

Relationship between Demographics and Consumer Behavior –A Study on Consumption of Restaurant Food by Tertiary Level Students in Dhaka City

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Abstract: The purpose of this study is to investigate the effect of demographic characteristics (gender and family income) on the buying behavior (restaurant eating habits) of tertiary level students in Dhaka city. Three behavioral factors were considered for this purpose, which are preference for cuisine, frequency and reasons for eating out. The study adopted a quantitative approach. Data was collected from 287 respondents using non-probability convenience sampling. Chi-square test and simple descriptive techniques were used to derive results from the data collected with the help of SPSS 20.0. The test results revealed that gender was significantly associated with the preference for cuisine and reasons for eating in restaurants by tertiary level students in Dhaka city.

Keywords: Consumer behavior, Demographics, Restaurant food, Tertiary level students, Dhaka city

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I. Introduction

Consumer behavior is the study of the procedures consumers utilize in acquiring and using products and in retaining product information. In addition to examining the purchasing habits of the buyers it also tries to comprehend the motivations, preferences, beliefs, requirements, and habits of the buyer as an individual. Consumer research provides organizations with significant, dependable, applicable, and contemporary information on their customers. It answers how marketers should design their marketing efforts to satisfy customer needs.

Nowadays, nearly all businesses are customer-centric. In the restaurant industry also, marketing commences with identifying consumer needs and concludes with ensuring consumer satisfaction. In between, organizations have to identify their consumers, determine what they want and why they want it and discover how customers make decisions. Restaurateurs, who try to answer these questions based on what they feel to be true, without conscious reasoning, often get it wrong.

Students are “an important and emerging growth segment” for the restaurant industry¹. El-Said and Fathy add that the rapid and incessant growth of customers among university students are creating opportunities for restaurants but at the same time increasing competition among them². Restaurateurs must now know how best to serve their customers. This study was designed to discover the relationship between consumer demographics (gender and family income) and their behavior (preference for cuisine, frequency and reason for eating out) by targeting university level students in Dhaka city. Any similarity or difference in consumer behavior identified between students of different gender or economic condition should help restaurateurs serve their customers better.

Main Research Problem

The main research problem is to determine “the relationship between demographics and consumer behavior of tertiary level students in Dhaka in the context of availing restaurant service”.

Objectives of Study

The following research objectives were formulated for this study on tertiary level students in Dhaka.

- To analyze the association of gender with preference for restaurant cuisine
- To analyze the association of gender with frequency of consuming restaurant food
- To analyze the association of gender with reason for consuming restaurant food
- To analyze the association of family income with preference for restaurant cuisine
- To analyze the association of family income with frequency of consuming restaurant food
- To analyze the association of family income with reason for consuming restaurant food

Scope of Research

Only two demographics characteristics of the target group (students), gender and family income have been brought under the purview of this research. Other characteristics like age, educational qualifications (undergraduate / post-graduate), family size, marital status and even religion could have been items of research but were not considered in this case. Similarly, only three factors have been chosen to represent consumer behavior. These are preferred cuisine, frequency of eating out and reasons for eating out. Many other items could have been considered here.

This research has been confined only to the capital city of Bangladesh, that is Dhaka, and to a specifically defined segment of customers, “tertiary level students.” As such, this study can be effectively replicated using other demographic characteristics, a wider range of customer responses, a wider geographic area and other segments of customers.

II. Literature Survey

Restaurants in Dhaka City

One of the first evidences of ‘restaurants’ in human civilizations comes from the ruins of Pompeii, in Western Italy, which was destroyed by an eruption of Mount Vesuvius in 79 AD. Pompeii had more than a hundred bars/restaurants (called thermopolia) where residents could not only enjoy food and drinks but could also socialize³. In this region also, ruins of a number of ‘katras’ (or ‘kataras’) still exist, which were built around four hundred years ago. These were the predecessors to restaurants where travelers could eat, sleep, pray and rest their animals⁴.

According to the Bangladesh Hotels and Restaurants Ordinance, 1982 (Ordinance No. LII of 1982) a restaurant is ‘a public eating house providing standard and variety of cuisines on monetary consideration to customers which conforms to the minimum prescribed criteria having seating arrangements for thirty persons and above.’ Ramapuram and Batra (2018) state that consumers go to restaurants to meet others, for entertainment, on social or business instances, with near ones and to celebrate special occasions⁵.

The first real restaurants in and around Dhaka were probably established during the British rule. Some of these restaurants are still operational, like Haji’s Biriyanis which was launched in 1939⁶. In the 19th century, a number of restaurants started operating in Islampur and Banglabazar areas of Dhaka mainly to meet the demand of people who came to the city on business⁷. During that period a considerable number of floating restaurants were also operating on the Buriganga River⁸.

During the East Pakistan Period (1947 to 1971) a few restaurants built a good reputation for themselves. These operated in the Gulistan, Segunbagicha and Shahbag areas. Some were refined (Rex, Kasbah, La Sani, etc.) while others provided ‘working meals’ (Salimabad Restaurant, Delhi Muslim Restaurant, etc.); some were patronized by intellectuals (Savar Boarding and Shankar Boarding). The first Chinese Restaurant of Dhaka, the Café China was located in Segun Bagicha⁹.

After the independence of Bangladesh, in 1971, a number of renowned chefs opened their own restaurants. These include Fakhruddin’s, Haji Nanna Biriyanis, Bashir’s Kebab, etc.⁶.

Local restaurateurs first launched Western-style fast food outlets, in Bangladesh, in the 1990s. Global chains soon followed. In 2003, Pizza Hut and in 2006, KFC brought their franchises to the country¹⁰.

These days thousands of fast food outlets are operating, not only in Dhaka but in smaller cities also. Some popular names in this sector are Pizza Hut, KFC, Helvetia, Swiss, A&W, Western Grill, BFC, Chicken King, FFC, Shawarma House, Pizza Inn, etc.¹¹.

In all reality the Bangladesh restaurant industry burst forth in the 21st century. Restaurants offering specialized cuisine like, Bar-B-Q and seafood appeared. Famous chefs like Tommy Miah and Sanjeev Kapoor opened restaurants in Dhaka. Appreciation for ethnic cuisine and the financial ability to enjoy them grew among the citizens¹².

Tertiary Level Students in Dhaka City

According to UNESCO (2012) most education that ‘builds on’ upper secondary education can be classified as tertiary education. This includes not only bachelor’s or equivalent level, master’s or equivalent level, and doctoral or equivalent level educations, but also embraces advanced vocational or professional schoolings. However, some education programs, like technician diploma, primary professional education, etc. which prepare students for labor market entry have been classified under post-secondary non-tertiary education¹³.

This definition is appropriate for Bangladesh also. In Bangladesh both public and private universities are permitted to award degrees under approval from the University Grants Commission¹⁴.

In 2015, 8 public universities were operating in Dhaka city. They included the University of Dhaka, founded in 1921, during the British era; Bangladesh University of Engineering and Technology, the most prestigious institution for the study of Engineering and Architecture in the country and the Bangladesh

University of Professionals, established in 2005 by integrating the existing educational and training institutes of the armed forces. The total number of students in the 8 public universities was 57,698¹⁵.

Around the same time some 46 private universities were active in Dhaka city. Notable among them were the North-South University, BRAC University and the American International University - Bangladesh. A total of 268,809 students were enrolled in these universities in 2015¹⁵.

A large number of colleges affiliated to the National University (NU) also offer tertiary level education in Dhaka city. Their successful students are awarded degrees of NU. The top ranked colleges of Dhaka in 2015 were the Eden Mohila College (established 1841 for women), Dhaka college (established 1835) and the private Dhaka Commerce College¹⁶.

Dhaka is also the home of 27 medical colleges (4 government and 23 non-government) and 11 dental colleges (1 government and 10 non-government). All of these are affiliated to the University of Dhaka except for one. Doctors and dentists who pass out of these institutions are awarded degrees of the University of Dhaka. The only exception in this case is the Armed Forces Medical College which is affiliated to the University of Professionals¹⁷.

Education focusing on religion is also popular in Bangladesh. More than 21% student enrollment at the secondary level is in Madrasas or institutions for Islamic instructions, of which 2.2% are in Quomi (private) Madrasas and 19% in Aliya (government regulated) Madrasas¹⁸. There are 9 fazil (bachelor) level madrasas in Dhaka city, all from the private sector. There are also 16 kamil (master's) level madrasas, 1 from the public sector and 15 from the private sector. In 2015, the enrollment of tertiary level madrasa students, in Dhaka city, was 20,925¹⁹. All kamil and fazil level madrasas in the country are affiliated to the Islamic Arabic University²⁰.

Considering all types of education it may be said that there were more than 400,000 tertiary level students in Dhaka city in the year 2015.

Early Scholarships

There is no dearth of literature on the eating habits of students. Abraham, Noriega and Shin (2018) tested the eating habits of college students and found that taste and convenience were considered to be more important than health requirements²¹. Boo, Chan and Fatimah (2008) found that, among female university students, dining occasion and the number of healthy items offered could influence consumers' food selection independently²². Deliens, Clarys, Bourdeaudhuij and Deforche (2014) found the determinants of eating behavior in university students to be moderated by university characteristics²³. El-Said and Fathy (2015) found that the quality of food & beverages, service quality and reasonable price have a significant and positive impact on student satisfaction with on-campus cafeteria services². Mohammad (2003) professed that the attributes which influence preference of university students on fast food outlets vary across different nationality background of students²⁴. Untaru and Ispas (2013) defined young people (university students) as having low income and lack of time, seeking convenience and socialization. They search for taste, freshness & consistency in food, proper physical environment in restaurants and in the behaviour of contact employees. They find these more in fast food joints than in regular restaurants²⁵. Goon, Bipasha and Islam (2014) conducted a research on the consumption of fast food by university students of Bangladesh in a different light and found that it increased obesity²⁶.

Research publications are also available on factors affecting consumer attitude on restaurants in Dhaka city/Bangladesh. Farhana and Islam (2011) established the relationship between income, age and overall customer service for fast food restaurants in Dhaka city to customers' attributes related perception, quality & value related perception and convenience related perception²⁷. Harun, Ahmed and Maniruzzaman (2013) evaluated the impact of some independent variables, like quality of the food, menu variety, employee behavior, speed of service, etc. on customer hospitality in the fast food industry of Bangladesh²⁸. Islam and Shafayet Ullah (2010) suggested that brand reputation, proximity and accessibility, similarity in taste, and cost & quality relationship should be highlighted to attract university students to fast food restaurants in Bangladesh²⁹. Tabassum and Rahman (2012) endeavored to determine the differences in consumers' attitude towards selective fast food restaurants in Bangladesh while Tinne (2012) tried to identify the factors that affect consumer selection of upscale restaurant in Dhaka city^{11,12}.

Researches have been conducted on the effect of demographics on consumer behavior. Awan and Abbas (2015) found that income and education were significantly and directly associated with impulse buying behavior of consumers. Laoviwat, Suppapanya, and Yousapronpaiboon (2014) found that gender, education, and family income influenced consumer behaviors, while education influenced brand loyalty. Also, family income influenced brand awareness. Their research was conducted on optical business in Thailand³¹. Vilčeková and Sabo (2013) showed that demographic characteristics can be related to the brand buying behavior of Slovak consumers³².

It can be observed from the literature surveyed that research has been conducted on the eating habits of students in other countries as well as in Bangladesh. Considerable research has also been conducted on customer attitude regarding restaurants in the country. The relationship between demographic characteristics and

consumer behavior has also been studied to some extent. However, no research study could be found where the impact of demographic factors (gender and income) on restaurant food consumption behavior (preference of cuisine, frequency and reason) of tertiary level students in Dhaka has been tested. In this context, it may be said that the problem statement has not been answered by past studies.

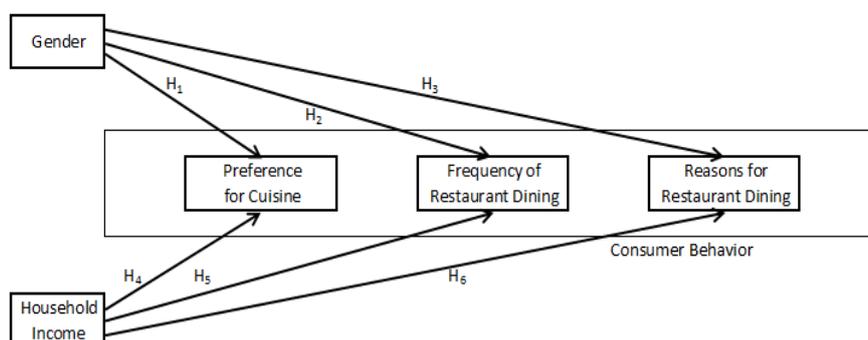


Figure-1: The Conceptual Model

III. Methodological Aspects

The idea of this research came from a larger study which tries to identify the factors that influence selection of cuisine when people consume restaurant food. Data had been collected from 411 customers who had taken restaurant food during the previous 60 days. A questionnaire had been used to collect the data. Out of all the respondents 118 were found to be tertiary level students from Dhaka city. Both demographic (age, gender, religion, level of education, profession, family income, place of residence, etc.) and behavioral (preferred cuisine, frequency of eating at restaurants, main reason for eating at restaurant, etc.) data had been collected from them. This data was then reinforced by a fresh questionnaire survey on students from public universities (University of Dhaka: Institute of Business Administration, Department of Electrical & Electronic Engineering and Department of Disaster Science & Management), private universities (University of Asia Pacific and University of Development Alternative), a medical college (Bangladesh Medical College) and an institute under the National University (Daffodil Institute of Information Technology).

The data was used to test whether, 'restaurant food consumption behavior of tertiary level students in Dhaka city is influenced by their demographic characteristics.' Accordingly, the followings specific hypotheses were tested:

Hypothesis 1

H₁: Gender influences cuisine preference of tertiary level students in Dhaka city during consumption of restaurant food.

H₀₁: Gender does not influence cuisine preference of tertiary level students in Dhaka city during consumption of restaurant food.

Hypothesis 2

H₂: Gender influences the frequency of consuming restaurant food among tertiary level student in Dhaka city

H₀₂: Gender does not influence the frequency of consuming restaurant food among tertiary level student in Dhaka city

Hypothesis 3

H₃: Gender influences the reason for consuming restaurant food among tertiary level students in Dhaka city

H₀₃: Gender does not influence the reason for consuming restaurant food among tertiary level student in Dhaka city

Hypothesis 4

H₄: Family income influences cuisine preference of tertiary level student in Dhaka city during consumption of restaurant food.

H₀₄: Family income does not influence cuisine preference of tertiary level student in Dhaka city during consumption of restaurant food.

Hypothesis 5

H₅: Family income influences the frequency of consuming restaurant food among tertiary level student in Dhaka city

H₀₅: Family income does not influence the frequency of consuming restaurant food among tertiary level student in Dhaka city

Hypothesis 6

H₆: Family income influences the reason for consuming restaurant food among tertiary level student in Dhaka city

H₀₆: Family income does not influence the reason for consuming restaurant food among tertiary level student in Dhaka city

This study employed a quantitative, cross-sectional, descriptive design. A non-probability (judgmental) sampling technique was used to collect data. The collected data were analyzed using descriptive analysis and Chi-square test for independence. Statistical Package for the Social Sciences (SPSS) Windows Version 20.0 was used to conduct the analyses.

Table-1: Research Methodology

Research Design	: Quantitative, cross-sectional, descriptive
Data Collection Tool	: Questionnaire
Sample Size	: 287 (tertiary level students from Dhaka city)
Sampling Technique	: Non-probability – Judgmental
Data Analysis Tools	: Statistical Package for the Social Sciences (SPSS)Windows Version 20.0
Statistical Methods Used	: Descriptive analysis and non-parametric statistics (Chi-square test for independence)

IV. Results

Descriptive Results

The demographic information includes gender and family incomes. The information shown in Table II is based on frequency distributions and percentage. Out of the 287 respondents of this study, 176 (61.3%) were male and 111 (38.7%) were female. 12.2% of the respondents had an average monthly family income of Tk.10,000 and below, 18.8% had a monthly income of Tk.10,001 to Tk.25,000, 31.0% had a monthly income of Tk.25,001 to Tk.50,000 while 21.6% had a monthly income of Tk.50,001 to Tk.100,000. 16.4% of the respondent's families have an average monthly income of more than Tk.100,000.

Table II: Respondent's Profile

Variables		Frequency	Percentage
Gender	Male	176	61.3
	Female	111	38.7
Family Income Monthly	Tk.5,001 10,000	35	12.2
	Tk.10,001 – 25,000	54	18.8
	Tk.25,001 – 50,000	89	31.0
	Tk.50,001 -100,000	62	21.6
	Above Tk.100,000	47	16.4

As regards consumer's preference towards restaurant cuisine 51.6% of the respondents stated that they preferred Bangladeshi cuisine. This was followed by liking for US/Italian cuisine (26.1%) and Chinese/Thai cuisine (13.6%).

Table III Respondent's Cuisine Preference

	Frequency	Percentage
Bangladeshi	148	51.6
Chinese / Thai	39	13.6
US / Italian	75	26.1
Others	25	8.7

Table IV Respondent's Frequency of Eating out

	Frequency	Percentage
1 - 6 times a year	36	12.5
7 - 11 times a year	35	12.2
Once a month	45	15.7
2-3 times a month	71	24.7
More than 3 times a month	100	34.8

More than one-third (34.8%) of the respondents consume restaurant food more than three times a month. 24.7% of the research participant frequent restaurants 2/3 times a month, while 15.7% go to restaurants once a month.

As to the occasion for eating out at restaurants, it was observed that the majority of the students (59.9%) consumes restaurant food with friends. This is followed by (18.5%) those who eat out with other members of the family. Strangly, though this study is on university students, only 11.1% tertiary level students eat out on study related occasions.

Table V Respondent's Occasions for Eating out.

	Frequency	Percentage
Work or Study Related	32	11.1
Eating with Family	53	18.5
Eating with Friends	172	59.9
Special Occasions & Celebrations	30	10.5

Exploring Relationships

Pearson’s Chi-square test was used to investigate the association between the demographic characteristics of consumers (gender and family income) and buying behavior (cuisine preference, frequency of eating at restaurants and occasions for eating out). The details of the tests are as follows:

Influence of Gender on Cuisine Preference

Table 6A shows that the Pearson Chi-Square value is 27.044 and the degree of freedom is 3. The corresponding p -value of the test statistic is $p < 0.001$. Since the p -value is less than the chosen significance level $\alpha = 0.05$, the null hypothesis (H_{01}), that gender does not influence cuisine preference, can be rejected. It can thus be concluded that gender influences the cuisine preference of tertiary level students in Dhaka city during their consumption of restaurant food.

Table 6A: Genderwise Preference for Cuisine

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.044 ^a	3	.000
Likelihood Ratio	27.462	3	.000
Linear-by-Linear Association	22.963	1	.000
N of Valid Cases	287		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.67.

Table 6B shows Cramer’s V to be equal to .307. Using Cohen’s (1988) criteria of .06 for small effect, .17 for medium effect and .29 for large effect when $df = 3$ it can further be concluded that the influence of gender on cuisine preference is strong³³.

Table 6B: Genderwise Preference for Cuisine

	Value	Approx. Sig.
Nominal by Nominal Phi	.307	.000
Cramer's V	.307	.000
N of Valid Cases	287	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Figure 2 shows that 63.60% of the male students prefer Bangladeshi food, while the favorite cuisine of the female students is nearly a tie between US/Italian cuisine (35.10%) and Bangladeshi cuisine (32.40%).

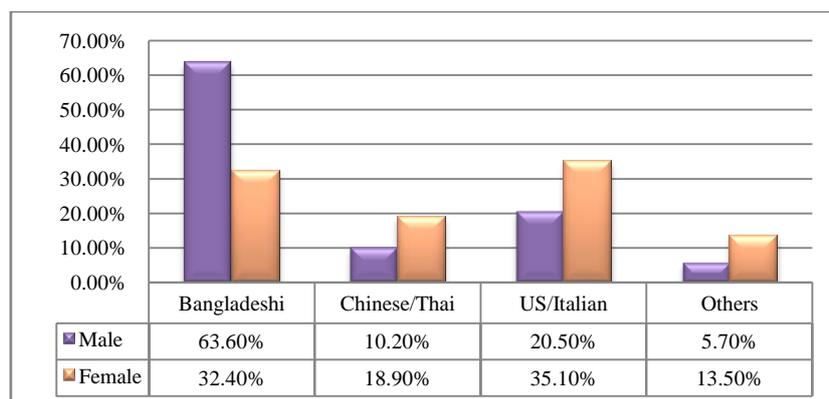


Figure 2: Genderwise Preference for Cuisine

Influence of Gender on Frequency of Eating out

Figure 3 shows that among male students 33.50% eat in restaurants more than 3 times a month, while 28.40% consumer restaurant food 2 to 3 times a month. The majority (36.90%) of female students eat at restaurants more than thrice a month, while 19.80% and 18.90% eat out once a month and two to three times a month respectively.



Figure 3: Genderwise Frequency of Eating at Restaurants

Table 7 shows a Pearson Chi-Square value of 4.720 and the degree of freedom to be 4. The corresponding ρ -value of the test statistic is $\rho = 0.317$. As the ρ -value is greater than the chosen significance level ($\alpha = 0.05$), the null hypothesis cannot be rejected. There is not enough evidence to suggest that gender influences the frequency of consuming restaurant food among tertiary level student in Dhaka city.

Based on the results, it can be stated that the Chi-square test for independence indicated no significant association between gender and the frequency of consuming restaurant food $\chi^2(4, n=287) = 4.720, \rho = .317$

Table 7: Genderwise Frequency of Eating at Restaurants

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.720 ^a	4	.317
Likelihood Ratio	4.762	4	.313
Linear-by-Linear Association	.015	1	.901
N of Valid Cases	287		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 13.54.

Influence of Gender on Occasions for Eating Out

Figure 3 shows that eating out with friends is the main reasons why students (both male and female) visit restaurants. 65.30% of the males and 51.40% of the females selected this as their main reason for eating out. 27.0% of the female students also eat out with their family, while among the male students the second reason for consuming restaurant food is a tie between eating with family members and work/study related reasons.

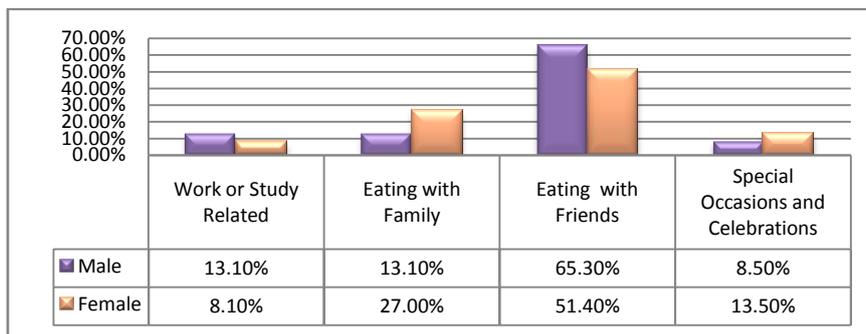


Figure 4: Genderwise Occasions for Eating Out

Table 8 exhibits the Pearson Chi-Square value as 12.529 and a degree of freedom of 3. The corresponding ρ -value of the test statistic is $\rho = 0.006$. Since the ρ -value is less than the chosen significance level $\alpha = 0.05$, the null hypothesis (H_{03}), that gender does not influence the occasion for eating out, can be rejected. It can be concluded that gender influences the occasion for eating out of tertiary level students in Dhaka city.

Table 8: Genderwise Occasions for Eating Out			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.529 ^a	3	.006
Likelihood Ratio	12.361	3	.006
Linear-by-Linear Association	.212	1	.646
N of Valid Cases	287		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.60.

Cramer’s V was found to be equal to .209. Using Cohen’s (1988) criteria it can be concluded that the influence of gender on the occasions for eating out is of medium effect³³.

Influence of Family Income on Cuisine Preference

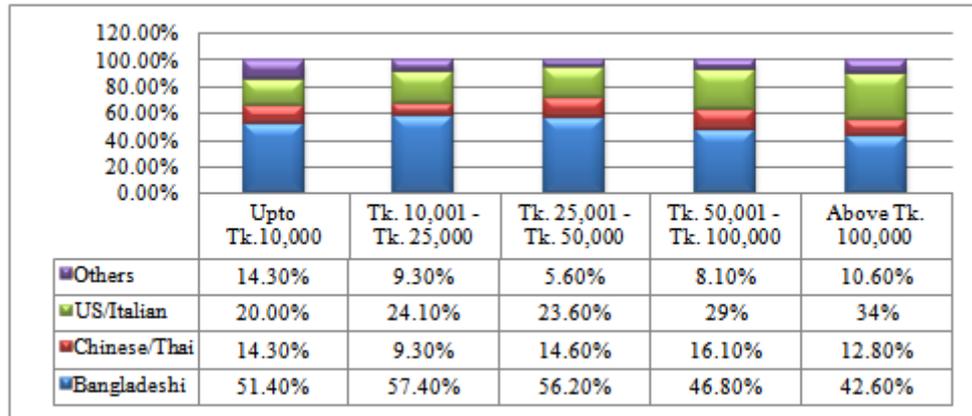


Figure 5: Family Income & Cuisine Preference

Figure 5 indicates that regardless of family income the most preferred cuisine of University students is the Bangladeshi cuisine. 57.40% of the students whose family income range between Tk.10,001 to Tk.25,000 consider it to be their favorite cuisine as does 42.60% students with an income of over Tk.100,000. US/Italian cuisine holds the second place among all the income groups.

The Pearson Chi-Square value in Table 9 is 7.495 and the degree of freedom is 12. The corresponding ρ -value of the test statistic is $\rho = 0.823$. As the ρ -value is greater than the chosen significance level ($\alpha = 0.05$), the null hypothesis cannot be rejected. Thus there is not enough evidence to suggest that family income influences the cuisine preference of tertiary level student in Dhaka city $\chi^2(12, n=287) = 7.495, \rho = .823$.

Table 9: Family Income & Preferred Cuisine

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.495 ^a	12	.823
Likelihood Ratio	7.478	12	.824
Linear-by-Linear Association	1.123	1	.289
N of Valid Cases	287		

a. 4 cells (20.0%) have expected count less than 5. The minimum expected count is 3.05.

Influence of Family Income on Frequency of Eating Out

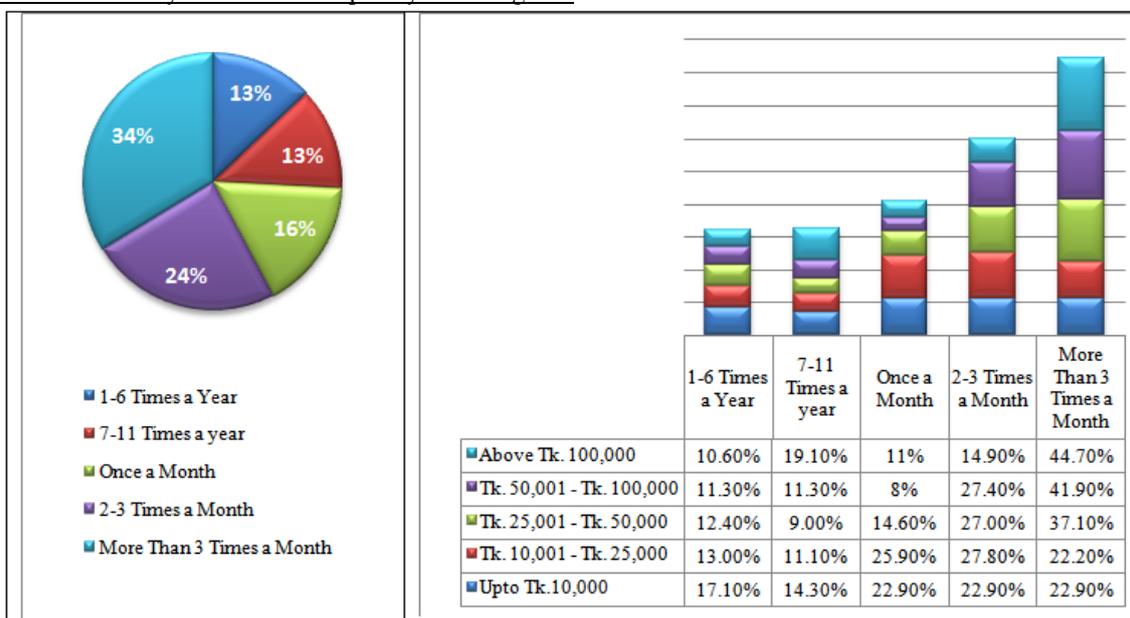


Figure 6: Family Income & Frequency of Eating at Restaurants

Figure 6 indicates that regardless of family income 34% of the respondents eat at restaurants more than thrice a week. 24% university students consume restaurant food 2/3 times a month while 16% eat out once a month.

Among the students who go to restaurants more than three times a month 45% have family incomes over Tk.100,000 per month, 42% have income of Tk.50,000 to Tk.100,000 per month and 37% have income of Tk.25,000 to Tk.50,000 per month.

The Pearson Chi-Square value in Table 10 is 20.224 and the degree of freedom is 16. The corresponding ρ -value of the test statistic is $\rho = 0.210$. As the ρ -value is greater than the chosen significance level ($\alpha = 0.05$), the null hypothesis cannot be rejected. Thus there is not enough evidence to suggest that family income influences the frequency of eating at restaurants among tertiary level student in Dhaka city $\chi^2(16, n=287) = 20.224, \rho = .210$.

Table 10: Family Income & Frequency of Eating at Restaurants

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.224 ^a	16	.210
Likelihood Ratio	20.517	16	.198
Linear-by-Linear Association	3.755	1	.053
N of Valid Cases	287		

Influence of Family Income on Occasion for Eating Out

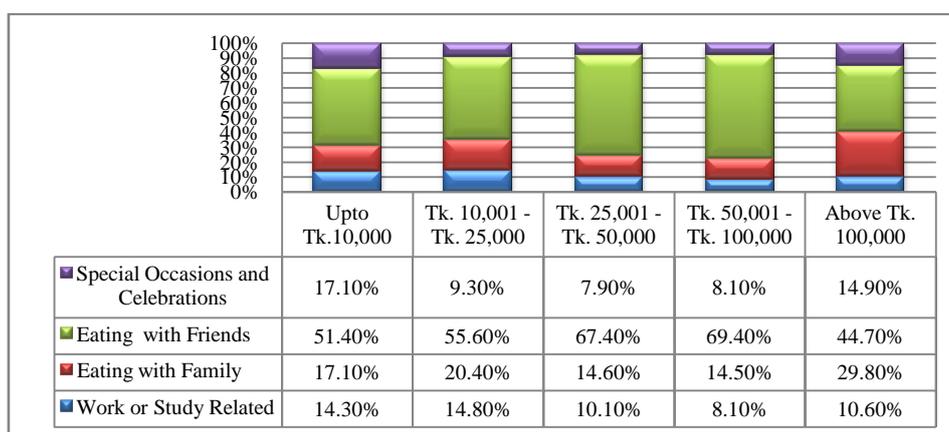


Figure 7: Family Income & Occasion for Eating at Restaurants

The majority of the respondents eat out, mainly with their friends. Figure 7 indicates that more than 50% of the students who have a family income of up to Tk.100,000 per month usually eat out with friends. Among students with family earnings of more than Tk.100,000 per month, the main reason for dining out with friends is somewhat less (45%); a considerable portion of them (30%) dine out with their families

The Pearson Chi-Square value in Table 11 is 13.765 and the degree of freedom is 12. The corresponding ρ -value of the test statistic is $\rho = 0.316$. As the ρ -value is greater than the chosen significance level ($\alpha = 0.05$), the null hypothesis cannot be rejected. Thus there is not enough evidence to suggest that family income influences the occasion for eating at restaurants among tertiary level student in Dhaka city $\chi^2(12, n=287) = 13.765, \rho = .316$.

Table 11: Family Income & Occasion for Eating at Restaurants

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.765 ^a	12	.316
Likelihood Ratio	13.181	12	.356
Linear-by-Linear Association	.213	1	.645
N of Valid Cases	287		

a. 3 cells (15.0%) have expected count less than 5. The minimum expected count is 3.66.

V. Discussion

The aim of this study has been to understand how university level students behave, with regards to their demographic characteristics, during their consumption of restaurant food.

The study reveals that differences in genders have significant influence on consumer behaviors, like preference for cuisine and the occasion for eating at restaurants. This is somewhat akin to the findings of Laoviwat, Suppanya, and Yousapronpaiboon (2014)³¹. The influence of gender on cuisine preference was found to be strong while that of gender on the occasions for eating out was found to be of medium strength.

On the other hand, no significant association could be found between the family income of the respondent tertiary level students and their buying behavior, specifically, preference for cuisine, frequency and occasions for eating in restaurants. Also, no significant relations could be identified between gender and number of times university students eat out during a particular period.

The practical implementation of this study is the recommendation that restaurateurs who target university students in Dhaka city may also segment their customers on the basis of gender. However, based on the results it may be said that segmenting university customers on the basis of their family income may prove to be a futile exercise. At the same time, it should be remembered that the sample size of 287 respondents of this study may not properly represent the target audience. The results could vary if the number of respondents is increased.

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APPENDIX I

List of Universities in Dhaka City

Public Universities			
Sl.	Name of the University	Location	No. of Students in 2015
1	University of Dhaka	Ramna	31,955
2	Bangladesh University of Engineering and Technology	Ramna	10,644
3	Bangabandhu Sheikh Mujib Medical University	Shahbag	3,017
4	Sher-e-Bangla Agricultural University	Sher-e-Bangla Nagar	3,306
5	Jagannath University	Chittaranjan	4,060
6	Bangladesh University of Professionals	Mirpur Cantonment	2,993
7	Bangladesh University of Textiles	Tejgaon IA	1,673
8	Bangabandhu Sheikh MujiburRahman Maritime University	Mirpur 12	48
			57,698
Private Universities			
Sl.	Name of the University	Location	No. of Students in 2015
1	North South University	Bashundhara	18,195
2	Independent University	Bashundhara	5,305
3	International University of Business Agriculture and Technology	Uttara	8,677
4	Ahsanullah University of Science and Technology	Tejgaon IA	6,758
5	East West University	Aftabnagar	11,004
6	BRAC University	Mohakhali	7,058
7	Stamford University Bangladesh	Dahanmondi	10,572
8	City University	Panthapath	11,396
9	Bangladesh University of Business and Technology	Mirpur 2	8,317
10	American International University-Bangladesh	Banani	10,344
11	University of Asia Pacific	Green Road	4,461
12	Bangladesh University	Mohammadpur	5,784
13	Southeast University	Banani	8,480
14	Daffodil International University		16,560
15	Shanto-Mariam University of Creative Technology	Uttara	4,897
16	University Of Development Alternative	Dhanmondi	4,321
17	Green University of Bangladesh	Begum RokeyaSharani	4,461
18	World University of Bangladesh	Dhanmondi	5,547
19	University of South Asia	Banani	2,663
20	State University of Bangladesh	Dhanmondi	3,347
21	Eastern University	Dhanmondi	3,584
22	United International University	Dhanmondi	7,656
23	University of Information Technology and Sciences	Baridhara	12,272
24	Royal University of Bangladesh	Banani	1,473
25	University of Liberal Arts Bangladesh	Dhanmondi	4,178
26	Uttara University	Uttara	8,869
27	Victoria University of Bangladesh	Panthapath	1,116
28	Presidency University	Gulshan	4,514
29	Primeasia University	Banani	3,710
30	Bangladesh Islami University	RK Mission Road	4,458
31	ASA University Bangladesh	Mohammadpur	2,971
32	Manarat International University	Gulshan	3,275
33	The Millennium University	Shajahanpur	1,154
34	Central Women's University	Hatkola Road	278
35	The People's University of Bangladesh	Mohammadpur	4,254
36	Northern University	Banani	6,141
37	IBAIS University	Dhanmondi	2,412
38	AtishDipankar University of Science and Technology	Banani/Uttara	6,220
39	Dhaka International University	Banani	6,277
40	Prime University	Mirpur 1	3,359
41	Asian University of Bangladesh	Uttara	10,627
42	BGMEA University of Fashion and Technology	Uttara	4,371
43	Sonargaon University	Tejgaon	5,135
44	Bangladesh University of Health Sciences	Mirpur-1	566
45	Notre Dame University	Motijheel	778
46	Fareast International University	Banani	1,014
			268,809
Source: The University Grants Commission of Bangladesh			

