Customer Hospitality:
The Case of Fast Food Industry in Bangladesh

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Fast food industry is one of the most fast growing sectors in Bangladesh. Competition in this sector has become very acute. As a result of intense competition fast-food restaurants are increasingly recognizing the importance to continuously improve their customer hospitality to retain and attract customers. This paper undertakes to identify the factors affecting customer hospitality of the fast food industry in Bangladesh. To do so, 288 samples were selected considering six large cities (Dhaka, Rajshahi, Khulna, Barisal, Sylhet and Chittagong) of Bangladesh. It evaluates the Impact of Independent variables (greetings, sitting arrangement, quality of food, menu variety, employ Behavior, speed of service, child corner, security, decoration and fair price) on customer hospitality of the fast food industry in Bangladesh. Then it identifies the nature of customer hospitality including its proposed area. Next, the study focuses on how to enhance the customer hospitality of the fast food industry in Bangladesh through some recommendations. The findings revealed that the most significant factors affecting the customer hospitality of fast food industry in Bangladesh are greetings, sitting arrangement and speed of service. This study is not only helpful for the people related to this industry and but also the people who are interested to conduct research in this area.

Keywords: Customer Hospitality, Fast Food, Quality.

Field of Research: Marketing

1. Introduction

Hospitality means kindness in welcoming strangers or guests. The word comes from the Latin hopes, meaning guests, and developed into hospice, a place of shelter for travelers. These days, the service (or product) offered to the modern traveler by hospitality establishments can cater for every human comfort. The hospitality business is a massive industry encompassing all forms of transport, tourism, accommodation, eating, drinking, entertainment, recreation and activities. It is the world's largest employers of people and a vast consumer of physical resources (Wearne and Morrison, 2001). Hospitality is the relationship between guest and host, or the act or practice of being hospitable. Specifically, this includes the reception and entertainment of guests, visitors, or strangers, resorts, membership clubs, conventions, attractions, special events, and other services for travelers and tourists (Wikipedia). Moreover, hospitality means the friendly reception and treatment of guests or strangers or the quality or disposition of receiving and treating guests and strangers in a warm, friendly, generous way.

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Fast food is the term given to food that can be prepared and served very quickly. While any meal with low preparation time can be considered to be fast food, typically the term refers to food sold in a restaurant or store with preheated or precooked ingredients, and served to the in a packaged form for take-out/take-away. The term "fast food" was recognized in a dictionary by Merriam–Webster in 1951. Outlets may be stands or kiosks, which may provide no shelter or seating (Jakle and John, 1999) or fast food restaurants (also known as *quick service restaurants*). Franchise operations which are part of restaurant chains have standardized foodstuffs shipped to each restaurant from central locations (Talwar and Jennifer, 2003).

A few studies are available on the consumer preferences of fast food products in Bangladesh, convenience, accessibility, and the demand for fast food, promotions of hospitality service; but studies are rarely found on the factors affecting customer hospitality of the fast food industry in Bangladesh. Under this context the present study takes an initiative to conduct an empirical study on this particular issue.

This study revealed that the most significant factors affecting the customer hospitality of fast food industry in Bangladesh are greetings, sitting arrangement and speed of service.

1.1 Objectives of the Research

The broad objective of the research is to identify and analyze "the factors affecting customer hospitality of the fast food industry in Bangladesh". Specific objectives of the research are:

1. To provide an overall idea of the fast food industry in Bangladesh.
2. To know about various factors those are affecting customer hospitality of the fast food industry in Bangladesh.
3. To identify the relevance importance of each factor that contributes to customer hospitality.
4. To identify underlying dimensions, or factors, that explains the correlations among variables.
5. To make recommendation on service strategy as well as customer hospitality of the fast food industry in Bangladesh.

1.2 Research Problem

The research problem is to identify and analyze "the factors affecting customer hospitality of the fast food industry in Bangladesh".

1.3 Research Questions

Based on previous discussion, the following questions are going to be addressed accordingly by the research:

1. What are the factors affecting customer hospitality of the fast food industry in Bangladesh?
2. What is the relevance importance of each factor that contributes to customer hospitality?
3. What are the correlations among variables?

1.4 Significance of the Study

The research outcome will help to know about various factors that are affecting customer hospitality and also to understand the relative importance of each factor that contributes to customer hospitality of the fast food industry in Bangladesh. Moreover, no earlier research has yet been conducted specifically on this area. That's why we are interested to work on this issue.

1.5 Fast Food Restaurants in Bangladesh: An Overview

Fast food culture was started in the early nineties. In Bangladesh it has mainly geared towards the younger end of the market and the employees of the corporate sector. The fast food culture in Bangladesh has taken the country by storm. The first fast food shop started its business in the Bailey road of Dhaka. After that, a number of fast food shops started to grow exponentially in different places of the Dhaka city. Local entrepreneurs are leaders in pioneering the fast food industry of Bangladesh. New brands i.e. Swiss, Helvetia etc. are to name of some Bangladeshi fast food shops formed in franchising system. In early 2000, Bangladesh experienced the entry of the first international brand of fast food franchise in the country. Pizza Hut and KFC entered into Bangladeshi market having franchise with Transcom Foods Limited (TFL). Both Pizza Hut and KFC are subsidiaries of the world's largest restaurant company Yum! Restaurants International. TFL has opened three Pizza Huts and three KFC outlets in Bangladesh in a span of five years. Pizza Hut opened its flagship restaurant in 2003 at Dhaka. Following its grand success in Dhaka, the Chittagong outlet was opened in 2005. The third Pizza Hut restaurant was launched in Dhaka in 2008. Meanwhile, Kentucky Fried Chicken (KFC) perceived as high-quality fast food in a popular array of complete meals to enrich the consumer's everyday life. TFL successfully launched the flagship KFC in 2006 and gained attention of the people with its taste, high standard of hygiene, cleanliness, interior attractiveness, affordable pricing etc. Following its enormous success in Dhaka, the second and third outlets were opened in 2008. There were two major shakeups in the fast food industry in Bangladesh. In September 2005, the government of Bangladesh started a major drive against the companies that were found adulterating fruits, using pesticides, unauthorized food colors and food items that expired their date of uses etc. These drives created a serious impact on the public health sector of Bangladesh. Many renowned restaurants and fast food shops were found guilty and those were highly publicized in press and media. This lead towards the mistrust of the common people and resulted in temporary decline of sale of fast food items. Due to this shakeup, many middle and small fast food shops were closed and only a few restaurants, mostly the expensive and franchise ones, were left. This caused heavy losses following surprise raids by mobile courts. The normal buzzing snack shops at Dhaka no longer draw the same attraction after September 2005. The mobile courts raided and as a result almost 60 percent of business was declined. A big portion of the customers at these shops were teenagers and students. Many of which had stopped going to the snack shops following the news reports of stale items being sold. (Nazrul, Ullah, and Nasim, 2010) The Top 12 Fast food restaurants in Bangladesh are: Pizza Hut, Kentucky Fried Chicken (KFC), Best Fried Chicken (BFC), American Fried Chicken (AFC), Dominous Pizza, Helvetia, Yummy Yummy, Wimpy, Western Grill, Sausly's, Hot Hut!, and Shwarma House.

This paper undertakes to identify the factors affecting customer hospitality of the fast food industry in Bangladesh. In the literature part, a brief discussion has been given

about the concept of customer hospitality, and variables that may affect customer hospitality of the fast food industry in Bangladesh. The next part lays out the research methodology, including a discussion of sample size determination, scale development, data collection, and applied statistical tools. The next part describes data analysis and model testing. The final part addresses the research results, managerial implications and limitations.

2. Literature Review

The schizophrenia of the hospitality industry, and the "fragmentation" of hospitality academia (Jones 2004a), is a potentially limiting factor in the industry's drive for growth and development. This schizophrenia is illustrated by questions about whether the hospitality industry is a service industry, whether it is entertainment, or art, or theatre, or retailing, or whether it is no more than another form of business (Gillespie 1994, Jayawardena 2000, Slattery 2002, Hemmington 2004).

Brotherton and Wood (2000) offer a definition of hospitality: 'A contemporaneous human exchange, which is voluntarily entered into, and designed to enhance the mutual well being of the parties concerned through the provision of accommodation, and/or food, and/or drink' which, despite their claim that it 'captures the generic essence of hospitality', actually fails to capture any sense of the exciting, vibrant and creative industry in the real world. In addition, the Brotherton and Wood (2000) definition highlights the preoccupation with the paraphernalia of hospitableness centred around food, drink and accommodation (Telfer 2000); and the provision of these through service.

The Oxford English Dictionary (2002) defines hospitality as the 'friendly and generous reception of guests or strangers', while the Chambers English Dictionary (2001) defines it as, 'entertaining strangers and guests kindly and without reward: showing kindness: generous: bountiful'. As Lashley (2000) states, 'hospitality requires the guest to feel that the host is being hospitable through feelings of generosity, a desire to please and a genuine regard for the guest as an individual'.

In order to be successful in the market it is not sufficient to attract new customers managers must concentrate on retaining existing customers implementing effective policies of customer hospitality. In fast food industry customer satisfaction is largely hooked upon customer hospitality. A management approach focused on customer hospitality can improve customer loyalty, thus increasing the positive image of the restaurents. As Valdani (2009) points out: enterprises exist because they have a customer to serve.

Enterprises which are able to rapidly understand and satisfy customers' needs, make greater profits than those which fail to understand and satisfy them (Barsky & Nash, 2003). Since the cost of attracting new customers is higher than the cost of retaining the existing ones, in order to be successful managers must concentrate on retaining existing customers implementing effective policies of customer hospitality. This is especially true in the fast food industry. Guest relationships are a strategic asset of the organization (Gruen et al., 2000).

Now-a-days fast food is an imperative food item of the people of the world. In Bangladesh, the practice of taking fast food is also increasing day by day. Those who

are living in the urban areas the inclination to eat fast food is more in them compared to the people living in the rural areas of Bangladesh. This practice has been changed because of the urgency of the people. As a society advances, the financial activities are also increased and, therefore, people become busier in that society. This busyness of the people discourages them to make food at their houses. Thus, the only alternate is to eat food that is already prepared by others and preferably light food. A number of issues are considered by the people when they choice fast food.

The Bangladesh service industry has gained greater attention in today's business environment. Despite the growth of fast food industry is facing numerous new challenges due to external an internal factors in its business environment which affect its organizational performance. The external factors include stiff competition from peers & uncertainties in the hospitality industry. Besides the external factors, fast food restaurants have to deal with internal challenges which are related to hospitality management. This internal factor may contribute to their poor performance in terms of low level of service quality (Lau, Akbar, & Fie, 2005).

Fast food restaurants performance is affected by many factors such as from competition, customer, technology or social factors. Since these factors are wide subjects, this study only focuses on one factor that is change in the customer requirement. The reason is that change in the customer requirement is found to be the most important factor (Sharifi & Zhang, 1999). The importance of managing customer requirement is acknowledged by fast food industry as the general managers place customer retention as the top priority strategy (Teare & Bowen, 1997).

For the service industry, the performance depends on the strategy or practice of the firm to create value to the customers (Haksever, Render, Russell, & Murdick, 2000). Those values are categorized as perceived quality, intrinsic attributes, extrinsic attributes, monetary price, non-monetary price, and time (Haksever et al., 2000). In order to manage customer requirement and improve fast food restaurants performance, this study proposes the fast food restaurants do it through customer hospitality practice. In general, this study suggests that customer hospitality practice is the internal resource of a firm which may influence fast food restaurants performance.

As a result of intense competition fast-food restaurants are increasingly recognizing the importance to continuously improve their service quality to retain and attract customers. Poor service quality increases customer dissatisfaction and the likelihood that customers dine at a competitor and/or become an active champion in persuading others to go elsewhere (Gilbert, Veloutsou, Mark, & Mountinho, 2000).
In the current performance criteria for service operations, fast service delivery and prompt and reliable service have been identified as two key competitive priorities for the future Web-based service delivery operations (Verma and Young, 1997), while time-based competition through better customer service has been re-emerging as a major tool of delivering high-quality services to customers through a total operation cycle – including planning, design, processing, marketing, and distribution (Sue Abdinnour-Helm, 2000).

Fast foods are dissimilar from convenient ready-to-eat-on-the-go sweetmeat items i.e. cakes, biscuits, breads etc. snack items such as, potato chips, candies, peas etc. and the fruit items. Examples of most noticeable fast food items include burger, pizza, fried chicken, hamburger and sandwich. Fast food restaurants are also recognized as Quick

Service Restaurants (QSR's) and fast foods are often named as Food Away From Home (FAFH). The practice of taking fast food also differs from culture to culture. In Bangladesh, the practice of taking fast food is altering very fast. People who are living in the town have high trend to eat fast food compared to the people living in the rural regions. The drive for the alteration is the time factor. They do not have much time to make food at their home. As society progresses, the commercial activities also enlarge. Therefore, people become busy and that discourages them to make food at their home. As such, the only substitute is to eat food that is arranged by others and preferably light in nature. While people choice fast food, a number of aspects are considered by them. In a competitive hospitality industry which offers homogeneous services, individual fast food restaurants must be able to satisfy customers better than their counterparts (Choi & Chou, 2001). Hence, this study was designed to identify the factors affecting customer hospitality of the fast food industry in Bangladesh.

Through this study, we try to find out the factors which are mostly affecting the customer hospitality of fast food industry in Bangladesh. These factors are: greetings, sitting arrangement, quality of food, menu variety, employee behavior, speed of service, child corner, security, decoration, and fair price.

A greeting comment with smiling face at the entry of the fast food store can make a customer interested to enjoy the service. The entry of the customer is firstly important that the person should satisfy to make the correct choice to enter this restaurant. Like Pizza Hut emphasize mostly on this factor. Greeting is an act of communication in which human beings (as well as other members of the animal kingdom) intentionally make their presence known to each other, to show attention to, and to suggest a type of relationship or social status between individuals or groups of people coming in contact with each other. While greeting customs are highly culture- and situation-specific and may change within a culture depending on social status and relationship, they exist in all known human cultures. Greetings can be expressed both audibly and physically, and often involve a combination of the two. (Wikipedia)

Sitting arrangement is a big factor for customer hospitality of fast food industry in Bangladesh. If the sitting arrangement is not sufficient for the customers then the customers will not satisfy about customer hospitality. Few restaurants have different sitting arrangements to attract visitors.

Food quality includes external factors as appearance (size, shape, color, gloss, and consistency), texture, and flavor; factors such as federal grade standards (e.g. of eggs) and internal (chemical, physical, microbial). Food and beverages are probably the biggest indicator of quality that a customer notices. Food quality is not only important to the customers' impressions of the overall restaurant experience, but it is important for their health, as well. Consumers' health should never be compromised. Although not all restaurants can boast the best quality food in town, they can still take measures to ensure that food is stored and prepared safely. Food quality also deals with product traceability, e.g. of ingredient and packaging suppliers, should a recall of the product be required. It also deals with labeling issues to ensure there is correct ingredient and nutritional information. (Buttle 1986; Bareham 1995)

The verity of menu will ensure the freedom of choice for the customers. Menus that the customers love to eat should be in the list. The store should offer a huge number of cuisines to their customers. It will be even more attractive if the store ensures that they

are offering both the local & international cuisines. In Bangladesh the customers love to eat various foods. If a store can provide all these various foods then the customer will get satisfy & will never move on.

In any restaurant or food service environment, speaking to customers should always involve the utmost respect and courtesy. This goes for all workers, from drive-thru attendants to servers at fine dining establishments. A customer may be dissatisfied with his meal or may find the quality to be below his standards. Sometimes consumers will find the need to vent anger or annoyance before the problem can be resolved. Be sure to train servers the proper ways to handle customer complaints. Perhaps even more important than food quality is the service the customers experience from the time they enter the restaurant until the time they walk out the doors. Although restaurants thrive because of sales, the sale should never be put before the customer's needs.

Speed of service is an important phrase in most quick-service and fast food restaurants. These restaurants capitalize on convenience and speed. They often have a speed of service goal built into their policies. In the quick-service world, there is a clear expectation for customers who join the drive-thru or in-store queue: to get quality food fast. The consumer demand for more affordable food creates both an opportunity and a challenge for quick serves.

Children have a big influence on the decision process of their parents when making the choice of fast-food restaurant. A well considered play area for a business of this type has to be customized towards different customers. For the child the key element is fun, so the party needs to start at the first moment they arrive. It's also important that children feel they have their own space to play.

The security is a prime factor in the case of fast-food stores. The customers demand a secure environment where they can enjoy their foods in peace & can celebrate their Bonaparte. The environment should provide privacy to the customers. The customers are always looking for a place where they can eat as they eat at their home. Every fast-food store should have security guard, fire defense etc. In Bangladesh the customers prefers those fast food stores which are offering the best security and privacy. Most fast-food chains have developed a standard menu of security hardware and equipment for all stores. These include video surveillance systems, alarm systems, time-delay safes, fortified drive-thru windows, and robbery prevention training for the entire staff. As the crime risk of a restaurant increases, so should the level of security measures. For example, higher risk stores should increase the frequency of security surveys and cash audits to monitor adherence to policy. Frequent surveys will catch overlooked maintenance repairs to locks, lighting, video, and alarm systems. It also makes sense that managers and employees at higher risk locations receive frequent reminders of their security training.

While designing Fast food restaurant layout it should take into account the amount of storage and office space will be needed. By researching or hire a professional design company to help draw the building plans and create layouts for both dining and production areas for the fast food business. The interior decoration & the exterior decoration will highlight the adequacy of the fast food stores. The decoration should be attractive & the furniture should be comfortable. Using unique designed furniture & unique layout of the restaurant will create a uniqueness of the food court. A well decorated & furnished dining is the ultimate resort of Excellency for the customer. The

elegancy of the store will make the customer feel proud to be a customer. The store can act as the symbol of the customer's status. The Bangladeshi customers are very cautious in the case of interior & exterior decoration & furniture used in the stores. They prefer those stores whose are providing well look & well furnished interior & exterior.

Price is the quantity of payment or compensation given by one party to another in return for goods or services. (Wikipedia) The price of the foods should be correct according to their quality, size and ingredients. The stores can't charge excessive price unless they are delivering the customers superior value. The price should be measurable in compare with their service. The stores have to ensure that their customers are getting the best food at a price which is affordable. In Bangladesh most of the fast food stores are charging excessive price for their food & service. But they are not maintaining any standard for the service & foods quality measurement.

Figure 1: The factors affecting customer hospitality of the fast food industry in Bangladesh (Source: Author's Constructed)
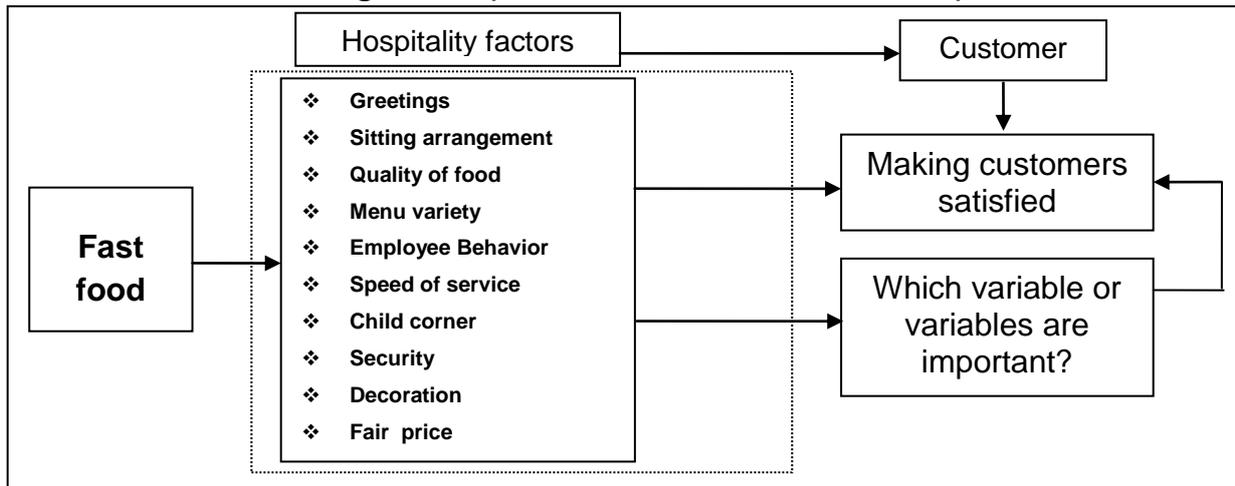
Through this study, we will try to identify which variables of this model are important for ensuring good customer hospitality that leads to customer satisfaction.

3. Research Methodology

This paper is the output of both exploratory and descriptive research. This paper is the output of both exploratory and descriptive research. At first, we have conducted expert survey (exploratory research) to find out the factors that are important for customer hospitality of the fast food industry in Bangladesh". Then, we conducted descriptive research to find out the level of significance of these factors.

The sample size was determined by using statistical method. We used proportions sample size determination technique. Population proportion π was determined through pilot study. We selected 40 persons randomly and asked them whether they go to fast food restaurant. Among them 25% percent said they go to fast food restaurant. As a result, our population proportion π came out as .25

Precision level or D= ±0.05
Population proportion or π= 0.25

Confidence level= 95%
Z value associated with the confidence level= 1.96
The equation for determining sample size is

$$n = \frac{\pi (1-\pi) z^2}{D^2}$$

$$= \frac{.25 (1- .25) (1.96)^2}{(0.05)^2}$$

$$= 288$$

So the final sample size of this research was 288 and from the statistical view point, it was enough for this research purpose. We used cluster sampling in order to ensure the precision. We used the cluster to select the sample. Sample was representative of the entire population. So results from this research can be generalized. For conducting our study we followed "Cluster Sampling Technique of probability Sampling Technique."

1.	Target Population	Elements	Customers of fast food restaurants.
		Sampling Unit	Fast food restaurants in Bangladesh
		Extent	6 cities (Dhaka, Rajshahi, Khulna, Barisal, Sylhet and Chittagong). 88 participants from Dhaka and 40 participants from others.
		Time	From July 2011 to June 2012. The period is the most recent and will help to get current responses from the respondents.
2.	Sampling Technique	Cluster Sampling.	
3.	Scaling technique	9 point Likert Scale, which is a part of Non Comparative Scaling Technique	
4.	Data Used	Primary and secondary	
5.	Sample Size	288	

For the research and data analysis purposes we have collected both the primary & secondary data. For the study we have collected primary data through survey method under which we adopted the personal interviewing technique. We decided to conduct regression and discriminent analysis to fulfill our objectives and to find out the answers of our research questions. As a result, questionnaire was developed to collect metric data to conduct regression analysis and also to discriminent analysis. Here, regression analysis is used to measure existence and strength of relationship between customer hospitability and the selected factors that are mentioned above. Regression analysis is also undertaken to find out which factor or factors are important for ensuring customer hospitality. Discriminent analysis is used to find out which factor factors discriminate between two groups. One group consists of those respondents who are satisfied with the hospitality of the fast food restaurants and another group is dissatisfied with the hospitality of the fast food restaurants. In order to conduct discriminent analysis, respondents response about customer hospitality has been transferred into non metric data in order to comply with the data requirement. The researchers themselves were actively involved in data collection. Utmost care was given in the data collection procedure to minimize biasness and ensure validity and reliability. We have collected secondary data from the follows four sources: Documents (journals, newspaper, and magazine), archival records, internet, and physical artifacts.

Through this study we have tried to improve the previous study by providing the presence of relationship between customer hospitality and our selected variables. Another important part of our study is that we have identified the level of significance of a particular variable like greetings, speed of service etc in making customer satisfied with the hospitality of the restaurant.

Model specification: The regression and discriminant model will be as follows:

Regression Model

$$CH = D + \beta_1 G + \beta_2 SA + \beta_3 QF + \beta_4 MV + \beta_5 EB + \beta_6 SS + \beta_7 C + \beta_8 S + \beta_9 D + \beta_{10} FP + e_i$$

$$CH = D + \beta_1 G + \beta_2 SA + \beta_3 QF + \beta_4 MV + \beta_5 EB + \beta_6 SS + \beta_7 C + \beta_8 S + \beta_9 D + \beta_{10} FP$$

Where,

CH = Customer Hospitality D = Multiple Regression Constant G = Greetings SA = Sitting arrangement	QF = Quality of food MV = Menu variety EB = Employee Behavior SS = Speed of service	C = Child corner S = Security D = Decoration FP = Fair price ei = Error

4. Data Analysis

The survey is conducted with some basic information of the respondents. Respondents were asked about their gender, age, education levels, occupation and income. An analysis of respondents' profile (Table 1) indicates that they are almost equally divided into male and female. Most of them (33%) are between 16-25 years, most of them (30%) have completed S.S.C., most of them (40%) are students and most of their (28%) average monthly household income is between BDT 20,001-30,000.

Harun, Ahmed & Maniruzzaman

Table 1: Respondents' profile

Sl. No.	Items		Statistics
1.	Gender	Male	47%
		Female	53%
2.	Age	5 – 15	15%
		16 – 25	33%
		26 – 35	27%
		36 – 45	14%
		46 – over	11%
3.	Education Level	J.S.C.	12%
		S.S.C.	30%
		H.S.C.	28%
		Undergraduate/Bachelor	22%
		Graduate (MBA/MS)	08%
4.	Occupation	Student	40%
		Private Service Holder	20%
		Public Service Holder	08%
		Businessman	22%
		Other Profession	10%
5.	Household Income per month	10,000 or less	16%
		10,001-20,000	24%
		20,001-30,000	28%
		30,001-40,000	20%
		40,001- over	12%

4.1 Regression Analysis

The purpose of this analysis is to measure the relative influence of each independent variable on the dependent variable.

H_0: The coefficient of multiple determination in the population is zero.
H_1: The coefficient of multiple determination in the population is not zero.

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.772[a]	.596	.442	.510	1.912
a. Predictors: (Constant), Greetings, Sitting arrangement, Quality of food, Menu variety , Employ Behavior, Speed of service, Child corner , Security , Decoration, Fair price					

Table 3: ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	58.595	8	7.324	32.866	.000(a)
Residual	53.709	279	.223		
Total	112.304	287			

Harun, Ahmed & Maniruzzaman

Table 4: Product Moment Correlations

	Sitting	Quality	Menu	Employee	Speed	Child	Security	Decoration	Price
Greetings	-.560	.185	.197	.128	.287	.604	-.429	-.040	.100
Sitting		-.699*	-.571	-.444	-.274	-.618	-.129	-.201	-.420
Quality			.569	.635*	.341	.607	.185	.438	.875*
Menu				.529	.418	.646*	.197	.385	.494
Employee					.527	.639*	-.055	.072	.430
Speed						.208	.014	.094	.297
Child							-.128	.377	.462
Security								.560	.190
Decoration									.550

Table 5: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.243	1.052		1.182	.251
Greetings	.419	.102	.891	4.107	**.001**
Sitting arrangement	.312	.106	.537	2.942	**.008**
Quality of food	-.059	.066	-.131	-.892	.382
Menu variety	-.030	.068	-.068	-.441	.663
Employee behavior	-.128	.093	-.258	-1.372	.185
Speed of service	.247	.084	.459	2.950	**.006**
Child corner	-.068	.080	-.131	-.852	.401
Security	-.097	.077	-.205	-1.259	.222
Decoration	-.189	.102	-.389	-1.850	.078
Fair price	-.048	.090	-.083	-.527	.604
a. Dependent Variable: Customer Hospitality					

Here, the Value of R = 0.772. There is a high degree of positive correlation among the independent & dependent variables. The value of R2 = 0. .596 or 59.6% or 60% variation in the dependent variables can be explained by the regression model. The value of adjusted R^2 = 0.442 or 44.2%.Adjusted R^2 suggested that, addition of the other

independent variables do not make a contribution in explaining the variation in the dependent variable.

H_0: R^2_{pop}=0 (There is no relationship between customer hospitability with Greetings, Sitting arrangement, Quality of food, Menu variety , Employ Behavior, Speed of service, Child corner , Security , Decoration, Fair price).

H_1: R^2_{pop}≠0 (There is a significant relationship between customer hospitability with Greetings, Sitting arrangement, Quality of food, Menu variety , Employ Behavior, Speed of service, Child corner , Security , Decoration, Fair price).

The above ANOVA table will give necessary information to approve one hypothesis and to reject another one. Statistically if the ANOVA table shows that the significant value is .0000, it will be meant that the H_0 (null hypothesis) be rejected. On the other hand, it will be meant that H_0 (null hypothesis) be accepted.

So the final finding is that there is a significant relationship between customer hospitability with Greetings, Sitting arrangement, Quality of food, Menu variety, Employ Behavior, Speed of service, Child corner, Security, Decoration, Fair price.

A number that tests for autocorrelation in the residuals from a statistical regression analysis. The Durbin-Watson statistic is always between 0 and 4. A value of 2 means that there is no autocorrelation in the sample. Values approaching 0 indicate positive autocorrelation and values toward 4 indicate negative autocorrelation. In our analysis, it is close to 2. As a result it can be said that autocorrelation does not exist among independent variables or multicollinearity is unlikely a problem. From the product moment correlation, the existence of multicollinearity problem can be identified. The relationships among different independent variables are found significant but not enough to create multicollinearity problem.

Customer Hospitality = 1.243 + .419 (Greetings) + .312 (Sitting arrangement) + (-.059) (Quality of food) + (-.030) (Menu variety) + (-.128) (Employ Behavior) + .247 (Speed of service) + (-.068) (Child corner) + (-.097) (Security) + (-.189) (Decoration) + (-.048) (Fair price)

It can be said that, customer hospitality of the fast food industry in Bangladesh is dependent on various variables like - greetings, sitting arrangement, quality of food, menu variety, employ behavior, speed of service, child corner, security, decoration and fair price. Among these factors- **greetings** (0.001), **sitting arrangement** (0.008) and **speed of service** (0.006) are highly significant (there is impact on customer hospitality of the fast food industry in Bangladesh).

4.2 Discriminant Analysis

It is a technique for analyzing data when the criterion or dependent variable is categorical and the predictor or independent variables are interval in nature. We have used discriminant analysis method to identify the variables that discriminate between two groups. First group consists o those samples who are highly satisfied with the hospitality of the restaurant. Second group consists of those samples who are moderately satisfied and third group consists of samples who are highly dissatisfied. As a result, it will be possible to identify important variables.

H₀: In the population, the means of all Discriminant functions in all groups can be statistically tested.
H₁: In the population, the means of all Discriminant functions in all groups cannot be statistically tested.

Table 6: Tests of Equality of Group Means

	Wilks' Lambda	F	df1	df2	Sig.
Greetings	.618	8.338	2	285	*.002*
Sitting arrangement	.775	3.924	2	285	*.032*
Quality of food	.906	1.406	2	285	.263
Menu variety	.980	.271	2	285	.764
Employee Behavior	.922	1.146	2	285	.333
Speed of service	.745	5.462	2	285	*.025*
Child corner	.967	.462	2	285	.635
Security	.995	.071	2	285	.932
Decoration	.900	1.492	2	285	.243
Fair price	.998	1.151	2	285	.342

Table 7: Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	1.953[a]	88.9	88.9	.813
2	.243[a]	11.1	100.0	.442
a. First 2 canonical discriminant functions were used in the analysis.				

Table 8: Classification Results (b, c)

		Customer Hospitality	Predicted Group Membership			Total
			1	2	3	
Original	Count	1	29	0	0	29
		2	10	57	19	86
		3	0	39	134	173
	%	1	100.0	.0	.0	100.0
		2	11.63	66.22	22.15	100.0
		3	.0	22.55	77.45	100.0
Cross-validated[a]	Count	1	19	10	0	29
		2	10	47	29	86
		3	0	68	105	173
	%	1	65.52	34.48	.0	100.0
			11.63	54.66	33.71	100.0
		3	.0	39.31	60.69	100.0
a. Cross validation is done only for those cases in the analysis. In cross validation, each case is classified by the functions derived from all cases other than that case.						
b. 76.8% of original grouped cases correctly classified.						
c. 60.4% of cross-validated grouped cases correctly classified.						

From the table of tests of equality of group means it is clear that every individual independent variable is highly significant. Among the variables, **greetings**, **sitting arrangement** and **speed of service** have the highest discriminant power. It has lowest value of Wilks' Lambda and the highest value of F statistic. From the structure matrix this thing becomes very much clear. Form the classification results we can see that both the original grouped case and the cross validated grouped cases are 60% correctly classified.

Here, greetings = .002, sitting arrangement = .032 and speed of service = 0.025 (less than 0.05) .All of them are highly significant.

Here, the eigenvalue = 1.953 or 195.3%**.** It accounts for 100% of the explained variance. The canonical correlation associated with this function is 0.813. The square of this correlation, $(0.813)^2 = 0.6609$ or 66 % of the variance in the dependent variable is explained or accounted for by this model.

Here, three groups, by chance one would expect a hit ratio of 1/3 = 0.3333 or 33.34%.No general guidelines are available, although some authors have suggested that classification accuracy achieved by discriminant analysis should be at least 25% greater than that obtained by chance. For this analysis, it would be greater than (33.34+25) % = 58.34%. Here, both cases (76.8% & 60.4%) are greater than 58.34%.

So, the validity of discriminant analysis is judged as satisfactory

5. Conclusion

Customer hospitality is getting more and more priority to the fast food restaurants. What these restaurants needed to know that how they can ensure good hospitality. In our initial study, it was found that customers consider the variables like greetings, sitting arrangement, quality of food, menu variety, employ Behavior, speed of service, child corner, security, decoration and fair price. Among these factors- greetings, sitting arrangement and speed of service are highly significant to customers. Our result in some extent similar to the result of previous studies. Speed of the service is one particular variable which is found important to our study and also in the previous studies. There are some notable differences that are found between our study and previous studies. Our study has revealed that greetings and sitting arrangement are also important for good customer hospitality but previous findings did not have these kinds of results. Another difference is that quality of food was found significant in previous studies but it was found insignificant in our study.

This study has generated something new to the overall theory of the customer hospitality of the fast food restaurant. Greetings and sitting arrangement are the two new variables to this theory. Although this study has generated something new to the overall customer hospitality related theory, it is not free from some problems or limitations. One of the major limitations is inadequate previous study on fast food industry of Bangladesh which seriously weakened our literature review. As a result we could not properly identify the previous study findings about customer viewpoint about variables that we selected to analyze. Sample sizes of different demographic variables are another limitation. We have collected data from all kinds of age, education, and occupation group but variation in the sample size could not measure on the basis of the frequency of samples (demography) visit to the restaurant.

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