

## Consumer Buying Perception of Foodservices in University Campus: a Study on Jahangirnagar University

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**ABSTRACT:** The objectives of this study were to assess the perception of service quality of food and to identify the foodservice in university campus. This study identified four underlying service quality factors using survey method descriptive research methodology among 300 respondents in the university where students were used in evaluating perception about foodservice based on demographical characteristics. Gender, age, and income have a significant relationship with the perception of the foods. Moreover, the factors of the dining environment, employee competency, price, and information were positively and negatively affecting the perception of food services and satisfaction level. This study will help to modernize the restaurant to cope up with the consumer's perception.

**KEY WORD:** Perception, Satisfaction, Food, University Campus

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### I. INTRODUCTION AND LITERATURE REVIEW

#### 1.1 Introduction

Satisfaction plays a vital marketing role as it is a good predictor of buying behavior (McQuitty et al., 2000). To ascertain the construction and to explain the satisfaction in various product/service compensation, different theories were produced. Product quality is the one that meets user needs that can include various features and enhances product performance.

A research by (Rao and Raghu Nathan, 1997) stated that consumer requirements are to be understood and measured by product quality. After use, product evaluation by the customer is known as buying intentions. The behavior is seen as a key to predicting the buying behaviors of consumers and their intentions (Keller, 2001). A study by (Ghosh, 1990) showed consumers choose one good, but the ultimate outcome depends on their intention. The perceived quality anticipates the quality level of the whole product according to Aaker (1996). Past studies have shown an indirect impact between perceived product quality and buying intentions by mediating customer satisfaction variable (Cronin and Taylor, 1992)

If the actual outcome of the product goes beyond consumer expectations, the consumer will be happy or the consumer will be unhappy if the prospect exceeds the outcome (Szymanski and Hendard, 2001). However, the student market is diversifying; earlier research (Knutson, 2000) shows that there seems to be validity in the prevailing opinion of working with students and food. These young people had created a substantial food industry. Research conducted by Knutson (2000) stated that the physical environment and employee behavior are the main factors influencing the choice of a food restaurant for students. While food quality is a key to a customer dining experience, it is shown that the environment (ambiance, furniture, layout, and facilities) and staff performance influence the student's choice and perception of the quality of service in the restaurant

#### 1.2 Literature review

Berry, Wall and Lewis (2006) research show that customers often act as investigators as they search for information and organize their perceptions into a set of feelings about the service. Customers form perceptions based on the service's technical performance, the tangible service-related factors such as environmental factors, and service provider's behavior and appearance. Perceived superiority is represented as finding the consumer about product performance and how this product compared to their expectations. Superiority can also be defined as the overall characteristics and features of a product or service that rely on its ability to meet stated or implied needs (Kotler et al., 2002). The perceived view of superiority is different from the approach based on manufactures and products. From a market point of view, however, most organizations endorse their superiority description (Main, 1994). Consumer perception of the superiority of the product is compared to their expectation. Customers measure product superiority in terms of how much contentment they received from that

product (Jiang and Wang, 2006). On the other hand, it is estimated that brand reliability affects the perceived product superiority (Erdem and Swait, 1998). Perceived superiority can be simply defined as the consumer's finding of a product overall primacy and excellence (Zeithaml, 1988). Previous research (Ryu & Jang, 2007) examines the separate effects of the environment and behavior of employees on customers' perception of service quality; however, there are few studies address their combined effects.

This appears to be an interesting area of investigation as customers simultaneously experience a restaurant's booth environment and the behavior of employees. Customer satisfaction in marketing is the most vital outcome of marketing practice and represents an important position in both observation and theory (Churchill and Surprenant, 1982). Customers are the incredibly early element measured before the organizational arrangement and strategies position by management.

In the strategic forecast, the questions asked range from who will need to consume these offers, where are they, and how much can they buy to reach the customers, and will it suspend their maximum satisfaction? The assessment of the product of the customer obviously depends upon its demand and on the availability of additional option and resources available to the customer on the marketplace. Whether an organization offers superiority services or not entirely depends on customer feedback on the pleasure so they really get from consuming the products, as higher superiority levels demonstrate higher customer satisfaction levels (Kotler and Keller, 2001). Satisfaction is different as it varies from one person to another. "One man's meal is the poison of another man," an old saying that describes usefulness, meaning the reality that it is sometimes very difficult to satisfy everyone or to conclude satisfaction with a group of people (Reiman et al., 2008).

Product perception - Product expectation = perceived product

Through this equation, the customer satisfaction and its effects are described, when customers gain their perceived superiority product they tend to satisfy customers, it also indicates that customer satisfaction can be managed and controlled by superiority management. It is believed that a product offers a pleasant level of use-associated fulfillment, after the product convention the consumer feels satisfactory (Zeithaml and Bitner, 1996). Customer satisfaction is a good or bad realization of someone after comparing the product review he perceived with expectation.

Customers are consuming their money, time and effort to purchase the product, so the intention to buy is of great importance in their lives. Customers are always influenced in the purchasing process by their preferences and perception. Perceived product quality becomes "the consumer's estimate based on the entire set of basic as well as outer dimensions of the product or service" (Grunert et al, 2001).

Consumer behavior is quite different from the events that consumers are tasked with in searching, using, buying, evaluating and disposing of products that they believe will meet their needs (Pelau, 2011). There are many factors affecting consumers buying behavior, but dealers are unable to control such as individual, social, psychological, and literary factors.

In order to achieve target customers efficiently, these factors must be taken into consideration (Kotler et al. 2005). Individuals make dealings and decisions on the basis of actuality, marketers should acknowledge all paradigms in order to be able to postulate more easily what influences purchasing of customers (Kelley, 1950). Consumer judgment process study is therefore extremely important for understanding the intention of consumer purchase (Puth, Mosert and Ewing 1999; Schiffman and Kank 1991). "An individual awake plan to try to buy" The product is related to the perception of quality (Spears & Singh, 2004). Perceived quality of the product directly influences the intention to buy. Before buying the product, customers have some perceptions of product price, quality, and styles. After using the product, the intention of purchasing increases and decreases as it has direct relationships that affect each other. If the quality is high, the customer's buying intention is also high.

Two differences have been proposed between perceived quality and satisfaction (Rust and Oliver, 1994). Quality was viewed by customers as a more precise philosophy based on product and service attributes. The company can exercise a degree of quality control. Thus, when perceived quality is considered as an overall assessment, it is suggested that perceived quality be understood as the source of satisfaction. Satisfaction is regarded as the most important marketing constructs (Erevelles and Leavitt, 1992).

However, having a meal in a restaurant irrespective of whether it is a fine dining, casual dining or dining is a multi-layered experience involving three types of clues, namely functional clues—the technical quality of food and service; mechanical clues—the atmosphere and other design and technical elements; and human clues—the performance, behavior and appearance of the waitress or waiter (Wal) While food quality is the foundation of a dining experience, the mechanical clues (the restaurant's ambiance and atmosphere) and the human clues (staff behavior and service performance) greatly influence a particular restaurant's customer evaluation.

The combined effect of booth mechanics and human clues usually affects the emotional perception of the quality of service by customers (Berry et al., 2006). Consumers have a certain sense of product superiority because product superiority ensures product reliability, durability, and sustainability. The concentrate of brand superiority is predicated on findings that brand superiority and brand purchase have a strong positive

relationship.

### **1.2.1 Consumer Perception**

Perception is primarily research of what we subconsciously add or subtract from the raw sensory inputs (5 senses) to develop a private world, brand or product image (Puth et al, 1999). Perception research is important in the marketing context and so for marketers as consumers act and react on the basis of their perception rather than objective reality (Schiffman and Kanuk, 1991), particularly in the food market where recent surveys demonstrate consumers show very little commitment to any particular food brand.

In order to identify what will lead consumers to buy or use their products or services in action, it is therefore important for marketers to understand the whole notion of perception. According to previous writings, the problem often involves perception studies is that when associated with individual needs, values, expectations or emotions, the method of perception is highly individual (Schiffman and Kanuk, 1991).

In addition, understanding the process of perception is further complicated by phenomena such as thresholds, the potential involvement of subliminal perception, and the process of selective perception. Thus, recognizing the perception of a particular product/service or brand by the consumer remains largely complex systems despite in-depth research in the area.

While this service industry has grown into the highest and most vibrant component in the economies of most nations for some time, it has been seen primarily as a product rather than a service (Jones, Hillier, Shear & Clark-Hill, 2002). Studies on the consumer perception aspect, therefore, focused for a long time on a product rather than service brand. However, this century's food service model has provided uniformity and repeated experience for consumers (Schlosser, 2002). There are many common aspects that have been frequently discussed in the past regarding the studies of this research scope. In the component of customer service experience, typically leading to their perception of a certain restaurant, which is a food restaurant in this research.

Research studies in the past have found that challenges often arise in the branding of a service brand (Blankson and Kalafatis 1999) suggest that service is particularly different with a product, especially in that service characteristics that include elements of intangibility differ from those physical goods and rely on the action and attitude of employees. This study on the perception of consumers (Jones, Shears, Hillier, & Clarke-Hill, 2002) has used the study in three main themes of focused position, consistency and value, each of which is tested in its balance of service characteristics referring to its tangible and intangible components.

### **1.2.2 Service Attributes**

Customer service may affect a restaurant's perception of the consumer. Parasuraman, Zeithaml, and Berry (1991) defined the quality of service as the overall assessment of a specific organization resulting from comparing its performance with the general expectations of consumers as to how an organization should perform in its industry. Thus, the level of satisfaction of customers with a restaurant may be proportionate to how accurately the restaurant meets their specific service needs in exceeding them. It is also reasonable to conclude that a critical factor in customer satisfaction is the quality of service delivery (Lowenstein, 1995), resulting in behavioral intentions and impacting consumer perception of a restaurant. According to Kivela & Chu (2001), the main quality service classification includes core customer service provided by employees, which includes promptness and friendliness, while cleanliness, environment, and quality of food is a sub-classification for consumer satisfaction. Customer service quality will have a major impact on the restaurant's perception of its customers (Kivela & Chu, 2001).

### **1.2.3 The service indicators that affect the perception of customers**

Services are not objects but even so performances. Performance is the most important value when customers receive service. Service performance requires customer presence, which is referred to as inseparable services. Customers need to visit the location where services are created, including environmental factors; and interact with service performers, including employees, waiters, and servers. Customers consciously and unconsciously filter experiential clues while experiencing service and organize their perceptions into an impression set (Berry, Wall and Carbone, 2006). Anything that can be experienced through 5 senses (see, touch, taste, hear and smell) is an indication. During and after the service, customers process the "hints" they experience and determine whether to buy the service or not. Some hints are more important than others when influencing the overall perceptions of customer experience. The overall customer experience is influenced by three types of hints. According to Berry, Wall, and Carbone (2006), service hints are usually divided into three main categories, functional hints, mechanical hints, and human hints. What's functional hints about the service experience, revealing the reliability and ability of the service. It concerns the technical quality of service offering, it is the ability of the performers to perform the service promised in an accurate and reliable way. Mechanical clues are concerned with the service's sensory presentation. It comes from things, including smells,

sounds, tastes, and textures. Humane clues come from service providers ' behavior and appearance, which includes enthusiasm level, body language, word selection, voice tone, tidiness, and service providers ' proper dress.

### **1.3 Purpose of the Study**

The purpose of this study was to assess the perception of food services in the university campus.

The specific objectives were:

- I. To explore the profiles of consumers who have dining in the campus.
- II. To explore the perception of the university student of the food service provided on the university campus.
- III. To identify the selection criteria for food service that university students perceived as important.
- IV. To distinguish the selection criteria of food services of university students based on demography.

### **1.4 Research Questions**

The main question of this study was what is the perception of the consumer about food services in the university campus?

The specific questions were:

- I. What are the profiles of consumers who have dining in the campus?
- II. What is the perception of the university student of the food service provided on the university campus?
- III. What are the selection criteria for food service that university students perceived as important?
- IV. What are selection criteria that can effect on selecting the food services based on demography in the university?

### **1.5 Hypotheses**

The following hypotheses were established based on the objectives of this study.

H0= The factors for selecting food services are not significantly important.

H1= The factors for selecting food services are not significantly important.

H0= There is no significant difference in the perception of the food service dimensions in university food services among demographics characteristics.

H2= There is a significant difference in the perception of the food service dimensions in university food services among demographics characteristics.

### **1.6 Limitations**

This study was limited to students of a university, Jahangirnagar University who were using the school food service operations on the university campus. The results of this study could not be generalized beyond this population. This study was being conducted during the regular semester among the university students and different type of food service operation in each place inside the campus thus responses might reflect about the different circumstance of perception. To conduct this research the authors suffered few limitations of time, cost and information.

## **II. METHODOLOGY**

### **2.1 Research Design**

The descriptive survey involved meeting this article's goals and testing hypotheses. The main purpose of this study was to describe the record, analyze and interpret conditions. Survey research is one way for descriptive research to be conducted. The media of personal survey has been used. The dependent variables in this study were used to determine students ' perception of university food service. Selected demographic profiles of the respondent were the independent variables.

### **2.2 Sample Plan**

Participation in the study was limited to the food consumer in Jahangirnagar University. During December 16, 2016 to February 10, 2017, the sample consisted of 300 students randomly selected from many bistros or food suppliers. Participating in this survey were chosen mainly resident students staying in halls. Furthermore, the students were randomly selected from the student address in each student directory of the hall. For this study, a total of 325 questionnaires have been collected and 300 usable questionnaires have been obtained.

### **2.3 Target Population**

The survey questionnaires were distributed to all who were enrolled in having food at Jahangirnagar University since February 10, 2016. The target population for this study was all students and the sampling frame was all students who have been taken food in Jahangirnagar University.

## 2.4 Sample Size

For this study, the sample size of 300 respondents was determined prior to the survey from Jahangirnagar University, and the needed information was collected before the data was analyzed. Approximately, 20 samples were drawn from each foodservice provider of the university.

## 2.5 Sampling Method

The researcher used a simple random sampling method to draw the samples. For this study, the sampling procedure was administrated to draw the samples.

## 2.6 Data Collection

Prior to finalizing a survey instrument for this study, the pilot study was conducted the contents of the questionnaire. Data collection procedures and data analysis techniques appropriate to test the research questions were to be selected at that time. The data has been collected from the persons who have eaten food from the food restaurant/bistro of the campus like Bottola, Transport yard, Tarzan point, Dairy gate, Joy Bangla gate, and Shaheed Salam Barkat hall premises.

## 2.7 Instrumentation

A questionnaire instrument was developed based on reviewing the relevant literature by past studies and the objectives of the study. In the questionnaire, respondents were asked to indicate the perception of a brand using a point five-point Likert-type scale ranging from 1 to 5 where strongly disagree = (1) to strongly agree = (5). Other styles of the questionnaire were used.

## 2.8 Data Analysis

The returned questionnaires were coded and the collected data was transcribed and processed into the computer using the Statistical Package for Social Sciences (SPSS) 23.0. A standard statistical procedure, which includes t-test, regression analysis, was used to test. Percentages and frequencies were determined for the demographic information. For the descriptive statistics, the simple frequency was calculated to display the distribution of respondent's demographic profile.

### III. DATA ANALYSIS AND RESULT

#### 3.1 Demographic Profile of the Respondents

Table 1: Demographic Profile

Age (in a year)	Frequency	Percent	Level of education	Frequency	Percent	Gender	Frequency	Percent
15-25	220	73.3	Primary passed	22	7.3	Male	198	66.0
26-35	51	17.0	SSC passed	5	1.7	Female	102	34.0
36-45	14	4.7	HSC passed	96	32.0	Total	300	100.0
46-55	14	4.7	Honor's pass	109	36.3			
55 above	1	.3	Masters	51	17.0			
Total	300	100.0	above Master's	17	5.7			
			Total	300	100.0			
Occupation	Frequency	Percent	Monthly income	Frequency	Percent	Monthly expenditure on food	Frequency	Percent
Students	239	79.7	3,000-5000	4	1.3	1-10%	120	40.0
Housewife	12	4.0	5001-10,000	37	12.3	11-20%	102	34.0
Business	13	4.3	10,001-15,000	94	31.3	21-30%	36	12.0
Government employee	2	.7	15,001-20,000	115	38.3	31-40%	18	6.0
Private services	27	9.0	20,001-above	50	16.7	41%- above	24	8.0
Self-employed	7	2.3	Total	300	100.0	Total	300	100.0
Total	300	100.0						

Of the 300 questionnaires received (Table 1), 300 were completed and usable. As shown in the table, among the 300 respondents 198 respondents (66%) were male and 102 respondents (34%) were female. It is also shown in the table, 73.3% of the respondents are in 15-25 years old, the age group of 26-35 years is 17% and only one respondent is above 55 years old. Most of the respondents are young adult aged 15 years to 25 years.



Moreover, in the table, the education of the respondents is shown. Here primary passed respondents is 7.3 %. 32% of respondents are HSC passed and 17 % is Masters. A large amount of respondents is 36.3% and they are Honor’s pass. However, most of the respondents are students and them 79.7 % of the total respondents. 4% is shown as the housewife and another 4.3% has the business. Only 0.7% is a government employee. 9% has private sectors and 2.3% is self-employed.

As shown in the table, 38.3% of respondents earn 15,001 to 20,000 taka per month to expend. 16.7 % of respondents earn 20,001 taka and above. But only 1.3% earn only 3,000 to 5,000 taka. A medium percent of respondents earn 10,001 to 15,000 taka per month and the percentage is 31.3.

40 % of the respondent expense for dining food only 10% and below 10% of their income and 34% respondents expense 11-20% of their income. Only 8% of respondents expense above 41% of their income for dining food. 12 % of respondents expense 21-30% of their income for food and only 6% expense 31-40%. The respondents are homogeneous in the manner of age, profession, and education but they are heterogeneous for income and expenditure. The respondents are mainly university students and 15-25 years old.

### 3.2 Perception of Foodservice

**Table 3: Perception of Foodservice**

Perception of Foodservice	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Types of food you mostly love to eat during lunchtime	3.27	1.162	-.192	.241	-.801	.478
In what extent does food of an area in the campus motivate you to take lunch over there?	2.27	1.270	.200	.241	-1.684	.478
How much important do you evaluate food quality as a part of your lunch?	1.98	.752	.615	.241	.464	.478
Where do you search for information related to the food quality of the restaurant that you want as your launch?	2.05	1.029	.808	.241	.266	.478
How many times have you eaten lunch in a specific restaurant where the main reason was better quality (in a month)?	1.92	1.285	.881	.241	-.871	.478
Special food items variety create a positive image in your mind.	2.94	1.455	-.115	.241	-1.329	.478
Bottola's food create a distinctive image in your mind about lunch food	2.25	.730	.845	.241	1.706	.478
Local food reinforces to come to a specific restaurant again	2.22	.883	.809	.241	.932	.478
When you come to any restaurant, you want to eat new items in that area	2.36	.835	1.146	.241	1.792	.478
How often do you bring the launch food from campus for your family and friends?	2.41	.877	.647	.241	.890	.478

So, the perceptions of the homogeneous respondents about the food of the campus are as follows. The food of the area in the campus somehow motivates to take food over there. They assumed the food quality is most important to choose the food. The respondents prefer the website to social media to search the information related to the food quality of the restaurant that they want to have a meal, though they go to social media.

The respondents may go 7 times to 10 times to a specific restaurant in a month. It may reach to 15 times in a month as the respondents appeared as heterogeneous. Local food reinforces to come to a specific restaurant again." the respondents somewhat agree and neutral. Sometimes they strongly disagreed.

Bottola’s foods somehow create a distinctive image in their mind about lunch food where the respondents somewhat agree and neutral. Sometimes they strongly disagreed. For the question of when they came to any restaurant, they wanted to eat new items of that area, the respondents somewhat agree and neutral in their answer. Sometimes they strongly disagreed. The respondents frequently took lunch for their family and friends where a few took sometimes.

### 3.3 Available foods

**Table 4: Food eaten Frequencies**

	Responses		Percent of Cases
	N	Percent	
Foods in Restaurant Rice	285	18.2%	95.0%
Fish	249	15.9%	83.0%
Hotchpotch	57	3.6%	19.0%
Vegetables	243	15.5%	81.0%
Chicken	207	13.2%	69.0%
Beef	57	3.6%	19.0%
Mutton	24	1.5%	8.0%
Vorta	183	11.7%	61.0%
Egg	252	16.1%	84.0%
Bread	6	.4%	2.0%
<b>Total</b>	<b>1563</b>	<b>100.0%</b>	<b>521.0%</b>

There are ten food items as shown in the table that has been eaten by the respondents. The food items are rice, fish, hotchpotch, vegetables, chicken, beef, mutton, vorta, egg and bread. Most of the students (95%) eat rice for their meal. With rice, they eat fish (83%), chicken (69%), beef (19%), mutton (8%), egg 84%. They also eat vorta (61%), vegetables (81%) for the meal. 19% of respondents eat hotchpotch whereas only 2% eat bread.

### 3.4 Reliability Test

**Table 5: Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.759	.765	11

From the table, the alpha of the Cronbach is .759, which with this specific sample demonstrates a high level of internal consistency for our scale. The number of items is 11. So, the sample is easily reliable.

**Table 6: Hotelling's T-Squared Test**

Hotelling's T-Squared	F	df1	df2	Sig
1900.754	88.999	10	280	.000

The T-squared test of Hotelling confirmed that the average of different variables at 1 per level was significantly different. This shows that there is no equivalence between all 11 items and they are all characteristic of a different and unique personality.

### 3.5 T-Test

**Table 7: One-Sample Test**

	Test Value = 300					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Taste of food	-5.407E3	299	.000	-296.060	-296.17	-295.95
Quality of the food	-5.865E3	299	.000	-296.133	-296.23	-296.03
The appearance of the food	-5.832E3	299	.000	-296.367	-296.47	-296.27
Authenticity as quality food	-5.539E3	299	.000	-296.500	-296.61	-296.39
Delivery process of the food at a restaurant	-5.928E3	299	.000	-296.900	-297.00	-296.80
Cleanliness of the restaurant	-3.785E3	299	.000	-296.843	-297.00	-296.69
The decoration of the restaurant	-4.459E3	299	.000	-296.987	-297.12	-296.86

Comfortability at the restaurant	-6.209E3	299	.000	-296.837	-296.93	-296.74
Price of the launch food items	-5.089E3	299	.000	-296.620	-296.73	-296.51
Availability of needed information at the restaurant	-5.330E3	299	.000	-296.567	-296.68	-296.46
Availability of information regarding the different types of food available at different places	-5.273E3	299	.000	-296.810	-296.92	-296.70

Since  $p < 0.001$ , Authors reject the null hypothesis that the sample mean is equal to the hypothesized population mean and conclude that the mean height of the sample is significantly different than the average height of the overall adult population. Based on the results, we can state the following:  
 There is a significant difference in mean height between the sample and the overall adult population ( $p < .001$ ).

### 3.6 Regression

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.375 <sup>a</sup>	.140	.107	.448	1.387

#### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.444	11	.859	4.272	.000 <sup>a</sup>
	Residual	57.876	288	.201		
	Total	67.320	299			

- a. Predictors: (Constant), Availability of information regarding the different types of food available at different places, Comfortability at the restaurant, Taste of food, Price of the launch food items, Decoration of the restaurant, Authenticity as quality food, Appearance of the food, Availability of needed information at the restaurant, Delivery process of the food at restaurant, Quality of the food, Cleanliness of the restaurant  
 b. Dependent Variable: Gender

Based on the degree of freedom the critical F value is 1.63. But, here the F value 4.272 is very higher than the critical value. So, there is a very significant relationship between Gender and the variables.

#### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.348	.195		12.051	.000
Taste of food	-.069	.036	-.138	-1.925	.055
Quality of the food	-.118	.043	-.218	-2.744	.006
The appearance of the food	-.036	.038	-.067	-.961	.337
Authenticity as quality food	.028	.036	.055	.782	.435
Delivery process of the food at a restaurant	-.047	.039	-.087	-1.210	.227
Cleanliness of the restaurant	.014	.030	.039	.451	.652
Decoration of the restaurant	.070	.030	.171	2.312	.022
Comfortability at the restaurant	-.092	.037	-.160	-2.506	.013
Price of the launch food items	-.002	.030	-.003	-.054	.957
Availability of needed information at the restaurant	-.049	.036	-.100	-1.366	.173
Availability of information regarding the different types of food available at different places	.035	.032	.072	1.081	.281

a. Dependent Variable: Gender

#### Bivariate Regression Model:

Relationship between Gender and the variables =  $\alpha + \beta_1 + \beta_2 + \beta_3 + \beta_4 + \beta_5 + \beta_6 + \beta_7 + \beta_8 + \beta_9 + \beta_{10} + \beta_{11}$   
 Relationship between Gender and the variables =  $2.348 - .069 - .118 - .036 + .028 - .047 + .014 + .070 - .092 - .002 - .049 + 0.035 = 2.082$  (Using data from the **Table: Coefficients<sup>a</sup>**)

According to this equation, the factors Taste, Quality, Appearance, Delivery process, Comfortability, Price, Availability of needed information at the restaurant are negatively significant to the gender. Other factors Authenticity as quality, Cleanliness, Decoration, Availability of information regarding the different types of food available at different places is positively significant.



**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.259 <sup>a</sup>	.067	.031	.799	1.944

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.202	11	1.200	1.881	.041 <sup>a</sup>
	Residual	183.715	288	.638		
	Total	196.917	299			

a. Predictors: (Constant), V1, V2, V3.....,V11

b. Dependent Variable: Age (in year)

Based on the degree of freedom the critical F value is 1.63. But, here the F value 1.881 is very higher than the critical value. Though the level of significance is closely near about .05, the significance level is lower than .05. So, there is a slightly significant relationship between Age and the variables.

**Coefficients<sup>b</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.630	.347		4.697	.000
	Taste of food	-.018	.064	-.021	-.284	.777
	Quality of the food	.013	.077	.014	.173	.863
	The appearance of the food	-.042	.067	-.045	-.622	.534
	Authenticity as quality food	.054	.064	.062	.852	.395
	Delivery process of the food at a restaurant	-.051	.070	-.055	-.733	.464
	Cleanliness of the restaurant	-.170	.054	-.284	-3.157	.002
	Decoration of the restaurant	.013	.054	.019	.246	.806
	Comfortability at the restaurant	.054	.065	.055	.821	.412
	Price of the launch food items	.035	.053	.044	.667	.505
	Availability of needed information at the restaurant	.092	.064	.110	1.444	.150
	Availability of information regarding the different types of food available at different places	-.057	.058	-.069	-.987	.324

a. Dependent Variable: Age (in a year)

Relationship between age and the variables = 1.630-.018+.013-.042+.054-.051-.170+.013+.054+.035+.092-.057 = 1.553 (Using data from the **Table: Coefficients<sup>b</sup>**)

According to this equation, the factors Taste, Appearance, Delivery process, Cleanliness and Availability of information regarding the different types of food available at different places are negatively significant to the Age. Other factors Quality, Authenticity as quality Decoration, Comfortability, Price, and Availability of needed information at the restaurant are positively significant.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.293 <sup>a</sup>	.086	.051	.929	1.922

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.288	11	2.117	2.455	.006 <sup>a</sup>
	Residual	248.379	288	.862		
	Total	271.667	299			

a. Predictors: (Constant), V1, V2, V3....., V11

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a. Predictors: (Constant), V1, V2, V3....., V11

b. Dependent Variable: The monthly income

Based on the degree of freedom the critical F value is 1.63. But, here the F value 2.4455 is very higher than the critical value. As the significance level is lower than .05, there is a very significant relationship between income and the variables.

**Coefficients<sup>c</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.841	.404		9.517	.000
	Taste	.187	.074	.186	2.527	.012
	Quality	-.295	.089	-.271	-3.300	.001
	Appearance	-.020	.078	-.018	-.251	.802
	Authenticity as quality	-.175	.074	-.170	-2.360	.019
	Delivery process	-.055	.081	-.050	-.682	.496
	Cleanliness	.002	.063	.002	.024	.980
	Decoration	.005	.063	.006	.081	.935
	Comfortability	.115	.076	.100	1.514	.131
	Price	.008	.061	.009	.138	.890
	Availability of needed information at the restaurant	.046	.074	.047	.619	.536
	Availability of information regarding the different types of food available at different places	.130	.067	.133	1.933	.054

a. Dependent Variable: The monthly income

Relationship between income and the variables =  $3.841 + .187 - .295 - .020 - .175 - .055 + .002 + .005 + .115 + .008 + .046 + .130 = 3.789$  (Using data from the **Table: Coefficients<sup>c</sup>**)

According to this equation, the factors Quality, Appearance, Authenticity as a quality and Delivery process are negatively significant to the income. Other factors Taste, Cleanliness, Decoration, Comfortability, Price, Availability of needed information at the restaurant, Availability of information regarding the different types of food available at different places are positively significant.

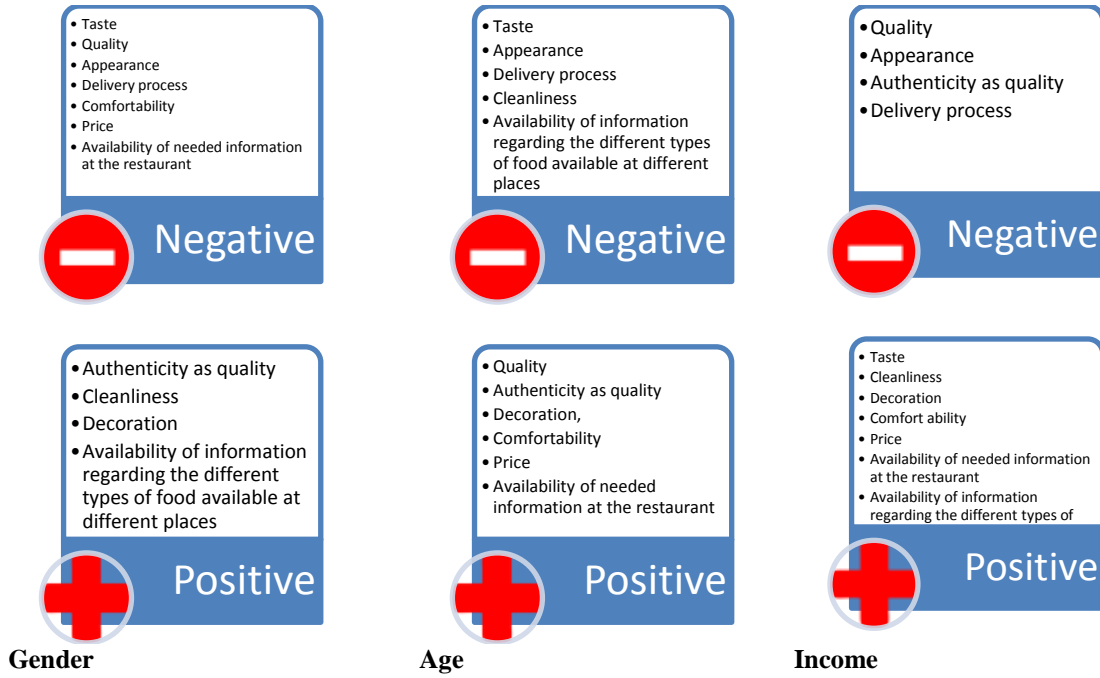


Figure 1: Conceptual Framework of the relationship of Demography with perception

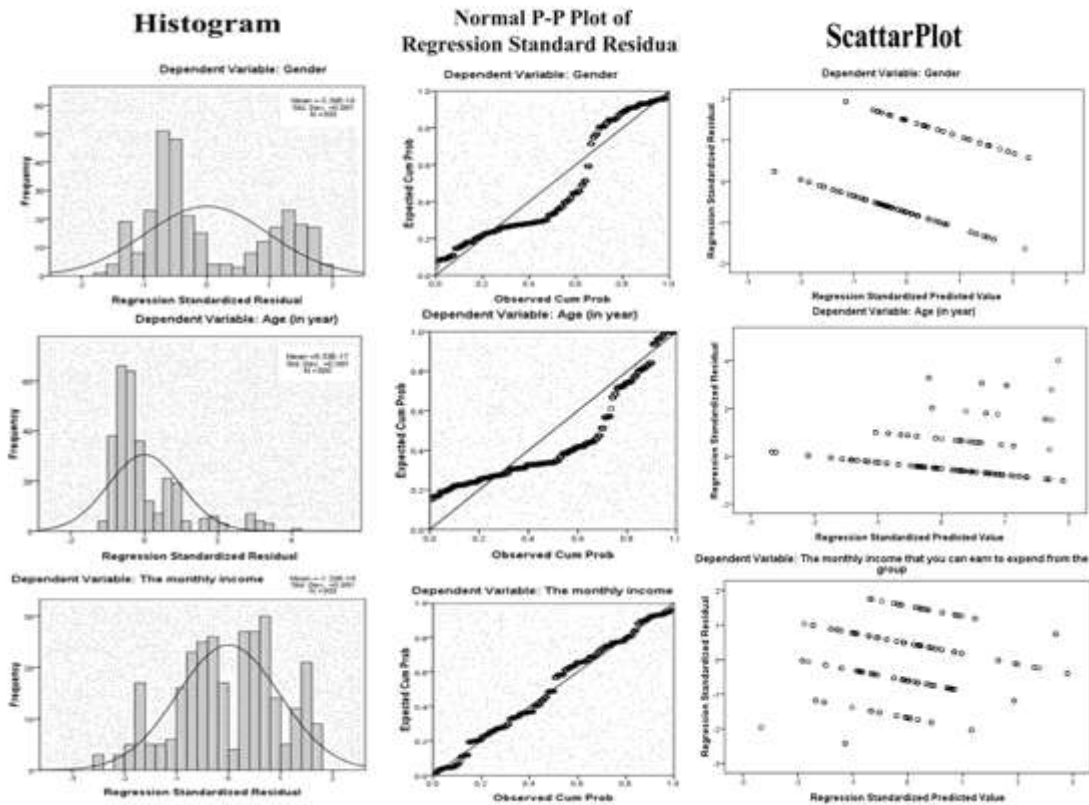


Figure 2: Histogram, PP Plot, and Scatter Plot

The model shows the normal distribution with standard deviation.984 where one item is highly skewed and the kurtosis is within an interval of 95 degrees. The data distribution is more related in the intercept. Though the regression standardized residual indicates that the data are closely nearest to the intercept whereas it has created few slops in gender and age, the scatter plot shows that there are many data which are scattered. The

samples are identified as 49,124, 199, 274, 55, 130, 205, 280, 82, 157, 232, 307, 4, 13, 81, 156, 231, 306, 90, 165, 240, and 315 as the case number of samples are more scattered than the others.

#### **IV. CONCLUSIONS AND RECOMMENDATIONS**

##### **Conclusion**

As the results of service quality perception of foodservice in university dining service, students perceived that dining environment, employee competency, price, and information were influential factors in determining the food services. However, the factors of food perception did not coincide with the likelihood of revisiting factors. In terms of the likelihood to revisit, the foodservice, dining environment, competency of the employee, and quality of menu & food selection were influential factors in revisiting toward foodservice in university. In addition, depending on gender, age, and income, the different factors affect the perception differently. As the results of food service perception, the researcher found that four factors worthy of having, (1) lowest price importance, (2) little quality concern, and (3) restaurant value/importance related to personal taste. Moreover, the students' perceptions indicated that the lowest price is an important factor.

##### **Recommendation**

These findings indicate some important implications and challenges for university foodservice operators concerning institutional foodservice marketing. First, the university foodservice managers should use the students' perceptions of their foodservice segments to improve their menu entrée offerings. More efforts should be made to find out what motivated the students to perceive from the foodservice entities. From the four service quality dimensions, the dining environment was an extremely important factor to the students since this factor influences their dining experiences. Foodservice managers should seek to improve these service qualities. In addition, campus food foodservice operators should develop a comprehensive employee training program, sanitation management programs, and food service guidance principles and best practices to maintain high-quality food and a clean and attractive dining area. Second, a proposal is that management should seek affordable prices and nutritional information as they represent key issues in the campus brand name foodservice operations to increase students' spending patterns. Another suggestion is how to motivate the students to return to the dining university dining operations. Furthermore, when offering an affordable reasonable price for on-campus food services, such as providing a coupon or advertising a new menu item with an introductory price may be incorporated into their promotion strategies. Moreover, foodservice managers should provide nutritional information to the students to meet their expectations and needs. A recommendation is to encourage the students to consume healthy food entrées. Third, campus operators and administrators need to understand the overall satisfaction based on the quality perception dimensions of the product foodservice that could be a factor influencing the level of customer satisfaction. Lastly, the university dining managers should recognize the college students' characteristics such as age, and behavioral characteristics have an impact on campus dining. For example, the average meal expenditure may increase on the basis of the perception factor that one may have regarding the college and university foodservice operations. Moreover, these are the important elements to improve and develop the college and university dining segments, because of the changing students' trends and new campus foodservice environments.

##### **Limitations and Future Research**

In this study, the following limitations are provided for future studies. First, this research did not examine the service quality of certain restaurant foodservice categories. Second, even though the researcher used a monetary incentive to increase the response rate, it was not sufficient to encourage the respondent to complete the survey. Also, this study was limited to Jahangirnagar University.

Further research is needed to find out specific perceptions of university dining in different settings. Future research may explore how the students perceive the service quality of the specified brand name food services in the university dining service.

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