

A SURVEY ON CONSUMER PERCEPTION: SOUTHEAST ASIAN RESTAURANTS  
IN MINNEAPOLIS, MINNESOTA

By

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ABSTRACT

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The hospitality industry comprises the major segments of the industry; food-service, lodging, travel and recreation. Millions of people who eat out every day have a wide variety of needs and tastes. Minneapolis was ranked 25<sup>th</sup> among cities with 200,000 or more when using 1992 population. It had been reported that the number of Asian in Minneapolis, Minnesota was 15,723 in 1990. Since the number of ethnic group increases, the number of ethnic restaurants was also increases accordingly. The purpose of this research was to identify the customers' perception upon demographic segmentation, identify the influencing factors for consumers to dine in the selected restaurants and identify the factors that motivated consumers to dine in the selected restaurants. Using a 9 questions questionnaire, data was computer analyzed with statistical procedures including frequency counts and percentages. The researchers had 280 questionnaires returned. One important data shown these Southeast Asian restaurants received a high percentage on repeated customers (67.5%). Most of participants agreed on speed of

service, speed of food served, room decoration and cleanliness of restaurants. They were also agreed that the products were excellent on size of portion and flavor. The suggestion for restaurants were to increase the more choices of menu items, change menu items occasionally and/or have special items on specific days. The research should be conducted utilizing different methods of research sampling, additional restaurants should be included in the survey, increased sample size other factors that influenced customer choices and evaluation and implement marketing methods used to market Southeast Asian restaurants were recommended for further study.

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## Chapter 1

### INTRODUCTION

Brymer (1991) stated that the hospitality industry is comprised of those businesses which practice the act of being hospitable; those businesses which are characterized by generosity and friendliness to guest. The businesses that comprise the major segments of the industry are: food service, lodging, travel and recreation. The food service industry consists of restaurants, travel food service, and vending and contract institutional food service. There are millions of people away from their homes everyday either by necessity or by choice. The restaurant and catering business has developed to feed this huge number of transients-office and factory workers, schoolchildren, military personnel, travelers, and people out to have a good time. Because there are so many to feed, the restaurant and catering business is one of the largest and fast-growing industries in the world. Those who eat away from home spend vast sums of money for restaurant or catered meals (Hall, 1977). Ten years into the new millennium, US. Restaurant industry sales will reach \$576.9 billion or about \$222 billion more than is generated currently, according to a newly released industry forecast. While the restaurant industry now garners about 44 cents of every dollar spent on food, the sales are projected to climb to a 53.2 percent share of the total food dollar by 2010, according to the National Restaurant Association (Papiernik, 1999).

Local restaurants are made up of establishments that include fast-food units, coffee shops, specialty restaurants, family restaurants, cafeterias, and full-service restaurants with carefully orchestrated “atmosphere”, said Goeldner, Ritchie and McIntosh (1999). Since 1982, growth in the Asian restaurant segment has escalated,

outdistancing overall industry gains. Although traffic counts at quickservice and upscale Asian restaurants have soared, midscale restaurants continue to hold the largest share of the Asian market (O'Kelly, 1988) Referring to Dean (1998) "the newcomers, according to the National Restaurant Association, are Moroccan, Caribbean, Thai, Korean and Russian." He mentions that past decade, Italian was as ethnic as cuisine got. In the forecast for this year: ethnic foods inspired by the Middle East, South America and Southeast Asia. "There is a new trend with 2,000 year-old food," say Kevin Brown, president of Big Bowl and executive VP of Lettuce Entertain You Enterprises, Chicago. The numbers seem to bear out his optimism. The Asian category as a whole grew 26.5% in sales in 1998, according to Technomic, the Chicago-based consultancy. That's way above the industry average and especially amazing when compared to a decline of 8.8% in 1997. It's no surprise to the major players in this segment- P.F. Chang's, China Bistro, Benihana and Panda Express- because they are responsible for much of this expansion (Tasoulas, 1999).

Schiffman and Kanuk (1994) stated about consumer perception saying " as diverse individuals, we all tend to see the world in our own special ways. "Reality" to an individual is merely that individual's perception of what is "out there"- of what has taken place. Individuals act and react on the basis of their perceptions, not on the basis of objective reality. Thus, to the marketer, consumers' perceptions are much more important than their knowledge of objective reality. For if one thinks about it, it's not what actually is so, but what consumers think is so that affects their actions, their buying habits, their leisure habits, and so forth. And because individuals make decisions and take actions based on what they perceive to be reality, it is important that marketers understand the

whole notion of perception and its related concepts so they can more readily determine what factors influence consumer to buy.”

Diversity in consumer behavior- different ways of spending money- does not surprise us. We have been brought up to believe that the differences among people are what makes life truly interesting. However, the diversity in human behavior often causes us to look the fact that people are really much alike. These are underlying similarities- constants that tend to operate across many types of people- that serve to explain and clarify consumption behavior. Individuals strive- both consciously and subconsciously- to reduce this tension through behavior that they anticipate will fulfill their needs and thus relieve them of the stress they feel (Schiffman and Kanuk 1994).

#### **Need for the study**

Most big marketing companies have answer to all the what, where, when, and how questions about their consumers’ buying behavior. Seemingly trivial facts add up quickly and provide important input for designing marketing strategies. But to influence consumer behavior, marketers need to answer to one more question: Beyond knowing the whats and wherefores of behaviors, they need to know the *whys*- what *cause* our buying behavior? That’s a much harder question to answer (Kotler, 1994).

#### **Statement of Problem**

The purpose of this research was to identify the attitudes and perception of consumers toward Southeast Asian Restaurants in Minneapolis, Minnesota, as measured by the survey of consumer attitude and perception. The subjects in this investigation were dinning customers at selected popularity of Southeast Asia restaurants according to the

researcher observation by selecting from the most density area of Asians and the Southeast Asian restaurants. The restaurants must have the same criteria of similarity in size, price and service.

### **The Objectives of Study**

In conducting the attitude and perception research, the researcher has the following objectives:

1. Identify the customers' perception toward the selected restaurants.
  - 1.1 Determine perception upon demographic segmentation such as gender, education and income toward dining consumers.
2. Identify the influence factors for consumers to dine in the selected restaurants
  - 2.1. Determine the influence factors for consumers choosing the selected restaurants due price sensitivity, variety of menu items, service, cleanliness, flavor of cuisine and location
3. Identify the motivation of the consumers to the selected restaurants
  - 3.1 Determine the motivation by trying to find out feeling, attitudes, and emotions concerning the selected restaurants.

### **Limitations of Study**

By the process of this research study, there are some limitations that were noticed as the following points;

1. The survey was limited to customers who came in the specific restaurants during a specific time period. Therefore, the result of this study can only be generalized to customers who have experiences in those restaurants during the time of research.

2. There was not all type of Southeast Asian cuisines in Minneapolis, Minnesota.
3. The survey was conducted in only selected restaurants in Minneapolis, Minnesota.
4. Questionnaires may be used inappropriately and/or result misinterpreted, even though they may be formally well designed

#### **Definition of Terms**

1. Restaurant Industry is defined as that which encompasses all meals and snacks prepared outside the home, including all takeout meals and beverages (National Restaurant Association, 1997)
2. Catering: a mobile service or department in a hotel that provides food for special events or under special circumstances; the person or firm providing the service is a caterer (Hall, 1977).
3. Perception: the process by which an individual selects, organizes, and threatening or inconsistent with one's needs, values, beliefs and attitudes. (Schiffman & Kanuk, 1994).
4. Motivation: the driving force within individuals that impels them to action (Schiffman & Kanuk, 1994).
5. Attitude: a learned predisposition to behave in a consistently favorable or unfavorable manner with respect to a given object (Schiffman & Kanuk, 1994).
6. Motivation: the driving force within individuals that impels them to action.

## **Chapter 2**

### **LITERATURE REVIEW**

Brymer (1991) states that the hospitality industry is comprised of those businesses which practice the act of being hospitable; those businesses which are characterized by generosity and friendliness to guest. This business that comprise the major segments of the industry: food service, lodging, travel and recreation.

#### **The Connotative Meaning of Food**

Grunert stated that “people seek food, not nutrients. The common beliefs underlying all these classifications are that food has social and psychic meanings, that meals serve as communicative symbolism, and “that eating is an experience that may be invested with many intellectual and emotional values quite apart from metabolic utilization of the food” (Babcoke, 1948, p.390).

Eating is a deeply engrained source of satisfaction and the restaurant customer wants an eating experience which combines food, service, décor, and indefinable extra (Hall, 1977).

#### **The Foodservice Industry**

Hall (1977) stated that the millions of people who “eat out” every day have a wide variety of needs and tastes from a quick lunch to a luxurious meal with elaborate service. Because of these differences there are many kinds of restaurants varying from street stands for a hot dog or bowl of noodles to elaborate restaurants with the best cooking. . There are millions of people away from their homes everyday either by necessity or by choice. The restaurant and catering business has developed to feed this huge number of transients-office and factory workers, schoolchildren, military personnel, travelers, and

people out to have a good time. Because there are so many to feed, the restaurant and catering business is one of the largest and fast-growing industries in the world. Those who eat away from home spend vast sums of money for restaurant or catered meals (Hall, 1977). Ten years into the new millennium, US. Restaurant industry sales will reach \$576.9 billion or about \$222 billion more than is generated currently, according to a newly released industry forecast. While the restaurant industry now garners about 44 cents of every dollar spent on food, the sales are projected to climb to a 53.2 percent share of the total food dollar by 2010, according to the National Restaurant Association (Papiernik, 1999).

### **The Restaurant Business**

The restaurant business, say the National Restaurant Association (NRA), is the third largest of all businesses in the United States (Lungberg, 1994). Local restaurants are made up of establishments that include fast-food units, coffee shops, specialty restaurants, family restaurants, cafeterias, and full-service restaurants with carefully orchestrated “atmosphere”, said Goeldner, Ritchie and Mcintosh (1999). According to Lungberg (1994), the NRA classified all eating establishments into three categories: Commercial foodservice, institutional foodservice, and military foodservice.

**Table 1. Eating Establishment**

<b>Group I- Commercial foodservice</b>
--

**Eating places**

- Restaurants, lunchrooms
- Limited-menu restaurants, refreshment places
- Commercial cafeteria
- Social caterers
- Ice cream, frozen-custard stands

Bars & taverns

**Food contractors**

Manufacturing & industrial plants  
Commercial & office buildings  
Hospitals & Nursing homes  
Colleges & Universities  
Primary & secondary schools  
In- transit foodservice (airline)  
Recreation & Sport centers

**Lodging places**

Hotel restaurants  
Motor-hotel restaurants  
Motel restaurants  
Retail host restaurants  
Recreation & sports  
Mobile caterers  
Vending & nonstore[sic] retailers

**Group II- Institutional foodservice- Business, educational, government, or institutional organizations that operate their own foodservice**

**Employee foodservice**

Public & parochial elementary, secondary schools  
Colleges & universities  
Transportation  
Hospitals  
Nursing homes, homes for aged, blind, orphans, and the mentally & physically disabled  
Clubs, sporting & recreational camps  
Community centers

**Group III- Military Foodservice**

Offices' & NCO clubs ("openness") Foodservice- Military exchanges

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Source: National Restaurant Association

However, Hall (1977) divided the category of restaurants as following:

*The gourmet restaurant:* A gourmet is a person who appreciates the best in food and drink. A restaurant which offers meals that appeal to such a person is in this group.

The service and the prices are usually in accord with the quality of the meal so that

these restaurants are the most expensive and luxurious of all foodservice establishments.

*The family-type restaurant:* Many eating places serve simple food at moderate prices that appeal to family groups. Perhaps their principal feature is the reliability they offer their customers through standardized food and service. Many of these restaurants are owned by chains or operated under a franchise, an arrangement in which the name and procedures of the business are leased from a central organization.

*The specialty restaurant:* this kind of restaurant offers a limited variety or style of food. It may specialize in steaks or in a particular kind of national food or it may depend in the atmosphere, décor, or personality of the owner to attract customers. Both the quality [sic] of the food and the prices are usually between those of the gourmet and family-type restaurants.

*The convenience restaurant:* the restaurant serves customers who want to eat in a hurry and are most interested in fast service, cleanliness, and low price.

### **Ethnic Restaurant**

The diversity of cuisine offered in the American restaurant of the 1990s is a direct result of the food service customer of the 1980s. Their demand for more diversity in cuisine offerings at all levels of restaurant styles from quick service to fine dining resulted in the current range of menu offerings (Sconlon, 1993). Rande (1996) states that America is also becoming more racially, ethnically, and culturally diverse. This shift in the makeup of the nation's population will affect both what foodservice operations serve and who constitutes their work force. The blending of cultures in our 'melting pot' nation has piqued Americans' interest in trying ethnic foods, and the increasing ethnic diversity

of the United States is likely to accelerate that trend (NRA, 1995).

Regarding to Dinell' s interview (1995) “ethnic dining business pull in customers who are looking for new eating adventures, said Vongduane Sengseewong, who owns and manages Bangkok Thai restaurant “A lot of people who come in here say that they’ve never had this type of food before and want to give it a try,” she said.

Dean (1998); a staff writer at the Star Tribune-Minnesota, stated “ the new comers, according to the National Restaurant Association, are Moroccan, Caribbean, Thai, Korean and Russian.” He also mentioned that past decade, Italian was as ethnic as cuisine got. A timid few dabbled with vegetables and gourmet cooking was sweeping the country. In the forecast for this year: ethnic foods inspired by the Middle East, South America and Southeast Asia.

#### Three tiers of ethnic preferences

A nationally representative telephone surveyed of 635 adults shown that the majority of U.S. consumers consider Chinese, Italian (excluding pizza) and Mexican cuisine to be their ethnic favorites. Approximately three-quarters of U.S. adults have eaten these foods in restaurants, and more than 40 percent of respondents said they ate these foods out within the month prior to the survey. The broad appeal of Chinese, Italian and Mexican dishes suggests that they have been fully assimilated into U.S. culture and might be identified as “traditional” ethnic foods by many Americans. A second group of ethnic cuisine which has been tried by between 25 and 50 percent of adult Americans includes French, Spanish, German, Japanese, Greek and Latin American cuisine.

However, when consumers were asked whether they ate these foods at restaurants during the month prior to the survey, a lower six to 10 percent of respondents indicated

that they had done so. The popularity of the ethnic foods in this category may be explained in part by the pluralistic nature of U.S. society. The third tier, which includes Indian, Caribbean, Eastern Europe, Middle Eastern, Korean, Thai, Vietnamese, Scandinavian, Russian and African foods, consists of cuisines known and appreciated by a select few- between five and eight percent of adult Americans have tried these cuisines at restaurants. Consumers who have not been exposed to these foods probably do not know what ingredients are used in them or how they are prepared. Consequently, these ethnic cuisines are not likely to appeal to the mass market without a great deal of consumer education (Riehle, 1990).

According to Riehle (1989) said that the National Restaurant Association decided to research:

- Which ethnic foods are most popular with consumers
- Who orders ethnic foods in restaurants
- How frequently these ethnic foods are ordered- both on and off premises
- Consumer attitudes toward ethnic-food consumption in restaurant and
- Characteristics of consumer's favorite ethnic restaurants.

The accompanying chart summarizes types of ethnic foods covered by the survey.

**Table 2. Which ethnic foods are being consumed at restaurants?**

Chinese food is tops in popularity this year		
<b>Rank</b>	<b>Ethnic food</b>	<b>Proportion of Respondents*</b>
1	Chinese	88.1%
2	Italian**	78.9
3	Mexican	72.6
4	Greek	36.8
5	Latin America	32.7
6	Spanish	26.8
7	French	23.7
8	Caribbean	21.9
9	Japanese	21.0
10	Vietnamese	19.0
11	Russian	17.4
12	German	16.1
13	African	16.0
14	Indian	14.9
15	Middle Eastern	13.1
16	Thai	12.6
17	Scandinavian	11.7
18	Korean	10.8
19	Eastern European	9.8

\*eaten on or off premises sometime in the past and consumed on or off premises in the past month

\*\*excludes pizza

Sources: National Restaurant Association, *The Market for Ethnic Foods in Restaurants*, 1989

Ethnic dining business pull in customers who are looking for new eating advantages, said Vongduane Sengseevong, who owns and manages Bangkok Thai restaurant. “A lot of people who come in here say they’ve never had this type of food before and want to give it a try” she said (Dinell, 1995).

Riehle (1989) also mentioned about other study in NRA highlights that:

- survey result indicate that several additional ethnic foods, such as Greek, Latin American, Spanish, French, Caribbean and Japanese, can be regarded as composing a

second tier of consumer interest and behavior.

- Middle Eastern, Thai, Scandinavian, Korean and Eastern European cuisine, displayed low overall consumption patterns and were consumed by a small segment of the nation's population.
- Consumers exhibited highest agreement with the statement, "People would eat more ethnic foods in restaurants if the dishes were described better and more accurately on the menu."

This key finding highlight the importance of the ethnic-food-menu communication process in stimulating the purchase of such foods at restaurants.

- Ethnic foods with a strong interest level among consumers who had never eaten the given food from a restaurant include Caribbean, Scandinavian, Middle Eastern, Indian, Russian and African.
- Consumers exhibited high agreement with the following statements:
  - Most children do not like to eat in ethnic restaurants as much as do adults.
  - I wish more ethnic dishes were available at family or moderate priced restaurants
  - I would try more ethnic dishes if they were available at the restaurants.
- Foods with a relatively high at-home preparation rate include Chinese, Mexican, Italian, German and Eastern European.
- Most ethnic-food restaurants are meeting the expectations of most patrons. Consumers ranked these establishments high in friendly people and service, size of portions and food quality.
- Ethnic food restaurants were ranked low in variety of dessert and beverages.

## **Southeast Asian cuisine**

Hansen (1992) stated that Southeast Asia's enticing cuisine offer something for everyone. India, china and the Middle East have strongly influenced these cuisines, and the West has left it stamps too. Colonial powers such as Great Britain, France, Spain, Holland, Portugal and the United States modified local dishes to taste and left behind some of their own. This two-way recipe exchange continues today through trade, travel and immigrations. Thailand, Singapore, Malaysia, Indonesia, Brunei and the Philippines compose the Association of Southeast Asian Nations (ASEAN). Like these countries, nearby Vietnam offers fine food on every level, from sidewalk stall to serious restaurant. Southeast Asian meals offer contrast in flavors, temperatures, and textures. There is usually something spicy as well as soothing, salty as well as sweet, warm as well as cool, smooth as well as crunchy. And when the weather is exceptionally hot, the evening meal sometimes consists of only rice. Southeast Asians do not follow the Western pattern of eating in courses. Except for fruits or desserts, all dishes, including soups and salads, are placed on the table at the same time (McNair, 1996).

Taweewat Hurapan, the Thailand-born executive chef of Rain in New York, says he understands it's easy to confuse Vietnamese food with that it's neighbors: "The food of Southeast Asia is like brother and sister cuisine. We have many of the same ingredients" ( Yee, 1999).

Nold (personal communication, September 1999) told the reasons why he like Vietnamese cuisine that "-not only the delights of its menu, but also for the kind of restaurant it is: an inexpensive, striving family enterprise not completely translated into English. My family has visited half a dozen times or more since January, and going there

still give us a feeling of discovery.” He also mentioned that Vietnamese cuisine bears the stamps of various invaders, from the Mongols to the French, as well as influence from neighboring Thailand and India. It’s less psychedelic than Thai food—the favors are less vivid—but a little more refined than Korean. Yee (1999) said “Vietnamese in many ways is in between Chinese and Thai- it’s not too hot, too sweet or too pungent. It’s very likable,” says Mai Pham, owner and executive chef of Lemon Grass restaurant and cafes in Sacramento, CA, which serves Vietnamese and Thai food.

On the other hand, almost always there will be a variety of dishes, for it takes more than one or two preparations to achieve the blend of flavors Thais like. An ample supply of rice is always the centerpiece. Traditionally all of the dishes are served at the same time. The Thai cook strives for a balance of flavors, textures and colors. Ideally, a Thai meal offers a combination of flavors: sweet, hot, sour, salty and bitter. Sometimes several of these are present in a single creation, subtly blending, while in other dishes one flavor predominates (Olds, 1992). More recently, Thailand has earned a reputation for bold and contrasting flavors with favorites such as beloved Pad Thai noodles and dipping sauces for satay (Yee, 1999).

McDermott (1992) said Being of Chinese, noodles are also about the only food Thais eat with chopsticks. Most other dishes are enjoyed with a large spoon to catch the sauce and a fork in the other hand to help mix it in with rice. Thais eat from the spoon, using the fork only for mixing and pushing bites of food onto the spoon. Other Chinese legacies includes extensive use if the techniques of stir-frying and steaming, although Thai stir-fries tend to be less complicated than their Chinese counterparts.

Thailand’s Indian heritage is stronger in the brilliant use of spices and herbs. Thai

curry pastes are descendants of the wet masalas of India, in which fresh herbs and roots are ground with dried toasted spices to create aromatic seasoning pastes. An affection for chilies, coconut milk, tamarind, ginger, and cilantro is shared between the two countries, as is the style of cooking rice so that it comes out in fluffy separate grains. Rice is always eaten from the plate, using either the right hand or a spoon, rather than from a rice bowl with chopsticks. Thais eat rice, and the other stuff goes with it: entrée or main dish in Thai is in fact a phrase, *gahp kao*, which literally means “with rice.” They love variety in their food as well as in life, and , rather than doubling a recipe, they prefer small amounts from a wide array of dishes.

### **Why people eat out**

According to Lungberg and Walker (1993) said that the reasons for “eating out” are several and some of them complex. The National Restaurant Association (NRA) has sponsored a number of studies of restaurant consumers and their reactions to various kinds of restaurants. According to one of these studies, the three most important considerations in the decision to eat out were:

- No one has to clean up
- It permits a change of pace
- It is considered a treat

When selecting a new restaurant, the person depends a great deal upon recommendations of friends. This is nearly equal in importance to the type of food the restaurant serves. Appearance and location are a distant third and fourth in consideration.

Quality of food is the most important factor in people's evaluation of any of restaurant. The second most important factor varies by restaurant type. In fast-food, coffee shops, and take-out restaurants, it is speed of service; in family-type restaurants, cleanliness; in cafeteria, it is the selection of food; and in atmosphere/specialty restaurants, it is the atmosphere or décor.

According to National Restaurant Association statistics, the most common day of the year to dine out is a birthday. Approximately 50% of consumers celebrate their birthday at a restaurant. Mother's Day and Father's Day rank as the second and third busiest holidays celebrated in restaurants. The most popular day of the week for consumers to dine out is Friday, followed by Saturday and Thursday (Mill, 1998).

### **Typical foodservice consumers**

On an average day, 37% of the American population dines in foodservice establishments, and 21% purchase food for takeout or "to go." Men dine out slightly more than woman, 57% as compared with 47%, on a typical day. Men are also more likely to eat out for lunch than women. It is interesting to note that dining at foodservice operations diminishes with the age of the consumers; typically, 68% of 18- to 24-year-olds dine out daily, whereas only 34% of adults over the age of 65 eat out.

**Table3. The Likelihood of Eating at a Restaurant on Various Holidays**

	Birthday	Mother's Day	Father Day	Valentine Day	Easter	New Year Eve	St. Patrick Day	Thanks Giving Day	Christmas
Men	47%	39%	24%	22%	16%	13%	10%	10%	6%
Woman	42%	39%	25%	24%	18%	14%	12%	10%	6%
Overall	52%	40%	24%	21%	14%	12%	8%	10%	5%

Source: Adapted from Holiday Dining, National Restaurant Association, 1990

Mill (1998) said that people generally dine in fast-food restaurants (restaurants without table service where customers order food at a counter) or in moderately priced table-service restaurants (family-type establishments where table service is provided and the average check is less \$8 a person). The convenience of fast service and an accessible location are prime selling factors for both types of operations. This is a further indication of the increased concern for value in tight economic times also fuels the popularity of these types of operations.

Moderately priced restaurants are most popular with middle-to upper-income males, Southerners, and consumers in the middle- to upper-income brackets. These restaurants' increased level of service, as compared with fast-food restaurants, is particularly welcomed by more mature customers who like to have their food served to them rather than having to serve themselves or go to the counter to pick up their food.

Sixty-five percent of customers who dine at fast food restaurants are very much concerned with time and convenience-again, reflecting today's hectic life-styles. Price is important to only about 8% of adults who visit places of this type.

**Table 4. Reasons for Visits to Moderately Priced, Table-Service Restaurants**

Reasons for Visit	Percentage of adults reporting
Night out/weekend out	15
Less expensive	14
Convenience	13
Time factor	12
Family outing	10
Special occasion	9
With friends/guests	8

Source: Tableservice Trends, National Restaurant Association, 1992

**Table 5. Reasons for Visits to Fast-food Restaurant**

Reason for Visit	Percentage of Adults Reporting
Time factor	48
Convenience	17
Shopping/traveling	12
Take children out	8
Less expensive	8
Do not feel like cooking	8

Source: Trends in Food, National Restaurant Association, 1991

### **Customer Satisfaction**

According to The City Pages, Minneapolis/ St. Paul reviewed about one Vietnamese restaurant in town by Moskowitz (1999) said “ Customers are sticking up in pursuit of fresh, simple Vietnamese food made with an emphasis on clean flavor and bright herbs, delivered quickly, and priced reasonably”.

### **Meeting Customer Expectations**

Increasingly, customers have higher expectations, demanding more attention and friendlier service. Most customers seem satisfied with food quality, dining are cleanliness, comfort of the atmosphere, freshness of the ingredients, and portion size. Indeed, the only area where satisfaction is less than 50 percent relates to noise level. As the customer base ages this is expected to become of even greater concern. Rising expectations manifest themselves in a desire for a better price/ value relationship.

### **Perception**

Perception is defined as a process through which individuals are exposed to information, attend to the information, and comprehend the information (Mowen, 1995). Understanding perception and the factors determining how consumers view products and services is central to effective marketing (Berkman, Lindquist, and Sirgy, 1996). Schiffman and Kanuk (1994) stated about consumer perception saying “ as diverse individuals, we all tend to see the world in our own special ways. “Reality” to an individual is merely that individual’s perception of what is “out there”- of what has

taken place. Individuals act and react on the basis of their perceptions, not on the basis of objective reality. Thus, to the marketer, consumers' perceptions are much more important than their knowledge of objective reality. For if one thinks about it, it's not what actually is so, but what consumers think is so that affects their actions, their buying habits, their leisure habits, and so forth. And because individuals make decisions and take actions based on what they perceive to be reality, it is important that marketers understand the whole notion of perception and its related concepts so they can more readily determine what factors influence consumer to buy."

### **Motivation**

Motivation can be described as the driving force within individuals that impels them to action. This driving force is produced by a state of tension, which exists as the result of an unfulfilled need. Individuals strive-both consciously and subconsciously-to reduce this tension through behavior that they anticipate will fulfill their needs and thus relieve them of the stress they feel. The specific goals they select and the patterns of action they undertake to achieve their goals are the results of individual thinking and learning (Schiffman and Kanuk, 1994).

### **What motivate people to eat out**

According to Lundberg (1994) said people eat out for a variety of reasons: to satisfy hunger, social needs, and ego and self-fulfillment needs. The most popular theory of motivation, that proposed by A.H. Maslow, states that humans are wanting animals. As soon as one need is satisfied, another appears to take its place, motivating from the need

for safety or security up the scale through social, ego, and self-fulfillment. People go to restaurant to satisfy not only hunger but also self-esteem, self- respect, self-confidence, and prestige needs

### **The Buying Process**

Various internal and external factors combine to influence how customers choose where, when, how, and why to eat out. The vehicle used to explore this will be a national study prepared by the National Restaurant Association on the dinner market [5].

### **Decision Scenarios**

This report divides all dinner decisions into five basic decision scenarios:

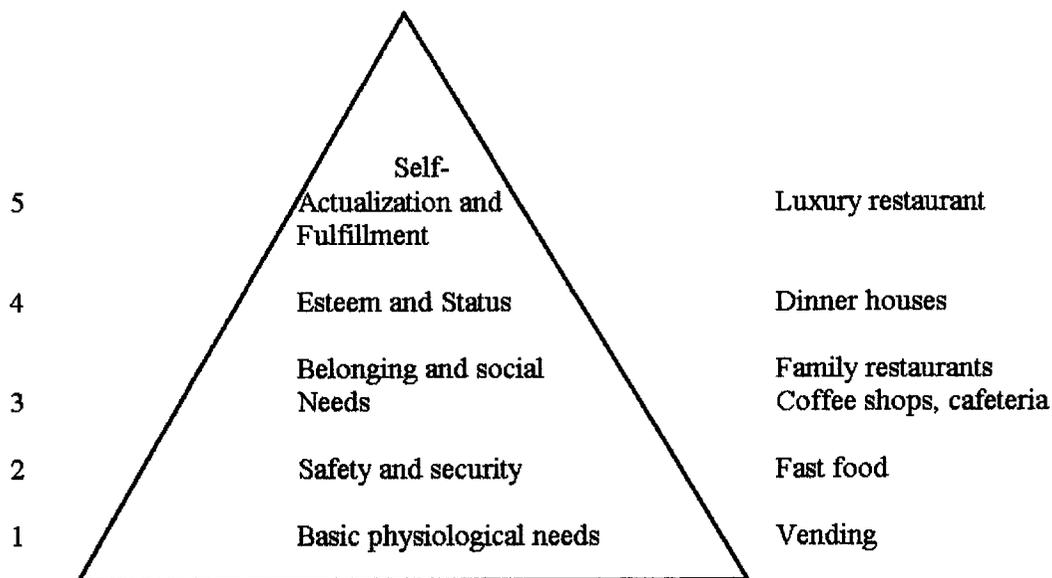
1. "Fun time." This relates to an upbeat mood and a sense of anticipation of fun; the decision tends to be made well in advance.
2. "Nice meal out." The desire is to enjoy the satisfaction or enjoyment of eating out, being served, and getting good food, lots of it, at a reasonable price.
3. "Craving." This refers to a desire for a particular type of food; seeing or smelling this type of food can set off the craving.
4. "Making sure that everyone is getting something to eat." This motivation comes from the hectic pace of everyday life, attempting to balance a variety of work and family schedules.
5. "Easiest thing available." This is an impulse decision by someone who is tired and pushed of time.

### **The restaurant as Ego Extension**

Behavioral scientists have voluminous data on which to base speculation as to what the restaurant's role may be in the individual's continual search for self-

identification. In the more affluent segments of society, the individual is consciously or subconsciously trying to preserve or create a new image or self-concept.

As individuals grow up in a family, they identify themselves as working class, down-to-earth, jocks, swingers, blue-collar, white-collar, yuppie, conservative, or some similar “image.” The image changes with the years. A particular self-concept or self-definition may be strongly held or fragile, depending upon circumstances, energy level, confidence level, family support, and many other factors. A person’s self-image determines to a large extent how a particular restaurant affects the person. Is it the kind of place in which the person feels comfortable, the kind of restaurant where the person wants to be seen, wants to be considered a “regular customer,” where the person fits and is at ease? (Lundberg and Walker, 1993).



**Figure 1. Maslow’s order or priority of human needs related to eating away from home.**

**Table. 6 Restaurant Service, Price, and Menu Related to Needs**

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Luxury price; full menu	Four Seasons Le Cirque The Pump Room	Self-fulfillment
High price dinner houses	Charthouse	Esteem and Status
Medium price family Restuaurant	Red Lobster Olive Garden	Belonging and social needs
Low price; limited services Fast food	Pizza Hut KFC Taco Bell McDonald's	Safety and security
Very low price service; Vending	Any vending service	Basic physiological needs

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## **Chapter 3**

### **METHODOLOGY**

The purpose of this research was to identify consumer perception about Southeast Asian restaurants in Minneapolis, Minnesota in order to understand more about consumers decision-making regarding to the way to choose restaurants.

The objectives of the study were:

1. Identify the customers' perception toward the selected restaurants.
  - 1.1 Determine perception upon demographic segmentation such as gender, education and income toward dining consumers.
2. Identify the influencing factors for consumers to dine in the selected restaurants
  - 2.1. Determine the influence factors had on consumers choosing the selected restaurants due to price sensitivity, variety of menu items, service, cleanliness, flavor of cuisine and location
3. Identify the factors that motivated consumers to dine in the selected restaurants
  - 3.1 Determine the motivation by trying to find out feeling, attitudes, and emotions concerning the selected restaurants.

#### **Research Design**

This was a descriptive research investigating the relationship between Southeast Asian restaurants and attitude of consumers. The research questionnaire were based on:

1. How consumers regarding to demographic data choose to dine in at the Southeast Asian restaurants.
2. What factors influence consumers to dine in at selected restaurants.
3. What attitude that consumers have toward these restaurants.

## **Subjects**

### Selection of subjects:

A sample of consumers who choose to dine in the selected restaurants location in Southwest of downtown Minneapolis area were the population of this study. These selected restaurants were used as a sample because of its variety and competitive.

According to <http://www/census.gov>, Minneapolis was ranked 25<sup>th</sup> among cities with 200,000 or more when using 1992 population. It had found that the number of Asian in Minneapolis, Minnesota were 15,723 in 1990. By using the observation, the researcher had selected the most density area of Asians and the South East Asian restaurants. These four restaurants have the same criteria of similarity in size, price and service.

Area sampling and convenience sampling were used for the sampling technique. Area sampling was used because of the variety of the ethnic restaurants and competitive in restaurant business in the area and convenience sampling was used because of the fast pace as of the nature of the restaurant business itself. The researcher selected 10 customers from each restaurant during lunch or dinner in the period of two weeks. The number sampled from total population was 280.

## **Instruments**

It is a descriptive research investigating relationship between ethnic restaurants to consumers and attitude toward it. The data needed in this research are

1. How consumers regarding to demographic data choose to dine in at the Southeast Asian restaurants.
2. What types of Southeast Asia food they have tried before and repeated of the

ethnic restaurant business.

3. What attitude that consumers have toward the type of restaurants they have dined in.
4. What it would be the motivation for the consumers to try or come back to the selected restaurants.

The questionnaire was adapted from National Restaurant Association “Foodservice Industry Forecast: Consumer Attitudes” in 1990, “Popularity of ethnic foods likely to grow” by National Restaurant Association in 1990 and “The dish on ethnic cuisine-it’s hot” by National Restaurant Association in 1995.

A questionnaire was developed for the purpose of collecting data on consumer perception about Southeast Asian Restaurants in Minneapolis. The questionnaire consisted of four parts. Part I (Close-ended questions) demographic regarding gender, age, education level, and race. Part II (Close-ended questions) was the question regarding to how inquisitorial of consumers. Part. III (Semantic Differential Scales and close-ended question) focused on the service and products of the restaurants and number of visiting the restaurants. Part IV (Close-ended question) focused on the motivation of dining out to the selected restaurants.

**Part I** Demographic questions contained four questions in total asking about age, gender, level of education and race.

**Part II** contained only one question in order to learn of how inquisitive of consumer to try new cuisine. There were ten choices regarding to the Southeast Asia countries and cuisine.

**Part III** contained of three questions

First question was asking about number of visiting the selected restaurants. The respondent had two choices to answer either they had or had not visited the restaurants. If the respondent answered “ yes”, they had another option to answer number of visiting which was the open-ended question.

Second question was asking about service and atmosphere of the restaurant. It constructed as a Semantic Differential Scales using a series of bipolar adjective such as Excellent/Poor, Good/Fair and Average continuum. Respondents were asked to evaluate on the continuum that best reflects their feelings related to the following items:

1. Speed pf service
2. Courtesy of employee
3. Speed of food
4. Interior Décor
5. Exotic atmosphere
6. Comforts
7. Location

And one comment as the open-ended if the respondents would like to add any comment regarding to these questions.

Third question was asking about the food product. It also constructed as a Semantic Differential Scales using a series of bipolar adjective. The respondents were asked to evaluate the following items:

1. Serving temperature
2. Food Presentation

3. Flavor
4. Menu choices
5. Nutrition
6. Freshness
7. Value or price pay
8. Variety of desserts

And one comment as the open-ended if the respondents would like to add any comment regarding to these questions.

Part IV focused on the motivation or the factor of dining out to the selected restaurants such as occasion, close to residence, time, entertainment, recommendations, curiosity and others. This question also had a combination of the open-ended questions on occasion and others in order to get more information from respondents.

## **Procedure**

### **Pilot test**

The researcher distributed sample questionnaires to the hospitality employees. Those employees were then asked to respond to the questionnaires. This test was a sample analysis, prior to data collection, of feedback received about the clarity and understanding of the designed questionnaires. The pilot test was conducted on February 23-29, 2000. The questionnaires, moreover, were handed out to the respondents. When the respondents completed the questionnaires, the respondents were encouraged to offer their comments and suggestion in order to change and adapt questions to be the most understanding and suitable questionnaire.

## **Chapter 4**

### **Results and Analysis**

The researcher used the self-developed questionnaire as an instrument for this studying. It was adapted from National Restaurant Association “ Foodservice Industry Forecast: Consumer Attitude” in 1990, “Popularity of ethnic foods likely to grow” by National Restaurant Association in 1990 and “ The dish on ethnic cuisine- it’s hot” by National Restaurant Association in 1995. The main purpose was to research the opinions from customers who visited the restaurants. As mention in the earlier chapter that the researcher had selected the restaurants based on similar criteria in size, price and services.

Using the Area sampling and convenience sampling were the sample techniques for this studying. The researcher selected the area where it had the most concentration of ethnic restaurants and competitiveness in the restaurant business. The use of convenience sampling was due to the fast pace of the nature of the restaurant business during lunch and dinner in the two weeks period.

Most respondents were very helpful. As the result, the researcher had 280 questionnaires returned.

#### **The participants’ personal data**

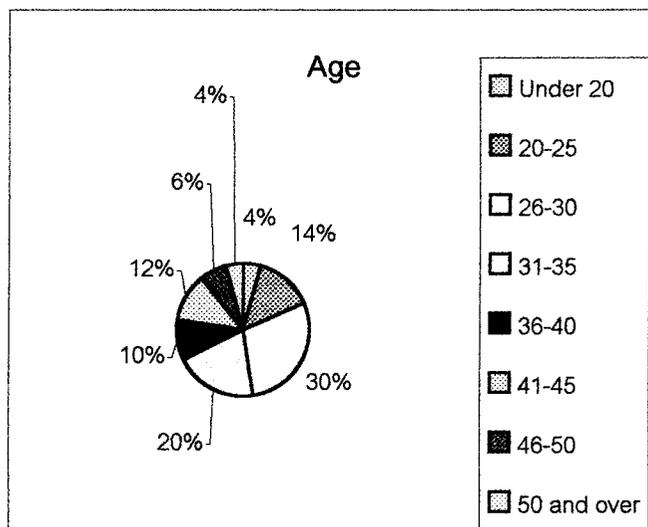
The participants were asked to provide information about their gender, age, education, and race (Question No. 1-4). The results indicated respondents between the age of 26-30 had the highest percentage (29.29%), 31-35 years (20.36%), 20-25 years (13.93%), 41-45

years (11.78%), 36-40 years (9.64%), 46-50 years (6.428%), under 20 years and over 50 years shared the same percentage (4.28%).

**Table 7: Respondent's Personal Data-Age**

Age	Number	Percent
Under 20	12	4.28
20-25	39	13.93
26-30	82	29.29
31-35	57	20.36
36-40	27	9.642
41-45	33	11.785
46-50	18	6.428
50 and over	12	4.285
Total	280	100

**Figure 2. Respondent's Personal Data-Age**



The second data was gender. The data had shown that 56.07% was Male and 41.79% was Female.

**Table 8: Respondent's Personal Data-Gender**

<b>Gender</b>	Number	Percent
Male	157	56.07
Female	117	41.79
Missing case	6	2.14
Total	280	100

The result of respondents' education had shown that people who studied from college and university received the highest percentage (75.71%), followed by Vocational schools (13.57%), Master's degree (5.36%), High school (3.57%), missing data (1.79%) and it shown 0% for Doctoral Degree.

**Table 9: Respondents' personal data-Education**

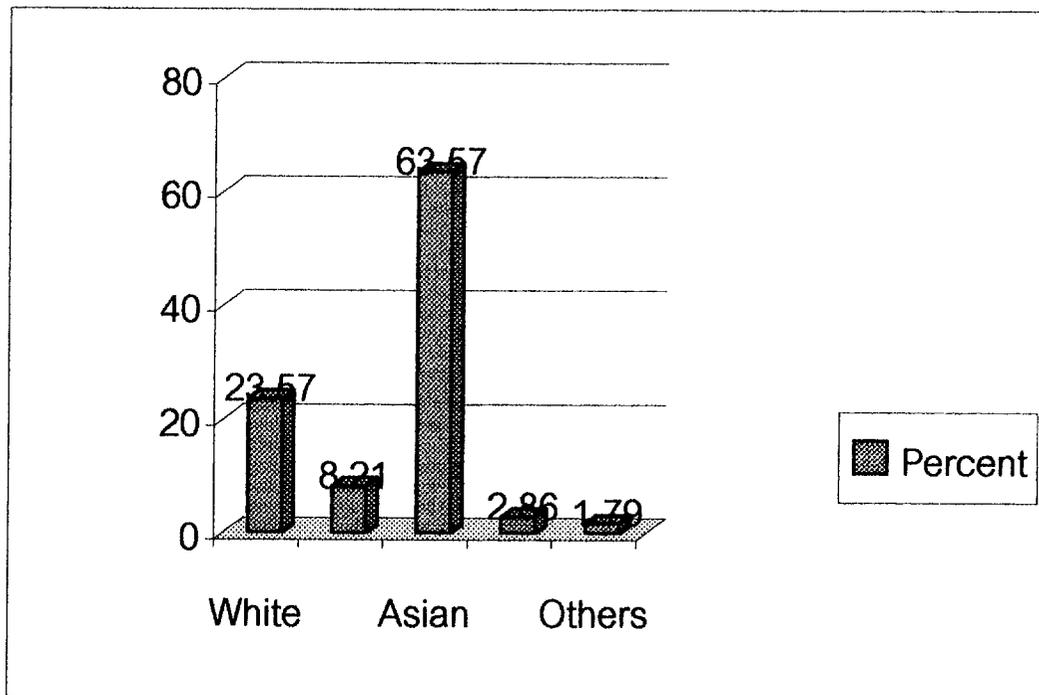
Education	Number	Percent
High School	10	3.57
Vocational	38	13.57
College and University	212	75.71
Master's Degree	15	5.36
Doctoral Degree	0	0
Missing case	5	1.79
Total	280	100

Asian customers, who had visited the restaurant, received the highest percentage among all races (63.57%), White (23.57%), Black (8.21%), Hispanic (2.86%) and Others (1.79%).

**Table 10: Respondents' personal data- Race**

Race	Number	Percent
White	66	23.57
Black	23	8.21
Asian	178	63.57
Hispanic	8	2.86
Others	5	1.79
Total	280	100

**Figure 2. Respondents' personal data – Race**



The respondents were asked to fill out the type of Southeast Asian food that respondents had tried. Vietnamese shared the highest percentage (52.79%), Thai (42.00%), Philippines (1.54%), Loas (1.15%), Cambodian (0.8%), Indonesian (0.77%), Malaysian (0.57%), Singaporean (0.38%). From the research had shown that none of the respondent had tried Brunei and Burmese food before.

**Table 11: Respondents' personal data- Type of food**

Type of Food	Number	Percent
Thai	218	42
Vietnamese	274	52.79
Cambodian	4	0.8
Philippines	8	1.54
Brunei	0	0
Singaporean	2	0.38
Malaysian	3	0.57
Indonesian	4	0.77
Burmese	0	0
Loas	6	1.15
Total	519	100

The respondents were asked if they had been to the restaurants more than once. There are 67.5% of respondents who had visited to the restaurants before and 32.5% had never visited the restaurants before.

**Table 12: Respondents' personal data- Visited the restaurants**

Have visited before	Number	Percent
Yes	189	67.5
No	91	32.5
Total	280	100

The respondent rate the service and atmosphere of the restaurants as following

Speed of service: Good 56.07%, Excellent 23.93%, Average 8.21%, Fair 6.43% and Poor 5.36%.

Courtesy of Employee: Excellent 59.29%, Good 31.78%, Average 8.93%

Speed of Food: Good 42.14%, Excellent 31.79%, Average 15%, Fair 9.64% and Poor 1.43%.

Room Decoration: Good 52.14%, Excellent 27.14%, Average 16.43%, Fair 3.21% and Poor 1.08%.

Cleanliness of restaurant: Good 67.14%, Average 20%, Excellent 12.86%

Exotic atmosphere: Average 63.93%, Good 31.79%, Good 2.14%, Fair 1.43% and Poor 0.71%.

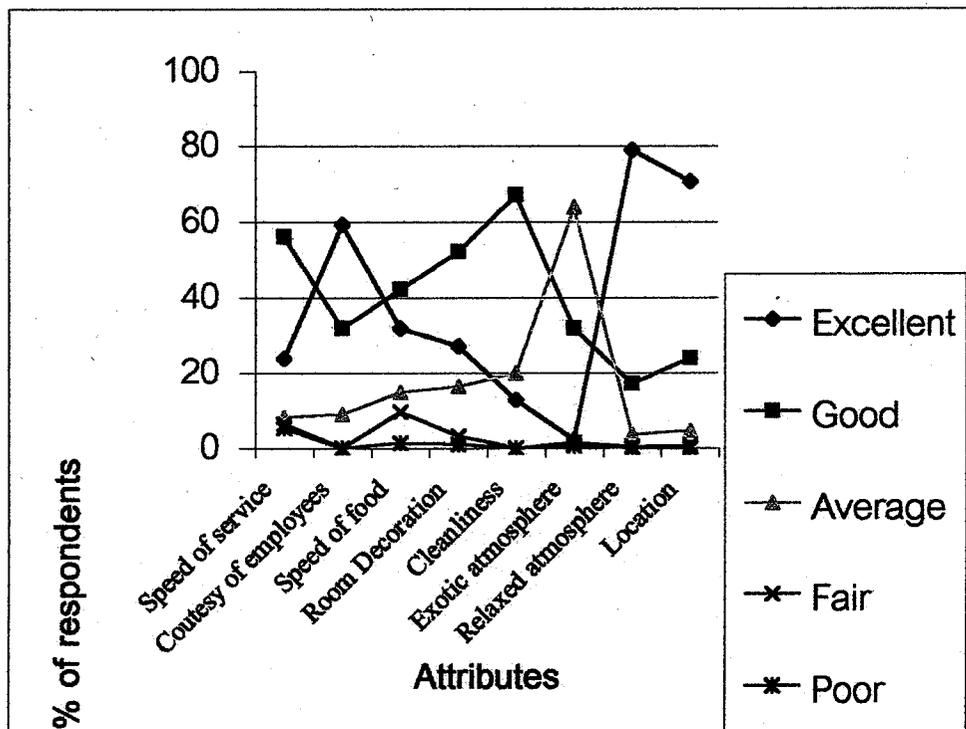
Relaxed atmosphere: Excellent 78.93%, Good 17.14%, Average 3.57% and Fair 0.36%.

Location of restaurant: Excellent 70.71%, Good 23.93%, Average 4.64% and Fair 0.72%.

**Table 7: The influencing factors for consumers to dine in the selected restaurants**

Service and Atmosphere	Excellent	Good	Average	Fair	Poor
Speed of service	23.93	56.07	8.21	6.43	5.36
Courtesy of employees	59.29	31.78	8.93	0	0
Speed of food	31.79	42.14	15	9.64	1.43
Room Decoration	27.14	52.14	16.43	3.21	1.08
Cleanliness	12.86	67.14	20	0	0
Exotic atmosphere	2.14	31.79	63.93	1.43	0.71
Relaxed atmosphere	78.93	17.14	3.57	0.36	0
Location	70.71	23.93	4.64	0.72	0

**Figure 3. The influencing factors for consumers to dine in the selected restaurants**



The respondents were also asked to give opinion about food and product of the

restaurants as follow:

Temperature of food: Good 61.79%, Average 21.14%, Excellent 10%, Fair 5% and Poor 2.14%.

Food Presentation: Good 48.57%, Average 26.43%, Excellent 18.21%, Fair 6.79%

Flavor of food: Excellent and good shared the same percentage 42.86%, Average 12.14%, Fair and Poor were 1.07%.

Menu choices: Average 47.86%, Good 32.5%, Excellent 12.85%, Fair 4.29%,  
Poor 2.5%

Nutrition of food: Average 40.71%, Good 39.65%, Fair 8.21%, Excellent 7.86%, Poor 3.57%.

Freshness of food: Average 45.37%, Good 37.14%, Fair 9.28%, Excellent 6.43%, Poor 1.78%.

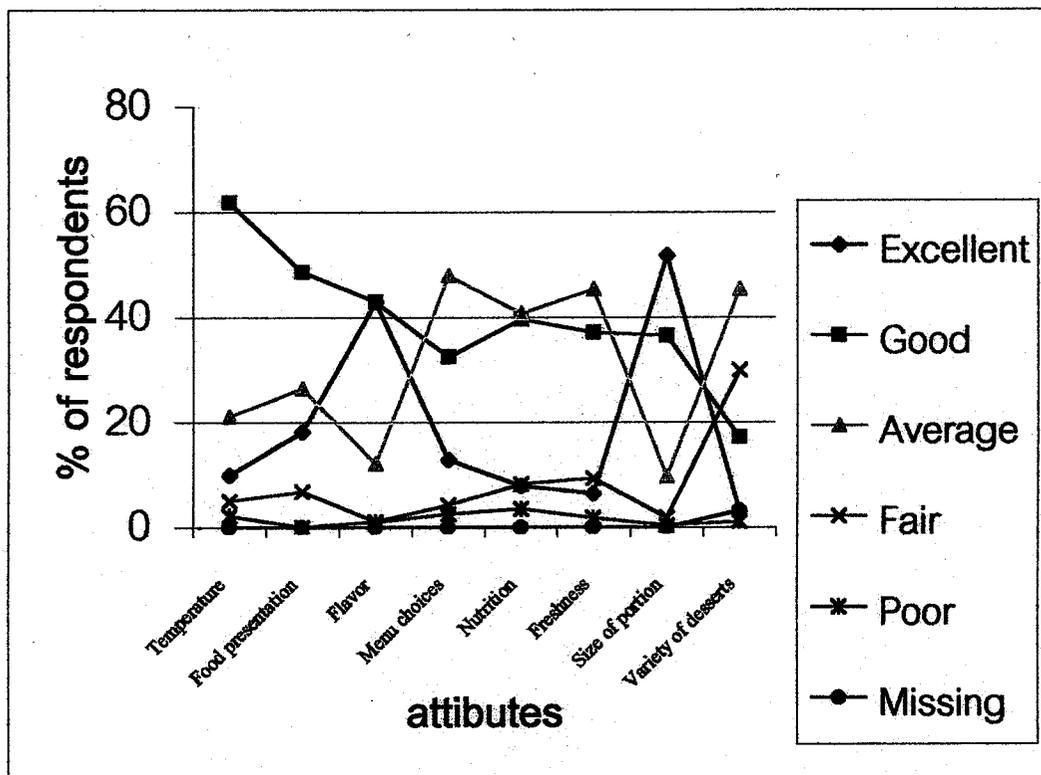
Size of Portion: Excellent 51.79%, Good 36.43%, Average 9.64%, Fair 1.76% and Poor 0.38%.

Variety of dessert: Average 45.36%, Fair 30%, Good 17.15%, Excellent 3.21%, Missing data 3.21%, and Poor 1.07%

**Table 14: Opinion of consumers regarding to food and products of restaurants**

<b>Food and Product</b>	Excellent	Good	Average	Fair	Poor	Missing
Temperature	10	61.79	21.07	5	2.14	0
Food presentation	18.21	48.57	26.43	6.79	0	0
Flavor	42.86	42.86	12.14	1.07	1.07	0
Menu choices	12.85	32.5	47.86	4.29	2.5	0
Nutrition	7.86	39.65	40.71	8.21	3.57	0
Freshness	6.43	37.14	45.37	9.28	1.78	0
Size of portion	51.79	36.43	9.64	1.76	0.38	0
Variety of desserts	3.21	17.15	45.36	30	1.07	3.21

**Figure 4: Opinion of Consumers regarding to food and products of restaurants**



The researcher had asked the reasons for dine out to the selected restaurants. They could answer more than one choice. The results were as following:

Close to home or office 37.95%, No time to cook 18.55%, Entertainment 16.20%, Want to try 12.37%, Special occasion 4.48%, others 2.77% and Missing case 0.43%.

There were some respondents giving the reasons for eating out as the special occasion such as birthday party, meeting with other friends and business lunch meeting.

As for other reasons such as the respondents came to shop around the restaurant's area, passed by, and from the magazines.

**Table 9: The opinions about dining out in the selected restaurants**

Reason to dine out	Number	Percent
Special Occasion	21	4.48
Close home	178	37.95
No time to cook	87	18.55
Entertain	76	16.20
Recommendation	34	7.25
Want to try	58	12.37
Others	13	2.77
Missing case	2	0.43
Total	469	100.00

## **Chapter 5**

### **Conclusion**

The purpose of the research was to identify consumer perception about Southeast Asian restaurants in Minneapolis, Minnesota in order to understand more about consumers decision-making regarding restaurant choices.

The specific research objectives were:

1. Identify the customers' perception toward the selected restaurants.
  - 1.1 Determine perception upon demographic segmentation such as gender, education, age, and race toward dining consumers.
2. Identify the influencing factors for consumers to dine in the selected restaurants
  - 2.1 Determine the influence factors had on consumers choosing the selected restaurants due to price sensitivity, variety of menu items, service, cleanliness, flavor of cuisine and location.
3. Identify the factors that motivated consumers to dine in the selected restaurants
  - 3.1 Determine the motivation by trying to find out feelings, attitudes, and emotions concerning the selected restaurants.

Upon analyzing the data regarding Southeast Asian restaurants recommendations were made by the researcher:

Objective 1: Identify the customers' perception toward the selected restaurants.

Determine perception upon demographic segmentation such as gender, education, age,

and race toward dining consumers.

This objective is “the first environmental force to monitor its population because people make up markets” said Kotler (1994).

The data revealed that the population age mix of Southeast Asian cuisine which received the highest percentage were age group in between 26-30 (29.29%) and 31-35 (20.36%).

These groups were called the “Young Adults”. The ethnic market of this group was to the Asian customers. This population group has certain specific wants and buying habits.

Male customers had greater percentage (56.07%) than Female customers (41.79%). The education level of this market group was College and University Educated (75.71%).

Their eating pattern toward Southeast Asian cuisines was Vietnamese and Thai foods (52.79% and 42%). One important data shown these Southeast Asian restaurants received a high percentage on repeated customers (67.5%).

The restauranters can focus more on this target group while expanding to other products or services to attract other target groups.

Objective 2: Identify the influencing factors for consumers to dine in the selected restaurants.

The data established a majority of the participant’s opinion fell on a “good” rating for factors such as the speed of service, speed of food served, room decoration and cleanliness of restaurants. This may be due to the fact that the restaurants had full

customers in-house at one time, and the servers could not clean the table and floor as well as serve and provide service quickly enough.

However, participants rated courtesy of employees, relaxed atmosphere and location were excellent. These factors could be the major decision-making of the reason why these Southeast Asian restaurants received high number of returned customers.

Thus, exotic atmosphere was perceived as an average rank among all factors. If the restaurateurs could improve this factor, it might be a factor to influence first time customers and other ethnic markets to try this type of cuisine.

Objective 3: Identify the factors that motivated consumers to dine in the selected restaurants. Determine the motivation by trying to find out feeling, attitudes, and emotions concerning the selected restaurants.

According to the survey result, return customers were 67.5% where was more than half of all the participants. The participants agreed on the restaurant products were excellent on size of portion and flavor. They also agreed that the products were good on the food presentation, the temperature of food served as well as the flavor. These restaurants received only an average on menu choices, nutrition, freshness of food items and variety of dessert. Increasing the more choices of menu items, changing menu items occasionally and/or having special items on specific days could improve these areas. Some participants did not want the MSG (Monosodium Glutamate) because of allergies. Vegetables and seafood should be fresh in order to get the best flavor for Southeast Asian cuisine. Some participants wanted to have more choices of desserts to choose which were not based on

seasonal issues.

The location of the restaurants was an important factor for customers who liked Southeast Asian cuisine. Many participants choose to dine in because the restaurants were close to home. Other opinions from participants about visiting the restaurants were because they had no time to cook (18.55%), entertainment (16.20%) and a willingness to try new cuisine (12.37%). However, many of participants dined in the restaurants because of special occasion (4.48%) such as birthday or family/ friend get together and recommendation (7.25%) in newspapers and magazines.

#### RECOMMENDATION FOR FURTHER STUDY

1. Further research should be conducted utilizing different methods of research sampling
2. Additional restaurants should be included in the survey
3. Increasing sample size other factors that influenced customer choices such as: liquors and bar or promotion and special events.
4. Evaluate and implement marketing methods used to market Southeast Asian restaurants

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## Questionnaire

### *Consumers Perception on Southeast Asian Restaurants in Minneapolis, MN*

The purpose of this study is to identify the perceptions of consumers toward Southeast Asian restaurants. Your participation in this survey is voluntary. By completing this survey, however, you are giving your consent to participate in the study. All information is confidential. Please **do not** write your name on the survey. Please mark the appropriate box.

#### Appendix A

**Your age is...**

- |                                   |                                      |
|-----------------------------------|--------------------------------------|
| <input type="checkbox"/> Under 20 | <input type="checkbox"/> 36-40       |
| <input type="checkbox"/> 20-25    | <input type="checkbox"/> 41-45       |
| <input type="checkbox"/> 26-30    | <input type="checkbox"/> 46-50       |
| <input type="checkbox"/> 31-35    | <input type="checkbox"/> 51 and over |

**Your Gender is...**

- Male                       Female

**Your level of education is...**

- High School  
 Vocational School  
 College/University  
 Master's Degree  
 Doctorate Degree

**What is your race?**

- white                       Hispanic  
 Black  
 Asian                       Other.....

**What types of Southeast Asian region food have you tried ?**

- |                                      |                                     |
|--------------------------------------|-------------------------------------|
| <input type="checkbox"/> Thai        | <input type="checkbox"/> Singapore  |
| <input type="checkbox"/> Vietnamese  | <input type="checkbox"/> Malaysian  |
| <input type="checkbox"/> Cambodian   | <input type="checkbox"/> Indonesian |
| <input type="checkbox"/> Philippines | <input type="checkbox"/> Burmese    |
| <input type="checkbox"/> Brunei      | <input type="checkbox"/> Laos       |

**Have you visited this restaurant more than once?**

- Yes                       No.

**How would you rate restaurants' service and atmosphere?**

	Excellent	Good	Average	Fair	Poor
Speed of service	<input type="checkbox"/>				
Courtesy of employee	<input type="checkbox"/>				
Speed of food	<input type="checkbox"/>				
Room Decoration	<input type="checkbox"/>				
Cleanliness	<input type="checkbox"/>				
Exotic atmosphere	<input type="checkbox"/>				
Relaxed atmosphere	<input type="checkbox"/>				
Location	<input type="checkbox"/>				

Comment.....

**How would you rate restaurants' food product?**

	Excellent	Good	Average	Fair	Poor
Serving temperature	<input type="checkbox"/>				
Food Presentation	<input type="checkbox"/>				
Flavor of food	<input type="checkbox"/>				
Menu choices	<input type="checkbox"/>				
Nutritious	<input type="checkbox"/>				
Freshness	<input type="checkbox"/>				
Size of portion	<input type="checkbox"/>				
Variety of desserts	<input type="checkbox"/>				

Comment .....

**What is your reason to dine out at this restaurant today?**

- Special occasion:  
Please describe.....  
 Close to your residence  
 No time to cook  
 Entertainment  
 Friends' recommendations  
 Want to try  
 Others: .....

**Thank you for completing this questionnaire**