



Determinants of Eatery Choice

Israel Ayenigbara¹ , Andrew Fadoju² 

Abstract

Improving and enhancing the overall health status of people through food and nutrition is the desire of stakeholders and practitioners in the health sector as health is very important in people's lives. Eateries or restaurants are an imperative part of the food industry; as such, what and where we eat have an impact on our health. This study investigated Psychological, Socio-economic, and Health-related factors as determinants of eatery choice among non-teaching workers in Adekunle Ajasin University, Akungba-Akoko, Ondo state, Nigeria (AAUA). Descriptive research design was adopted for this research. Five hundred (500) non-teaching workers of AAUA were selected through multistage sampling procedures as respondents. A self structured and verified questionnaire was used to gather data and information. Furthermore, the analysis of data and information was done using multiple regressions at 0.05 alpha levels. Findings revealed that Psychological, Socio-economic and Health-related factors were independently significant to the choice of eatery at 0.00, which is less than 0.05 alpha level (<0.05), and the joint contribution of both Psychological, Socio-economic and Health-related factors were significant to the choice of eatery among the research population at 0.00, which is less than 0.05 alpha level (<0.05). It was concluded that Psychological, Socio-economic, and Health-related factors independently and jointly determined the choice of eatery among non-teaching staff of AAUA.

Keywords

Psychological, Socio-economic, Health-related, Eatery, Choice, Food

1 **Correspondence to:** Israel Ayenigbara (PhD. Student), University of Ibadan, Faculty of Education, Department of Human Kinetics and Health Education, Ibadan, Nigeria. E-mail: histrealite2647@gmail.com ORCID: 0000-0002-0085-5493

2 Andrew Fadoju (Prof.), University of Ibadan, Faculty of Education, Department of Human Kinetics and Health Education, Ibadan, Nigeria. E-mail: fadojuandrewolu@gmail.com

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Introduction

Eating away from the house is now becoming people's day-to-day activities due to the changes in the disposition of the mind towards food and the substantial increase in salaries, coupled with hectic lifestyles, job demands and so on. According to Rebecca (2015), an eatery or a restaurant is a specified location where the business of selling and buying of foods and drinks takes place. An eatery operates in different dimensions. Firstly, foods and drinks can be bought by customers and consumed at the eatery location, while the ordering of foods and drinks can also happen where they are delivered to customers in their respective homes. Importantly, over the past decades, there have been drastic changes in the way foods are consumed in Nigerian homes because the country is witnessing a dramatic increase in the number of food restaurants (Adebusola, 2014). Notably, a restaurant offers individuals the appropriate location to dine-in when eating outside (Walker, 2019). In service and production industry, numerous factors determine customer choices of particular goods or services. In the case of eatery or restaurant choice, these may include psychological, socio-economic, and health-related factors.

Psychological factors, such as perception, beliefs, and stress, are intrinsic factors that influences the choice of eatery. Perception is defined as a process through which individuals are exposed to information, attend to the information, and comprehend the information (Mowen, 2019). A belief is a descriptive thought that a person holds about something (Kotler, 1999). Furthermore, beliefs may be based on real knowledge, opinion, or faith. The influence of stress on food choice is complex because of the various types of stress one can experience during daily activities. Although, the level of stress that is exerted on food consumption is dependent on the person, stress factors, and situations because the level and quantity of food consumption by individuals varies when under stress (Oliver & Wardle 1999). The level of Social class, or Socio-economic status, is a multifaceted factor that has a big influence on customers' choices when going for particular services in developing countries; such factors include job, level of education, sources of money, money at hand, and so on (Reid, 2018; Kotler, 1999). Interestingly, socio-economic status is of great importance to marketers around the world because individuals in the same category of socio-economic status usually have similar characteristics when it comes to buying and purchasing behaviour in areas of travels, free time activities (leisure), and foods. Reference groups (primary and secondary), or peer influence, also have impacts on the behaviour of consumers when it comes to buying and purchasing of goods and services. For instance, a primary reference group is the category of people one has daily contact with; examples are close relatives, associates, colleagues, and workmates. On the other hand, a Secondary group constitutes the category of people one has only official activities with on an irregular basis; examples are faith groups, work organizations, and business groups.

Importantly, the aforementioned groups affect an individual's purchasing behaviour in one way or the other (Kotler, 1999). Health-related variables are different health factors put together that affect the health status of an individual when making choices of a restaurant to dine-in. Health factors are important in restaurant choice because people nowadays are very careful and cognisance of where they eat and what they eat. For example, People would want to eat food that is especially beneficial to their health. The majority of researches pertaining to eatery choice are identifications of specific factors by customers (Bojanic, 2007). For instance, a research in Turkey among university workers revealed that overall hygienic indices of the environment and staff are the major determinants of eatery choice (Ali & Nath, 2017; Aksoydan, 2007). Food quality is another factor influencing consumers' restaurant selection choices (Soriano, 2002). Although a lot of factors have been analyzed by researchers to ascertain why customers prefer a particular eatery to another, little effort has been made to group those factors; hence, this particular research investigated Psychological, Socio-economic, and Health-related factors as determinates of eatery choice among Non-teaching workers of AAUA.

Literature Review

Psychological Factors (Perception, Beliefs and Stress)

Perception and Eatery Choice

Perception could be explained as the identification, organization, and interpretation of sensory information to give coherent meanings to an individual's thoughts so as to arrive at a specific decision (Mowen, 2019; Rice, 2019). Perception is what consumers view an experience to be after the purchase of goods or after a service is rendered. After the purchase of goods and rendered services, customers view experiences differently although perception leads to the development of attitude, which could be negative or positive attitude. For instances, after dining in a restaurant, some consumers might see the meal is pleasing to taste and palatable, while others might not see it as delicious. In this sense, perception and attitude (positive or negative) have been developed towards the experiences from the restaurant (Reid, 2018). According to Kotler, Bowen and Makens (2019), an individual develops diverse perceptions to similar experiences received due to different mechanisms called selective distortion, selective retention, and selective exposure. On a daily basis, people have different experiences as regards services obtained; as such, it is not possible to have a valid retention of all the services experienced. Hence, service experiences must be worthy and worthwhile before an individual develops a strong perception and positive attitude.

Beliefs and Eatery Choice

Learning describes changes in a person's behaviour arising from experience. When consumers experience a product, they learn about it. Food service businesses should help consumers learn about the quality of their facilities, services, and products. Based on their experiences and what they have learned, customers will either be satisfied or dissatisfied with the food service establishment (Kotler, Bowen & Makens, 2019). Through learning, people acquire beliefs. A belief is a descriptive thought that a person holds about something (Kotler, Bowen & Makens, 2019). Furthermore, beliefs may be based on real knowledge, opinion, or faith; they may or may not carry an emotional charge. Also, beliefs reinforce product or brand images, and people act on beliefs. Unfounded beliefs deter purchases and can severely affect food service businesses. There have been limited studies and researches pertaining to customer's belief and attitudes towards safety of food and nutrition over the years. Having good knowledge of an individual's beliefs and perception towards nutrition and food would assist in giving informed decisions and advice on choices of healthy eating at larger settings. This would also help restaurant owners in the planning and management of their food business (Gibney, 2016).

Stress and Eatery Choice

With technological advancement globally, stress is inevitable in daily activities. Stress is a daily modifier of behaviours which have a great impact on health. Stress affects daily lifestyle choices such as exercises, psychoactive use (alcohol consumption and smoking), and, importantly, choices of food. The outcome of stress on choices of food and food consumption is dependent on situations, stressors, and individuals. For instance, the rate and quantity of food consumption differs among people when under stress (Oliver & Wardle, 1999). There are multifaceted mechanisms of (motivational differences, physiological indices and practical changes) the impact of stress on individuals in regards to the selection of restaurants and food. Findings from empirical researches have revealed that consistent and protracted working stress could lead to dietary variations, which are a major predisposing factor for obesity, heart diseases, and diabetes (Wardle, 2000).

Socio-Economic Factors (Price Of Food, Service Quality and Peer Influence)

Price of Food and Eatery Choice

Restaurant patrons put the prices of the services they get in high consideration when eating in a restaurant. For instance, if the services gotten are lower than the money paid, there might be a negative perception of the restaurant (Mill, 2017). Furthermore, restaurant consumers use price as a measure for the quality of the

restaurant, assuming that an expensive restaurant serves better food and offers better quality (Muller & Woods, 1994). Similarly, Sweeny, Johnson, and Armstrong (1992) commented that a low price may increase the probability of choosing a particular restaurant while a low price may also decrease consumer perceptions of restaurant quality. Marney (2001) argued that customer perceived value is sometimes a better predictor of a customer's behaviour or market outcomes than a customer's satisfaction. In a study on the influence of discounts in the mature market of American restaurants, Moschis, Curasi, and Bellenger (2003) found that discounts were highly ranked as an attribute in this market but advised against giving discounts to elderly customers because business enterprises that give discounts to a group of people, especially the elderly patrons, do not usually have an upper hand over other restaurants. Instead of reduction on prices, it was advised that value added gifts should be offered to customers (Moschis, Curasi & Bellenger, 2003).

Service Quality and Eatery Choice

The quality of services rendered to customers is one concept that has been massively researched into globally (Fisk, Brown & Bitner, 1993). For instance, service quality entails the tangible and intangible indices which give restaurant patrons the maximum satisfaction after visiting a restaurant (Stevens, Knutson & Patton, 1995; Parasuraman, Zeithaml & Berry, 1988). However, in fast food restaurants, service quality is seen by customers basically on the intangible indices. Hence, human indices, such as worker behaviour was significant to patrons when the restaurant environment was seen to be bad (Wall & Berry, 2007). The aforementioned statement affirms that human indices such as attractive and appealing worker behaviour could increase a patron's perception during and after a restaurant meal experience (Wakefield & Blodgett, 1999; Wall & Berry, 2007). Furthermore, worker behavioural characteristics, such as attentiveness, courteousness, and intelligence, are the qualities restaurant consumers and patrons want in a restaurant staff (Heung, Wong & Qu, 2000; Pratten, 2003; Sulek & Hensley, 2004). Importantly, culture affects customer's service quality in terms of complaining behaviour, services received, and services recovery expectations (Okumus, 2019). Also, customers exhibit different complaining behaviours. For instance, masculine patrons may visibly display their concerns about service failures while customers from collectivist cultures may be less likely to complain openly and directly to service providers compared to customers from individualistic cultures (Okumus & Cetin, 2018). In addition, there might be differences among customers' complaining behaviors and expectations coming from collectivist cultures. Customers from collectivist cultures tend to express their service quality expectations less than customers from individualistic cultures (Okumus, 2019). Also, Customers from long-term oriented cultures express lower service quality expectations than customers from short-term oriented cultures. Hence,

frontline food service employees from individualistic cultures can better understand complaints from customers from similar individualistic cultures, whereas the same frontline workers might experience problems in understanding complaints of patrons from other cultures (Okumus, 2019). It is imperative that to fully improve patrons service qualities, restaurant owners and workers should review their guidelines and mode of operation, implement novel business measures, and be trained so as to be aware on how to expertly handle complaints from other cultures (Okumus, 2019).

Peer Influence and Eatery Choice

The majority of dining-out happens amidst other people in a specific location. Studies show that an individual tends to consume little amount of food when eating alone compared to larger quantities when eating with known and close people, for instance family members and friends (Spence, Mancini & Huisman, 2019; De Castro, 1995). Researchers at the University of Illinois also found that peer pressure affects food choices at restaurants particularly when diners in groups are asked to state their order out loud. Hence, for a healthy meal in a restaurant, it is advised to surround oneself with people who make healthy food choices (Science daily, 2019). Specifically, when people eat together at a restaurant at which they must state their food choice aloud, they tend to select items from the same menu categories (Science daily, 2019). Reference groups are another influence on consumer's behaviour. Family, friends, and co-workers constitute primary groups - specifically those one regular interacts with. Secondary groups are more formal and have fewer interactions with an individual, such as religious groups, professional associations, and trade unions. People can also be influenced by other groups to which they do not belong but would like to. Also, family members have a strong influence on buyer's behaviour (Kotler, Bowen & Makens, 2019). Importantly, an individual's position in each group can be defined in terms of role and status, and each role impacts purchasing behaviour. For example, high school students exhibit different buying behaviour when they are with their parents or family members than when with friends (Kotler, Bowen & Makens, 2019).

Health-Related Factors (Hygienic Environment, Ambiance and Food Type)

Hygienic Environment and Eatery Choice

Hygienic environment is characterised by the neatness and cleanliness of restaurant workers, the environment, and the materials used as restaurant patrons are more bothered about them whenever they visit a restaurant (Foskett & Gillespie, 2019; Campbell-Smith, 2017; Barber & Scarcelli, 2009). Specifically, toilets are given a higher priority by customers during the appraisal and evaluation of restaurant hygienic conditions. Over the years, numerous studies have affirmed that restaurant cleanliness and the overall hygienic environment has been ranked

as major determinants of patrons' restaurant choices (Cadotte and Turgeon, 1988; Josiam, Sohail and Monteiro, 2007). Titz (2004) revealed that good sanitation was a component of hygiene, which was only significant when absent. As such, it is a quality expected by patrons but arguably not a major factor for choosing a restaurant. Importantly, the aspect of Cleanliness and Hygiene is a critical aspect to any business enterprise image as this has been affirmed in new studies (Harrington, Ottenbacher, Staggs & Allen-Powell, 2011).

Ambiance and Eatery Choice

In restaurant settings, ambiance entails the specific atmosphere of an environment, or the surrounding influence on restaurant patrons, which gives them joy, enjoyment, and pleasure (Kotler, 1973; Namkung & Yang, 2008). Ambiance is a very important aspect in restaurant service delivery, and restaurant owners have long accepted that it is as important as food and drinks in restaurant patrons' evaluation and assessments checklists (Finkelstein, 2018). Importantly, the physical environment of a restaurant is very important, and improvement in this area gives restaurant patrons a positive outlook and good perception of the restaurant (Babin, Lee, Eun & Griffin, 2005; Bae, Slevitch & Tomas, 2018; Harrington, Ottenbacher, Staggs & Allen-Powell, 2011; Karayilan & Cetin, 2016). In furtherance of this, according to a study on restaurant atmosphere experience of South Asians by Josiam, Sohail and Monteiro (2007), findings revealed that dining in Indian restaurants by South Asians brings similar cultural experiences as dining in their home countries. According to Aubert-Gamet and Cova (1999) tangible and intangible cues affect a patron's choice of a restaurant. For example, tangible cues are colours, background music, fragrance or smells, and so on. Importantly, Milliman (1986) revealed that a tangible cue such as background music was an important factor to alcoholic restaurant patrons as this affects their actions and restaurant choices. In addition, factors such as the ambiance and atmosphere of a restaurant are major determinants looked into by patrons especially when choosing between similar restaurants (Kivela, 1997).

Food Type and Eatery Choice

Presently there is an upsurge in the demand for healthy diets as restaurant patrons are more bothered about their wellbeing and health, especially elderly customers (Sulek & Hensley, 2004). Furthermore, there is a substantial association in healthy diet choices and the behavioural actions of an individual (Namkung & Jang, 2007). Due to the rise in the demands of healthy foods by restaurant patrons, restaurant owners are reciprocating through the constant changes and additions of healthy food options in their lists of available foods (Mill, 2017). For instance, Indian patrons believe and see their ethnic foods as healthier and more nutritious than any other foods (White &

Kokotsaki, 2004). A healthy diet can significantly lead to better overall performance of the mind and body. Foods high in antioxidants can help promote regeneration of neurons into old age while improving the ability of existing brain cells to communicate with each other, resulting in improved cognitive functioning. Importantly, a healthy diet helps maintain an ideal body weight and prevent obesity. Furthermore, when eaten frequently, foods high in saturated fat, trans fat, and sugar can lead to excess weight gain and obesity. While calories are needed for energy, empty calories, those derived from foods with little nutritional value, can lead to weight gain, but eating foods with a balance of calories and nutrients can help provide the body with the fuel it needs to function well while avoiding weight gain. Also, poor diet choices have been strongly associated with certain non-communicable diseases and health conditions, such as cardiovascular diseases, obesity, overweight, atherosclerosis, high blood sugar, cancer, hypertension, strokes, and so on.

Methods of Research

The descriptive survey research design was adopted for this research, and the study population comprised of one thousand and thirty-two (1,032) non-teaching workers of AAUA.

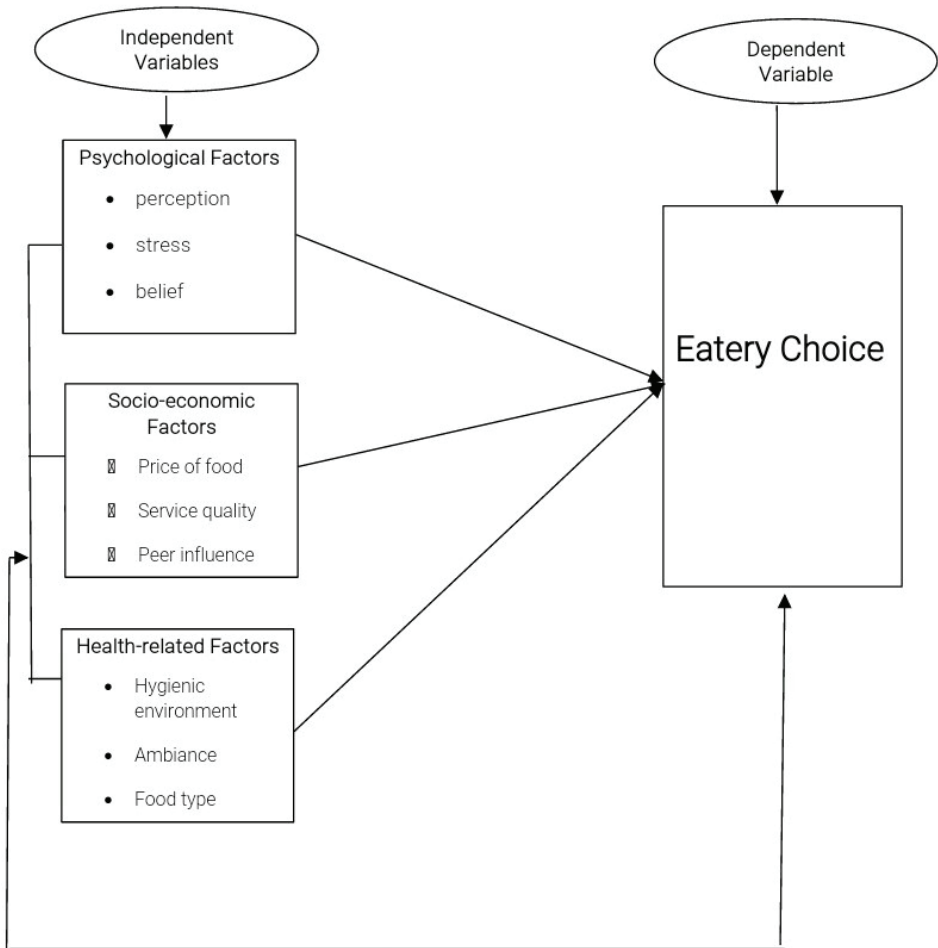


Figure 1. The conceptual framework for the research

The conceptual framework for the study was developed by the researchers around the independent variables of Psychological, Socio-economic, and Health-related factors as determinants to the Dependent variable of Eatery choice among Non-teaching workers of AAUA. Hence, the following hypotheses were tested at 0.05 alpha levels;

1. Psychological factors (Perception, Stress, and Beliefs) will not significantly determine the choice of eatery among Non-teaching workers of AAUA.
2. Socio-economic factors (Price of food, Service quality, and Peer influence) will not significantly determine the choice of eatery among Non-teaching workers of AAUA.

3. Health-related factors (Hygienic Environment, Ambiance, and Food type) will not significantly determine the choice of eatery among Non-teaching workers of AAUA.
4. Psychological, Socio-economic, and Health-related factors will not significantly jointly determine the choice of eatery among Non-teaching workers of AAUA.

Sample and Sampling Techniques

The Research sample size comprised of five hundred (500) respondents drawn from the non-teaching workers of AAUA. Multistage sampling procedure was used;

Stage I: Purposive sampling technique was used to select respondents for this study. It was considered more appropriate to select those who were non-teaching workers from the teaching workers.

Stage II: Total enumeration sampling technique was used to select all the non-teaching worker's units and departments. This was done so as to have a better generalization of result and also to give every unit and department a good representation.

Stage III: Proportionate sampling technique was used to select the number of respondents from each unit and department. This was done to give each unit and department equal opportunity of been picked with regards to their population. The formula $A \times B/C$ was used to calculate the proportion of respondents in each unit, where;

A = Number of Non-teaching staff in each unit

B = Sample size and

C = Total number of the population of Non-teaching workers in AAUA

E.g. For Library unit

A = 61

B = 500

C = 1032

= 61×500

1032

= 29.6

= 30 Respondents from the Library unit

* The same process was used for other units

Table 2

The List of the Non-Teaching Workers of AAUA, as at August, 2019

S/N	Name of units/Departments	Number of non-teaching workers (2019)	Population proportionate to size
1	Library	61	30
2	Health Clinic	48	23
3	Security	140	68
4	Store	45	22
5	Faculties/Departments	74	36
6	Internet Center	66	32
7	Student Affairs	44	21
8	Bursary/Accounting	35	17
9	Fire Service	26	13
10	Senate Building	314	152
11	Post graduate School	33	16
12	Works	87	42
13	Laboratories	59	29
Total		1032	501

Stage IV: Finally, accidental sampling technique was used to administer the questionnaire to the respondents who are available in each of the units and departments at the time of administration of the instrument by the researchers.

Validity and Reliability of the Questionnaire

The questionnaire was subjected to construct and content validity by presentation to experts and professionals in the department of human kinetics and health education and other relevant experts in Educational measurement and evaluation. Their suggestions served as basis to ensure a thorough validation of the instrument. After this, the questionnaire was subjected to exploratory factorial analysis, setting the retention criteria at 0.65. After the factorial analysis, all items that did not meet the 0.65 retention criteria were removed, leaving the items of the questionnaire with sizeable number. To ascertain the reliability of the questionnaire, fifty (50) copies of the corrected questionnaire were administered to fifty (50) non-teaching workers that were not part of the main research population. The information/data gotten was subjected to Cronbach Alpha reliability statistics to determine the internal consistency of the questionnaire. The questionnaire used to seek and get information/data for this research was a self developed, structured, and validated questionnaire named Psychological, Socio-economic and Health-related factors as determinants of Eatery Choice

among non-teaching staff of AAUA. The questionnaire was designed to ensure the relevancy of the information/data obtained to the set objectives and hypotheses of the study. The questionnaire had three major sections. Section A, which is the Demographic information, was designed to get the demographic information of the respondents. Five (5) items were generated in this section which covered the gender, age, cadre, religion, and marital status. Section B, Psychological, Socio-economic and Health-related factors scale, was used to elicit information from respondents on the perceived reasons of Psychological factors (Perception, Stress, and Beliefs), Socio-economic factors (Price of food, Service quality, and Peer influence), and Health-related factors (Hygienic Environment, Ambiance, and Food types) as determinants of eatery choice among non-teaching staff of AAUA. Five (5) items were set under each factor, making it a total of fifteen (15) items for each variable. Each response was scored on a 4-point modified Likert format of Strongly Agreed (SA), Agree (A), Disagreed (D), and Strongly Disagreed (SD). Section C, Eatery Choice scale, was used to get information on perceived reasons which made the respondents choose one eatery to another. Fifteen (15) items were set in this section. Each response was scored on a 4-point modified Likert format of SA (Strongly Agreed), A (Agree), D (Disagreed), and SD (Strongly Disagreed).

Procedure for Analysis of Data

After collation and coding, the completed questionnaires were analysed with descriptive and inferential statistics. The descriptive statistics of frequency count and percentages score were used for the analysis of demographic data, while inferential statistic of multiple regressions was used to test the hypotheses at 0.05 alpha levels.

Research Findings and Interpretations

Table 3
Demographic Information of the Respondents

Gender	Frequency	Percentage (%)
Male	255	51.0
Female	245	49.0
Cadre		
Junior	257	51.4
Senior	243	48.6
Age		
Below 20 years	41	8.2
21-30 years	119	23.8
31-40 years	182	36.4
41-50 years	106	21.2
51-60 years	38	7.6

Table 3*Continue*

Gender	Frequency	Percentage (%)
61 years and above	14	2.8
Religion		
Christianity	396	79.2
Islam	97	19.4
Traditional	5	1.0
Others	2	0.4
Marital Status		
Single	146	29.2
Married	334	66.8
Separated	7	1.4
Widower	13	2.6

The findings from the demographic table of the respondents showed that male (51%) have the larger number of respondents compared to females (49%). Furthermore, junior carder (51.4%) has the larger number of respondents compared to senior carder (48.6%). Also, the table showed that respondents within the age range of 31- 40 years accounted for the largest number of respondents with 36.4% while those within the age range of 61 years and above accounted for the lowest number of respondents with 2.8%. The table also revealed that Christianity religion with 79.2% accounted for the highest number of respondents, while other religion had the lowest respondents with 0.4%. Furthermore, from the table, it was revealed that Married people were the highest number of respondents with 66.8% while separated people are the lowest number of respondents with 1.4%.

Hypotheses Testing

Hypothesis One

Psychological factors (Perception, Stress and Beliefs) will not significantly determine the choice of eatery among Non-teaching workers of AAUA.

Table 4

Multiple regression analysis of the Joint Influence of Psychological factors (Perception, Stress and Beliefs) as determinants of choice of eatery among Non-teaching workers of AAUA

Model summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.560 ^a	.313	.309	6.35986	
ANOVA					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	9160.625	3	3053.542	75.493	.000 ^b
Residual	20062.133	496	40.448		
Total	29222.758	499			

a. Dependent Variable: Choice of Eatery; b. Predictors: (Constant) Perception, Stress and Beliefs

Table 4 above revealed that the linear combination of the effect of Psychological factors (Perception, Stress and Beliefs) as determinants of choice of eatery among Non-teaching workers of AAUA was significant ($F(3,496) = 75.493, p < 0.05$). The independent variable also yielded a coefficient of multiple regression (R) of 0.560 and a multiple regression square (R²) of 0.313. Therefore, the null hypothesis that stated that Psychological factors (Perception, Stress and Beliefs) will not significantly determine the choice of eatery among Non-teaching workers of AAUA is consequently rejected.

Hypothesis Two

Socio-economic factors (Price of Food, Service Quality, and Peer Influence) will not significantly determine the choice of eatery among Non-teaching workers of AAUA.

Table 5

Multiple regression analysis of the Joint Influence of Socio-economic factors (Price of Food, Service Quality, and Peer Influence) as determinants of choice of eatery among Non-teaching workers of AAUA

Model summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.478 ^a	.229	.224	6.74156	
ANOVA					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	6680.221	3	2226.740	48.995	.000 ^b
Residual	22542.537	496	45.449		
Total	29222.758	499			

a. Dependent Variable: Choice of Eatery; b. Predictors: (Constant) Price of food, Service quality and peer influence

Table 5 above revealed that the linear combination of the effect of Socio-economic factors (Price of Food, Service Quality, and Peer Influence) as determinants of choice of eatery among Non-teaching workers of AAUA was significant ($F(3,496) = 48.995, p < 0.05$). The independent variable also yielded a coefficient of multiple regression (R) of 0.478 and a multiple regression square (R²) of 0.229. Therefore, the null hypothesis that stated that Socio-economic factors (Price of food, service quality, and peer influence) will not significantly determine the choice of eatery among Non-teaching workers of AAUA is consequently rejected.

Hypothesis Three

Health-related factors (Hygienic Environment, Ambiance, and Food Type) will not significantly determine the choice of eatery among Non-teaching workers of AAUA.

Table 6

Multiple regression analysis of the Joint Influence of Health-related factors (Hygienic Environment, Ambiance, and Food Type) as determinants of choice of eatery among Non-teaching workers of AAUA

Model summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.438 ^a	.192	.187	6.89844	
ANOVA					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	5618.886	3	1872.962	39.357	.000 ^b
Residual	23603.872	496	47.588		
Total	29222.758	499			

a. Dependent Variable: Choice of Eatery; b. Predictors: (Constant) Hygienic environment, Ambiance and Food type

Table 6 above revealed that the linear combination of the effect of Health-related factors (Hygienic Environment, Ambiance, and Food Type) as determinants of choice of eatery among Non-teaching workers of AAUA was significant ($F(3,496) = 39.357$, $p < 0.05$). The independent variable also yielded a coefficient of multiple regression (R) of 0.438 and a multiple regression square (R^2) of 0.192. Therefore, the null hypothesis that stated that Health-related factors (Hygienic Environment, Ambiance, and food type) will not significantly determine the choice of eatery among Non-teaching workers of AAUA is consequently rejected.

Hypothesis four

Psychological, Socio-economic, and Health-related factors will not significantly jointly determine the choice of eatery among Non-teaching workers of AAUA.

Table 7

Multiple regression analysis of Psychological, Socio-economic, and Health-related factors as joint determinants of choice of eatery among Non-teaching workers of AAUA

Model summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.668 ^a	.446	.443	5.71263	
ANOVA					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	13036.229	3	4345.410	133.155	.000 ^b
Residual	16186.529	496	32.634		
Total	29222.758	499			

a. Dependent Variable: Choice of Eatery; b. Predictors: (Constant) Psychological, Socio-economic and Health-related variables

Table 7 above revealed that the linear combination of the joint effects of Psychological, Socio-economic, and Health-related factors as determinants of choice of eatery among Non-teaching workers of AAUA was significant ($F(3,496)$

= 133.155, $p < 0.05$). The independent variables also yielded a coefficient of multiple regressions (R) of 0.668 and a multiple regression square (R²) of 0.446. Therefore, the null hypothesis that stated that Psychological, Socio-economic, and Health-related factors will not significantly jointly determine the choice of eatery among Non-teaching workers of AAUA is consequently rejected.

Discussion of Findings

Findings from table 4 revealed that Psychological factors (Perception, Stress, and Beliefs) significantly determined the choice of eatery among Non-teaching workers of AAUA. This agrees with Reid (2018) that patrons view restaurant experiences differently and what is perceived by individual's leads to attitudes. For instance, after dining in a restaurant, some consumers might see the meal has been pleasing to taste and palatable while others might not see it as delicious. In this sense, a perception and attitude (positive or negative) has been developed towards the experience gained from the restaurant. Also, the finding agrees with Gibney study of 2016 that beliefs strengthen and encourage commodity or brand images, and customers act on beliefs. Also, baseless and unproven beliefs deter buying and can have adverse affect on food service businesses. This finding also agrees with Wardle (2000) that consistent and protracted working stress could lead to dietary variations, which are a major predisposing risk factor for obesity, heart diseases, and diabetes.

Findings from table 5 revealed that Socio-economic factors (Price of Food, Service Quality, and Peer Influence) significantly determined the choice of eatery among Non-teaching workers of AAUA. This agrees with Muller and Woods (1994), whose study asserted that restaurant patrons uses price and cost quotation as a standard for the quality of a restaurant, supposing that a pricey and costly restaurant serves better food and offers better quality. This finding is also in agreement with Sweeny, Johnson and Armstrong (1992), who commented that a low price may increase the probability of choosing a particular restaurant while a low price may also decrease consumer perceptions of restaurant quality. This finding also corroborates Wall and Berry (2007), whose study indicated that human indices, such as workers behaviour, were significant to patrons when the restaurant environment was seen to be bad. Also, this finding is in agreement with Researchers at the University of Illinois findings, whose study found that peer pressure affects food choices at restaurants particularly when diners in groups are asked to state their order out loud (Science daily, 2019).

Findings from table 6 revealed that Health-related factors (Hygienic Environment, Ambiance, and Food Type) significantly determined the choice of eatery among Non-teaching workers of AAUA. This finding agrees with the study of Barber and Scarcelli (2009), whose research revealed that restaurant patrons are giving high priority to neatness and the hygienic conditions of the restaurant environments, specifically

the toilets, whenever they visit a restaurant. Furthermore, this finding agrees with Finkelstein (2018), who recommended that in restaurant settings, the importance of Ambiance is equitable to food and drink in restaurant patrons' assessments and appraisal checklists. Likewise, the present findings is also in tandem with Sulek and Hensley (2004), who opined that restaurant patrons are bothered with their health, hence the need for varieties of healthy food options to be included in the menu lists presented to customers. Finally, Findings from table 7 revealed that Psychological, Socio-economic, and Health-related factors jointly significantly determined the choice of eatery among Non-teaching workers of AAUA.

Conclusions and Recommendations

The study investigated whether Psychological, Socio-economic, And Health-related factors would determine the choice of eatery among non-teaching workers of AAUA. It was concluded from the findings of this study that Psychological (Perception, Stress, and Beliefs), Socio-economic (Price of Food, Service Quality, and Peer Influence), and Health-related (Hygienic Environment, Ambiance, and Food type) factors significantly determined the choice of eatery among non-teaching workers of AAUA. Also, Psychological, Socio-economic, and Health-related factors jointly determined the choice of eatery among non-teaching workers of AAUA. Based on the findings and conclusions of this study, it was recommended that restaurant owners should treat customers well and with respect so as to give a positive notion to customers because Psychological variables are intrinsic factors that influence the choice of eatery. It is also recommended that restaurant owners should be considerate of their food prices as a reduced price increases the chances that a customer will choose a specific eatery to dine in. and Restaurants should be situated in a hygienic environment, and basic hygienic practices should be practiced at all times because customers are concerned with cleanliness and food safety whenever they visit a restaurant. Also, restaurant owners should pay more attention to the food that has been prepared as restaurant patrons are bothered with their health, hence the need for varieties of healthy food options to be included in the menus lists presented to customers. It is suggested that future researchers consider exploring other variables and factors as determinants of eatery choice. It is also recommended that future studies investigate whether Psychological, Socio-economic, and Health related factors will determine the choice of eatery among university undergraduates.

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