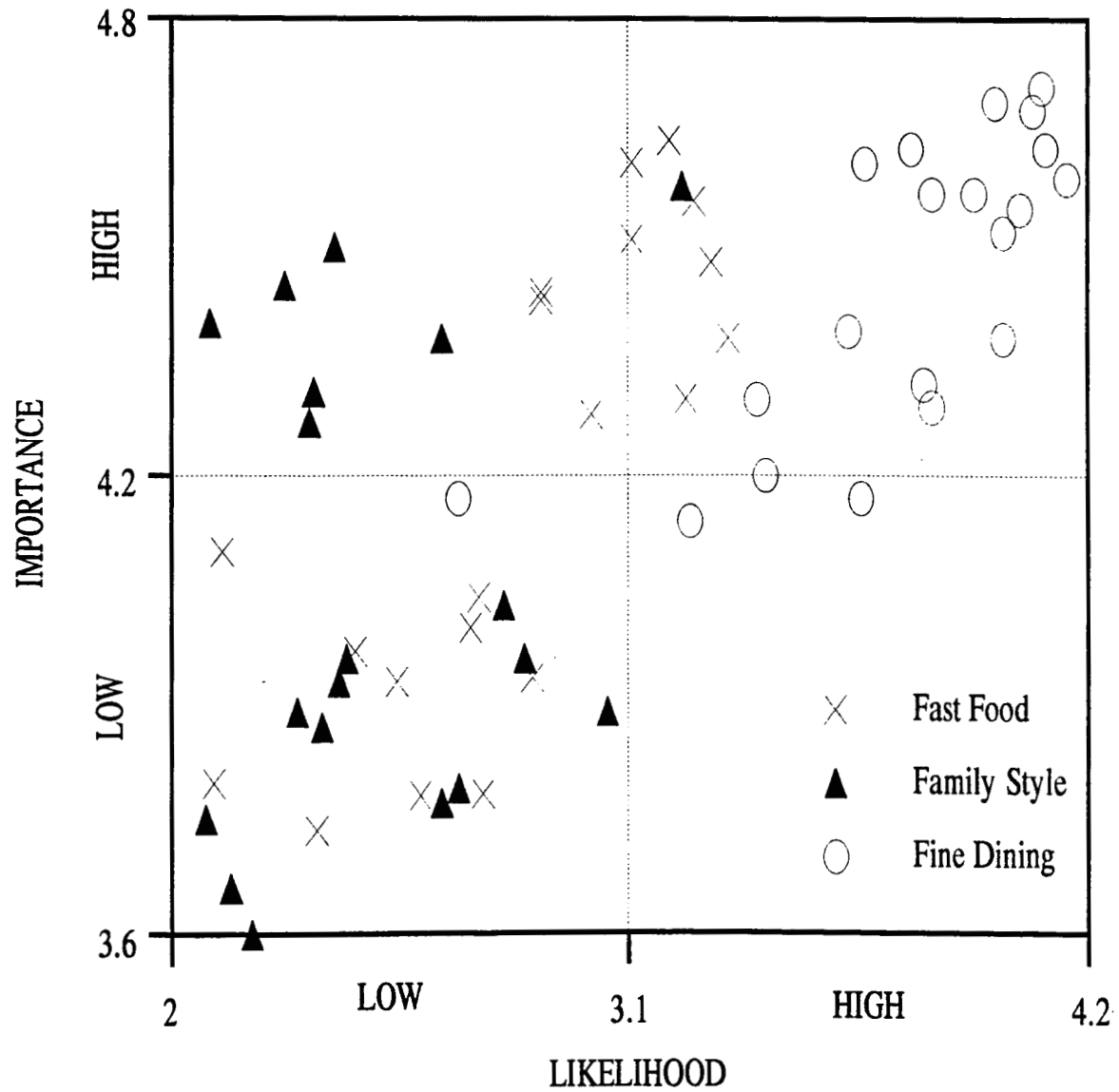


Figure 5. Importance-performance analysis for the three types of restaurants

**Paired T-tests of Attitude Mean Scores Between Fast Food and Family Style,
Family Style and Fine Dining, and Fast Food and Fine Dining Restaurants**

Table 17 compares Korean college students' attitude mean scores for the three types of restaurants. Attitude scores were calculated according to the expectancy-value model, by multiplying the importance score by the likelihood score of each attribute, and by summing these products of all attributes. To assess differences among respondent attitudes towards the three types of restaurants, paired t-tests were performed between fast food and family style, fast food and fine dining, and family style and fine dining restaurants. Respondents had significantly more positive attitudes towards fast food and fine dining restaurants than towards family style restaurants. Paired t-tests also showed significant differences between attitude mean scores for fast food and for fine dining restaurants. Fine dining restaurants elicited higher attitude mean score than did fast food restaurants.

Table 17. Comparison of respondents' attitude mean scores for the three types of restaurants

Variable	n	Mean	SD	(Difference)		t-value
				Mean	SD	
Fast food	284	11.30	3.13	2.04	2.87	12.01***
Family style		9.26	3.16			
Family style	241	9.37	3.29	-5.50	3.93	-21.67***
Fine dining		14.88	3.75			
Fast food	240	11.42	3.06	-3.51	3.44	-15.83***
Fine dining		14.93	3.67			

***p < .005.

Factor Analysis of the Questionnaire

The factor analysis resulted in six factors with eigenvalues greater than one (1.0). A seventh factor was also used because its eigenvalue was quite close to one (1.0). Data are presented in Table 18. The findings of Dingman, Miller, and Eyman (1964) suggested that overfactoring by one or two factors has less severe consequences for the ultimate solution than does underfactoring. The seven factors identified in this study explained 66.3% of total variance. The first factor accounted for 37.2% of total variance; the second, third, fourth, fifth, sixth, and seventh factors accounted respectively for 7.4%, 6.4%, 5.2%, 3.8%, 3.3%, and 3.1% of total variance. Attributes with loadings of at least .50 on one factor and smaller loadings on all other factors were retained for interpretation of factors and retention of items for summated scales to represent instrumentality.

Table 18. Eigenvalues and percentages of factor variance

Factor	Eigenvalue	Percentage variance	Cumulative percentage
1	11.89	37.2	37.2
2	2.36	7.4	44.5
3	2.04	6.4	50.9
4	1.65	5.2	56.1
5	1.22	3.8	59.9
6	1.05	3.3	63.2
7	0.99	3.1	66.3

Variables were subsequently redefined on the basis of the factor analysis. The new variables, presented in Table 19, were named and defined as follows: Factor 1 showed high positive loadings on three attributes: fast service (attribute 1), delivery service (3), and take-out service (4). The factor was thus interpreted as "service."

Factor 2 showed high positive loadings on wide menu variety (5), innovative menu items (6), famous menu items (7), good taste (9), freshness (10), and attractive presentation (11). These items, originally belonging to "menu" and "food qualities" sections, were combined under "tangible product." Factor 3, with positive loadings on low price (16) and wide price range (17), was interpreted as "price." Factor 4 showed positive loadings on friendly service (2), attractive interior (12), uncongested dining area (13), quiet dining area (14), favored background music (15), neat employee appearance (18), clean dining area (19), clean restrooms (20), clean utensils (21), and nonsmoking area (22). Factor 4 was thus renamed "ambiance." Factor 5 showed positive loadings on convenient parking facilities (23), private meeting rooms (24), and availability of entertainment (25). This factor was interpreted as "facilities." Factor 6 showed positive loadings on attractive ads (26), attractive exterior design (27), discounts/coupons/incentives (28), and promotional programs (29), and this factor was interpreted as "promotion." Ability to stay after the meal (31) and convenient location (32) had positive loadings in factor 7, and the factor was renamed "convenience."

The remaining items, which exhibited either low factor loadings on all factors or high loadings on more than one factor, were deleted. Such items were clear menu description (8) and large portions (30).

The reliability of each of the new sections was assessed by coefficient alpha, a measure of internal consistency. Results of the analysis are shown in Table 20.

Table 19. Results of factor analysis of likelihood scores

A priori sections	No ^a	Revised sections and factor loadings						
		Service	Tangibl eproduct	Price	Ambiance	Facilities	Promotion	Convenience
Service	1	.580						
	2				.563			
	3	.782						
	4	.760						
Menu	5		.635					
	6		.520					
	7		.678					
	8							
Food qualities	9		.725					
	10		.613					
	11		.570					
Atmosphere	12				.712			
	13				.676			
	14				.742			
	15				.755			
Price	16			.839				
	17			.787				
Hygiene	18				.762			
	19				.793			
	20				.806			
	21				.748			
Facilities	22				.547			
	23					.586		
	24					.597		
	25					.674		
Promotion	26						.805	
	27						.767	
	28						.761	
	29						.708	
Other	30							
	31							.565
	32							.687

^aAttribute number. See Appendix D for corresponding attributes.

Table 20. Reliability coefficients of measures (n = 452)

Revised sections	Attributes	Alpha for revised sections	Alpha if attribute deleted
Service	Fast service	.674	.658
	Delivery service		.564
	Take-out service		.489
Tangible product	Menu variety	.848	.821
	Innovative menu item		.818
	Famous menu items		.839
	Good taste		.831
	Freshness		.809
	Attractive presentation		.817
Price	Low price	.681	
	Wide price range		
Ambiance	Friendly service	.946	.944
	Attractive interior		.939
	Uncongested dining area		.940
	Quiet dining area		.939
	Favored background music		.940
	Neat employee appearance		.939
	Clean dining area		.938
	Clean restrooms		.937
	Clean utensils		.940
	Nonsmoking area		.947
Facilities	Convenient parking facilities	.735	.585
	Private meeting rooms		.629
	Availability of entertainment		.717
Promotion	Attractive ads	.873	.826
	Attractive exterior design		.840
	Discounts/coupons/incentives		.832
	Promotional programs		.855
Convenience	Ability to stay after meal	.637	
	Convenient location		

Paired T-tests Between Likelihood Mean Scores for Factors

Based on factor analysis, likelihood mean scores on seven factors were compared by means of paired t-tests. Paired t-tests were conducted for each factor between likelihood scores of fast food and family style, family style and fine dining, and fast food and fine dining restaurants. A total of 21 paired t-tests were conducted. Paired t-tests indicated significant differences ($p < .005$) between the likelihood mean scores of five factors for fast food and family style restaurants. The difference in likelihood mean score for the promotion factor was the most significant, followed by service, ambiance, convenience, and tangible product factors. Fast food restaurants had higher likelihood mean scores than did family style restaurants. The price and the facilities factors showed that family style restaurants had higher likelihood mean scores than did fast food restaurants; paired t-tests between the two group means revealed no significant differences, however.

Only the price factor for family style restaurants had a significantly ($p < .005$) higher likelihood mean score than did that for fine dining restaurants. Remaining six factors, fine dining restaurants had significantly ($p < .005$) higher likelihood mean scores than did those for family style restaurants. The ambiance factor elicited the greatest difference in terms of mean score between the two restaurants, followed by promotion, facilities, tangible product, convenience, and service.

Except in service and price factors, fine dining restaurants showed higher likelihood mean scores than did fast food restaurants. There were significant differences for ambiance, facilities, tangible product, convenience ($p < .005$) and promotion ($p < .01$), from most to least. Fast food restaurants had significantly

($p < .005$) higher likelihood mean scores for service and price factors than did fine dining restaurants.

Table 21. Comparison of likelihood mean scores^a of factors for the three types of restaurants

Factor	Fast food		Family style		(Difference)		t-value
	Mean	SD	Mean	SD	Mean	SD	
Service	3.25	0.87	2.38	0.80	0.87	1.06	11.52***
Tangible product	2.92	0.64	2.76	0.70	0.16	0.77	3.13***
Price	2.28	0.86	2.36	0.84	-0.08	1.02	-1.24
Ambiance	2.86	0.69	2.27	0.80	0.59	0.82	9.94***
Facilities	2.18	0.84	2.28	0.82	-0.09	0.94	-1.33
Promotion	2.98	0.90	2.01	0.84	0.96	1.07	12.03***
Convenience	3.03	0.97	2.61	0.91	0.42	1.21	5.50***

a1 = not likely; 3 = moderately likely; 5 = very likely.

*p< .05.

**p< .01.

***p< .005.

Table 21. Continued

Factor	Family style		Fine dining		(Difference)	
	Mean	SD	Mean	SD	n	t-value
Service	2.40	0.82	2.94	0.93	172	-0.54
Tangible product	2.81	0.72	3.75	0.76	205	-0.94
Price	2.41	0.83	2.01	0.94	212	0.40
Ambiance	2.29	0.84	3.96	0.78	192	-1.67
Facilities	2.30	0.82	3.26	0.93	186	-0.96
Promotion	2.05	0.84	3.22	0.98	167	-1.17
Convenience	2.60	0.95	3.29	0.93	223	-0.69
						1.17
						1.12
						1.10
						1.08
						1.17
						1.26

Factor	Fast food		Fine dining		(Difference)	
	Mean	SD	Mean	SD	n	t-value
Service	3.23	0.85	2.93	0.92	165	0.31
Tangible product	2.91	0.61	3.75	0.74	184	-0.84
Price	2.27	0.85	1.95	0.93	203	0.32
Ambiance	2.89	0.69	3.95	0.77	182	-1.06
Facilities	2.25	0.83	3.23	0.91	167	-0.98
Promotion	3.00	0.87	3.24	0.93	167	-0.24
Convenience	3.04	1.01	3.28	0.94	216	-0.25
						1.22
						0.82
						1.02
						0.89
						1.13
						1.18
						1.18
						1.19

DISCUSSION AND RECOMMENDATIONS

The purposes of the study were to identify Korean college students' patronage behaviors and attitudes towards three types of restaurants and to validate the research instrument. There are, in fact, important implications of (1) the behaviors of respondents, (2) the differences between two personal spending groups and two gender groups, (3) the attributes that respondents considered important in choosing a restaurant and how likely it was that restaurants provided these attributes, (4) Korean college students' attitudes towards the three types of restaurants, (5) reliability of the research instrument, and (6) differences in Korean college students' perceptions of the three types of restaurants' performance respecting factors, based on factor analysis. Managerial implications for marketers are also presented.

Greater than three-fourths of respondents reported that they were supported financially by their families; 40% also held part-time jobs. As shown in Table 5, 70% had monthly personal spending equal to or greater than ₩100,000 (\$ 131). From a marketing standpoint, then, college students' buying power should not be neglected. But data indicated that Korean college students' demand for breakfast was quite weak. Traditionally, breakfast was the most important meal in Korea because Koreans considered it the basic energy source for the day. But this idea has changed because of a modern busy lifestyle. Thus, many Korean college students skip breakfast. Notwithstanding, they still believe that they should eat breakfast at home if they can, and breakfast promotion may be ineffective for that target group.

Respondents visited fast food restaurants for snacks most often, and Western foods may not yet be popular for regular meals. Fast food restaurants may need to

develop new menu items combining Western and Korean style foods so as to meet Korean customers' needs and tastes for regular meals.

As expected, friends were the most important companions visiting fast food and family style restaurants with respondents. Fast food restaurants were rarely visited by respondents with their families, perhaps because the older generation has not adapted to Western tastes. Additionally, the atmosphere of most fast food restaurants may be too casual for older people. But both special events or programs that can be participated in by whole families and discounts/coupons/incentives could be used to attract family groups to fast food restaurants. Parent's day, children's day, Christmas, graduation, and back-to-school day could be part of an establishment's special events calendar. Sales items such as flowers for Parents' day, candies or toys for children's day, and stationary for graduation and back-to-school day are examples of promotions. Discounts or free-item coupons for senior citizens and for children could also be used to attract customers with parents, grandparents, or children.

As shown in Figure 2, the locations of fast food restaurants were perceived as convenient, which could be one of the reasons that these restaurants were considered appropriate for appointments. The majority of respondents also visited fast food restaurants when they were out shopping, traveling on vacation, going on a date/having a night out, or simply in the mood to go out. In short, convenience, specifically easy access and rapid service, is the most important reason that customers visit fast food restaurants.

Figure 2 also indicates that the generally excellent hygiene of fast food restaurants is a great attraction. As customers become accustomed to improved quality, they demand more. Restaurants striving merely to maintain the status quo will fall behind both consumer expectations and the competition (McNutt, 1988).

Maintaining or even improving the cleanliness and the friendly service of fast food restaurants is key to retaining loyal customers and attracting new ones.

The majority of respondents made no advance plans, or planned only a few hours in advance, when deciding to eat out at a fast food or a family style restaurant, perhaps because eating out was an aspect of daily decision-making and because prices at both fast food and family style restaurants were relatively low. It seemed that respondents needed to employ no deliberate decision-making process in this regard. When the importance of information source was considered, attractive restaurant signs for fast food and for family style restaurants could be effective ways of helping Korean college students decide where to eat.

Family style restaurants received low scores for every items in the category importance of information sources, except for the items restaurant signs and family/friends. Actually, few family style restaurants in Korea advertise in the mass media. Fast food and fine dining restaurants received slightly higher scores than did family style restaurants in terms of using mass media as an information source. Television advertising by fast food and fine dining restaurants and magazine advertising by fine dining restaurants were effectively used.

Television advertisements during programs preferred by young consumers will be especially effective because they indicate not only the restaurant's primary message but also the implied support of such programs. Customers expect great quality from fine dining restaurants. Fancy, elegant designs emphasizing the high quality of such restaurants and appearing in prominent youth-oriented magazines should be effective.

Respondents were dissatisfied with the performances of family style restaurants in terms of every attribute included in the hygiene and the friendly service factors. A great deal of attention must be paid to cleanliness in family style

restaurants. Uniform design has great effect on employee appearance. Fabrics used should be easy to clean and difficult to wrinkle. Tables and chairs should be kept in repair, and, again, easy-to-clean materials should be chosen. Utensils and restrooms should be as clean as possible. Operators must explain the need for sanitary habits, state clearly what is expected of employees, and provide both necessary training and convenient facilities.

Friendly service is another important issue in the hospitality industry. Family style restaurant operators should hire good-natured people demonstrating behavioral flexibility, empathy, and strong interpersonal skills. Such qualities can be built and should be reinforced continually by training (Mill, 1986).

Only good taste and freshness are located in quadrant II, indicating high levels of importance and likelihood, for family style restaurants. Good taste received the highest importance and likelihood scores. Although respondents were dissatisfied with the performance of family style restaurants except in the area of good taste and freshness, these restaurants were most preferred by respondent, for their regular meals. Thus, either good taste and freshness are the chief criteria involved in choosing restaurants for regular meals, or the prediction power of the expectancy-value model may have limitations in the Korean restaurant industry.

Data in Table 8 indicate that 40.9% of respondents visited family style restaurants because of special foods. For that reason, famous menu items offered by restaurants were expected to receive high importance and likelihood scores for family style restaurants. Yet respondents, although pleased with family style restaurant performance in terms of their offering famous menu items, perceived this feature as of no particular importance. Therefore, special foods may mean good tasting foods and may not necessarily indicate famous foods for respondents.

Private meeting rooms were also expected to be related to group meetings, which were important reasons for visiting family style restaurants. However, respondents did not feel that private meeting rooms were important. Nonetheless, advertising such features may gain the attention of customers. A discount for groups may boost the number of groups visiting family style restaurants.

It is assumed that, because of economic considerations, respondents visited fine dining restaurants most often with parents. Being accompanied by parents can also be related to the celebration of special occasions, which was the main reason for visiting fine dining restaurants. Birthdays, anniversaries, and graduations are examples of popular occasions celebrated with parents. Fine dining operations can offer special occasion clubs whose members, having registered in advance, receive recognition on special days. Free dessert and birthday cake could serve as inducements, as could discounts on meals purchased, to celebrate the event at the restaurants. Also profitable could be live entertainment and audience participation in live entertainment, such as sing-alongs, on important occasions. These and similar promotions may make customers feel special. The celebrating of special occasions may be one reason for the relatively long planning process involved in eating out at fine dining restaurants, but high prices may be another reason.

Fine dining restaurants were judged as doing an acceptable job of providing friendly service, cleanliness, pleasant atmosphere, and good taste. Moreover, respondents attached great importance to these attributes. Cleanliness and atmosphere were major factors in decisions regarding where to seek fine dining. Thus, developing the image of the fine dining restaurants is critical. The image of such establishments should convey a sense of warmth, excellent management, comfort,

and, in some cases, luxury. Most importantly, a unique image can make a strong impression.

As shown in Table 10, family and friends were the chief sources of information for all three types of restaurants. Thus, although difficult to establish, word-of-mouth is one of the most effective advertising tools. Building and maintaining a fine reputation and developing an image and delivering products and services supporting this image is the only way in which to establish favorable customer word-of-mouth (Lefever, 1989).

Data indicated that respondents were uninterested in nutritional items when selecting a restaurant from any of the three types. This finding is interesting in light of much U.S. research (Carlson, 1986; Carlson and Tabacchi, 1986; Granzin and Bahn, 1988; McNutt, 1988) showing more consumer interest in health-oriented foods than ever before. It may be because respondents in the current study were young, they had not yet considered health issues seriously. Among nutritional items, however, low-spice items ranked first for all three restaurant types. A major characteristic of Korean food is strong spice, and Koreans usually enjoy spicy foods. Spicy foods are therefore emerging as an issue of which Koreans are becoming increasingly conscious. Still, the low-spice item score was rather low, and taste still seems to have the priority.

The eating trend emphasizing health-oriented food is, regardless of current habits, worthy of consideration by restaurateurs. Provision of nutritional information may increase customer interest in nutrition. It may also reflect a positive image of the product. The presentation of nutritional information must be simple, clear, and easily understood. It may start with information about calories, cholesterol, protein, salt, and fat, which are generally the most important and easily understood items (Carlson

and Tabacchi, 1986). Counter cards describing the ingredients of a menu item may also be effective.

Another way of boosting customer interest in nutrition is that of giving them a choice by offering a limited number of nutritionally designed menu items. Such menu items cannot sacrifice taste, however. Effective nutritional promotions not only suggest that restaurants care about consumer needs but also help restaurants maintain a competitive edge (Carlson, 1986).

Respondents spent less money at fast food restaurants than at family style restaurants, perhaps not only because they visited fast food restaurants less frequently than family style restaurants, but also because they visited fast food restaurants primarily for snacks. Indeed, the price level at fast food restaurants was lower than that at family style restaurants.

T-tests were used to determine whether variables were significantly affected by personal spending group. As expected, the group with more personal spending ate out more frequently than did the group with less personal spending. The former group also spent more eating out at all three types of restaurants.

The group with greater personal spending reported that convenient parking facilities at the three types of restaurants was more important than did the other group. This difference could be explained by the increasing number of car owners in Korea, where it is difficult to find parking spaces for customers, especially in Seoul. Although restaurants may not have their own parking facilities, they can offer parking to customers by sharing parking spaces with other firms or by offering parking stamps for public parking lots.

It was expected that personal spending level would influence importance mean scores for low price, wide price range, and discounts/coupons/ incentives. But t-tests

indicated no significant differences between means. Moreover, all three restaurants types performed poorly in terms of these attributes. Price was no attraction for respondents, and so it was assumed that the greatest attraction was the perceived value of the dining experience at a given price level. The group with greater personal spending gave higher ratings to the importance of delivery service, wide menu variety, famous menu items, and attractive presentation at fast food restaurants. The value emphasizing consumer trend seemed to have been part of respondents' paying attention to the value of food and service when selecting from among restaurants of all three types. Increasing disposable income and dining-out experience raises the expectations of value and of food quality and service.

There were significant differences in terms of both behavioral items and attributes between male and female groups. The former had significantly higher mean scores for frequency of eating out at fast food restaurants, but the latter had higher likelihood mean scores for attributes in which there were significant differences between two groups. That males ate out more frequently may have led to their having higher expectation of restaurants than did females.

Males were more conscious than females about nutritional items, and further research is needed to determine why. When visiting family style restaurants, females considered price more carefully than males did, and males considered promotional programs more carefully than females did. Menu items with low and wide range of prices may encourage females to visit family style restaurants. Various promotional programs such as special events, theme days, and incentives such as free samples, coupons, attractive restaurant exterior designs, and advertisements should be effective means of gaining male customers' attention to family style restaurants.

It was expected that females would consider the presence of a nonsmoking area more important than males did; results contradicted this assumption. Perhaps because of the large smoking population of Korean males, they were more aware of smoking problems.

Respondents had the most positive attitudes towards fine dining restaurants, followed by fast food, and family style restaurants. Data from the importance-performance analysis made this understandable because respondents expected and were satisfied with the fine performances at fine dining restaurants. Fast food restaurants performed well on every attribute that was considered important by respondents in selecting restaurants. Family style restaurants, however, performed poorly on all attributes except good taste and freshness, which were rated of great importance. Thus, low attitude scores towards family style restaurants are implied.

The factor-analysis data of the questionnaire offered strong support for the previously specified explanatory sections--service, price, facilities, and promotion. These four sections were retained as specified, except for the elimination, because of low factor loadings, of friendly service from the service section and of nonsmoking area from the facilities section.

Respondents perceived attributes similarly in the sections atmosphere and hygiene. Cleanliness of employees, dining area, restrooms, and utensils were perceived as part of the restaurant environment. Thus, two sections with the addition of friendly service and nonsmoking area, were combined, and a new factor--ambiance--was created. Respondents considered employee friendliness a part of restaurant ambiance, not a part of service. Other attributes in the service section, such as fast service, delivery service, and take-out service could be optional; friendly service, however, should be offered because it is an essential part of the restaurant

itself. Designated nonsmoking areas also create a clean and fresh atmosphere. Attributes in the ambiance factor could be major ingredients establishing customers' first impressions of establishments.

The tangible product factor was created by the combination of menu and food qualities sections and by the elimination of the clear menu description from the menu section. The attributes in menu and food qualities sections are all characteristics and conditions of tangible products, i.e., food, offered by restaurants.

Ability to stay after the meal and convenient location in the other section were highly correlated, and a new factor named "convenience" was created. Clear menu description from the menu section and large portions from the other section were deleted from the list of 32 attributes. Perhaps respondents, in selecting restaurants, considered these two attributes unimportant.

The internal consistencies of all variables in the revised sections were analyzed by calculation of alpha coefficients. Reliability coefficients (Table 20) ranged from .637 to .946, and variables falling between these points were considered appropriate for further analysis. Thus, if any item is deleted from the revised section, the deletion will decrease the coefficient alpha.

Table 21 shows different positions of the three types of restaurants, based on seven factors. Both fast food and family style restaurants were popular among young consumers. Fast food restaurants, however, had preferable positions on five factors, viz., promotion, service, ambiance, convenience, and tangible product. Family style restaurants were rated highly on only price and facilities, but differences between means were not significant. Fast food restaurants should keep up the good work to maintain or improve their current position relative to that of family style restaurants.

Even though respondents' likelihood scores for family style restaurants in terms of these five factors were lower than those for fast food restaurants', family style restaurants were visited by respondents more often for every meal except snacks. Perhaps the majority of Korean college students preferred Korean foods to Western-style foods. Yet the number of young Koreans who like Western foods is increasing. Without improvements in quality of food and service, family style restaurants may lose its market share in the youth market.

Because fine dining restaurants are at a different level of price compared with fast food and family style restaurants, comparison with these two types of restaurants are not necessarily fruitful. Low price and wide price range, however, could be ways of attracting young consumers to fine dining establishments, because the price factor for such establishments had lower mean scores than did that for the other two restaurants. Various forms of promotion could be used to expose college students to the fine dining segment of the restaurant industry.

Based on a review of the questionnaire, the methodology, and the results of this study, a number of recommendations are made for future researchers:

1. reduce the number of questionnaire items, to shorten the length of the survey;
2. conduct a survey with group samples of different ages, to compare both attitudes towards restaurants and patronage behaviors;
3. perform a discriminant analysis to identify the attributes distinguishing one restaurant from another;
4. replicate the study with the revised questionnaire, for further validation of the instrument; and

4. replicate the study with the revised questionnaire, for further validation of the instrument; and
5. conduct a survey using the attribute section of the questionnaire, to collect information on importance of attributes under different circumstances, e.g., snack, breakfast, lunch, dinner, shopping, traveling, and date/night out.

SUMMARY

The purposes of this study were to identify Korean college students' patronage behaviors regarding and attitudes towards fast food, family style, and fine dining restaurants and to validate the research instrument. The specific objectives of this study were

1. to identify restaurant patronage behaviors of Korean college students;
2. to develop a research instrument measuring attitudes of Korean college students towards fast food, family style, and fine dining restaurants;
3. to identify response differences in terms of both behavioral items and restaurant attribute items between the two personal spending groups and the two gender groups;
4. to identify the importance of the three types of restaurant attributes and the restaurant performances in terms of those attributes, as perceived by respondents;
5. to determine Korean college students' attitudes towards the three types of restaurants;
6. to validate the self-developed research instrument measuring attitudes of Korean college students towards the three types of restaurants;
7. to identify differences in Korean college students' perceptions of the three types of restaurants' performances, in terms of factors identified by factor analysis; and
8. to provide recommendations on marketing strategies for the three types of restaurants in Korea.

The researcher developed 20 questions, including behavioral items, restaurant attribute items, and demographic items. These items were compiled from a review of literature and were based upon exploratory interviews with Korean students at Iowa State University (ISU). The questionnaire was reviewed by three ISU faculty members to ensure content validity. The instrument was developed in English and translated into Korean.

Thirty-seven Korean students at ISU participated in a pilot test and made suggestions for improving the comprehensibility of the questionnaire before subjects were selected by means of a convenient sampling method. Questionnaires were hand delivered to 350 college students in Seoul, Korea, by designated coordinators. A total of 292 questionnaires were usable, resulting in an 83.4% response rate. The survey was conducted between January 8 and January 15, 1992.

Data were analyzed using the Statistical Package for the Social Sciences (SPSS, Inc., 1989). Descriptive statistics were calculated for all survey items, and t-tests were performed to identify differences in terms of attitudes towards the three restaurant types between the two genders and the two personal spending groups. Importance-performance analysis grids for the three types of restaurants were constructed to illustrate consumer perceptions of certain important attributes and of attribute performances (likelihoods). The Korean college students' attitudes towards the three types of restaurant were measured according to the expectancy-value model and were compared by means of paired t-tests.

Likelihood responses on restaurant attributes were factor analyzed, and coefficient alphas calculated to determine questionnaire reliability. Differences between respondents' perceptions of the three types of restaurants' performances for factors, as determined by factor analysis, were identified with the paired t-tests.

The majority of respondents were undergraduate students. Most (78.1%) were supported financially by their families, and 40% had part-time jobs. Greater than 50% had a personal spending equal to or greater than ₦130,000 (\$170). Most respondents (90%) had a of household income equal to or greater than ₦800,000 (\$1049) per month. Over half (52.4%) of respondents were female, and average age was 23 years.

Respondents rarely visited any type of restaurant for breakfast. They primarily visited fast food restaurants for snacks, family style restaurants for lunch, and fine dining restaurants for dinner. Family style restaurants were the most frequently visited, except for snacks. With friends, respondents most often visited fast food and family style restaurants; nearly half of respondents visited fine dining restaurants with their parents.

Fast food restaurants were considered convenient places for appointments and for visits. Group meetings and specialty foods were the most frequently cited reasons for visiting family style restaurants. Fine dining restaurants were visited primarily for celebrations of special occasions and, next, for group meetings. The majority of respondents visited fast food and family style restaurants without advance planning or with only a few hours of advance planning. Longer planning time was involved, however, in visits to fine dining restaurants.

Family and friends were the most important information sources for all three types of restaurants. Respondents reported that fast food, family style, and fine dining restaurant signs played major roles in advertising. Fast food and fine dining restaurants were effectively using television advertising. No nutritional item was considered an important criterion in the selection of restaurant although among nutritional items, low-spice items were most often cited as desirable.

Approximately half of respondents spent between ₩30,000-₩69,999 (\$39 - \$92) monthly on eating out, and greater than one-third of respondents spent more than ₩70,000 (\$92). Family style restaurants were ranked first in terms of monthly spending on eating out.

T-tests between mean scores of the two personal spending groups--personal spending less than ₩130,000 (\$170) and that equal to or greater than ₩130,000--were conducted to identify differences between means. The latter had significantly higher mean scores for frequency of eating out for breakfast, dinner, and snacks at fast food; dinner at family style; and lunch and dinner at fine dining restaurants. Significantly higher mean scores for the latter group were also found for total monthly spending on eating out and for monthly spending on eating out at the three types of restaurants.

Importance mean scores for the higher personal spending group in terms of delivery service, wide menu variety, famous menu items, and attractive presentation at fast food restaurants, and for convenient parking facilities at fast food and fine dining restaurants were significantly higher than for the other personal spending group. There were no significant differences between the two groups' importance mean scores for low price, wide price range, or discounts/coupons/incentives.

T-tests performed between the means of the gender groups indicated several significant differences. Males had higher mean scores for eating out at fast food restaurants for lunch, dinner, and snacks; females had higher mean scores for eating out at family style restaurants for breakfast. Males had higher importance mean scores for all nutritional items and for nonsmoking area. Males also had significantly higher mean scores of frequency and mean scores of monthly spending for eating out at fast food restaurants, and of importance for all four attributes in the promotion category for family style restaurants. Likelihood mean scores for the female group

for all three types of restaurants showed higher scores for attributes eliciting significant differences.

The importance-performance analysis grid showed two attributes--freshness and friendly service--in quadrant I for fast food restaurants, indicating high importance and low likelihood of offering. Respondents valued all attributes in the hygiene section, good taste, convenient location, fast service, and wide menu variety and were pleased with the restaurants' performances. Fast food restaurants were rated low in terms of the likelihood of offering low price, wide price range, uncongested dining area, ability to stay after meal, nonsmoking area, innovative menu items, quiet dining area, private meeting rooms, and favored background music, but respondents perceived these attributes as unimportant. Take-out service was perceived as well-performed in fast food restaurants, but respondents considered such service relatively unimportant. The lack of importance may be because respondents assumed every restaurant offered take-out service. Thus, it was not a discriminant factor to choose fast food restaurants.

For family style restaurants, all items in the hygiene section and friendly service were important to respondents although performance was perceived as poor. Two attributes--good taste and freshness--were rated high in both importance and likelihood. Fast service, uncongested dining area, low price, wide price range, quiet dining area, nonsmoking area, and innovative menu items were in quadrant III of the importance-performance analysis grid, indicating low importance and low likelihood. Respondents considered wide menu variety, convenient location, famous menu items, attractive presentation, private meeting rooms, and large portions unimportant, but family style restaurants' performance levels were fairly high in these areas.

The importance-performance analysis grid for fine dining restaurants showed that freshness was an important attribute; the restaurants performed poorly in this aspect, however. For fine dining restaurants, every item in the hygiene and the atmosphere sections, and good taste and friendly service were judged important and well-performed. Convenient parking facilities, innovative menu items, nonsmoking area, private meeting rooms, and convenient location received low importance and likelihood scores. Attractive presentation, wide menu variety and famous menu items were rated low on importance and high on likelihood.

Respondents' overall attitudes towards fine dining restaurants were most positive, followed by fast food and family style, in that order. Significant differences between attitude scores for fast food and family style, for fast food and fine dining, and for family style and fine dining restaurants were indicated by paired t-tests.

Likelihood responses for attributes were factor analyzed and coefficient alphas were calculated to determine reliability of the questionnaire. Data indicated strong support for the a priori sections--service, price, facilities, and promotion. After the factor analysis, attribute sections were rearranged. Atmosphere and hygiene sections and menu and food qualities sections were combined and created the new factors *ambiance* and *tangible product*, respectively. Friendly service and nonsmoking area were added to the *ambiance* factor. Ability to stay after meal and convenient location made a new *convenience* factor. Two attributes--clear menu description from menu section and large portions from the "other" section were deleted because of low factor loadings. Coefficient alphas ranged from .637 to .946, and thus results were sufficiently reliable.

According to paired t-tests of likelihood scores on factors, significant differences existed between fast food and family style restaurants in terms of

promotion, service, ambiance, convenience, and tangible product, with fast food restaurants' likelihood mean scores consistently higher than family style restaurants'. The difference likelihood mean scores on the ambiance factor between family style and fine dining restaurants were highest, followed by promotion, facilities, tangible product, convenience, service, and price. Fine dining restaurants had higher scores than did family style restaurants for all factors except price.

When likelihood mean scores of seven factors for fast food and for fine dining restaurants were compared, significant differences were found for all factors. Ambiance, facilities, tangible product, price, service, convenience, and promotion factors are in rank order, from greatest to least difference. Fast food restaurants had higher mean scores for service and for price factors, and fine dining restaurants had higher mean scores for ambiance, facilities, tangible product, convenience, and promotion factors.

Recommendations on marketing strategies were made for all three types of restaurants based on the results of the study.

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APPENDIX A.

HUMAN SUBJECTS IN RESEARCH APPROVAL

Information for Review of Research Involving Human Subjects

Iowa State University

(Please type and use the attached instructions for completing this form)

1. Title of Project Attitudes of Korean College Students Toward Fast Food, Family Style and Fine Dining Restaurants.

2. I agree to provide the proper surveillance of this project to insure that the rights and welfare of the human subjects are protected. I will report any adverse reactions to the committee. Additions to or changes in research procedures after the project has been approved will be submitted to the committee for review. I agree to request renewal of approval for any project continuing more than one year.

Sung-Hee Byun
Typed Name of Principal Investigator

1 / 6 / 92
Date

[Signature]
Signature of Principal Investigator

HRIM
Department

11 Mackay Hall
Campus Address

4-4636
Campus Telephone

3. Signatures of other investigators _____ Date 1-6-92 Relationship to Principal Investigator major professor

4. Principal Investigator(s) (check all that apply)

☐ Faculty ☐ Staff ☒ Graduate Student ☐ Undergraduate Student

5. Project (check all that apply)

☐ Research ☒ Thesis or dissertation ☐ Class project ☐ Independent Study (490, 590, Honors project)

6. Number of subjects (complete all that apply)

 # Adults, non-students # ISU student # minors under 14 300 other (explain) College Student in Korea
 # minors 14 - 17

7. Brief description of proposed research involving human subjects: (See instructions, Item 7. Use an additional page if needed.)

See attached

(Please do not send research, thesis, or dissertation proposals.)

8. Informed Consent: ☐ Signed informed consent will be obtained. (Attach a copy of your form.)
☒ Modified informed consent will be obtained. (See instructions, item 8.)
☐ Not applicable to this project.



- 9 Confidentiality of Data: Describe below the methods to be used to ensure the confidentiality of data obtained. (See instructions, item 9.) 93

There is no way that researcher can identify individual subjects.

Questionnaires will not be coded

10. What risks or discomfort will be part of the study? Will subjects in the research be placed at risk or incur discomfort? Describe any risks to the subjects and precautions that will be taken to minimize them. (The concept of risk goes beyond physical risk and includes risks to subjects' dignity and self-respect as well as psychological or emotional risk. See instructions, item 10.)

There will be no risks or discomfort.

11. CHECK ALL of the following that apply to your research:

- ☐ A. Medical clearance necessary before subjects can participate
- ☐ B. Samples (Blood, tissue, etc.) from subjects
- ☐ C. Administration of substances (foods, drugs, etc.) to subjects
- ☐ D. Physical exercise or conditioning for subjects
- ☐ E. Deception of subjects
- ☐ F. Subjects under 14 years of age and/or ☐ Subjects 14 - 17 years of age
- ☐ G. Subjects in institutions (nursing homes, prisons, etc.)
- ☐ H. Research must be approved by another institution or agency (Attach letters of approval)

If you checked any of the items in 11, please complete the following in the space below (include any attachments):

Items A - D Describe the procedures and note the safety precautions being taken.

Item E Describe how subjects will be deceived; justify the deception; indicate the debriefing procedure, including the timing and information to be presented to subjects.

Item F For subjects under the age of 14, indicate how informed consent from parents or legally authorized representatives as well as from subjects will be obtained.

Items G & H Specify the agency or institution that must approve the project. If subjects in any outside agency or institution are involved, approval must be obtained prior to beginning the research, and the letter of approval should be filed.

Checklist for Attachments and Time Schedule

The following are attached (please check):

12. ☒ Letter or written statement to subjects indicating clearly:
 - a) purpose of the research
 - b) the use of any identifier codes (names, #'s), how they will be used, and when they will be removed (see Item 17)
 - c) an estimate of time needed for participation in the research and the place
 - d) if applicable, location of the research activity
 - e) how you will ensure confidentiality
 - f) in a longitudinal study, note when and how you will contact subjects later
 - g) participation is voluntary; nonparticipation will not affect evaluations of the subject
13. ☐ Consent form (if applicable)
14. ☐ Letter of approval for research from cooperating organizations or institutions (if applicable)
15. ☒ Data-gathering instruments

16. Anticipated dates for contact with subjects:

First Contact

Last Contact

January 14 1992

Month / Day / Year

March 1992

Month / Day / Year

17. If applicable: anticipated date that identifiers will be removed from completed survey instruments and/or audio or visual tapes will be erased:

Month / Day / Year

18. Signature of Departmental Executive Officer Date Department or Administrative Unit

1-6-92 HRIM Department

19. Decision of the University Human Subjects Review Committee:

☒ Project Approved ☐ Project Not Approved ☐ No Action Required

Patricia M. Keith

Name of Committee Chairperson

11/9/92
Date

Date _____

Signature of Committee Chairperson

7. Brief description of proposed research involving human subjects:

The purposes of the research are:

- 1. to identify restaurant patronage behaviors of Korean college students;**
- 2. to develop a research instrument measuring attitudes of Korean college students towards fast food, family style, and fine dining restaurants;**
- 3. to identify response differences in terms of both behavioral items and restaurant attribute items between the two personal spending groups and the two gender groups;**
- 4. to identify the importance of the three types of restaurant attributes and the restaurant performances in terms of those attributes, as perceived by respondents;**
- 5. to determine Korean college students' attitudes towards the three types of restaurants;**
- 6. to validate the self-developed research instrument measuring attitudes of Korean college students towards the three types of restaurants;**
- 7. to identify differences in Korean college students' perceptions of the three types of restaurants' performances, in terms of factors identified by factor analysis; and**
- 8. to provide recommendations on marketing strategies for the three types of restaurants in Korea.**

The attached questionnaire, using 5-point Likert-type scale, will be distributed to over 300 Korean college students in Korea by individuals studying and working at several Universities in Korea. The subjects will be asked to complete and return the questionnaires individually to the persons who distributed them.

8. The cover letter provides the purposes of the study and directions to complete the questionnaire. The information from the questionnaire will be used for improving quality of restaurants for student customers. The subjects are not forced to answer and return the questionnaire and they can stop participating in the study at anytime. The questionnaire will take approximately 20 minutes to complete.

APPENDIX B:

ENGLISH SURVEY COVER LETTER AND QUESTIONNAIRE

IOWA STATE UNIVERSITY⁹⁸
OF SCIENCE AND TECHNOLOGY

College of Family and
Consumer Sciences
Department of Hotel, Restaurant,
and Institution Management
11 MacKay Hall
Ames, Iowa 50011-1120
515 294-1730
FAX 515 294-9449

January 8, 1992

Dear respondents:

This study is a crucial part of my graduate study in the Department of Hotel, Restaurant, and Institution Management at Iowa State University. The purpose of the study is to measure Korean students' perceptions and preferences of the following three types of restaurants: (1) fast food, (2) family style, and (3) fine dining restaurants in Korea.

Your responses will be completely confidential. Only the aggregated data will be analyzed and reported. You can discontinue your participation at any time. Please take 15-20 minutes to complete the questionnaire. After completion, please return it to the person who distributed the questionnaire.

Thank you very much for your cooperation.

Sincerely,

—
Sung-Hee Byun
Graduate Researcher

Cathy Hsu, Ph D
Assistant Professor

1. On average, how often did you eat out in each of the following types of restaurants for each of the following meals during last one year? Check **ONE** item for **EACH** meal and **EACH** type of restaurant.

Fast Food

	Never	Less than once a month	1-4 times a month	5-8 times a month	9-12 times a month	12 or more times a month
Breakfast	_____	_____	_____	_____	_____	_____
Lunch	_____	_____	_____	_____	_____	_____
Dinner	_____	_____	_____	_____	_____	_____
Snack	_____	_____	_____	_____	_____	_____
Others (specify)	_____	_____	_____	_____	_____	_____

Family Style

	Never	Less than once a month	1-4 times a month	5-8 times a month	9-12 times a month	12 or more times a month
Breakfast	_____	_____	_____	_____	_____	_____
Lunch	_____	_____	_____	_____	_____	_____
Dinner	_____	_____	_____	_____	_____	_____
Snack	_____	_____	_____	_____	_____	_____
Others (specify)	_____	_____	_____	_____	_____	_____

Fine Dining

	Never	Less than once a month	1-4 times a month	5-8 times a month	9-12 times a month	12 or more times a month
Breakfast	_____	_____	_____	_____	_____	_____
Lunch	_____	_____	_____	_____	_____	_____
Dinner	_____	_____	_____	_____	_____	_____
Snack	_____	_____	_____	_____	_____	_____
Others (specify)	_____	_____	_____	_____	_____	_____

2. With **WHOM** did you usually go to each type of restaurant during last one year?
Check **ALL** that apply.

	<u>Fast Food</u>	<u>Family Style</u>	<u>Fine Dining</u>
None	_____	_____	_____
Friends	_____	_____	_____
Siblings	_____	_____	_____
Parents	_____	_____	_____
Spouse	_____	_____	_____
Other relatives	_____	_____	_____
Other (specify)	_____	_____	_____

3. What are the main **OCCASIONS / REASONS** for eating at each of the following types of restaurants? Check **ALL** that apply

	<u>Fast Food</u>	<u>Family Style</u>	<u>Fine Dining</u>
Out shopping	_____	_____	_____
Traveling on vacation	_____	_____	_____
Date/night out	_____	_____	_____
Special occasions	_____	_____	_____
Group meeting	_____	_____	_____
Just feel like going out	_____	_____	_____
Place of appointment	_____	_____	_____
Special foods	_____	_____	_____
Lack of time to cook	_____	_____	_____
Lack of desire to cook	_____	_____	_____
Treating guest	_____	_____	_____
Other (specify)	_____	_____	_____
_____	_____	_____	_____

4. Generally speaking, what is the extent of planning in selection for each of the following types of restaurant? Check **ONE** for **EACH** type of restaurant.

	<u>Fast Food</u>	<u>Family Style</u>	<u>Fine Dining</u>
None	_____	_____	_____
A few hours in advance	_____	_____	_____
1 to 3 days in advance	_____	_____	_____
3 to 10 days in advance	_____	_____	_____
More than 10 days in advance	_____	_____	_____

5. How **IMPORTANT** are the following sources of information when you select each type of restaurant? Circle **ONE** number for **EACH** type of restaurant and for **EACH** item.
(1= not important, 3= moderately important, 5= very important)

	<u>Fast Food</u>	<u>Family Style</u>	<u>Fine Dining</u>
TV	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Radio	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Newspaper	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Magazine	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Restaurant pamphlet	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Restaurant sign	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Ads in bus/subway	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Family/friend	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Other (specify)	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

6. How **IMPORTANT** are the availability of following nutritional items when you select each type of restaurant.? Circle **ONE** number for **EACH** type of restaurant and for **EACH** item.

(1= not important, 3= moderately important, 5= very important)

	<u>Fast Food</u>	<u>Family Style</u>	<u>Fine Dining</u>
Low-cholesterol items	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Low-calorie items	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Low-spice items	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Caffein-free beverages	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Other (specify)			
_____	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

7. How much did you usually spend eating out in a month for your own meal during last one year?

_____ less than w30,000	_____ w70,000 - w89,999
_____ w30,000 - w49,999	_____ w90,000 or more
_____ w50,000 - w69,999	

8. How much did you usually spend eating out in a month for your own meal during last one year at each of the following types of restaurants?

<u>Fast Food</u>	<u>Family Style</u>	<u>Fine Dining</u>
_____ less than w20,000	_____ less than w20,000	_____ less than w20,000
_____ w20,000 - w29,999	_____ w20,000 - w29,999	_____ w20,000 - w29,999
_____ w30,000 - w39,999	_____ w30,000 - w39,999	_____ w30,000 - w39,999
_____ w40,000 - w49,999	_____ w40,000 - w49,999	_____ w40,000 - w49,999
_____ w50,000 or more	_____ w50,000 or more	_____ w50,000 or more

9a. Please indicate the **IMPORTANCE** of each of the listed items when you select a **Fast Food** restaurant. Circle **ONE** number for **EACH** item (1=Not important, 3=Moderately important, 5=Very important)

9b Please indicate the **LIKELIHOOD** of service which you usually experienced at **Fast Food** restaurant. Circle **ONE** number for **EACH** item. (0=Unknown, 1=Not likely, 3=Moderately likely, 5=Very likely)

	SERVICE	
1 2 3 4 5	Fast service	1 2 3 4 5
1 2 3 4 5	Friendly service	1 2 3 4 5
1 2 3 4 5	Home delivery service	1 2 3 4 5
1 2 3 4 5	Take out service	1 2 3 4 5
	MENU	
1 2 3 4 5	Wide menu variety	1 2 3 4 5
1 2 3 4 5	Innovative menu items	1 2 3 4 5
1 2 3 4 5	Famous menu items	1 2 3 4 5
1 2 3 4 5	Clear menu description	1 2 3 4 5
	FOOD QUALITIES	
1 2 3 4 5	Good taste	1 2 3 4 5
1 2 3 4 5	Freshness	1 2 3 4 5
1 2 3 4 5	Attractive presentation	1 2 3 4 5
	ATMOSPHERE	
1 2 3 4 5	Attractive interior decoration	1 2 3 4 5
1 2 3 4 5	Uncongested dining area	1 2 3 4 5
1 2 3 4 5	Quiet dining area	1 2 3 4 5
1 2 3 4 5	Favored back ground music	1 2 3 4 5
	PRICE	
1 2 3 4 5	Low price	1 2 3 4 5
1 2 3 4 5	Wide price range	1 2 3 4 5
	HYGIENE	
1 2 3 4 5	Neat employee appearance	1 2 3 4 5
1 2 3 4 5	Clean utensils	1 2 3 4 5
1 2 3 4 5	Clean dining area	1 2 3 4 5
1 2 3 4 5	Clean restrooms	1 2 3 4 5
	FACILITIES	
1 2 3 4 5	Nonsmoking area	1 2 3 4 5
1 2 3 4 5	Convenient parking facilities	1 2 3 4 5
1 2 3 4 5	Private meeting rooms	1 2 3 4 5
1 2 3 4 5	Availability of entertainment	1 2 3 4 5
	PROMOTION	
1 2 3 4 5	Attractive ads in mass media	1 2 3 4 5
1 2 3 4 5	Attractive exterior design	1 2 3 4 5
1 2 3 4 5	Discounts/coupons/incentives	1 2 3 4 5
1 2 3 4 5	Promotional programs	1 2 3 4 5
	OTHER	
1 2 3 4 5	Large portions	1 2 3 4 5
1 2 3 4 5	Ability stay after meal	1 2 3 4 5
1 2 3 4 5	Convenient location	1 2 3 4 5

10a. Please indicate the **IMPORTANCE** of each of the listed items when you select a **Family Style** restaurant. Circle **ONE** number for **EACH** item (1=Not important, 3=Moderately important, 5=Very important)

10b. Please indicate the **LIKELIHOOD** of service which you usually experienced at **Family Style** restaurant. Circle **ONE** number for **EACH** item (0=Unknown, 1=Not likely, 1=Moderately likely, 5=Very likely)

	SERVICE	
1 2 3 4 5	Fast service	1 2 3 4 5
1 2 3 4 5	Friendly service	1 2 3 4 5
1 2 3 4 5	Home delivery service	1 2 3 4 5
1 2 3 4 5	Take out service	1 2 3 4 5
	MENU	
1 2 3 4 5	Wide menu variety	1 2 3 4 5
1 2 3 4 5	Innovative menu items	1 2 3 4 5
1 2 3 4 5	Famous menu items	1 2 3 4 5
1 2 3 4 5	Clear menu description	1 2 3 4 5
	FOOD QUALITIES	
1 2 3 4 5	Good taste	1 2 3 4 5
1 2 3 4 5	Freshness	1 2 3 4 5
1 2 3 4 5	Attractive presentation	1 2 3 4 5
	ATMOSPHERE	
1 2 3 4 5	Attractive interior decoration	1 2 3 4 5
1 2 3 4 5	Uncongested dining area	1 2 3 4 5
1 2 3 4 5	Quiet dining area	1 2 3 4 5
1 2 3 4 5	Favored back ground music	1 2 3 4 5
	PRICE	
1 2 3 4 5	Low price	1 2 3 4 5
1 2 3 4 5	Wide price range	1 2 3 4 5
	HYGIENE	
1 2 3 4 5	Neat employee appearance	1 2 3 4 5
1 2 3 4 5	Clean utensils	1 2 3 4 5
1 2 3 4 5	Clean dining area	1 2 3 4 5
1 2 3 4 5	Clean restrooms	1 2 3 4 5
	FACILITIES	
1 2 3 4 5	Nonsmoking area	1 2 3 4 5
1 2 3 4 5	Convenient parking facilities	1 2 3 4 5
1 2 3 4 5	Private meeting rooms	1 2 3 4 5
1 2 3 4 5	Availability of entertainment	1 2 3 4 5
	PROMOTION	
1 2 3 4 5	Attractive ads in mass media	1 2 3 4 5
1 2 3 4 5	Attractive exterior design	1 2 3 4 5
1 2 3 4 5	Discounts/coupons/incentives	1 2 3 4 5
1 2 3 4 5	Promotional programs	1 2 3 4 5
	OTHER	
1 2 3 4 5	Large portions	1 2 3 4 5
1 2 3 4 5	Ability stay after meal	1 2 3 4 5
1 2 3 4 5	Convenient location	1 2 3 4 5

11a. Please indicate the **IMPORTANCE** of each of the listed items when you select a **Fine Dining** restaurant. Circle **ONE** number for **EACH** item (1=Not important, 3=Moderately important, 5=Very important)

11b. Please indicate the **LIKELIHOOD** of service which you usually experienced at **Fine Dining** restaurant. Circle **ONE** number for **EACH** item (0=Unknown, 1=Not likely, 1=Moderately likely, 5=Very likely)

	SERVICE	
1 2 3 4 5	Fast service	1 2 3 4 5
1 2 3 4 5	Friendly service	1 2 3 4 5
1 2 3 4 5	Home delivery service	1 2 3 4 5
1 2 3 4 5	Take out service	1 2 3 4 5
	MENU	
1 2 3 4 5	Wide menu variety	1 2 3 4 5
1 2 3 4 5	Innovative menu items	1 2 3 4 5
1 2 3 4 5	Famous menu items	1 2 3 4 5
1 2 3 4 5	Clear menu description	1 2 3 4 5
	FOOD QUALITIES	
1 2 3 4 5	Good taste	1 2 3 4 5
1 2 3 4 5	Freshness	1 2 3 4 5
1 2 3 4 5	Attractive presentation	1 2 3 4 5
	ATMOSPHERE	
1 2 3 4 5	Attractive interior decoration	1 2 3 4 5
1 2 3 4 5	Uncongested dining area	1 2 3 4 5
1 2 3 4 5	Quiet dining area	1 2 3 4 5
1 2 3 4 5	Favored back ground music	1 2 3 4 5
	PRICE	
1 2 3 4 5	Low price	1 2 3 4 5
1 2 3 4 5	Wide price range	1 2 3 4 5
	HYGIENE	
1 2 3 4 5	Neat employee appearance	1 2 3 4 5
1 2 3 4 5	Clean utensils	1 2 3 4 5
1 2 3 4 5	Clean dining area	1 2 3 4 5
1 2 3 4 5	Clean restrooms	1 2 3 4 5
	FACILITIES	
1 2 3 4 5	Nonsmoking area	1 2 3 4 5
1 2 3 4 5	Convenient parking facilities	1 2 3 4 5
1 2 3 4 5	Private meeting rooms	1 2 3 4 5
1 2 3 4 5	Availability of entertainment	1 2 3 4 5
	PROMOTION	
1 2 3 4 5	Attractive ads in mass media	1 2 3 4 5
1 2 3 4 5	Attractive exterior design	1 2 3 4 5
1 2 3 4 5	Discounts/coupons/incentives	1 2 3 4 5
1 2 3 4 5	Promotional programs	1 2 3 4 5
	OTHER	
1 2 3 4 5	Large portions	1 2 3 4 5
1 2 3 4 5	Ability stay after meal	1 2 3 4 5
1 2 3 4 5	Convenient location	1 2 3 4 5

12. What level of school do you currently attend?
 _____ undergraduate
 _____ graduate
13. What is your major? _____
14. Are you married?
 _____ Yes
 _____ No
- Do you have any children?
 _____ Yes If yes, how old is/are your child/children? _____
 _____ No
15. How many members are there in your household include yourself? _____
16. What kind of financial support is available to you? Check **ALL** that apply.
 _____ family
 _____ scholarship
 _____ work; If work, how many hours per week do your work? _____
 _____ other (specify) _____
17. How much money do you have each month for personal spending (except rent, tuition, school supplies)?
- | | |
|---------------------------|---------------------------|
| _____ less than w70,000 | _____ w130,000 - w159,999 |
| _____ w70,000 - w99,999 | _____ w160,000 - w189,999 |
| _____ w100,000 - w129,999 | _____ w190,000 or more |
18. What is your household income per month?
- | | |
|--------------------------------|-------------------------------|
| _____ less than w800,000 | _____ w1,600,000 - w1,999,999 |
| _____ w 800,000 - w 1,199,999 | _____ w2,000,000 - w2,399,999 |
| _____ w1,200,000 - w 1,599,999 | _____ w2,400,000 or more |
19. What is your age? _____
20. What is your gender?
 _____ female
 _____ male

APPENDIX C.

KOREAN SURVEY COVER LETTER AND QUESTIONNAIRE

대학생들의 패스트 푸드, 대중 음식점, 최고급 음식점에 대한 기호도

안녕하십니까?

저는 아이오아 주립대학에서 호텔 경영학을 전공하고 있는 변성희입니다.

본 설문 조사는 저의 석사 학위 논문의 매우 중요한 부분입니다.

연구의 목적은 한국 대학생들의 패스트 푸드점, 대중 음식점, 최고급 음식점에 대한 인식과 기호도를 측정하는 것입니다. 귀하의 응답은 비밀에 붙여질 것이며, 통계 처리되어 연구 분석에만 사용될 것입니다.

응답해 주셔서 감사합니다.

연구자 : 변성희

지도교수 : 캐시 수

아이오와 주립대학 호텔 경영학과 대학원

1992년 1월 14일

식당 정의

1. 외국 체인 패스트 푸드 식당

연구 대상 - 맥도날드, 버거킹, 피자 헛, 웬디스, 켄터키 후라이드 치킨과 같은

외국 패스트 푸드 체인점

(장터국수, 참새 방앗간과 같은 한국 음식 패스트 푸드점과
분식집은 제외됩니다.)

2. 대중 음식점

연구 대상 - 냉면, 설렁탕, 찌개 백반, 불고기 백반, 비빔밥과 같은 음식을 파는

식당, 중국 음식점이 포함되며 가격은 대체로 3,500원 - 10,000원 정도입니다.

(서양 음식을 파는 레스토랑, 한국 음식 패스트 푸드점, 김밥,
떡볶이 등을 파는 분식집은 제외됩니다.)

3. 최고급 식당

연구 대상 - 호텔 롯데, 신라와 같은 A급 호텔, 63 빌딩, 무역 센타와 같은 시내의

주요 건물에 위치한 식당들과 고급 레스토랑들이 포함되며 높은 수준의
서비스, 분위기, 음식의 질을 갖추고 있습니다. 가격은 대체로

23,000원 이상입니다.

1. 아래 3 종류의 음식점에서 최근 1 년동안 평균적으로 얼마나 자주 식사를 하셨습니까?
 각 음식점과 각각의 경우에 해당되는 사항을 한번 선택해 주십시오.

패스트 푸드

	전혀 안했다.	한달에 한번 미만	한달에 1-4번	한달에 5-8번	한달에 9-12번	한달에 12번 이상
아침	_____	_____	_____	_____	_____	_____
점심	_____	_____	_____	_____	_____	_____
저녁	_____	_____	_____	_____	_____	_____
간식	_____	_____	_____	_____	_____	_____
기타(기입해 주십시오)	_____	_____	_____	_____	_____	_____

대중 음식점

	전혀 안했다.	한달에 한번 미만	한달에 1-4번	한달에 5-8번	한달에 9-12번	한달에 12번 이상
아침	_____	_____	_____	_____	_____	_____
점심	_____	_____	_____	_____	_____	_____
저녁	_____	_____	_____	_____	_____	_____
간식	_____	_____	_____	_____	_____	_____
기타(기입해 주십시오)	_____	_____	_____	_____	_____	_____

최고급 음식점

	전혀 안했다.	한달에 한번 미만	한달에 1-4번	한달에 5-8번	한달에 9-12번	한달에 12번 이상
아침	_____	_____	_____	_____	_____	_____
점심	_____	_____	_____	_____	_____	_____
저녁	_____	_____	_____	_____	_____	_____
간식	_____	_____	_____	_____	_____	_____
기타(기입해 주십시오)	_____	_____	_____	_____	_____	_____

2. 최근 1 년 동안 아래 3 종류의 음식점 이용시 대체로 누구와 동행하셨습니까?
 각 음식점에 해당되는 모든 사항에 표시 해 주십시오.

	<u>패스트 푸드</u>	<u>대중 음식점</u>	<u>최고급 음식점</u>
본인 혼자	_____	_____	_____
친구	_____	_____	_____
형제, 자매	_____	_____	_____
부모님	_____	_____	_____
배우자	_____	_____	_____
친척	_____	_____	_____
기타(기입해 주십시오)	_____	_____	_____

3. 다음 중 어느 것이 아래 3 종류의 음식점에서 식사하게 되는 주요 상황과 이유입니까?
 각 음식점에 해당되는 모든 사항에 표시해 주십시오.

	<u>패스트 푸드</u>	<u>대중 음식점</u>	<u>최고급 음식점</u>
쇼핑중	_____	_____	_____
휴가 여행중	_____	_____	_____
데이트	_____	_____	_____
특별 기념 행사	_____	_____	_____
단체 모임 또는 회식	_____	_____	_____
기분 전환	_____	_____	_____
약속 장소로 이용하기 위해서	_____	_____	_____
특별히 그 곳 음식이 먹고 싶어서	_____	_____	_____
식사 준비할 시간이 없어서	_____	_____	_____
식사 준비할 의욕이 없어서	_____	_____	_____
손님 접대를 위해서	_____	_____	_____
기타 (기입해 주십시오)	_____	_____	_____
_____	_____	_____	_____

4. 아래 3 종류의 음식점 선택시 평균적으로 얼마나 미리 계획을 하고 가십니까?
 각 음식점에 해당되는 사항을 하나만 선택해 주십시오.

	<u>패스트 푸드</u>	<u>대중 음식점</u>	<u>최고급 음식점</u>
계획 없이	_____	_____	_____
몇시간 전에	_____	_____	_____
1 - 3 일 전에	_____	_____	_____
3 - 10 일 전에	_____	_____	_____
10 일 이상 전에	_____	_____	_____

5. 아래 3 종류의 음식점 선택시 다음의 정보 매체는 얼마나 중요한 역할을 합니까?
 각 정보 매체와 각 음식점에 해당되는 숫자에 0표를 해주십시오.
 (1=중요하지 않다 3=중간 수준으로 중요하다 5=매우 중요하다)

	<u>패스트 푸드</u>	<u>대중 음식점</u>	<u>최고급 음식점</u>
TV 광고	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
라디오 광고	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
신문 광고	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
잡지 광고	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
전단 광고	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
음식점 간판	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
버스/지하철 광고	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
가족/친구	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
기타(기입해 주십시오)	_____	_____	_____
_____	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

6. 아래 3 종류의 음식점 선택시 다음의 사항들은 얼마나 중요한 역할을 합니까?

각 사항과 각 음식점에 해당되는 숫자에 0.포트를 해주십시오.

(1=중요하지 않다 3=중간 수준으로 중요하다 5=매우 중요하다)

	<u>패스트 푸드</u>	<u>대중 음식점</u>	<u>최고급 음식점</u>
저콜레스테롤 식품	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
저열량 식품	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
저자극성 식품	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
무카페인 음료	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
기타 (기입해 주십시오)			
_____	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

7. 최근 1 년 동안 평균적으로 한달에 얼마 정도를 본인의 총외식비로 지출하셨습니까?

(타인이 지불한 경우라도 본인의 외식비로 계산해 주십시오.)

_____ 3만원 미만	_____ 7만원 - 9만원 미만
_____ 3만원 - 5만원 미만	_____ 9만원 이상
_____ 5만원 - 7만원 미만	

8. 아래 3 종류의 음식점에서 최근 1 년 동안 평균적으로 한달에 얼마 정도를 본인의 외식비로 지출하셨습니까? 각 음식점에 대해 표시해 주십시오.

(타인이 지불한 경우라도 본인의 외식비로 계산해 주십시오.)

<u>패스트 푸드</u>	<u>대중 음식점</u>	<u>최고급 음식점</u>
_____ 2만원 미만	_____ 2만원 미만	_____ 2만원 미만
_____ 2만원 - 3만원 미만	_____ 2만원 - 3만원 미만	_____ 2만원 - 3만원
_____ 3만원 - 4만원 미만	_____ 3만원 - 4만원 미만	_____ 3만원 - 4만원
_____ 4만원 - 5만원 미만	_____ 4만원 - 5만원 미만	_____ 4만원 - 5만원
_____ 5만원 이상	_____ 5만원 이상	_____ 5만원 이상

9a. 귀하가 피스트 푸드 음식점 선택시 아래의
사항들을 얼마나 중요하게 생각하십니까?
각 사항의 해당 번호에 0표를 해주십시오.
(1=중요하지 않다, 3=중간 수준으로 중요하다
5= 매우 중요하다)

9b. 피스트 푸드 음식점은 다음 각 사항을 얼마나
소비자들에게 제공한다고 생각하십니까?
각 사항의 해당 번호에 0표를 해주십시오.
(0=모른다 1=제공하지 않는다
3=중간 수준으로 제공한다, 5=항상 제공한다)

서비스

1 2 3 4 5

신속한 서비스

0 1 2 3 4 5

1 2 3 4 5

친절한 서비스

0 1 2 3 4 5

1 2 3 4 5

배달 서비스

0 1 2 3 4 5

1 2 3 4 5

포장(사갈 수 있는)

0 1 2 3 4 5

메뉴

1 2 3 4 5

다양한 메뉴

0 1 2 3 4 5

1 2 3 4 5

새로운 메뉴 개발

0 1 2 3 4 5

1 2 3 4 5

유명한 음식

0 1 2 3 4 5

1 2 3 4 5

알기 쉬운 메뉴 설명

0 1 2 3 4 5

음식의 질

1 2 3 4 5

맛있는 음식

0 1 2 3 4 5

1 2 3 4 5

신선한 음식

0 1 2 3 4 5

1 2 3 4 5

보기 좋은 음식

0 1 2 3 4 5

분위기

1 2 3 4 5

아름다운 실내 장식

0 1 2 3 4 5

1 2 3 4 5

넉찍한 실내 공간

0 1 2 3 4 5

1 2 3 4 5

조용한 실내

0 1 2 3 4 5

1 2 3 4 5

분위기에 맞는 배경 음악

0 1 2 3 4 5

가격

1 2 3 4 5

낮은 가격

0 1 2 3 4 5

1 2 3 4 5

다양한 가격 구성

0 1 2 3 4 5

위생

1 2 3 4 5

청결한 종업원 복장

0 1 2 3 4 5

1 2 3 4 5

청결한 실내

0 1 2 3 4 5

1 2 3 4 5

청결한 화장실

0 1 2 3 4 5

1 2 3 4 5

청결한 식기

0 1 2 3 4 5

식당 시설

1 2 3 4 5

금연 구역

0 1 2 3 4 5

1 2 3 4 5

편리한 주차 시설

0 1 2 3 4 5

1 2 3 4 5

모임 장소 제공

0 1 2 3 4 5

1 2 3 4 5

오락 시설 (TV, 잡지 등)

0 1 2 3 4 5

판매 촉진

1 2 3 4 5

눈을 끄는 선전

0 1 2 3 4 5

1 2 3 4 5

눈을 끄는 외관

0 1 2 3 4 5

1 2 3 4 5

할인/쿠폰/사은품

0 1 2 3 4 5

1 2 3 4 5 특별 행사(어버이날, 크리스마스등)프로그램

0 1 2 3 4 5

기타

1 2 3 4 5

많은 분량의 음식

0 1 2 3 4 5

1 2 3 4 5

식사 후 머물수 있어서

0 1 2 3 4 5

1 2 3 4 5

편리한 위치

0 1 2 3 4 5

10a. 귀하가 대중 음식점 선택시 아래의

사항들을 얼마나 중요하게 생각하십니까?

각 사항의 해당 번호에 0표를 해주십시오.

(1= 중요하지 않다, 3= 중간 수준으로 중요하다
5= 매우 중요하다)

10b. 대중 음식점은 다음 각 사항을 얼마나

소비자들에게 제공한다고 생각하십니까?

각 사항의 해당 번호에 0표를 해주십시오.

(0= 모른다 1=제공하지 않는다
3= 중간 수준으로 제공한다, 5= 항상 제공한다)

서비스

1 2 3 4 5

신속한 서비스

0 1 2 3 4 5

1 2 3 4 5

친절한 서비스

0 1 2 3 4 5

1 2 3 4 5

배달 서비스

0 1 2 3 4 5

1 2 3 4 5

포장(사갈 수 있는)

0 1 2 3 4 5

메뉴

1 2 3 4 5

다양한 메뉴

0 1 2 3 4 5

1 2 3 4 5

새로운 메뉴 개발

0 1 2 3 4 5

1 2 3 4 5

유명한 음식

0 1 2 3 4 5

1 2 3 4 5

알기 쉬운 메뉴 설명

0 1 2 3 4 5

음식의 질

1 2 3 4 5

맛있는 음식

0 1 2 3 4 5

1 2 3 4 5

신선한 음식

0 1 2 3 4 5

1 2 3 4 5

보기 좋은 음식

0 1 2 3 4 5

분위기

1 2 3 4 5

아름다운 실내 장식

0 1 2 3 4 5

1 2 3 4 5

넓직한 실내 공간

0 1 2 3 4 5

1 2 3 4 5

조용한 실내

0 1 2 3 4 5

1 2 3 4 5

분위기에 맞는 배경 음악

0 1 2 3 4 5

가격

1 2 3 4 5

낮은 가격

0 1 2 3 4 5

1 2 3 4 5

다양한 가격 구성

0 1 2 3 4 5

위생

1 2 3 4 5

청결한 종업원 복장

0 1 2 3 4 5

1 2 3 4 5

청결한 실내

0 1 2 3 4 5

1 2 3 4 5

청결한 화장실

0 1 2 3 4 5

1 2 3 4 5

청결한 식기

0 1 2 3 4 5

식당 시설

1 2 3 4 5

금연 구역

0 1 2 3 4 5

1 2 3 4 5

편리한 주차 시설

0 1 2 3 4 5

1 2 3 4 5

모임 장소 제공

0 1 2 3 4 5

1 2 3 4 5

오락 시설(TV, 잡지 등)

0 1 2 3 4 5

판매 촉진

1 2 3 4 5

눈을 끄는 선전

0 1 2 3 4 5

1 2 3 4 5

눈을 끄는 외관

0 1 2 3 4 5

1 2 3 4 5

할인/쿠폰/사은품

0 1 2 3 4 5

1 2 3 4 5

특별행사(어버이날, 크리스마스등) 프로그램

0 1 2 3 4 5

기타

1 2 3 4 5

많은 분량의 음식

0 1 2 3 4 5

1 2 3 4 5

식사 후 머물 수 있어서

0 1 2 3 4 5

1 2 3 4 5

편리한 위치

0 1 2 3 4 5

11a. 귀하가 최고급 음식점 선택시 아래의
 사항들을 얼마나 중요하게 생각하십니까?
 각 사항의 해당 번호에 0표를 해주십시오.
 (1= 중요하지 않다, 3=중간 수준으로 중요하다
 5= 매우 중요하다)

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11b. 최고급 음식점은 다음 각 사항을 얼마나
 소비자들에게 제공한다고 생각하십니까?
 각 사항의 해당 번호에 0표를 해주십시오.
 (0=모른다 1=제공하지 않는다
 3=중간 수준으로 제공한다, 5=항상 제공한다)

					<u>서비스</u>									
1	2	3	4	5	신속한 서비스	0	1	2	3	4	5			
1	2	3	4	5	친절한 서비스	0	1	2	3	4	5			
1	2	3	4	5	배달 서비스	0	1	2	3	4	5			
1	2	3	4	5	포장(사갈 수 있는)	0	1	2	3	4	5			
					<u>메뉴</u>									
1	2	3	4	5	다양한 메뉴	0	1	2	3	4	5			
1	2	3	4	5	새로운 메뉴 개발	0	1	2	3	4	5			
1	2	3	4	5	유명한 음식	0	1	2	3	4	5			
1	2	3	4	5	알기 쉬운 메뉴 설명	0	1	2	3	4	5			
					<u>음식의 질</u>									
1	2	3	4	5	맛있는 음식	0	1	2	3	4	5			
1	2	3	4	5	신선한 음식	0	1	2	3	4	5			
1	2	3	4	5	보기 좋은 음식	0	1	2	3	4	5			
					<u>분위기</u>									
1	2	3	4	5	아름다운 실내 장식	0	1	2	3	4	5			
1	2	3	4	5	넓직한 실내 공간	0	1	2	3	4	5			
1	2	3	4	5	조용한 실내	0	1	2	3	4	5			
1	2	3	4	5	분위기에 맞는 배경 음악	0	1	2	3	4	5			
					<u>가격</u>									
1	2	3	4	5	낮은 가격	0	1	2	3	4	5			
1	2	3	4	5	다양한 가격 구성	0	1	2	3	4	5			
					<u>위생</u>									
1	2	3	4	5	청결한 종업원 복장	0	1	2	3	4	5			
1	2	3	4	5	청결한 실내	0	1	2	3	4	5			
1	2	3	4	5	청결한 화장실	0	1	2	3	4	5			
1	2	3	4	5	청결한 식기	0	1	2	3	4	5			
					<u>식당 시설</u>									
1	2	3	4	5	급언 구역	0	1	2	3	4	5			
1	2	3	4	5	편리한 주차 시설	0	1	2	3	4	5			
1	2	3	4	5	모임 장소 제공	0	1	2	3	4	5			
1	2	3	4	5	오락 시설(TV,잡지 등)	0	1	2	3	4	5			
					<u>판매 촉진</u>									
1	2	3	4	5	눈을 끄는 선전	0	1	2	3	4	5			
1	2	3	4	5	눈을 끄는 외관	0	1	2	3	4	5			
1	2	3	4	5	할인/쿠폰/사은품	0	1	2	3	4	5			
1	2	3	4	5	특별 행사(어버이날,크리스마스등) 프로그램	0	1	2	3	4	5			
					<u>기 타</u>									
1	2	3	4	5	많은 분량의 음식	0	1	2	3	4	5			
1	2	3	4	5	식사 후 머물 수 있어서	0	1	2	3	4	5			
1	2	3	4	5	편리한 위치	0	1	2	3	4	5			

12. 다음 중 귀하는 어디에 속하십니까?

- ☐ 학부
☐ 대학원

13. 귀하의 전공은 무엇입니까? _____

14. 귀하의 결혼 여부를 표시해 주십시오.

- ☐ 예
☐ 아니요

귀하는 자녀가 있습니까?

- ☐ 예 있다면 자녀의 나이는? _____
☐ 아니요

15. 귀하의 가족은 본인을 포함하여 몇 명입니까? _____

16. 다음 중 무엇이 당신의 재정원입니까? 해당되는 모든 곳에 표시해 주십시오.

- ☐ 가족
☐ 장학금
☐ 직업 또는 아르바이트 ; 일주일에 몇시간을 일하십니까? _____
☐ 기타 (_____)

17. 귀하의 한달 용돈은 얼마나 됩니까?(책값, 등록금, 생활비는 제외됩니다.)

- | | |
|---|---|
| <input type="checkbox"/> 7만원 미만 | <input type="checkbox"/> 13만원 - 16만원 미만 |
| <input type="checkbox"/> 7만원 - 10만원 미만 | <input type="checkbox"/> 16만원 - 19만원 미만 |
| <input type="checkbox"/> 10만원 - 13만원 미만 | <input type="checkbox"/> 19만원 이상 |

18. 귀하 가정의 월평균 소득은 어디에 속합니까?

- | | |
|---|---|
| <input type="checkbox"/> 80만원 미만 | <input type="checkbox"/> 160만원 - 200만원 미만 |
| <input type="checkbox"/> 80만원 - 120만원 미만 | <input type="checkbox"/> 200만원 - 240만원 미만 |
| <input type="checkbox"/> 120만원 - 160만원 미만 | <input type="checkbox"/> 240만원 이상 |

19. 귀하의 나이는? _____

20. 귀하의 성별은 무엇입니까?

- ☐ 남
☐ 여

APPENDIX D.

RESTAURANT ATTRIBUTES

Sections	Attribute No.	Attributes
Service	1	Fast service
	2	Friendly service
	3	Delivery service
	4	Take-out service
Menu	5	Wide menu variety
	6	Innovative menu items
	7	Famous menu items
	8	Clear menu description
Food qualities	9	Good taste
	10	Freshness
	11	Attractive presentation
Atmosphere	12	Attractive interior
	13	Uncongested dining area
	14	Quiet dining area
	15	Favored background music
Price	16	Low price
	17	Wide price range
Hygiene	18	Neat employee appearance
	19	Clean dining area
	20	Clean restrooms
	21	Clean utensils
Facilities	22	Nonsmoking area
	23	Convenient parking facilities
	24	Private meeting rooms
	25	Availability of entertainment
Promotion	26	Attractive ads
	27	Attractive exterior design
	28	Discounts/coupons/incentives
Other	29	Promotional programs
	30	Large portions
	31	Ability to stay after meal
	32	Convenient location