

Consumer Decision Making in Restaurant Selection

(Volume II: Appendices)

By

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requirements for the Degree of Doctor of Philosophy***

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Author's declaration

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APPENDIX 1: Questionnaire to focus group respondents

QUESTIONNAIRE

Thank for agreeing to participate in this focus group interview. The purpose of this questionnaire is to ascertain a number of demographic questions about the respondents and to introduce the interview through the questionnaire. As the interview your anonymity and confidentiality of proceedings are guaranteed.

1. Gender

Male ☐ 1

Female ☐ 2

2. How often do you dine out in restaurants? (Select the option that best fits your frequency)

About once a year ☐ 1

About twice a year ☐ 2

3-6 times a year ☐ 3

At least once a month ☐ 4

At least once a week ☐ 5

3 Think about the last three times you dined out in restaurants. How many restaurants did you (and/or people making the decision with you) considered before deciding.

1-2 ☐ 1

3-4 ☐ 2

5-6 ☐ 3

7-8 ☐ 4

9 or more ☐ 5

4. In one of the last occasions, what was the restaurant chosen?

5. In the same occasion referred above, what were other restaurants considered:

6. How many times did you go to that restaurant before?

Never

☐

1-2

☐

3 or more

☐

Appendix 2: Focus Group interview Face sheets

Appendix 2a FOCUS GROUP INTERVIEW FACESHEET 23-12-2012 (Pilot)

Number of interview: 1 (Pilot)

Date of interview: 23 December 2012

Place of interview: Northolt, Middlesex, Greater London

Age of respondents: Late 30s, early 50s, early 60.

Ethnicity: British (1), Asian (2), Polish (1), African (1).

Place of residence: London

Occupations: Hospitality manager, finance, lecturer, engineer, housewife.

Post-interview comments:

The interview was held in the place of the researcher. The interviews spoke extensively about restaurants. The interview lasted about 90 minutes.

Appendix 2b FOCUS GROUP INTERVIEW FACESHEET 15-02-2013

Number of interview: 2

Date of interview: 15 February 2013

Place of interview: Colliers Wood, Greater London

Age of respondents: Late 30s, early, mid-and late 40s, one mid-60s (6 participants)

Ethnicity: Asian, Brazilian, British

Place of residence: London

Occupations: University lecturers, marketing managers

Post-interview comments:

The interview started at 14:00 in Mal's place in Colliers Wood. It was quite a mixed group with the British interviewees from different ethnic background. They were very enthusiastic, the organiser is a foodie but she was only organising and did not take part in the interview. The interview took about 44 minutes.

Appendix 2c FOCUS GROUP INTERVIEW FACESHEET 02-03-2013

Number of interview: 3

Date of interview: 02 March 2013

Place of interview: Brentford, Middlesex, Greater London

Age of respondents: All in their 30s

Ethnicity: British (3), Australian (1) and South American (2). Total 6 people.

Place of residence: London

Occupations: Administrative positions, industrial designers, retail.

Post-interview comments:

A young group of people with different occupations (not academic though). They loved talking about restaurants. The interview lasted about 42 minutes.

Appendix 2d FOCUS GROUP INTERVIEW FACESHEET 16-03-2013

Number of interview: 4

Date of interview: 16 March 2013

Place of interview: Northwood. Middlesex, Greater London

Age of respondents: All mid-30s, early 40s. (4 participants)

Ethnicity: All British

Place of residence: Borough of Hillingdon (Northwood)

Occupations: University lecturer (Matthew), Air force (John), Jo (admin), Rachel

Post-interview comments:

The interview started at 14:00 in Matthew's place in Northwood. In the interview first Matthew spoke, then his wife Rachel. Then Jo (from Birmingham) and her husband John spoke. It all went very well, with all of them eating out quite regularly. The interview took about 51 minutes.

Appendix 2e FOCUS GROUP INTERVIEW FACESHEET 06-04-2013

Number of interview: 5

Date of interview: 06 April 2013

Place of interview: Old Street (London Borough of Hackney), London

Age of respondents: Late 30s, Late 20s. (6 participants)

Ethnicity: American (2), British (2) French (1) Venezuelan (1)

Place of residence: London

Occupations: Company Directors (2), Account Manager, Government official, Insurance account manager, marketing manager.

Post-interview comments:

The interview started at 19:00 in a flat near Old Street. This group is made up of young professional. Two of them are directors in their companies. Very knowledgeable about food and eat out very frequently. The interview took about 38 minutes.

Appendix 2f FOCUS GROUP INTERVIEW FACESHEET 09-04-2013

Number of interview: 6

Date of interview: 09 April 2013

Place of interview: High Wycombe, Buckinghamshire

Age of respondents: 40s, 50s and 60s

Ethnicity: Asian and British. Total six respondents (4 female and 2 male)

Place of residence: London and Buckinghamshire

Occupations: Academic research and lecturers

Post-interview comments:

The interview was conducted in Bucks New University with a group of academics and researchers, very enthusiastic about eating out in restaurants. The interview took about 53 minutes. Consent form and information sheet provided. No questionnaires filled

APPENDIX 3: Interview guide

INTERVIEW GUIDE

Thank you for coming. My name is Pedro Longart and I am conducting academic research for a research degree (PhD) in consumer behaviour. The purpose of the research is to investigate a number of issues related to how consumers select restaurants. This research follows strict research guidelines approved by New Bucks University and follow recommendations of the Market Research Society. Your names (or details that can reveal your identity) will not appear in the research. As informed previously, there will be recording of the interview using an Ipad and I will make notes of what I observe in the interview.

You will be asked to complete a questionnaire which will have the purpose to introduce the focus group discussion. There will be a break in the middle of the focus group, and each of the halves will be estimated to take about 20 minutes, and with the additional time for the initial questionnaires (about 10 minutes) and open discussion, it is estimated that the focus group interview will take about one hour.

NOTE THIS INTERVIEW GUIDE WAS PREPARED USING THE RECOMMENDATIONS FOR INTERVIEW GUIDES OF LOFLAND AND LOFLAND (1984) AND ARKSEY AND KNIGHT (1999).

Lofland, J. And Lofland, L.H. (1984) Analysing social settings: a guide to qualitative observation and analysis. 2nd edition. Belmont (CA): Wadsworth.

Arksey, H. And Knight, P. (1999) Interviewing for Social Scientists. London: Sage

As you can see from the questionnaire this focus group interview will be about decisions made when selecting restaurants. I am going to ask you to recall memorable occasions in which you have been engaged in making the decision to select a restaurant. There are no right or wrong answers. The research is about your opinions and personal experiences.

1. Let's talk about the last time you dined out in a restaurant and you had to choose where to go. Who was involved in the decision?
2. Tell me how you found information about the restaurants (probe about word of mouth, recommendations from friends, restaurant guides, etc.)
3. What restaurants did you consider before selecting the last ones?
4. How did you arrive at that list before selecting the restaurant?
5. How did you know about those restaurants?

6. What made you to exclude restaurants from the list above?
7. Why did you choose the restaurant you chose? (probe for quality of food, ambiance, sales incentives, cleanliness, service, variety of menu, brand, past experience, reputation of chef, value for money, location, portion sizes, type of cuisine)
8. Who was most influential in the decision and who do you normally listen to when asking for guidance?
9. Will you consider sustainability as criteria to select restaurants? How much would you consider that?
10. Do you believe that you make decisions depending on your mood and emotions or do you normally follow the same pattern?
11. How much influence does branding have on your selection of restaurants?

APPENDIX 4: Transcribed pilot interview

Focus Group Interview 23rd December 2012 (pilot)

Pedro: Well it's the 23rd of December 2012, it is 17.07 and I'm waiting for the responders to arrive. Well continuing with the focus group. Still waiting and checking how this works.

MA: To help us go and choose a restaurant

Pedro: Good, Ok, So, Do you consider even if we have preferences for a type of restaurant, we may consider a set of 1, 2, or 3 or maybe 4, Ok. In your case how many do you normally consider?

MA: Three, Nandos, Kebab. Actually some restaurants that offer some kind of food without alcohol.

AZ: Italian.

MA: Italian, they also have that type of food but it depends on different factors.

AZ: For me there is another thing, I cook a lot, I know a lot of different things to cook and I cook every day. When I want to go to a restaurant I like to go somewhere where I can't cook that type of meal, I cannot make I cannot prepare. That's the reason for me to choose a restaurant.

Pedro: That's a good reason to try something different.

AN: For me also, what I definitely fancy today so I choose to eat Chinese, Curry, for me it is definitely what I want to eat. Another consideration is who you are going to dinner with, because sometimes you have to think about what is convenient for everyone else to meet up. So If we are going out from work it might be somewhere local from work or if I'm going out with my friends from university there is a crowd of people that I go out with from university and we might decide, ok.. or if I have a visitor from somewhere, we might decide to go somewhere with a typical type of food. So it's really about what type of food you want to eat and the location, where is convenient for everybody to meet up. But I definitely agree that it is nice to eat something that I can't cook at home. But I do like to go out and eat a Curry. My family is Nigerian so sometimes I go to a Nigerian restaurant as well just to have some other things and have someone else slave over the cooker. It always tastes different when you eat out.

Pedro: When you were eating out do you consider a number of restaurants?

PE: I suppose we would consider four restaurants on a weekly basis and on special occasions two or three others. Now our choice of which restaurant, because it's usually just us we are catering for, so I accept your point. But our criteria is to which has fallen to which style of restaurant of what we want to eat, secondly the location and thirdly the price. Now yet I don't care how good of a restaurant it is, there is no way I'm going to travel a long way to go to it. As I've got older that boundary is moving shorter. There are some wonderful restaurants in the East End I would have gone to but not now. If the travelling is going to be difficult or

problematic, speaking as the driver, then I'm not going to do it. So it's within a certain area. It's about those three factors, generally.

MA: How far do you like to travel, as for example, ten minutes, driving twenty minutes?

PE: Oh, I don't mind driving as in Ealing we are not very circulated with restaurants. Having said that, there is a very good fish and chips place that you have been to and Wagamama's that has just opened up which is very good, but really, there is nothing else higher than that in terms of price band. But if you want to eat and make an occasion of it, for example a couple of weeks ago it was my birthday so we went to a deluxe bistro in Baker's Street.

MA: I know where it is.

PE: That's like half an hour and I don't mind that because I know the road so I know it's quite quick, even if it's about 7-8 miles.

MA: Have they got a parking police there?

PE: It's easy because when you are dining it's not usually in parking times and the congestion charge doesn't work either. So for me Petro It's about what we want to eat, the location has become more and more important and the price

AG: It also works on word of mouth, and we take people recommendations sometimes to go and eat out just to check if we like it or not.

PE: That would have to be within our comfort zone.

Pedro: They mentioned word of mouth, do you actually go and get recommendations from friends or do you know where you are going? For example with a restaurant guide?

MA: The restaurant that we go to mostly as I said, are those which served many kinds of food. Mostly we like to go to restaurants that serve Iranian food, like Middle East food. It's about all tastes. Restaurants that prepare and serve Greek food, I went there once and I found it the same as Iranian food. Last week I went to this restaurant and I had a very big steak. I think It was in Leicester Square, actually in Piccadilly Circus. I found very interesting the type of steak that they cooked.

Pedro: What type of restaurant was that?

AG: Is it a steak house?

MA: No, it's opposite the steak house. There were two types. First I went to a pub and I had something there and then from there I came out and went to the restaurant. My friend booked it and I don't remember the name.

Pedro: How did you choose that restaurant?

MA: Actually it was my friend's idea to go out with some other friends and they asked us out. And then the group first decided to go to a place to have some wine and cheer up and then go and have food in another location that is close to that. When you want to go to a restaurant you want to relax, drink, talk and eat. But before that, if you go out at 5.00, you like to go somewhere a bit noisier, you go to some kind of pub; but at the same time you might eat something there. So we went to a close area to that, perhaps 5 minutes walking, and we had some kind of drink and starters. We spent two hours there and then we walked out and went to the other side. It looked like they were together. It was a restaurant and we had an excellent meal. The meal that I had was a steak. I confess that I had never had such a steak before, it was very nice. And after having the food and the steak, we went to the level below. It was a disco, people dancing and music. Very nice and cheerful place, I really liked it.

AZ: There were Christmas parties.

AN: Most of the time we would go out from work it's always about convenience to be honest, we don't go to London, we just want to walk out and go to one of the restaurants nearby.

PE: In that situation the location triumphs.

AN: Yes, it does. There is a selection, so we make a selection from the restaurants nearby.

Pedro: When you think about a special occasion in which you think where you are going to eat out, and you have to think of a very good place, how do you make that decision? Do you make it on your own? With other people?

AN: If it is up to me and I'm the queen of the castle, if it is my birthday I would say, yes let's go to this restaurant.

MA: What happens if somebody wants to surprise you?

AN: If it was a surprise I wouldn't have any input in it. So if it's some of my friends and we are going out and going to the theatre we would organize to go to dinner beforehand, see what restaurant is nearby, then we would choose from what is nearby. I might go to Google or Timeout to see what's available and check the reviews or something like that. For a special occasion, once before, for my birthday, I chose a restaurant and I hadn't eaten there before and I wouldn't do that again. If I'm going to do something and invite people along, I'm going to choose somewhere I've been there before and I personally know it's good. I have taken the chance before and it hasn't worked out.

Pedro: You wouldn't take the chance.

AN: I wouldn't take a chance with a restaurant I don't know and invite people.

MA: Just one thing I forgot to say, my son is the manager of a restaurant and sometimes and most of the times we go there and we get good service. He's not only the manager of one restaurant; there is a set of restaurants. One week is in one restaurant and another is in another restaurant. He changes a lot. We go to this restaurant because we know how they

cook and how they serve. So we usually prefer to go to that chain of restaurants. When we are lucky he is the manager of that restaurant and we get very good service.

Pedro: Peter you normally make a decision?

PE: Do you want me to comment on this?

Pedro: Yes

PE: We get information for how to make a choice from a variety of sources, for example, recently a friend of mine who recommended a fish restaurant, but normally we are going to a restaurant we have never been to before, I would be in the Timeout guide and there is a number of dedicated dining sites where they have restaurants that give you special offers. Ok, you have to eat with the babies, in at 6.00pm and out by 7.30pm, or something like that, but they give you discount on your bill if you say you are from whoever it is. These are ways of informing you about alternatives to the core restaurants you are prepared to go to without further recommendation. That's how we would make our decision.

MA: That's good everybody wants to go to a restaurant having seen a good recommendation.

PE: But for example I've found out by doing that that there was a restaurant. Unfortunately no longer open because it used to serve insects instead of chicken and lamb.

AN: That's why it probably closed down

PE: It probably is. If you go to Selfridges for example, you can get sweets with worms in it and with small centipedes. Have you not seen them?

AN: No with centipedes.

MA: Aren't they poisonous?

PE: No.

AG: Yes, they do lollypops.

PE: Yes they do lollypops in clear gel with a scorpion in it or something you can eat.

AG: That's horrible, isn't it?

PE: But that's the whole point.

MA: Is it expensive?

PE: It's the cheapest source of protein to eat insects than it is to eat cows and chicken and what not.

AN: Is that a recommendation for weight loss or something?

Pedro: So in your case you are more the middle east Iranian type of food because that's your taste.

AZ: Yes because it's my favourite.

PE: Have you been to a restaurant in..... It's called Allounak.

AG: Bayswater.

MA: No I haven't. There are many Iranian restaurants.

PE: It's not an Iranian restaurant.

AZ: But it's Middle Eastern, it's the same thing.

Pedro: In your case do you like to eat at different restaurants?

AN: Yes, I like to try something different sometimes.

AG: When I was growing up we always had Polish food and nothing beside Polish food and so when I came to London it was nice to try something different. So I don't mind going to eat Indian or Chinese, Iranian because I like to taste how the other food is because my mum always cooks Polish food and there is not habit of going out to eat in Poland. I'm not too sure how it is now. It's nice to taste something different that normally you wouldn't have had before. So some French food, I don't know, Escargot. Also it allows you to develop different taste of menus.

MA: Even we had tasted different type of food from different types of countries. For instance we went to Spain and ate at a restaurant with Mexican food. Like beef like Kebab but they put it on a vertical bar and they cook it and they put it in front of you. It tastes the same but actually the configuration was different. I really enjoyed that.

AG: For example when I was in Brazil we went to the restaurant they brought a pair of Kebabs to the table. Then from there you can choose whatever you like and I think they brought another sort of meat and you can choose what you like and you can see that it is fresh. It is fresh because it is already done. It's cooked nice, it's really nice.

MA: Once I was in Italy, in Venice, and I really hated Italian food.

PE: I don't like Italian food either. I'm lactose intolerant. To me most things Italian are oversold. If you understand what I mean, it never lives up to the hype it gets. So I'm sort of lactose intolerant and I don't like anything that has cream in it or too many cheeses or anything too heavy like risotto, lasagne or Tagliatelle. So for me that is virtually the whole Italian palate, out for me. Some of the wines are alright but I'm not fussed about them. For me the best cuisines are the Far Eastern. I love Indian food, Thai food. I adore Chinese and Japanese All of those are all characterized by the one thing but maybe not Indian, they don't have any milk or cream in them.

MA: You know what? Once we were in Beijing and we took dog and it cooks very nice. By the road I got one and I ate it. I really enjoyed it. I couldn't even find one of them here in London even if you go to the Chinese bar.

PE: Have you been to the Chinese quarter here in London?

MA: Yes, I have been there but I couldn't find such a thing. I saw lots of things there but not this type of thing, like the dog I had in Beijing. Maybe it's because the type of meat we have here is different to the meat they have there but in China they cook on the road many delicious things. You just take it and eat it. However they have very beautiful restaurants as well. Sometimes you find very nice and tasteful. I don't know why it's very tasteful.

PE: I would tend not to eat street food.

MA: I promise if you went to Beijing you would eat it. They cook it just in front of you. You see what they do with the food.

PE: Sorry Pedro, but we aren't answering your questions.

Pedro: Because in a focus group this is what really happens. What I have here is basically just a guide. Because you are the ones coming out with the answers to many of my questions, For example we have talked about why you choose restaurants. One of the things that is coming up now is sales incentives which is Groupon or in which you actually have a much discounted meal, so you can have a very nice meal for not a lot of money. Even if you use "Top table" or another one called "The gourmet Society".

PE: We tend to use "Top table" but the downside to that is that for the money of the offer you have to book way in advance or you have to be out by 7.00pm or something.

AG: It's like happy hour sometimes.

Pedro: We have always spoken about quality of food and that is the most important that you have all mentioned it and also about ambiance in the place. You mentioned there was something about ambiance where they served you the steak? Was it important to you? And would you go back to this restaurant?

MA: Yes definitely I would go back and have a steak there.

Pedro: Because of the food or the ambiance, or both?

MA: The food, I really enjoyed the food, and I'm really interested on how they cooked it.

Pedro: How about the ambiance? Did you really look at it? Is there a particular ambiance in an Iranian restaurant?

MA: What do you mean by ambiance? Do you mean the Location?

Pedro: We are talking about décor, other costumers and the environment.

MA: Of course. That is important.

AN: The food is more important for me than the ambiance. There are some places that you go to for the ambiance for example if you were to bring your Beijing example to London you probably wouldn't want to eat there, but the food is really nice. But there are some places that you go to that you feel are mmmm.... But when you sit down and eat you feel comfortable if you go with a group of people you make it your own ambiance per se. You make your own environment. So, yes for me I think the food would be a priority over the environment.

Pedro: There are some restaurants in which you feel like you are in a library. You can't be too loud.

PE: Yes, I have been to restaurants like that and they tend to be restaurants in hotels. See sometimes there are restaurants that you go for something quick and you don't mind if it's a bit noisy in which are chip and cheerful. But sometimes the ambiance can go against the taste. So for example we have recently given up on going to a certain Nando's which is the best griller of chicken in the world. He is the reason we went there in Ealing common. And we have decided not to go back there because over the last few months we have noticed that the noise within the restaurant has got higher and higher and it doesn't really matter when you go. You either go earlier when you have young children going crazy or you go later when you have the teenagers and the early twenties. Listen that's great but that's not what I want, so to me it has a positive effect and also a bit negative affect. As no matter how good the food is you're not going to go there because you don't want to be deafened. I go out on a Friday because I want to put a full stop to the end of the week. So I don't want to be released into some nursery school when I'm eating. I just don't want that. I'm growing into my father he says 'It's not a restaurant unless it has table clothes and good quality silver and nice glasses'. That is old fashion.

AG: When I go out for a special occasion I expect to have a table cloth on the table and I expect to have proper glasses on the table and I expect to be treated and pampered that's why we save money for the special occasion we pay lots of money and we want to be served properly and like we did for Peters birthday we went out it was very nice, we were served and was everything we expected. On the Friday I don't mind going to some nice place to have a glass of wine in a nice normal glass. When you're paying £15 £20 £25 for a meal and you know you just want to have a full tummy and that's all but for a special occasion that's what I expect.

AN: I agree with the noise levels and it's something I have also noticed. Taking the Nando's example, if you go to the Nando's in Liverpool Street its rowdy on a Friday night and they are louder than teenagers, I assure you. When they are talking about their week, their ordeals, so I think that sometimes it just depends on.

AG: I do agree, when you are with your friends you want to talk.

MA: I have experienced two types of restaurants from Nando's. One in Park Royal and one in Acton Station. The one in Acton Station it was really relaxing and enjoyed the environment but in Park Royal it was horrible and very full of people. People were waiting in a queue for ten

minutes just to order and there weren't any tables, you had to wait another 20 minutes for a table to be prepared. You had to jump like with a parachute to get a table. You know it depends on the restaurant you go to but however the food is very nice. My sons love the food there the lamb is very nice and they usually prefer to go there, and they tell me they want to go there. Even when I tell them it's busy you have to wait. It's what they like

PE: You see when I was their age I used to enjoy it but as I got older they don't seem to be very many restaurants catering for people of our age, that's the problem. They get fewer and fewer or you have to go into town and travel further and further, and that's the problem.

MA: I think you need to add someone a bit younger to your group.

MA: I go to a restaurant, at first it's not a priority for me but it doesn't mean that I hate the food and I'm not hungry anymore. Sometimes you go to a restaurant, for example to an Iranian restaurant, I expect to get very good Iranian food when I go there, and then I take the food and I look at the environment. We usually prefer that when we go to an Iranian restaurant the environment should be arranged based on traditional Iranian culture, when you go to Italian restaurant I expect that the environment looks like the Italian culture, or whatever it is. I think it was last year, for example, I went to a Greek restaurant in Germany, in a town near to Basel, in Switzerland, it was a Greek restaurant and I really enjoyed that. The environment, they had something like the Coliseum, or something the ancient Greek palace. We had the food and then I saw a musician that came and played music for you. I really enjoyed that. And again, in London, this was last year, I chose a Greek restaurant close to my office, somewhere like in Mayfair, and I really hated that. I thought "why am I spending my time here?" I didn't see any sign of those things I saw there. Then I realised that the reason why I enjoyed there was because of the environment. Because they did it as it should be for a Greek restaurant. Do you know, for instance when you go to an Indian restaurant you expect the food to be hot. If you find it mild, you don't expect that! But when you go to a Greek restaurant you expect music, perhaps live music, but if you don't get it, you could go and take the food anywhere else.

AG: You want the environment much of the food.

MA: Yes, for instance when in Spain I went to the Mexican restaurant and the reason why I enjoyed it wasn't just because of the food but also because it was by the sea and it was decorated with special clothes and I thought "I'm in Mexico now".

PE: We are talking about food as if you went to this restaurant for this particular type of food and another restaurant for another type of food, but actually, most of the restaurants that we go to, have fused so many flavours together, so it's not possible to say that we are going to have some spicy this, because you can get spicy, you can get unspicy, no spice at all; you have all sort of different ranges of food within the same restaurant. It's not as it used to be. So for example there are very few specialist restaurants, there are some, don't get me wrong, but there is this fusion among flavours and palates of spices and so on, that is beginning to sip out. So in order to make, for example English food, if there is such a thing, more interesting, they

are bringing in things such as Curry. Curry here is phenomenally popular, and they develop their own Curry in this country, something they don't have in India! You know, it's bizarre.

MA: I confess this. I like Curry here more than in India.

PE: Yes, I like Curry here too. So it's sometimes difficult to distinguish if you want the ambiance to match the food, it is sometimes difficult when the food has originated in so many different places.

Pedro: Well, we are talking about the food, and Angela has something to say about ambiance

AN: I think ambiance is important, most definitely in a restaurant, but I would probably choose the food over the ambiance. If I liked the food there and the environment wasn't that great, I would be a bit forgiving because I liked the food. I think the food for me would still make me go back there. If I have a bad experience in a restaurant is probably because I don't like the food. If it's noisy I think I can tolerate it to some extent. I mean, I wouldn't like it to be very noisy that I can't have a conversation, but I'm sure I probably could have been noisy in my youth as well...so..Yes if the food is good I will go back. It's nice to be in a nice environment of course. I think is definitely important but I think the taste of the food is more important.

Pedro: Do you go to Spanish restaurants?

AN: I have been to a Spanish restaurant before, but I don't frequent Spanish restaurants.

Pedro: Because Spanish restaurants are normally a bit noisy, for my liking.

AN: It's the culture I guess, you have to accept that.

AG: I think I know what to expect from Italian restaurants, they are very noisy and different people will be working there. When I hear people, for example on the tube, speaking Italian, they speak with their hands and they speak out loud and you wonder what? But that's their way.

AN: And they talk with their hands, with their head. Exactly, my husband used to live in Italy. Something you mentioned about when you were in Italy you didn't like Italian food. I spent a lot of time and after a while you do get tired of eating Italian food, not pizza again, no lasagne, everything is pasta based, so I could possibly resonate with that. But yes, you just need to accept when going to an Italian restaurant you know what is going to be on the menu, so it's always driven for me personally by what I want to eat, so if I really fancy lasagne I will put up with the noise, to have the lasagne.

Pedro: What about service? Waiters think so much about the service and customers are normally relaxed.

PE: Service is another thing because if you are being loud what I suspect we all have and then service and our expectations over the years has casually gone up, so it's more difficult to impress us with a real good service but it's very easy to compromise what we expect. So the

danger in service is that it can only have a negative effect and it is extremely difficult for it to have a positive effect. Do you see what I mean? Really good service, you know when you have had it, it's really difficult to describe, somebody is there to identify if you want something.

Pedro: What's service in your case would make you return to a restaurant?

PE: None, because you don't know if that person is going to be there the next day. You know how the turn rate of people are who work in restaurants are which is huge, they aren't paid a lot and there lots of stress and hard work.

AG: I used to be a waitress before and I was trained to deliver a really good service to people and people really looked after me to deliver proper service. So when I am on the other side I understand perfectly the waitress and I also expect them to deliver proper service like I used to deliver to my customers. I was always told when the customer comes to the table give them a glass of water to keep them busy even if they have to wait for the menu they have something to keep busy but don't keep them in front of an empty table, because that is just annoying, give me a glass of water and I am going to shut up, it makes me really upset if I have to wait really long time to see the waiter.

AN: Don't take her to a Nigerian restaurant.

PE: Why is that?

AN: because service in a Nigerian restaurant. Well they will properly give you water but you will be waiting for your food, if you are going to have a kebab you are going to wait for them to go slaughter the cow, clean the cow and bring it back...how long is it taking.. like come on.. so you order rice, they will go harvest the rice, rough the rice, cook the rice.. so for me... be prepared to wait.

PE: So it's a very long experience

AN: Just be prepared to wait.

MA: You should take something with you into the restaurant to eat while you're waiting.

AN: No it's true. You have to order a starter because they tend to take a long time to cook. Maybe because, I can understand and see from their point of view, in the sense that with rules and regulations you really can't, there's really a lot of wastage if you can't sell it all and you really can't cook in bulk. So everybody is going to come in and order rice today and maybe when you come in and place your order they start cooking it, but cooking it is one thing, but it needs to be half prepared so you can... sometimes you get the feeling that they go to the super market, Tesco's and definitely get that feel for service.

AG: I've been to a Jamaican restaurant and they cook everything in Jamaican time.

AN: This is a similar kind of experience.

AZ: For me I couldn't wait, it's too long.

AN: Agreed, so when you say there's no type of table service that would make you go back to a restaurant.

PE: There's no service that would make me go back to there, just to experience the service again

AN: I fully agree with that. But I have gone back to restaurants where I know the service hasn't been very good but then I know the service isn't very good but it's a mind-set so you keep in mind if you go to a Nigerian restaurant or African Caribbean restaurant I'm not saying they are all like that and I don't want to give them a bad name at all but there are some expectations that you will wait while they prepare the food sometimes...Not like a take away places as of course you would get your food straightaway but if you want to sit down and enjoy the food then you will need to allow for the preparation because they do take time... the food is cooked fresh but you need to allow time for them to go to the supermarket and the bus to be delayed. But it's not that bad.

PE: So I think it's one of thoughts added on that can count probably against you it is very difficult to actually make it a selling point.

AG: Well maybe it's because of the culture well you see, in Jamaica everybody is so relaxed everyone is so... they do everything in their own time, so when someone comes from Europe in a hurry, they don't really care they will do it in their own time and maybe there's something wrong with that.

AN: There is something wrong with it. I am Nigerian and I don't like. But if I am going to choose If I'm going to a Nigerian restaurant I will go to a Nigerian restaurant where I know the food is going to be cooked faster as much as I would go back to a restaurant where the service is slower you still don't want to spend all evening waiting for your food.

MA: I think that the service in each restaurant is depends on the type of the restaurant for me. If you go to a restaurant that is of your taste you expect very good formal service like I don't know what ever it is and things like that. When you go for instance to an Italian restaurant or perhaps a Spanish restaurant the service they give you isn't as well as to the service you would get in an English restaurant, but after that you see that they give you other services that you really love. For example perhaps, music and dancing and I think the type of service they provide for you depends on the type of the restaurant I mean the back ground of their culture. For instance if you go to a Greek restaurant they give you music while you're eating but perhaps they don't do the service as well as another restaurant but it's managed by some other.

AG: I don't think restaurants are more into music then service. Because when you go to a three Michelin star restaurant you have their highest standards, as you expect it. People sometime service even with white gloves but that's a different type of service, when they go to that restaurant they don't care for the music they want the service and to be serviced in a proper way.

PE: I'm not sure I would go back to a restaurant that played music that I didn't know, I need to know the music, it's just because if I wasn't aware of the restaurant playing music when I walked in, I would properly turn around and walk out. Because I'm going out and with somebody and I want to talk to them. So I don't know about anybody else. It's so often I've been in to restaurants and you start talking and the people who work there are going in there as a social environment and as a consequence they tend to regulate the heat, they tend to regulate the light and tend to regulate the noise level of the music have you not been into places like this... where this has happened? Or is it just me? They have the choice of the music and also the volume of the music and as far as I am concerned you were talking about ambiance and the culture of the restaurant if you like and as far as I am concerned it's the patrons that make the ambiance and the patrons that make the culture of the place and I don't think a great deal can be added with additional music because most people or most adults and certainly other people that go to Nando's are young adults. You know they have so much to say but you don't need music it just adds to the general noise of sound.

AN: I actually agree with you there. If we are classifying live band or music as part of the ambiance does that ... is it about the service or the ambiance? Any way it wouldn't be a reason for me to go back to a restaurant. If I had liked it maybe I would go back.... But that might have been the band of the night/week it also depends on the crowd your with sometime you might feel like joining in to karaoke but sometimes it really wouldn't be appropriate for you to do so. It really depends on...

MA: I really don't like it when they play high music the only thing perhaps I like when I go to a restaurant is that live music... just for 5 minutes but like music and that's what happened in the Greek restaurant. It just 5 minutes and it doesn't disturb you or anything.

Pedro: Now the celebrity chairs are so much in vogue. And your son is a chef as well. I know that because of this glamorisation. There are people who go to a restaurant because of the reputation of the chef. We have just now in Notting Hill. This is new concept. It's not a restaurant but it's more like where you can have coffee or something else and people go there just because Jamie Oliver opened it. He's not normally in the premises. Would you go to the restaurant just because of that?

PE: If Jamie Oliver was associated to anything it would be a reason for me to avoid it. I can't bear the man, I don't like his style of cooking, and I don't like his recipes

Pedro: What about another chef?

AN: I actually went to a restaurant once because he was... I can't remember the name of the guy

Pedro: Gordon Ramsay

AN: No, it wasn't Gordon Ramsay

Pedro: Marco Pierre White?

AN: The restaurant is in Smithfields.

Pedro: French or English?

AN: It's an English restaurant...

PE: We went to a restaurant which was recommended to us by somebody..Hix? do you know Hix? Mark Hix?

Pedro: Marx Hix?

PE: H-i-x, and he writes for one of the papers as well..

Pedro: Ok

PE: He happened to be there, but I didn't know who Mark Hix was. And we were only going there for a special occasion, and he happened to just walk in, but I wouldn't go to a restaurant because of somebody's name.

MA: It's not the name of the restaurant why we go there. But sometimes it happens you find a chef very good at cooking and perhaps sometimes you chase him where he goes. Perhaps it's one of my choices but it's not because he's a celebrity or things like that.

Pedro: It's reputation then

MA: I don't know many chefs here I would chase because of their cooking but in Iran I know lots of them. And if I find them cooking in a restaurant I would rather go to that restaurant.

PE: Here I think the nearest equivalent would be a chain. Wouldn't it? There is no individual whose name I will go to just because it's him.

AN: He's not a celebrity, he does this Saturday kitchen...I don't remember his name...

MA: On BBC one? I know who he is

AN: I have got a picture on my phone.. We were going to go out anyway. So we thought "why don't we go try this restaurant? Because sometimes he does the cooking, and he was actually there, in the restaurant...so I took his picture! And also the food was really nice! I thoroughly enjoyed my meal. I can't find the picture.

MA: My son, in one of the restaurants where he works, most of the Iranian celebrities here in the UK go there for dinner. And many people go to that restaurant on Saturday just to see them and talk to them not because of the restaurant because celebrities have got nothing to do with cooking

AN: I wouldn't do that, I went to the celebrity chef restaurant just because I wanted to eat nice food.

PE: I think it is increasingly difficult for people to brand food, and that's essentially what you are trying to do if you are a celebrity cook, and I think this really difficult because you can go to a restaurant, I have been to Michelin Star restaurants, and the food has been what you would expect the food from a Michelin restaurant to be like. Now, I could easily go to a Japanese restaurant, not have that style of food and enjoy the food even more.

Pedro: Do you think that when you go to a Michelin Star restaurant is it worth the money that you pay? Do you get the value for money?

PE: No, its' never worth it. I usually I have a tasting menu. I don't know if you ever heard of a tasting menu?

Pedro: Yes, Menu degustation, in French.

PE: Where you get a different glass of wine for everyone. I love that, to me it's posh tapas. That's all it is.

Pedro: I used to work in that hotel and the capital cost of the "Menu degustation" was £65. I think it must be around £80-90 now.

PE: Yes, it is about £90-100£ ahead.

Pedro: That's right, £100

PE: that's for very special occasion

Pedro: Do you consider value for money?

AN: Always!

Pedro: Nando's for example.. you all go to Nando's?

AN: Nandos is value for money. I used to travel for work a long time ago, I have eaten in Michelin star restaurants in Paris, Rome... always on the company expenses...I wouldn't spend...If the company is taking us out...but for me to pay my hard earned...sorry

Pedro: £100 per cover...

AN: For me personally I wouldn't spend my own money. Value for money it's very important for me when I'm going out.

PE: Exactly

Pedro: Is it expensive for Iranian restaurant?

AZ: Not really, if you compared it to Italian food and you go Iranian and Italian restaurant you can see a big different. You get more and you pay less.

Pedro: So it's value for money.

AN: Yes, value for money it's always important.

PE: But it doesn't need to be. The worst thing is when the vegetables are itemized and prized separately from the meal. For me it's a sneaky of increasing the whole amount of your meal. Because if you say ok.....a grilled sea bass you would expect that to come with something and pay for a side salad...perhaps but if they have itemised everything else because most main courses are about 20£ish a bit less, you would expect that to be included. So the value for money as far as I am concerned would be to have an inclusive menu choice.

Pedro: When you eat in restaurants and are familiar with ok. Do you also go there or go to pubs because in pubs we normally get the portions we expect, that is one thing that puts people off when they go to French restaurants that the portions are actually so minute and are paying a lot of money for that. Would you actually consider that the portion sizes or is that already the same?

MA: I don't know about my wife but for me it is very important. I expect when I go to restaurants that I go out not feeling hungry. I expect to have a good and portion sized meal.

AZ: In some restaurants it is very small portions.

PE: When you have been to other places mainly pubs where you get a mountain of food which is completely over faces you and I hate wasting food. I hate it I think it is obscene. I hate actually to eat any.

AZ: Like Aberdeen Steak ...

MA: I remember when I went to Aberdeen's with my sons can you believe that they had to pay two or three times as the portion that we got was so small. Me, my wife and my two sons, any time we went to the restaurant we had to pay something like £150.

AZ: Because we had to take extra portions for them.

MA: five portions. It was too small, it was £20 for some type of fish, just that a small piece of fish. For £20 it wasn't big enough even for a baby. Here in the UK if you go to Brighton, in any restaurant you go they give you a proper portion of food. I found it here in the UK and Spain but in Italy it was the other way. I couldn't get enough food.

AN: In Italy you have anti-pasti so your main meal is not supposed to fill you up because you have had your starter, pasta in your belly and now a little bit of fish is your next course because there are so many courses.

MA: Have you been an Italian restaurant in Italy? With your husband? How much did you pay for a portion at a restaurant?

AN: Yeah I have, well it's a tricky one because,

MA: Where you satisfied with your food?

AN: When I was in Italy I was always satisfied with the food. And I actually got really fat when I was in Italy.

Pedro: Did you eat many courses?

AN: I think it was because they have many courses. First you have pasta- anti-pasti then you have your main meal, so that is normally a small portion because you have already eaten so much. But if you are just eating a main course it would be expensive you should maybe have pasta first or spaghetti as your starter then have your fish.

MA: How much did you pay for that?

AN: I honestly don't remember. But it was definitely not £150€, I don't spend £150 on meals, no. So it wasn't in that region at all. It was properly about £20, £30. So I could conveniently eat a meal for £13/14.

MA: When I was in Venice I bought a water melon. It was 2 euro. I bought one of them and I went by the Mediterranean Sea in the Lido. And it was very hot over there and I really like water melon...2 euro! Which if you want to buy that in the UK you would have to pay at least £50 for that!

AN: Venice it's a very expensive city. In Italy I ate a lot of pasta. Food is cheap in Italy. It must be Venice. Venice is very expensive.

AZ: But we loved it.

MA: San Marco...

AN: I worked on a project, because I used to work with GST. It was the pan European project and Italy was the cheapest place for us to do the project. Everybody was flying in on a weekly basis and would stay there for the week. And people coming from different parts of Europe to do the project.

PE: I thought Greece would be cheaper.

AN: Maybe we don't have an office in Greece but out of all the European offices, it was chosen in Italy as opposed to the UK, Germany or France. Italians love their food. Food is not expensive in Italy. I remember there was a day we were having a meeting, no, managers were having a meeting and they were running late to deliver the food to the managers and they couldn't eat it. So they told us at the office that instead of going for lunch we could have the sandwiches. The only people that stayed to eat in the office where the people from the UK. All the Italians said "no no" they were going to have their proper food, sit down in the restaurant. They wanted to have a proper meal and they sit down. When I was in Italy for nine months I was commuting every week and I got really fat. Good food and it's not expensive.

PE: The best restaurant in the world that I have been to is in Spain, and it's not El Bulli.

MA: Since I was in Spain last year I'm going to arrange another holiday to go there. I really enjoyed it.

Pedro: Ok, I was thinking about talking about one decision that you made. I remember two or three years ago I wanted to take my daughter for a meal for her birthday. That was my rational for selecting the restaurant. This is what I want you to do now, to think about one decision that you made for a special occasion. But how did you make that decision? For me It was about selecting a restaurant that was classic, that was English, traditional English and an historical restaurant. And I knew about "**Rules**" which is the oldest restaurant in the UK founded in 1798 or Simpson-in-the strand ? is very good restaurant, they are classic and I had been there, and then Rules. In the end I selected Rules probably because it was near Covent Garden, it's a central point. It was a very nice day, time to have a beer during the day and then onto the restaurant which was **Rules**. I wasn't so impressed with **Rules** though. Now I want you to think about one time that you made a decision...

PE: Is this a restaurant that we have never been to before?

Pedro: Yes, yes never been to before.

PE: I knew this question was coming. This is a tough one.

Pedro: I also went to another one simply because I knew the restaurant manager. Then when I came down to select the restaurant it was an Italian restaurant. I thought about the guy and I decided to go back to that place.

PE: I suppose the only one that we have got is Mark Hix restaurants. It was recommended to us by a friend. And we actually had to drive a long way because the one we went to is in Dorset. We had to wait a while as it was quite busy...mm what was the meal like?

Pedro: Why did you choose that one?

PE: Because it had been recommended to us.

Pedro: It had been recommended.

PE: Do you want me to come up with something else?

Pedro: What I want to know is when you had two or three to choose from, why did you choose the one that you chose?

PE: I'm not sure I have had that experience.

Pedro: Ok, you never had it.

MA: I remember one thing. It was perhaps five years ago and I wanted to surprise my wife for her birthday. So I arranged a holiday to Switzerland. The town is full of mineral water coming to the pools and you can swim in it. The water is coming from the heart of the mountain and even in winter even in winter when is snowing. So I arranged that and after that with my sister

we went to a Thai restaurant in Germany... So first we went there into the swimming pool and then we go for a meal. So we went there and they even ordered the food order because I wasn't familiar with the type of food, but I could trust them, because they were the people that knew the area very well, so I really liked that type of Thai food that we tried for the first time. And after a while we travelled back to the UK again. It was one of those occasions when it happened and we arranged it like that. In the UK on a special occasion we would prefer to go into a good Iranian restaurant with a good chef.

Pedro: When you have two or three to choose from do you always go to the same one?

AZ: We can choose but because our son is the manager in there...

Pedro: Ok, so you always go to the same one. So, when there are two or three restaurants. it is just because it is a last minute that you choose of the three?

MA: Yes, one of the three, you are right.. One is in Eastcote, one is in Ealing and one is in Finchley. If my son is in that location and he's coming to dinner with us we go to Finchley because he's not going to manage anything. But if he's the manager of the restaurant we prefer to go to Eastcote, which I think you will like it very much if you go there.

AN: What's the name of the restaurant?

MA: L-A-V-A-S-H

AN: Where is it?

MA: It's in Eastcote.

If you go to Eastcote town, just about where the town finishes, and you enter the other town near Eastcote.

Pedro: Pinner?

MA: Perhaps,

Pedro: At the end of Eastcote. Lavash in Eastcote.

MA: If you go on the internet and Google it you can even book it online. You can see two different Lavash. They are the same, but one is in Finchley and one is in Eastcote.

PE: What are the characteristics of Iranian food? Sorry, are we getting off the track?

Pedro: No, it's alright

PE: What are the characteristics of Iranian food? How does it differ from other cuisines?

MA: I know that you have had Middle Easter type of food, Mediterranean. It mostly tastes like that. It usually has meat in a portion of the food, with rice, vegetables and herbs. They are an important part of it..salad..

AZ: Chicken..Kebab..

MA: Also you can have wine there as well if you like..very good wine..

PE: Ok, so you have got India to the rest... I just wondering how flavours...

MA: The food is mostly Iranian, but the service that they give you is the English service

Pedro: Angela, the same question for you. When you went for your birthday and you had to select a restaurant.. You had two or three options. Did you go directly to the one you already knew? Because you had a bonding or some emotional bonding with that restaurant? Did you think about it? It could be a birthday or any occasion..

AN: Ok, if I'm going to choose a restaurant I would like to go somewhere that I would know. Where I enjoy the food. I have had an experience once where I tried a new restaurant but it didn't turn out right. So I would go with personal recommendations...but when I made a decision for my birthday it was more of an emotional connection as I thought "Oh yes, this has been nice".

So... basically I invited my friends out to a Nigerian restaurant and it was a painful experience. .because I'm used to that but my friends are not.. so managing that expectation...and there was a big crowd of people.. I guess it was a bit too much for the restaurant as well.

MA: One of my colleagues is Nigerian. She's a Nigerian girl. She has the same issues. On every occasion they want to take us to the restaurant I have the same problem.

AN: So if it's for me I would go to a restaurant where I liked the food and I have been to before and also with someone's recommendation as well..

PE: I think it is important to say that certainly from my perspectives, the one thing that the celebrity chefs have done, not in television but through their books, through their recipes, is to promote the idea of home entertaining far more. So I think that the biggest competitor to a restaurant is actually to get home rather than another restaurant, because if I think of an ideal evening it wouldn't be to go out. It would be to have people, few select friends, and six friends, have something at home, make them bring something to contribute; whatever and we just have a nice evening at home. With music that we want, lighting as we want and the wine that we want. So you actually choose your complete environment in a more relaxed setting without the nonsense of going out to quite an expensive restaurant. Because the mark up in restaurants somewhere in the region is about 200-300%.So if you look at a £20 bottle of wine you know perfectly well that is probably only costing them £5.

Pedro: One trend that we can see now, and you have mentioned that with Lavash, is that of branding chain restaurants. Lavash must be a small chain. How many restaurants are there?

MA: Five.

Pedro: Do you think that branding, you have mentioned Nando's, Lavash, Harvester... is it going to be the deciding factor in the future? Is it going to be about brands?

MA: Let me just make it clear about the brands, actually this chain of restaurant is not actually our cooking one type of food like Iranian food. It has got five restaurants but at each restaurant they cook different food, If instance one of the restaurants is just Italian.

PE: That's not really a chain then, is it?

MA: Yes your right, but two of them just offer Iranian food and they put Lavash but the other three one of them is retail and one of them...

Pedro: They are independent from the others, only the ownership.

MA: Yes and the policies are actually the same, but because the managers are very experienced and they can prepare Italian food, French food. But manage in different restaurants for instants my son is actually managing the Iranian restaurant.

Pedro: Do you think branding Peter, Angela and you because this is something that was never seen 10 years ago branded restaurants and now there are more you can go to. If you go to Stratford there is not one independent restaurant in the mall. They are all chains.

MA: Yes for me I think that, it really doesn't bother me, branding. It depends on which type of brand it is. For example where was that restaurants where we went for that steak? Aberdeen. Aberdeen has a very good steak and I really like it but the portion isn't what I like.

PE: Have you ever tried 'Cher Gérard? That's all you can get there is steaks and what the French like to call chips, they are like little splinters.

Pedro: French fries.

PE: That might be worth trying and the steak is very good.

AG: And you have to queue so come at half past 5 and queue. But it is really worth it. You start with a salad and then you have the main course then you choose what you're going to get which is only steak and then they top it up again so you might have three pieces of steak and some chips. So yeah it's really good.

PE: But as far as what you're saying is I think it's a shame that it's all chains. I would love to support a private owned restaurant and we do and there's only one I know of in Ealing. Owned by husband and wife team and both called Andy and we go there occasionally and it is sort of a bistro style. I love going there. And you are supporting them. And it's not some anonymity.

Pedro: So you're also into branding or you don't mind?

AN: I don't mind, but I think the advantage of a brand I would say is that you what you're going to expect. So I think it is easier to eat out in a branded restaurant if you go to Bristol you haven't done any research, if you go Wagamama you know what you're going to get. If you go

to this you know what you're going to get. So it's quite easy to do that. But if I am home and I'm going to go to South Harrow, when I first moved here how many years ago was that. I didn't have, what didn't I know a cooker, I'm only joking, and I went out to all these restaurants, so I know where I'd go to if I want to eat. So it's quite easy because there are a lot of independent restaurants on our Northolt high street here in South Harrow. Very good Curry restaurants, so if you ever want a curry meal. They are very good restaurants. So it's very easy walking distance from home. In Harrow there is very good Chinese restaurants. It's easy to know they are independent restaurants and you have tried and tested them. But if you don't know the area or the restaurant it is safer to go to a branded one.

PE: But that's the whole point. Unless you're on a website like top table or in a guide like time-out it is very difficult to support local restaurants. Because you know we live in Ealing and you know. You'd think Ealing next to Southall you should be able to get a decent curry. You have no idea no idea and I've only lived in Ealing since 1977, I have no idea where you go in Ealing for a curry.

AN: No way, I will get you some recommendations to pass on. You need to go to south hall. There are loads and loads of good restaurants.

PE: But I don't want to go that far. I know where to go in Southall but in Ealing there are loads of Indian restaurants but I don't know what one is better than the others.

AN: Come to the Curry Mahal, it's just walking distance from here.

AZ: Someone told me there isn't very good food.

AN: No, it is good food.

AZ: He, said no because he has had real Indian food.

Pedro: I wouldn't trust his taste.

AN: Exactly

PE: You know what Pakistan's they say about Indians.

MZ: Because they hate each other.

MA: Once my brother-in-law he has Indian origins, he took me to an Indian restaurant and he told me you can find the best curry here.

Pedro: Ok, one last question before we have dinner, because I need to cook the rice fresh.

One thing you properly haven't thought of but this is something big in the United States and starting to be big here. In the United States it's important for many people that there is an association of green restaurants, which are all about sustainability, about recycling, re-using and are you into it? Do you consider that? Ok, sustainability.

PE: I would consider it but only from a business perspective. I wouldn't go to one particular restaurant just because they did it. Because they might do it but not say that they do it or they might say they do it but don't actually do it, because there is a lot of that in sustainability roles. Now I would be far more concerned about the, what food is about, food is about nutrition it's not about presentation and fancy non-sense it's about nutrition. So as far as I am concerned I'm more concerned about the sugar and salt and fat content going into the food and the calories. So before sustainability aspect I would look at the nutritional aspect, and some restaurants are now doing that.

AN: You said before sustainability. It has no bearing on my choice of restaurant. I do not think about it at all.

MA: It's not the thing that we are actually looking at. For instance if you want to go to a hotel or some business location perhaps that's a point of view you could see that, but not for a restaurant. The only thing you would consider is if your meal was sufficient.

PE: The reason is because, we are you know. Eco-bandit's and the reason is that the waste from a restaurant is bio-degradable.

Pedro: I said that because it is unbelievable that there is a market for everything in the United States. You can actually go to the website and in all of the United States you can choose a restaurant because it's a part of the green association restaurants.

PE: Oh that is non-sense. You know what the Americans are like.

AN: I actually talk about sustainability, is there a movement or concept that is looking at organic restaurants. Organic would properly be more of a consideration, because I know my meal hasn't been microwaved, which I can do in my kitchen. That's one thing I would think about.

PE: Organic I would consider.

AN: But organic I would consider.

PE: I will tell you what. If you have ever tried there is a place a wonderful pub in Queens Park called The Paradise it has a beautiful big angle in the corner, it was obviously taken from some grave yard and they were selling the exactly the same wine one was organic and the other one wasn't and they were only selling it by the glass. I thought right I am going to have one glass of each. And believe me if I could get organic wine everywhere I would.

AN: Oh really

PE: The difference is huge.

MA: Oh I've never tried.

PE: Organic wine, I haven't noticed a huge difference in all organic foods but I have noticed carrots are much sweeter. But in the green-leaf vegetables I haven't noticed any change. Only in the price, but not in the flavour.

Pedro: Ok. Thank you very much it was great and everything is recorded.

APPENDIX 5: Transcribed Focus Group Interviews

Appendix 5a Focus Group Interview 15th February 2013

Pedro: We are going to talk about the last time you dined out in a restaurant and you had to choose where to go. We are also going to talk about who else is involved in the decision making process. Ok, the first thing I'm going to talk to you is about how you find information about restaurants and it could be word of mouth, recommendations from friends or you do you actually use a restaurant guide like Zagat etc.. Or sometimes, like I do, you can book tables through Top table and so forth and get guided through this. Whoever wants to start?

MAN 1: Word of mouth, we have a friend and it was her 60th birthday and we decided to take her out to a restaurant, we thought it should have been the Hamlet. Basically we had been to that pub restaurant before. We did consider another restaurant but the wife made the decision that it probably was not appropriate. So in the end of the day it was word of mouth and also we had been there before.

WOMAN 1: For me word of mouth is important as well but if somebody recommends a restaurant that is in the other side of London than I'm probably not going to travel to the other side of London to go to the restaurant unless it was a really special occasion. So I would probably buy something more local to where I'm and to where I live.

WOMAN 2: I don't think word of mouth really works for me because I don't retain the information. I will forget by tomorrow, probably within two hours' time. I will never remember that. Unless I was really focused and I was looking for something.

MAN 2: And everybody's opinion is different. We have been to restaurants based on somebody's recommendation and we really didn't like it.

WOMAN 2: So for me I would probably look at Timeout and if I was looking for a very good restaurant I would look at the Michelin star restaurants or something like that.

MAN 2: Like I said before we tend to go to the same restaurants that we have been to before but we have used websites like "book a table" almost to force us to go to a different restaurant and it will be around what deals are going on and if there is a particular.....for example a restaurant that we are going to on Monday. A friend of ours introduced us to it but he only introduced us for the bar which is in the Heron Tower. So we went to the bar and we really liked the place and then we went away and found a deal to go there for dinner. But also, the last restaurant on which I made a decision was when we went to a restaurant in Soho and there were about three or four of us going out so it was more about who was the stronger character. We had about three or four different options most of which we had been to before. I think this an interesting thing about London as if you are in a particular area you still having a huge amount of choice.

MAN 3: The last time I ate out some friends came down and we decided to into Soho purely to drink but then we decided to eat something quick and light because we did not want to sit down. So the decision was based on that.

MAN4: One thing I do is that, sometimes, as I'm not patient enough to go through websites, guides or whatever. So if walk down the street and I see the restaurant, especially the kitchen and you can see that the food is fresh and nicely prepared, and you look at the dishes...so I go in and have a meal and if I like it I'll definitely go back.

PEDRO: This is more about having a special occasion than if you have some intent in the decision. It normally happens to most of us that we select restaurants we are familiar with. But my focus is very much on the decision of a restaurant we haven't tried before because is something we don't know.

MAN2: I think sometimes you can almost have not a craving, actually often is a craving especially if you have had a drink the night before, but you have an idea in your mind like "I want to go out and eat Italian or Indian food or whatever it might be. So sometimes it can actually be informed by how you wake up in the morning and say "This is the type of food I want" so that obviously narrows the search. In the terms of how many different types of restaurants.

MAN1: It also depends on the situation.. like this person's 60th birthday....it sort of frames the kind of restaurant you want to go to.

WOMAN 3: 60th birthday party you are not going to a modern fusion restaurant but you would rather go to a more classic restaurant... but it really depends on the reason why are you going to the restaurant. Are you going to have fun, are you going to get drunk? Are you just going to celebrate? I think the reason to go to a restaurant is very important.

MAN2: It's also the concept. As she was saying, about what have you got planned for the rest of evening. So you wouldn't necessarily want to go for six or seven courses if really all you are doing is going out for drinks.

MAN3: And also if you like Indian food for example, and someone recommends an Indian restaurant, me personally I enter that restaurant with that preconception, is it going to be as good as the one I like? all my judgments are based on things like "that was a good starter but not as good as the restaurant I like".

MAN1: But it also depends on how much you have got to spend.

WOMAN3: Your budget.

Pedro: Yes, your budget. So we were talking about considering restaurants. And the questionnaire was introduced on the idea of how many you consider. Is your set of three to four restaurants or you don't think about a number of restaurants?

MAN3: Location. If you are in Soho or wherever. It depends on how far you want to go.

WOMAN3: Having said that Pedro, last week I was in Budapest and I wanted to try the cuisine and I picked twenty quick for a deal meat that was not very interesting. I think it also depends on your personality. I went with my colleague and she would not explore food. She would

rather sleep and have a normal meal. So food has to do with your personality and your culture. When I go out with the Spaniards and Italians food is important. You don't drink without food. While when I go out with English, they have a few pints and then they go to a Kebab shop and have food.

MAN1: It's cultural.

Pedro: But even so they select a restaurant because a restaurant meal is an occasion for a party...

WOMAN3: Yes but they also do casual dining.. I thought Tooting was infested by Sri Lankans tigers like me but unfortunately the restaurant now is infested with British people who come and think it's authentic enough. I think it is also the way we are moving forward and also Indian food is also part of the English heritage. I don't really understand that...

MAN1: Even Chinese. It's overtaking Fish and Chips. But it also depends on the situation. When I used to travel on business I would not go looking for restaurants and but I would just go downstairs to the hotel because I'm not at home and I just want to eat... But, if we are going out as a group then we would look for a restaurant.

WOMAN3: You see, you are very different from me because if I want to go to a restaurant I don't give a damn if it is one hour I would go to the restaurant because it reflects your personality. I have talked to Italians and Spaniards and they would not eat in a hotel, they would want to go explore..

MAN1: But in the middle of the week you have got meetings so you finish and you just eat there. But on the weekend or if they say it's your last day there, you might go out looking for a restaurant...that's different.

WOMAN3: I have been working with the French and the Germans, I think there is a disparity in terms of how they eat and what they eat. I think the French make time for food while the Germans eat what they can and what they have. So I think there is an inclination towards your cultural backgrounds. I think for the French it is a special time.

MAN1: But if you look at the Germans they are very efficient and therefore they don't want to spend a lot of time looking for restaurants.

WOMAN3: Food it's not a priority.. Spain, Italy, France...it all goes back to your culture..

PEDRO: You have mentioned location as an important factor. But let's the location is there and then you have four or five restaurants within that location and you have to think makes you go to that restaurant that you have selected. What is that thing? If you have followed a friend's recommendation what is it that made you make that decision to go there? Was it because of the type of food? of the quality of food? Because somebody had reviewed it? Or because of the ambiance? The people who go there? What is the most important thing that makes you make the final decision to go there?

MAN1: It depends on if you are willing to experiment. Sometimes you say "Ok I will try" or you mood might be like "No I want to go to somewhere where I have been to before" ..

PEDRO: But what if you had never tried a restaurant before?

MAN2: I think that if somebody recommended it to you, the trigger would be the description of the food... like "If you want a great steak you have got to try this place or that place." If they said to me it's a great atmosphere...well I don't go to restaurants for atmosphere. If I wanted atmosphere I would pick a bar or a club. Where I'm not sitting down and eating.. Atmosphere for me it is not important, it would be how they do great tapas or great steaks...so I think the trigger for me would be the food.

MAN1: But if you go to the US, they have massive steaks, you would want to try to see if you can eat it..

WOMAN2: I think for me it's a mixture of both. If I want to go to a place because I have a craving for something, for example eggs, and I would make something based around eggs. But if you want to explore you have to psyche yourself up for it.. it's like if a friend said to me " Ok, tonight we are going to this restaurant" and I might not be in the mood for it but as I process and think it through the day I'm like..."Ahh ok". The same if you were in the same situation in America and you wanted a steak and you might think "ah actually yes..."

MAN2: As I was saying before, forcing yourself into making different choices because you do so easily fall in the same track... "I want to go out for pizza and this is where I go out for pizza, or I want to go out for tapas and this is where we go for tapas.." So you have to have a word with yourself and be kind of mindful and think about it and chose something different.

MAN3: For me if it is a new restaurant the decision is based on recommendation.. for example, not the industry I work in but the people I work with, they are all about trying the newest thing and they recommend a restaurant. For instance there is this new restaurant in East London called Bubbles and hotdogs. Which is just hotdogs and Champagne. So when you hear someone saying everybody is going there because it's really good, it stays in your head and then you think about trying it.

MAN2: So that's another different word of mouth, it's the general buzz about that.

Pedro: Just to give you an example, the other day I had to make a decision to eat in a restaurant. We normally go to different places in England..you know..weekend breaks..we like all these things. So we had to choose a nice place to eat. We started looking in the area, not far from the hotel, and we started to look at the different characteristics of the place. One of the things I like, believe it or not, it's English pub and English food. Particular historical ones and gastro pubs . There are a number of things I like. First is the history and the ambiance. This is a new place where I had never been before and what guides me towards that. Yes, there were other options and I thought about them too.

MAN1: But if you are on holiday on a coach tour you are probably guided by how much time you have got left.

MAN2: The most common we would all face but not here at Regent's College, is to choose where they make a decision about where they buy that lunch. I think for the majority of people decision making is an interesting part. The other day I was taking Jo to the hospital and we ended up going via a Pret-a-Manger and I told her "Is this what they do every day? Queuing for half an hour?". We were having a discussion about the fact they choose to do it and they actually enjoy it as they turn the brain off.

WOMAN3: My young girl she works in Pret and she has to get up at 5.00am. The precision in cutting the sandwich. Everything is about quality control.

MAN2: And familiarization. And they are part of Mc Donald's, aren't they? And the whole point about Mc Donald's is exactly the same no matter where you go in the world.

WOMAN3: Even at 5 o'clock if you don't cut your sandwich like this you are in trouble.

PEDRO: Talking about branding as you have mentioned Pret, Mc Donald's, is branding actually so important for you in terms of selecting the restaurant?

MAN4: I think it is a very American sort of concept. Everything is about branding. I think Europeans don't think so much about branding. Ok branding may be important providing that the product and the service you are getting is of a certain level.

PEDRO: Interestingly enough, I went to the Olympics. If you have been to the Westfield in Stratford, you notice that all the restaurants there are chains..they are all brands.

WOMAN3: Because they have no choice. Having said that, I would travel out 20km and not go into a city restaurant because I want to get a feeling of what there is outside the city.

MAN2: I think it is about the product. Then if I want a Pizza Express pizza I would go to Pizza Express. If I think that is the best pizza on offer in the area, that's the one I will go to. I won't be loyal to that brand unless I really like that product.

MAN1: I think it depends on what type of restaurant. When you go out for a meal you are looking for something more than a Mc Donald's and as they are not chains they are very small and they have some kind of differentiating niche in the market. And it also depends on your age; if you are a kid you then you go for the brand but as you become a bit more adult you are more selective. It's about the atmosphere, it's about the kind of food.

MAN2: And even in those days between being a kid and being an adult, the brands were getting important.. I think that demographic is mainly 18 to 25.

MAN1: And it also depends if you have had a few drinks. You probably are going to be more comfortable going to a Pizza Express.

MAN2: That was one thing that I wanted to bring up, also it's about how comfortable you feel. Restaurants sometimes put up barriers or sometimes you have barriers and think "Oh I can't go there unless I'm wearing a collar or a blazer or whatever" and some restaurants actually put these rules in place. Sometimes you might say "Actually, I just want to be very relaxed" and I will go to Lyon or a little bistro where you don't feel the pressure, and it's about the kind of experience you want to feel. You don't want to feel like having fine dining and feel like you are dressed and feel like you have to act the part. So sometimes a lot of it can be about mood.

WOMAN2: But then your approach to that is a lot different than if you were going to Pizza Express.

MAN2: You would probably dress differently, you would be in a different mood, you would want to feel like if it was a special occasion..

PEDRO: I'm going to mention quite a few attributes because it is something that I'm going to get into when I do my second stage of the research which is pretty much a big survey. I'm going to mention quite a few things and if you think that is an important attribute for you just talk about it. I'm going to mention quite a few. Some of them maybe important some of them may not be so important. We have already talked about location, we have talked about value for money. What about portion sizes, reputation of the Chef - if you know the Chef or the celebrity Chef- the variety on the menu and you have already mentioned the self incentives such as Groupon and so forth. So portion sizes, type of cuisine and reputation of the Chef. Any of these apart from what you have talked?

MAN4: Well from my experience there is a factor that we can call the fear of the unknown which is that you don't really want to risk going somewhere that you are not sure about...that you are going to spend £20 on a meal and you may not be happy with what you get. You mentioned gastro pubs it's always through recommendations "Oh I know this gastro pub!" or "my friend works there as a waiter" and then you end up being satisfied with the food. But having said that, once I went to....what's the name of the celebrity Chef?

PEDRO: Jamie Oliver.

MAN4: Yes! Near Covent Garden?

PEDRO: 15?

MAN4: You know, it's near Leicester square? Right on the back street there?

WOMAN3: Which one is it? Italian? or 15?

MAN4: And it was actually very good. The experience was good, the food was very good. So you go with the idea in mind that you have a preconceived idea that it's going to be good because that Chef is...

MAN1: He has got a good brand.

MAN4: It's not just the brand, just also the reputation of the Chef that is at stake. As if you go there and get bad food you are going to come out and say "don't even go there, the food was bad" and you are going to associate the food that you got there with the Chef.

PEDRO: You went there because he was a celebrity Chef?

MAN4: Yes because of all the hype. I thought I had to try that at least once to see what it's like. It wasn't terribly expensive and it wasn't cheap..you know the £10-20 meal..it wasn't £50 or £60 but it was worth the experience.

MAN2: As you were saying about the portion sizes, for me it's about gaining familiarity. If you know what a plate of spaghetti looks like at Jamie's Italian or what it's like at Pizza express, I'd like to make a decision about how much I want to eat as well because if we are going for a night out and we just want to have something and I don't want to get too full, then I would make that choice on what I think the portion size would be. But sometimes I would be absolutely starving and I feel I want to overindulge and I'd go somewhere where I know you get a lot of food. I guess portion size is important but only if you have the knowledge.

WOMAN3: It's not the place to study.

MAN1: You should probably tell Disney in France!

PEDRO: Do you actually correlate English food with big portion sizes and French food with small portion sizes?

WOMAN3: That would be American right?

MAN1: Noo, that must be American!

MAN4: With English food I would expect decent portion sizes.

WOMAN3: I think IN America is huge!

MAN2: More and more with gastro pubs now you would go and have a Sunday roast after which you expect to leave feeling full...but more and more now you leave and you are not that full because they literally give you one carrot, two potatoes...

MAN1: But you can have side orders.

MAN2: Yes, this is how they are differentiating themselves now, "We are a gastro pub therefore we give you that food and you pay more money for it"... and sometimes that doesn't sit well with me...if they are doing a roast dinner but they don't fill up the plate I feel like..

WOMAN3: They do fill up the plate!

MAN2: No some of them don't...If you are going to spend a lot of money on the roast... The more you spend the less you get..it's about quality..

MAN1: But also there is a lot of talk about waste. We have a lot of food that we don't consume.

PEDRO: There is something we need to talk about! Consumers here don't know how much waste there is.

MAN4: I think there is a scientific way of considering the right portion size for what you are charging and for what you are offering. The good restaurants with the good Chef they do that. They think about the portion size because it is all about the costing the food and thinking about the right amount..

MAN: I have been fortunate that every time I go to a gastro pub I have never had the experience of having so little on my plate.

WOMAN3: this is why you are so skinny.

MAN. A decent portion. I'm not expecting to eat..

MAN1: But it depends on the person and on their size. If you are enormous then you I'll probably order double.

MAN2: Or if you are an athlete...but that's a different thing..that's like going back to the thing about food for fuel thing...a lot of it is a bit more impulsive than that..

MAN3: If we have had a meal that we are not satisfied with and we are not full, we might come home and later on the evening we might have something else and we shouldn't be having that.

WOMAN3: So we are talking about meals and restaurants. Two weeks ago I had Sunday roast in this poshy restaurant. We waited for one hour and the meal and the gravy was very salty...

PEDRO: Why did you go there in the first place?

WOMAN3: Because of familiarity.

PEDRO: Was it because you passed by?

WOMAN3: No because I was meeting my ex landlord and my girls were there.

PEDRO: But who chose it?

WOMAN3: The girls chose it. There are celebrities and you are also familiar with the place and you know what to expect. Having said that, It was crap! It took us one hour for a meal!

MAN1: What do you mean one hour for a meal..to be served? Or after you have been ordered?

WOMAN3: I worked in a restaurant..I used to be a Chef..and you have 200 rounds..and it is 5minutes for appetizer.. and it was crap! Sorry about that! And they didn't do anything to please me! Sometimes yes, you want to go back there because there is Hugh Grant

PEDRO: So you think it makes you more emotional and select the restaurant because of emotions?

WOMAN3: No it's because I think I was there before and I want to be there now.

PERDO: Ah ok, the emotional decision! The memories..

MAN2: Completely. I agree with you completely. Not so much in restaurants...I went to university in London and a lot of bars and nightclubs have a huge amount of memories for me from that time..and my friend that I would go out with at that time. Half of them are closed down and you think "Oh my god it's closed and we can't go there again"... But it's the same with restaurants to a certain extent... that is "this is where we used to go or when we did this we were doing this...." and there is that association about those places..

WOMAN2: That's really true. There is this restaurant that I go to when I go home and I was there last Christmas with my friend and we were just chatting about it..and when I was at school or at university if my family went there it was like "Wow we are going to that restaurant". It was quite posh. And when I was home at Christmas we were looking around and we saw there was no one going in there...and we were kind of joking but there was this serious kind of element to it and we thought "Well, we used to come here a lot. I remember the first time we went we graduated and we were all working and we thought "we can afford to come here now!", but not it's like "Yes, whatever".

MAN2 : Me and my friend used to go out in Reading and used to go to this restaurant and we would go there at least once a week.. And we went back there at the age of thirty. And now he would never normally go anywhere near a restaurant like that. But we went back there because that is where we used to go.

MAN1: When I was in the corporate world...yes..posh restaurants and all of that. But now that I'm not there I don't care. I can but I don't want to, I don't need to go into these very expensive restaurants.

WOMAN3: Pedro, I think segmentation and issues because age has got a lot to do with how we choose restaurants, that's my opinion. I haven't got but I'm a food connoisseur and it's different. Having said that, if I go to a restaurant like Marco Pierre White, he pisses me off. The food is so commercial. And in Savoy Hotel, Gordon Ramsey is there. And what is that quality?

MAN1: That's what I mean. It would never occur to me to go to a really expensive restaurant.

WOMAN2: I would quite happily do it but then for me the quality of the food and the reputation of the Chef would be ultimately important in that situation.

WOMAN3: Do you think so?

WOMAN2: Yes! Because if I'm going to pay a lot of money for dinner I want to make sure that it is going to be good and the reputation of the Chef is going to be massively important.

WOMAN3: So if it is a commercial Chef would you pay a lot of money?

WOMAN2: Yes,

WOMAN3: Ah ok. I'm sorry but I won't.

WOMAN1: I would if I knew it was going to be good.

MAN1: But how do you know if it is going to be good?

WOMAN1: Exactly, that's why I probably wouldn't go.

PEDRO: Andrea Locatelli? I went there. He's kind of a celebrity Chef.

WOMAN3: Who is that?

PEDRO: Locanda Locatelli? Italian restaurant?

WOMAN3: Oh my god! His hair!! He needs to go to a grooming lesson!

PEDRO: And that's actually quite good! Two weeks ago he on a program on TV...

WOMAN3: He's always on TV...

MAN1: Does it mean he's good because he is always on TV?

PEDRO: Ok, one last question. It's something you have already mentioned... Now there is a trend with people trying to be green and environmentally friendly. Would you actually consider it as a trigger for your decision or as a way to reject a restaurant if you think that it is not environmentally friendly? Are you into all of that? Sustainability? Now there are associations of green restaurants and many restaurants are looking into that. Would you consider any of that?

MAN1: Yes, Mc Donald's are trying to do that.

WOMAN2: I was brought up in a house where you eat what's on your plate.

MAN2: I think there is a difference. You do either choose a restaurant on that green factor or if it is about waste. I would never waste food and this is why I'm careful about deciding where I'm going. Because if I'm going somewhere and I'm not that hungry I wouldn't go because I would never leave any food on my plate.

MAN1: But when I look at the green factor I'm a bit of a cynic because I think it is a form of marketing.

MAN1: But it would be a major factor in the decision making.

MAN2: It might not play a major part in the making of your decision but after you have made the decision you might think “Actually a friend of mine knows the company and it’s about sustainable food and I think he tries to sell on that.

MAN1: So does Starbucks.

MAN2: What I think it happens it is not a trigger in the decision making but maybe after you think about it.

PEDRO: Do you know that there is something called “The green restaurant Association”?

MAN2: Yes. But I don’t think it is a trigger in my decision making.

WOMAN 1: No, not for me.

MAN1: Unless you are a green person.

MAN2: I’m quite militant about recycling and waste. I would never waste food.

WOMAN1: Yes me too.

MAN3: we don’t really give it a second thought.

WOMAN1: No, I’m the same.

MAN3: But for me it wouldn’t be a trigger.

PEDRO: Well, thank you very much, that was great, thank you.

Appendix 5b Focus Group Interview 2nd March 2013

Pedro: This is the interview of the 2nd of March 2013, preparing to go in a few minutes, I will start the interview that will be with Joanna, Tarek and his friends.

Andrew: This used to be situated in Shepherds Bush; this was through experience and word of mouth and there's no internet but they have moved recently to Shepherds Bush and we actually saw it, we drove past it and saw the restaurant, while driving to a different location. Mainly because of the name and it has a giant board outside it. There was no research physically gone into it. In terms of actually seeing the restaurant and physically ticking all them boxes it was quite strong. In terms of the food we didn't know what it would be like and it was mainly done on first impression.

Pedro: Yes first appearances and type of cuisine in this case. Does anyone else want to add something?

Tarek: Probably the type food you feel like then probably take it from there.

Paola: Yeah

Pedro: You take it from the type of food?

Paola: It also depends on my favourite as well. My favourite cuisine is Thai and it's one of my favourites and I have been around to different Thai restaurants just to compare with the quality of the food. The last place I went was because Tarek recommended it to me. And normally you go because someone recommends it to you. It's not normally you see the restaurant and say "I want to be there". Normally it's because someone else has recommended it to you and it is good. The last time I went to an Italian restaurant it was quite close to my house and it looks quite nice from outside that's why because it looks nice and clean and nice presentation and it's surrounded by nice restaurants as well.

Pedro: Location

Paola: Yes in this case it was for the type of cuisine we wanted to go to a different place which is similar to Ethiopian cuisine but not the same and we have been to one in Tottenham Park. That's someone else recommended another one closer to their place so it was a little bit more convenient and we decided to go to the one that was close to our friends' place. So it was first of all type of cuisine and then location and also word of mouth. For me it was the first time but for the others it wasn't the first time.

Andrew: For me it's about whether or not I'm going to meet up with people after work or I can't be bothered cooking. And then I go to a website and which does reviews around central London; if there's something there that I like I find it or write a review or just go. Last night was the last time I went out and that was the dumpling house in Soho.

Pedro: It is important that we think about new places because when we go to new places we have to consider everyone because we actually make the decision and sometimes we make

decisions that are not actually conscious. As you can see in the questionnaire I asked you if you actually thought about a number of restaurants before you chose that one and in your case you went straight to that restaurant without thinking about others. So if you consider more than one, how did you arrive to the decision to go to the one that you went to? Ok if you consider more than one for example. You who have probably seen more than one restaurant there, how did you come to the decision to choose that particular one?

Gentleman 3: It depends on the reason. Like last night I was catching up with friends and we wanted to eat Asian food. Where if I come home from work and my house mates say we are going to go out it would just be somewhere local and it would be whatever. It could be a steak at the pub, a burger, it could be anything, it's not anything planned. But let's say I'm going to meet Tarek after work we would plan that and look here are a couple of restaurants so it's not really about the cuisine its more about the mix and what we feel like at the time.

Andrew: It kind of depends on a number of things, what experiences and what restaurants and how new they are to you? If you have been there before and what was the previous restaurant you went to. In the terms of what cuisine you had and did you enjoy it and maybe you want to enjoy the experience again but generally you put a few options on the table. And think about what they have had before and then it is generally an agreement on what they like and what they want and maybe more conservatism over what they don't know about different cuisine and you tend to stick to what you know.

Gentleman 3: I'm the opposite. I will go to a new place just because it's new.

Paola: I don't know because sometimes it depends how much money you have and budget. And what you want to spend. I have different kinds of friends, different groups and some people can afford it and some can't. If you want to go to a special restaurant because you like it and the quality of the food and can afford that's ok but when you go out with your friends you need to first of all see what friends they are and it also depends on location. Sometimes your friends are students and cannot afford it. It all depends. You need to work out how much you and your friends want to spend on the restaurant but if you want to spend a lot of money you need to go with friends who can afford it. Normally I go for quality as well; it doesn't mean it's expensive but it has to be quality at the same time but you normally check. Because the quality of the restaurant affects the quality of the food and the money.

Lady 2: I think also it depends on what you want to eat. Like at lunch time I don't want to spend a fortune to go just for an hour. Sometimes it's happened that about two weeks ago one of my colleagues wanted to go out for the lunch and the restaurant was really pricey and you just have an hour to enjoy the food. We said no and let's to go something cheaper, we have a long lunch, and we can have a glass of wine and we go back to work. There's no point in spending a lot of money. I think it depends a lot on the occasion and what kind of friends you have. Some cannot afford that price. Some people just want to eat and drink so it doesn't matter what kind of food they choose. They just want to get drunk and eat. That's why I think many people go to the pub. Because they can eat and drink at a good price and they have everything in the one place.

Pedro: What made you exclude restaurants from others and what made you not to go to a particular restaurant? We have this thing called a consideration set, of a number of restaurants and you say, well this restaurant is definitely not one to go to.

Lady 2: For me how the restaurant looks like is very important because it looks at the cleanliness and maybe a good toilet. Usually I know a person who reviews the internet or maybe I go to a place that I work and see what I like or fancy.

Gentleman 3: I had bad experiences

Pedro: I'm thinking more about what some of you have said: if it wasn't clean I definitely wouldn't go there. You see. Even if you didn't know the place why would you exclude it?

Andrew: Reviews

Gentleman 3: If someone said I'm going to whatever and someone said don't go there I wouldn't go.

Tarek: What if it was the type of food you wanted to eat.

Gentleman 3: It would be on other people's recommendation.

Pedro: Now I'm going to go for the part that I'm going to focus on a lot on my second stage. This is restaurant attributes. There are quite a lot of attributes that you can think of in terms of restaurants. You have mentioned quite a few already. How about ambiance? Do you consider ambiance when you're thinking of a restaurant?

Andrew: I think of that as well. I think some restaurants maybe not from review but if you walk past a restaurant and let's say it's really full and then you walk past a restaurant that has no one in it you're more likely to go into the restaurant that is full which is generally because they have better food. If you go into a restaurant that is empty you think what is wrong with this restaurant, everybody is doing nothing. Especially if you don't know the restaurant it's like Brick Lane or something when you go down there you see a restaurant packed you will always go to the one that is packed. Even if the one that is empty can do the most amazing food. You still follow the group.

Pedro: So are you into décor or what it is in the restaurant?

Paola: It is very important for me that when you go into a restaurant it is not noisy, because you go to a restaurant to have dinner and have chat and to have an enjoyable moment. Secondly it depends if you go to a restaurant and you have a table reserved it's lovely, but sometimes there are restaurants that make you wait before giving you a table. And this really puts me off when they tell you that you have to wait for about 20 minutes before you can take a table. Decoration is important but for me it doesn't have to be pretentious at all. I mean I look for a place that has nice seats and is comfortable enough so that I don't overreact to feel uncomfortable and enjoy the food. So for me not pretentious, not noisy and don't make me wait more than 10 minutes.

Paola: I think music. For me music is so important. I work in a place and there is no music I think it is boring so I would leave.

Pedro: Did that Italian restaurant you went to have music?

Paola: Yes

Pedro: The other people who are there they are also a part of the ambiance, aren't they?

Paola: Some people there, the waitress, the waiters and also the owner are very welcoming and customer service for me is important. From the moment you entered in the restaurant and you are welcomed to the restaurant, it will make me feel comfortable in that place and music, music is important. But it depends as well: if you go to an Italian restaurant it is nice have music as well, it's as if the music represents the restaurant and I want to feel very comfortable in that place as well. Like if you're having a good time there is no need to rush, like if you go to a Chinese restaurant you have to rush to eat but it also depends on the place and restaurant as well.

Pedro: Ok we are going to focus more on the leisure part than the dinner part and how about you guys - you like music or the restaurant or ?

Tarek: I don't really take notice of it to be honest with you, if it's a really good restaurant you generally don't hear the music because there's so many people in it and all you hear is people talking. But if you think about it you notice unconsciously they are playing it in the background like in an Italian restaurant or a Chinese but sometimes it's quite corny if you hear corny pop songs but also it's a part of the experience depending on the restaurant. I'd actually say no but if the restaurant is quiet, it properly needs some but if it's busy you wouldn't hear it.

Paola: Yeah maybe somewhere like a pub, but it depends on where someone wants to go and to talk because you can't talk because you can't hear over the music because it's too loud and people are talking over themselves. But then sometimes it makes a difference when I'm going to enjoy a band. But also I think it's personality as well that makes a difference, my personality is not for me to go to a place to have a drink with my friends and stand up and have a drink. It's different but it also depends on the cultures as well. And when I go to a restaurant if I can't talk to my friends I don't like the place because I really want to enjoy it, talk to my friends and really enjoy it. But if you want to go to a pub it's a place maybe you want to be able to talk you don't want to shout it's like not possible.

Pedro: Have you thought of ambiance because you go to great lengths to think about.

Gentlemen 3: I'm with Tarek I don't really notice it, like when I'm at a table with people I will be talking I might pick up on a song I like but I won't pay much attention to it.

Pedro: But do you notice décor?

Gentlemen 3: That would actually get me into the place. If I was walking along the street and had to choose two new restaurants in London that I like the look of, I would probably walk in

without checking the menu where the other one I've heard you're ok and would often check the menu first.

Paola: But also it's a thing when it's too fancy, sometimes you make a mistake or it's quite embarrassing just to see the menu. Because it's too fancy and you say no it's too fancy and I'm not even going to try to get in, but then sometimes it's not. It's because they want to show that quality or project or to invite people in. But then some people are quite scared to do that.

Gentlemen 3: Cafés are like that for me. I've been drawn to a café before because it looks nice.

Andrew: If you're more based on restaurant reviews then or it's new and you just go in and quickly grab something to eat. And you're paying £20/£30 you want to know it's good.

Tarek: There's a financial factor in that decision.

Pedro: Now this is something that restaurants are using and maybe you have used them as well and maybe is an answer you could consider, which is sales incentives. You know we have Groupon and all these new companies coming up with new ideas of giving incentives to customers. Do you actually get that as an attribute? To restaurants to go into because the sales incentives tell you to go.

Tarek: If it's a really good restaurant that you wouldn't normally go to there's actually... if you're getting something really good for less money than obviously you would go.

Lady 2: If you're going to get a discount then why not?

Pedro: Have you been through Groupon?

Paola: Yes

Gentlemen 3: There's always a catch though, that's the problem. They will give you something and then you go order something and they say no it's not with that and you end up spending what you would anyway.

Paola: Its always two things. One is normally they never include drinks and they are the most expensive thing. The money that they make it's normally from the drinks because in this business this is how you make the most profits. And in the end you drink more because you normally order one drink but then you think that you pay half and end up drinking more. The other thing is that when you go to an expensive restaurant it's the date they have available for you. And this is a real problem because you might want to go on a Monday but you can't because it's fully booked. And you feel like you need to pay for something that you need to beg for.

Pedro: You have mentioned already cleanliness and service. Do you consider variety of menu? A menu that is very varied for example?

Tarek: Oh when the menu is this long it just puts me off. I want a concise menu. Because the thing is if there are 100 dishes on the menu they are all made in the microwave. And what is the quality of the product going to be?

Pedro: Some restaurants of certain types have a very long list of dishes and others are actually very concise. How about you guys?

Andrew: I go for a less in terms of quality. If you do find a good restaurant they will specialise in a few things and do them well and it's fresh. So you know how what you find in London in a gastro pub they will specialise in a few things and you specifically go to one pub because they do amazing fish and chips then you go to another one because they do amazing steaks but they do one thing and they do it extremely well and you pay for it as well.

Tarek: There's one good thing about being in London. There are different types of cuisines and people make them original from their country and it's not some type of knockoff done by someone from a different country. So why should you go to one place that tries to do everything?!

Paola: Sorry I also think it is important to think in the way that if I am out with my friends and someone is vegetarian and they can't find a vegetarian dish and if someone just likes fish or chicken it's like in an indirect why there are too many dishes. At least these people get their opportunity to have their one dish they want.

Lady 2: For me the shorter the menu the better. I have the same perception if they specialise in something I tend to go for that and not getting lost in the menu and not knowing what I am going to order.

Andrew: Chinese food is the worst.

Lady 2: Yeah it's like gambling.

Pedro: Chinese is one that has a very long list.

Tarek: Yeah, Thai as well.

Paola: Normally when you go I said to my friend is something good here because I have no idea because there are so many things.

Lady 3: Usually I go for the same special fried rice.

Pedro: Another thing that is happening is now is that there is the trend towards branding and branded restaurants. You have these chains that are coming and growing. We have TGIF, Pizza Express and so forth. Do you actually consider brands for restaurants?

Gentlemen 3: It depends on what I am eating, burgers that I'd go to Byron or GBK. If we were all to go out to a restaurant I probably wouldn't go to a brand name unless it was all the other circumstances like if you said, lets got out for a nice dinner it would be on a basic review or a

chef that we know is good. But the one chef might have a few restaurants, but at lunch time I would.

Lady 2: Think a brand the only thing it assures you is the standard of food and you are sure you are going to consume it without any risks and you go for something that you know that pretty much is going to be fine because it's standardised. But I don't like branded restaurants or chains because they give you so much variety and that's why I think it seems to be boring. But then again I would go for a branded one just for the standard because I know straight away I'm going to get something good. Fairly good.

Pedro: Would you go to a restaurant for a night out with friends on the basis of that brand, for example I'm going to go to La Tasca today or to Pizza Express or to Nando's simply because this is the brand and you know that.

Paola: Sometimes yes you want something cheap and quick, you said its quality and it's quick and usually it's ok. But it's not normally my first choice. Last time I went to TGIF I had a really bad experience so after that time I decided that I wouldn't go back. I'd prefer to go to a small restaurant as they look after you because they need to keep new clients and they look after you quite well.

Pedro: When I talk about past experience it's another thing that you can link it with brands, if you have had a bad experience in a branded restaurant like TGIF would you include that into your decision at the time?

Paola: Yes. Last time I said no to my friend who had booked a table there... they seated us but one person was missing and they made us stand up and queue because the person wasn't there. Last time I went to Wagamama it used to be really good but now it's everywhere. But I went there and I didn't really like the food and the customer service and I told myself it was the last time I would go to that place ever again. So yes, it is in my mind but perhaps in the future I will make another decision. Maybe if I have another one I don't know and another one that doesn't really look very nice and I think Wagamama mmmm well that's not the best but it's not that bad and I might go back if the choice is really narrow. But in my mind I literally though this is the last time I'm going back there.

Pedro: You have talked about reputation of chefs. Would you consider chefs?

Paola: Yes, I think it's inspirational, yeah even if it's just for one day lets go see Gordon Ramsay or someone; it's something to do once. It's not something I will think about every time I will go out.

Pedro: Do you think about who is cooking the food?

Gentlemen 3: Well he isn't really cooking it.

Paola: Yeah going to Jamie Oliver is good, a really good experience. It's nice.

Gentlemen 3: It also depends on what one you go to as well. Because he has so many, say Jamie's Italian. The one in Angel is nice but other people have said others I don't know where but are terrible.

Lady 2: but works for me better is Michelin star I might not know the name of the chef but it already has the certification for the quality and I would say ah yeah why not!. Because I'm not a big fan and I don't know the names of the chef it's not something I would be ah let's go to this particular restaurant and this particular chef.

Gentlemen 3: Didn't you go to a Michelin star restaurant in Denmark, Andrew?

Andrew: Copenhagen, yeah a Geranium restaurant.

Gentlemen 3: What was that like? Did you go specifically there to go to the restaurant?

Andrew: No, we went and we found we wanted to go to a nice restaurant and that was it. We booked it thinking we wouldn't get in and the day before we left we got in and ended up going.

Pedro: We have talked about value for money already and we have mentioned location. Now I'm going to talk about something else that for some people is important, namely portion size. Do you consider portion sizes for restaurants? Some people think that certain type of restaurants have massive sizes, pub sizes some other type of restaurant? Do you consider that when you are going to eat?

Paola: Um when I am with my friends sometimes we are so hungry we eat Chinese. Sometimes you are so hungry you think and some days you just wake up and think I am so hungry I just want to eat. So when we want to eat we go to the Chinese or Thai restaurant. Or like it depends on the friends and the occasion as well. But normally a French restaurant is light and people say this as well and normally you think twice because of the portion size as well but normally for me I never have dinner, so when I go for dinner I want to have something really light and I like small portions.

Lady 2: In my case portion size isn't a matter because usually I don't have a huge appetite but I know some people that get turned on by the idea of a huge portion and they consider that as a value. But not in my case because you can have small portions but perhaps seven dishes, but it's not related to portions. I wouldn't know how to rate that.

Lady 3: Well I have just arrived to this country, when I arrived from Colombia to London I expected huge more portions because I am Colombian and we eat a lot and we put everything on one plate and the first time I went to a pub I see this good enough meal plus you are a student and you don't have money and you are hungry. But now not anymore because I think in my mind I know they don't serve a lot of food but the starter and main and the dessert and drinks I don't think, I know when I eat a lot. If I go to Chinese I know that but if I go to a normal restaurant I know that...

Pedro: Do you consider that as a part of your decision?

Lady 3: If I am hungry yes. If I was to enjoy the moment and have a good time, no.

Pedro: alright how about you guys, do you eat a lot, big portions? Are big portions important to you?

Tarek: No.

Andrew: Last night we all wanted dumplings so we went and had dumpling and we noticed that you're not going to get a lot and we went in there just for the food. And we knew what we were going to order, 5/6 plates so when coming home from work and I'm hungry I'm not going to go get dumplings like what you all said it depends on location. It's not a big decision.

Lady 2: You know it's not like it's Michelin stars.

Pedro: I'm going to talk about something that maybe it is something that is happening as we speak. It is taking hold in some countries like the US and starting in the UK...actually some people are into it, maybe you're not, that's why I am asking you. People consider restaurants that are environmentally friendly, the issue of sustainability, green restaurants.

Paola: No I don't. I actually have a friend and they don't eat meat, chicken halal, I don't think about those things; life is like that. But I do think there is a trend of people who care about what they are consuming; for me, I mean it's not that I review it before going to a restaurant but if it's something they want to share they are doing right towards their health and benefits their earth and planet. So for me it's no value if they do as I won't be conscious in what I eat and how I dress or whatever, but it's not usually a decision making criteria, it's a value for me.

Lady 2: Yes I think in the same way, it does not add value. And it's something nice to have. I think it's not a must to have but it's nice if they do it.

Andrew: It would be nice but it wouldn't impact my decision. It's nice if they do but obviously I wouldn't eat anything that would have been taken from an unsustainable source.

Gentlemen 3: So if you went to Iceland would you eat whale?

Andrew: I probably would. What about you?

Gentlemen 3: I would eat it because I can.

Andrew: No, the difference is I will eat it because I can, not because I want to. It's not like I go home and I say I want to eat whale. If you go to some places and you go to Korea you can eat dog and things because it's there, not because you want to eat it, it's because you want to experiment. But you know it's not ethical in some way but when you do it you think back, like when you eat eggs you want to eat free range eggs to have a sense of empathy with the animal. You want them to be well looked after. But most restaurants you don't know, you just presume that the cows have been looked after and the chickens are roaming free.

Lady 3: The chickens have legs for instance, and they can run free.

Andrew: yeah exactly and you expect that of the restaurant. Like if you go to I don't know, I tend not to eat at cheaper restaurants because you don't know like Chinese restaurants you probably don't expect them to have the same type of value for the animal.. But it does play a value to find my decision; I will put it at the back of my mind. So I know where it's coming from.

Pedro: Same, I'm telling you because maybe you don't know, there are websites that is massive in the United States and it has just started here that you basically select restaurants according to that. In the United States it's called The Green Restaurant Association. You can select a restaurant anywhere in the US because they have a certification that states they are a Green Restaurant and that's how people actually select the restaurant. That the first criteria then you get in, you can look at the rest because they are certified as being green and organic.

Andrew: I don't think it is minority but it's very West coast by the sound of it rather than most of America.

Paola: But you know any minority in the United States is still a huge minority.

Pedro: The other thing is about mood and emotion. We can make decisions very consciously in terms of what you say, this is a 2 star Michelin restaurant, or because it's the type of cuisine or simply because we have a connection with the owner or any other sort of thing that it is very much emotional and is the mood rather than conscious decision about attributes. Do you actually act on this term of emotions when you select the restaurant or do you actually think about it?

Paola: The only case I could bring up for that kind of emotions linked to a restaurant is called Daliwa which is a restaurant for people who are blind. And blind people are the servers and waiters and I perhaps can find or have an emotional experience and bond with it. But for the rest no, not really. I don't know many people that are restaurant owners... but I find the concept you go there and enjoy the food and you can see what you're eating and you know the people serving you are 100% blind. And you rate the experience greater than the food. Then yes I have an emotional bond.

Andrew: Did you purposely go into these restaurants? You must have friends that have gone?

Gentlemen 3: But that's different if it's a friend and you know it's good, you are going to go.

Andrew: But if it's a friend you're going to go, he is a friend but the restaurant isn't that good. Would you help him then?

Gentlemen 3: If he was a friend yeah.

Andrew: But in choosing something here I don't think I get too attached to it. Unless I knew I was going to a nice restaurant and I was disappointed in something, like if you go into a nice restaurant because you feel like you want to go that is the attachment, but going into a Michelin star you're going because you have heard good things and you get excited and go, but

it if turns out to be bad then your problem changes, so basically you're basing your experience on what everyone has said.

Pedro: Alright thank you very much, yes, we have done everything.

Appendix 5c Focus group interview 16th March 2013

Pedro: Well we are here at Northwood ; this is the 16th of March 2013 and its 1.49pm and we are to get to the place where the fourth interview will take place.

The first thing I'm going to refer about is the last time or the last times you dined in a restaurant and you had to choose where to go and who was involved in the decision you have to think about one occasion which actually. You have to think about where to go and how did you come to that decision where did you get your information from, so if you got it from recommendations from friends if it was about restaurant guides and one of you can start.

Mathew: My thoughts are that the last time that we I went out for a meal it was one that I had chosen for this day and that particular choice there was necessarily usual where we would choose to go and we do use restaurant guides. That would be the good food guide or the good pub guide.

Rachel: it used to be the good pub guide and we have kind of moved on to the good food guide. Mainly because I think the good pub guide had changed their basis of how they had entries into it and people now pay to be in it. So then I had to refuse because the last one I had was a few years old. So they can't change and I heard that people were paying to be in it. Rather than because the reviews were good. So then we moved on to the good food guide and noticed a lot of the pubs were also in the good food guide as well. And you know the level and service of the food should be good. And generally it tells you roughly what you'll spend so you have an idea of what you'll spend.

Pedro: Can you think about one of the last occasions you went to?

Rachel: A place in St Albans called Lussmanns and it's the second time we have been there and the first time I can't remember why and your dad came I don't remember if it was for an occasion. But it looked like quite reasonable priced food and I had been to St Albans again tried to go somewhere else which I can't remember the name of which was also in the good food guide but they were booked and a little bit snotty. So we thought rather than waiting we'd go to the other restaurant to see if they have a table. And we knew the standard of food was good. And you get set meals like a set menu and I think spending about £60 for the three of us to go and eat. Including wine and coffee even though it wasn't for a treat we were just being greedy it was great for a Sunday.

Joe: So we went to Royal Tunbridge Wells; we had never been there before and we were going out for something to eat and we parked in Tunbridge Wells and we didn't know what we wanted to start off with, did we? So we went to a couple of different places and they were all booked. So basically we just kept on going up the hill until we got to the top and it was called 'Five kitchens ' and they did Chinese, Indian, Italian so they did everything in one restaurant and it actually worked out really well because we weren't sure what we wanted and then we got everything.

Pedro: When you have to think about a place or engaging in looking for a place for a party or a special occasion, how do you do it? Do you look for brands or do you also look at guides?

Woman2: Recommendations a lot of the time and we do go on the iPad a lot of the time we just go to Google but we do return to places a lot. So if we have had a good experience we do tend to go back. The most memorable one recently was Sophie's and we would definitely go back there again, that was a recommendation in London near Convent Garden and it's an independent and we had a fantastic experience there, didn't we? Really good food, really good prices and it was very clever how they did it. They did have a more expensive menu but also they had an express menu for the first time going in there. The express menu you didn't really get to choose it, it was steak, a set starter and the children's meal was free which was a really healthy meal as well. It was reasonable and I think then we would go back and buy something off of the pricey menu knowing the quality of the food was excellent, so it was good to have that taster and we would go back there for a special occasion. Definitely.

Pedro: This is a bit difficult sometimes to remember things that are why the research is done. And it is about trying to find the process of also eliminating ones when we are choosing. That is what we call decision making. So we are thinking of two or three then going for that particular one. Can you think of one particular time any time you have two, three or four restaurants to choose from and you actually go for a particular one? For a reason?

Rachel: For me sometimes it will be things like the prices of wine, so you can go to one place and it's £18 a bottle but in others it's £25 for the same thing. So that can be if you're looking for restaurants that are similar but you haven't been to one before and mainly pricing but it's hard because some of the restaurants I've been to I haven't actually read independent reviews of. But it will be more of a description of somewhere and you think 'oh that really sounds nice' or pictures that makes you think 'oh that looks nice'.

Woman2: I think the best place to describe as having to choose would be Reading along the river there, because you have all those restaurants and we tend to go, when we know when we are going for a meal but sort of surprise ourselves of what we would choose when we get there. We would look at restaurants and look at the menus in the windows wouldn't we.

Mathew: If we have the time we would have a look at the guide if that's an option. But then if we were down the street looking into all the restaurants it would also be lighting and décor of the restaurant and the price and the menu that we would take into consideration. It's not like we would go for the cheapest, we would go for value. We kind of like that walking up and down and looking at all the menus.

Woman2: Yeah we like that too.

Joe: It depends on the occasion but for me it's also the proximity because I know I'm the one who is going to end up driving.

Mathew: I don't want to have to drive a long distance after having a big meal. The closer the better.

Rachel: It's also sometimes how they describe their food as well. If you're literally looking along a street it's the description of that, you might just buy your food here.

Pedro: If you travel within the UK for holidays which I normally do for holidays, I normally tend to think of what I'm going to eat and enjoy the whole experience and then think and of course I do not know any of the restaurants in that area. Has that happened to you where you have had to choose in a particular area where you have travelled to Devon for example and you have to think about where to go and you have to look around and out of these restaurants you have to choose one, the best one to eat at?

Woman2: I know it sounds silly but, I have chosen restaurants on the shape of the wine glasses. Remember when I wanted to go to Chéri? Because of the nice wine glasses; sometimes it's, sometimes it's the view you're looking at as you go past. It just looked classy and nice and sometimes you know it's something you're looking in and seeing it looks presentable, neat and tidy.

Marcus: But then the lighting was too bright or too dark.

Rachel: But sometimes when you travel and we kind of travel quite a bit, we go to visit family and friends, we were doing it a lot when we were living north and coming down south; we would use the good pub guide rather than, stopping at a service station. Where it's still something on the way but the prices are not much more and actually get really nice food rather than rubbish at a service station.

Mathew: When we found that one in St Albans, I can't remember what it is called, but whenever we go to St Albans we always go back to that one pub because we know it's good. So whenever we go back to St Albans we always go there. I can't remember what it is called but we took your mum and gran.

Pedro: Marcus talked about excluding restaurants because of lighting and getting the lighting right. What would make you exclude a restaurant and not consider it?

Joe: If I'm not, if I walk in there and I'm expected to be seated and no one comes up to me and if I'm not given some attention the first minutes I'm walking in, because if they don't want a customer then.

Pedro: But if you hear about a restaurant what would actually put you off, something that you would say no, this is not what I'm looking for.

Woman2: If I've heard about bad service. Then I would be put off. It's funny that you say like Rachel was comparing prices with wine. I do the same with the steak I go straight to the steak and base my decision along the line of the steak even though I might not eat steak I would look at the prices of it on the menu. Compare to other restaurants, and make a decision there.

Pedro: Did you look at the price of the steaks in the winter?

Woman2: It's silly things that stick in your mind, like Sophie's, their steak was £59.00 the other meat there was about £30. Then you'll have £10.99 or a £17 but I'm happier around the £14 mark but I sort of base it on a not too cheap mark.

Pedro: I think that is a good measure. Because at the end of the day it's just you personally. Why would you exclude a restaurant from the food pub guide?

Rachel: it depends on what the occasion is. So if it was a really special occasion I want to spend lots and lots of money and some of them are extremely expensive and you look at the menus and they are quite prohibitive. I think that there's not much on them and the wine lists are extremely expensive. For example my mum for Christmas gave us some money to go to the? So we went there and the wine list came and there's wines there that are £300 and I was thinking please no. and trying to find the cheapest one that we can afford. Sometimes it will be to do with price and I wouldn't necessarily go to a restaurant that was all fish as I am not a massive fish eater. I like to have a choice.

Pedro: Apart from that can you think of something that would put you off of going to a certain restaurant?

Joe: what else has been said, price, bad service, lighting, décor

Woman2: actually the look of the building and I was actually speaking to a girl at work about it who travels a lot and she's based restaurants on travelling and restaurants that had plastic seats because patently that was her judgement call and its quite interesting, it's not something I would worry about but it's another interesting concept. Would she chose it or wouldn't she. On our continent we spend money on the food and looking out for our customers than the actual décor. So that's another different point of view.

Mathew: When you're away abroad, you are stopped and paused to look into the restaurants and when people are trying too hard it puts me off. You can't even look at the menu without them pushing you into the restaurants; that would put me off.

Woman2: An empty restaurant can really put me off too; I don't want to be the only one in there.

Rachel: I think also when you go with children, we have eating out a lot just as a couple, and with friends and also with children. When you go with children it's quite nice to go out and it's a bit buzzy and you're not too concerned about her making too much noise. And at least it's not definitely silent in here.

Pedro: What about ambiance than? If you have children then it's another matter, if you are dining with friends or on your own for your wedding anniversary. What would you say and what is the right ambiance for you as in the décor, the people?

Woman2: I don't want to be too hot, or too cold. So temperature as silly as it sounds can make you stay for an extra glass of wine or pudding or want to get out quickly because you're uncomfortable.

Pedro: How about décor?

Rachel: I like low light like candles, and like you said the nice wine glasses. It doesn't actually have to be... we have been to many restaurants that are quirky and traditional but by having low lighting and candles it makes it look a lot cosier and romantic I think. But when the lighting is too bright...

Joe: I'd like to feel more relaxed and have nice food. Not because of the right things, like service

Pedro: many years ago I worked in a hotel that was exactly like that; it sounded and looked like a library so quiet you know.

Woman2: I have quite a good memory from about a month ago especially to do with ambiance and atmosphere; it was a little Italian restaurant in Swiss Cottage in London. I can't remember the name of it. It was just lovely. I said to my husband that we definitely have to go back there, we were walking down the street again just choosing a restaurant and it was just glowing all the candles wherein the window and you know and they had lit 100's of candles and they had just burnt down and been there for years there was a little old lady and you found out half way through the meal that she goes there every night for her meal, she fell asleep there with her bottle of wine. The staff were very relaxed and the meals were pretty much cooked in front of us in view. Very small place but very busy, compared to the rest of the High Street. It was a family run business. It was absolutely successful. It was all to do, it was just glowing when you walked past there was a buzz coming from there.

Rachel: the other place that I quite like is for its very buzzy ambiance that I have been to twice which is the Wolseley. As you can imagine, it could be quite pretentious but actually it has a relaxed feeling about it because it's very busy and chatty with lots of people and lots of movement.

Pedro: Now I'm in the area of restaurant I wonder and I'm going to talk about a lot now you have mentioned quality of food as a part of, why would you be looking at in terms of quality how do you describe good food quality and how do you find out that a certain restaurant has good quality of food.

Woman2: I suppose before you have eaten it would be the presentation of the meals going past you and so you can sort of gauge it's not an empty plate or full plate of food so that it looks attractive and it looks fresh. I do like a steak and if I ask for a medium rare steak and if it's medium rare I know some care has gone into it, I have ordered a steak before and have been given a completely well done one, so there, the quality wasn't so much as there as in the quality of how it's being cooked.

Pedro: So you go for simpler food that's just cooked, where they combine different types of ingredients and you're more into something that is simpler.

Rachel: I think the freshness as well, I like fresh herbs and things like that and the food too, and something I also try I couldn't have made this myself at home and you have something that is really, really nice. And you wonder how they could have cooked the meat to taste because I don't think I'm that good of a cook of meat like when we go to restaurants I can't make chicken taste as nice even if you're buying fresh from the butchers how it looks how it's presented as well.

Mathew: Me too I also agree on how it is presented and described on the menu.

Joe: the freshness of the ingredients for me, I had a pizza in the Italian restaurant and the pizza just looked so fresh the parmesan and the bruschetta not the bruschetta the ham on top. It was just great and the quality really good.

Woman2: Yeah again the little Italian restaurant I was talking about before has really stuck in my mind; it was cooked fresh in front of me and you don't mind waiting that little bit extra time because you know it's been cooked from fresh as well. And like Rachel was saying you can see if herbs are fresh or not as you can taste it.

Pedro: would you go for something in terms of spicy you don't like it that much?

Woman2: We do like spicy food. It depends on what mood we are in whether we are to go spicy or not. We enjoy spicy food don't we?

Joe: I like it when you can go somewhere the waiter or waitress actually knows what they are talking about you can describe what type of heat you want and they understand.

Pedro: like you can find something to be too salty or to spicy? You don't have a limit on spiciness or saltiness.

Rachel: if it's too spicy you can't enjoy it. I like spicy food but I like to enjoy my food. Like if you are looking at something that says mild and it actually turns out to be burning your mouth, then I would really question it. I'm trying to think recently what I haven't enjoyed because we are really quite picky on where we go to eat.

Pedro: it is also very popular now and many people are guided to places because of incentives like Groupon and all of that it's something from the last few years. Are you actually tempted by all these incentives? Would it actually make you go to a restaurant? Have you ever thought of that before?

Rachel: I would, especially if it was one that was expensive and had a deal. Because some of Groupon (restaurants) are more chainy type.

Mathew: but they just help you choose, like if you know you're going to go somewhere you're probably going to go to a chain. You might go to one where can get a deal.

Woman2: We have done it through the gourmet society before.

Joe: if I was going somewhere I would go online and see if there's a newsletter you can sign onto; normally when you sign onto a newsletter they give you a voucher or 10% or something along those lines.

Woman2: but I do think though with the vouchers if you were going somewhere with work or a group of friends and you just want something quick and easy, if there were vouchers for Pizza Express, Eat , Prezzo, Zizzi, to me they are all the same kind of restaurant and I wouldn't have a preference over any of those. So if one of them had an offer on we would probably just go to that one.

Mathew: Do you know what Foursquare is?

Pedro: No?

Mathew: So Foursquare is an app you have on your phone and when you go to different places you can do things where you can check in to the restaurant or place and sometimes because you've checked in it might entitle you to money off at the restaurant. So once you have checked in and have your bill you can show them a code which gives you discount off your bill.

Pedro: You've used it?

Mathew: Yeah. Foursquare.

Pedro: Foursquare, and there's quite a lot of restaurants'?

Mathew: yeah yeah...every restaurant owner is on there. It doesn't always work when you check in but sometimes yeah.

Pedro: OK let's talk about service. What type of service would you describe as good service? Is it someone who is regularly topping up your glass of wine, someone who is trying to see what the new medium so this is the type of service which is the waiter is looking forward to looking after you. Or something more relaxed.

Joe: More relaxed

Woman2: There's actually quite an art to it. When you actually do want something or you do want another drink you do want someone to be around. You know it can be frustrating if you can never get a hold of the waiter. But equally you don't want someone constantly asking you if you want another drink.

Rachel: I think this can really affect: the food could be really good but have poor service. And after experience you're not going to go back there if the service is poor.

Pedro: if the service is poor it means they do not know when you need them or?

Rachel: things like when you have to ask to have your meals or asking for things like waiting to pay and they sometimes forget you. You're constantly trying to catch their eye to get the bill.

There are other things that can be done, like the waiter or waitress doesn't have their heart and soul into it.

Woman2: it's rude too, and they are representing their company and that can be infuriating.

Mathew: One of my recent experiences it was meant to be a good restaurant and the food was good. But from the moment of arriving there was no one there to greet us at the door. That for the first few seconds was like whom I see as we had reservations. And then once we were at the table. It was a while and I actually had to spot the waitress and say can I order my food. And you're not relaxed and you're paying for this, the wine wasn't kept at the table and I had to keep asking the guy for some wine. The food came and he gave it to the wrong people and his attitude wasn't good.

Rachel: When I said to him because he wasn't saying this is the beef and I said you should be asking, say what you're giving, as he was just putting it in front of them. And then he was trying to blame it on the computer and I was like you don't argue with people. All you do is apologise to the people. And I think it was lots of little things, the food was good though and your experience might be a little hit and miss and I think it was just him I think. He didn't smile or anything so you don't feel at ease at one point and you asked him a question and he gave you the wrong information.

Mathew: if you go to mediocre restaurants where the food is average and you can ask what you recommend or what is this bit, can you describe it. But it's just terrible when they go I don't know, but you should at least know your menu.

Rachel: even little things like when you say, what's the soup and they have to go away and ask and you think they should know.

Pedro: I have a very hilarious story I will tell you once about me working in a restaurant but it was some years ago. One chap telling everybody the wrong information about a dessert but for months and months and people didn't complain for months; only one person complained months later and the guy didn't know what was going on.

Mathew: when the waiter comes over and asking if everything is ok and you don't like your meal but you don't say anything because you don't want to cause a scene. But actually turn it in to something you don't want to be satisfied and people don't get the right feedback.

Pedro: I'm going to mention another thing. If the restaurant gets it right what is the variety of the menu? Some restaurants go for a large variety and others go for just a few, what do you think is the right balance for the variety of a menu?

Rachel: Sometimes there's too much to choose from, and you sit there and say I like all of them and you can't decide and sometimes you're better off with a smaller amount. Some places where you go you end up eating off a set menu as it's slightly cheaper. So something that is a little in-between really, so rather than having 20 dishes to choose from but having 5 or 6.

Woman2: I think a favourite for a quick and easy decision to go to a restaurant with great choices is Chef and Brewer or if all else fails we will go to the Water Witch or the Hatcher Warren, the Boot and Slipper, because they have always got a nice menu which changes a lot although it is a chain they always cook fresh and change their menu. That's always nice but there's also not too much to choose from. But always a chicken, beef and a fish and a vegetarian dish to choose from, you know the main sort of dishes the British are used to. But maybe a four of each dish a little bit of variety.

Joe: See I'm not that adventurous as that I always pretty much go for the same thing when I go out for a meal which is the mixed grill. So if there's a mixed grill I'm fine.

Mathew: I think it depends again if you are going to chain places. But if you have a large menu you know you're going to find something on there that you want. Whereas typically small independent places will have a smaller menu and do a few things well. Rather than trying to cater for everything. So it depends on the range of places out there you know if you go to a little restaurant that is family run or one off you know then to have small menu is fine. As long as you can look at the menu and see there's something there everyone will like you're ok.

Woman2: the other thing we liked about the Chef and Brewer was we'd always know there would be something on the menu we'd like but always did specials. And they changed every day not that we went every day. And we would always try and have something off the specials board. Because you know it's been bought in fresh. And the essential mixed grill.

Pedro: One of the things we consider here in England and compared to other countries. I normally when I go abroad I tend to think of the portion size. Do you take portion size into consideration? What is the right portion size for you?

Rachel: I don't like anything too big because there's just too much and I feel like I have to eat it all. And I'm one of those people who if I like it I will eat it all. Even if I'm bursting I will still be eating it but I also don't want to be paying lots of money for something that is tiny. I don't mind where you go and you get quality and it's a small meal but there was a phase here in Britain where the meal would be tiny, tiny, and not so much now but it was.

Woman2: We had a bad experience remember when we went to Bank and we were not happy at all; you actually ordered your steak and you paid separately for chips or potatoes or vegetables so you had three payments to build your one dish, absolutely a very nice piece of fillet steak but we walked out very disappointed and went to McDonald's afterwards. The portion size was so tiny and it tasted wonderful but we felt a little bit cheated by the price again.

Mathew: Cooked breakfasts you might not get it at a restaurant maybe but the portion size is there to see if you can eat it all like my wife if I'm really enjoying it and the portion is big I won't stop till I have eaten it all.

Pedro: do you sometimes go to some type of ethnic restaurants where you can get smaller portions?

Rachel: we quite like sharing so we can try each other's, I quite like these type of restaurants where you can try all different types because you can order lots of small dishes.

Pedro: Ok let's talk about another thing, which is growing very much now and there is a trend towards branding in restaurants for example if you go to the Stratford and I went there for the Olympics to the Westfield, each and every one of those restaurants are chains. And do you actually consider branded restaurants or do you consider independent. How do you actually judge that?

Rachel: I think if I was for something generally I like to go to something that isn't a brand especially if it's for a special occasion, and you're doing it as a treat but even then on a general weekly thing if we were going to go out for lunch or dinner I'd say I'd like to go somewhere that wasn't branded. But then there are and I think Westfield, Jamie's Italian and the real Greek they are all actually quite good food, so I think if you are wanting that and you're shopping and going for some lunch then actually those kind of places actually do hit the mark.

Mathew: but also the example we are using is Westfield and I think there is the higher end chains, less Nando's yeah. And it's always busy at night for dinner and has generally been busy when we have been. But it's always a chain there.

Rachel: We have been to places where you're then actually going to a chain place because you don't know the area and you think I know what I'm going to get.

Woman2: We would prefer to go to an independent place but if you're somewhere and you have decided let's go for a meal it's reasonable, you know what you are going to get. You'd rather go to a chain then an independent in case it's not very good.

Rachel: Also those types of places especially with children I would happier to take Freya to those places, she's been to lots of others but its more catered for and I know she'll get a little bit of colouring.

Pedro: About location, sometimes you go into central London to eat in restaurants ok but normally how far would you travel to go out, to eat. Would you get locally? Or would you actually....

Rachel: I would happily drive somewhere if I was going to get a good experience. Actually for Mathew's last birthday I think it would be nice to go out for a meal and I looked up places where there was good food there. That actually had accommodation with it as well. So we could go put Freya to bed and go eat at the nice restaurant. And I looked through all of them and well actually I like this one and if she was awake you could take her there and you could go eat but also knowing she's ok.

Pedro: Do you drive as well?

Joe: I always drive as well. So I try to go somewhere nearby.

Woman2: I would happily travel to go have a good meal. But we have to come to a compromise: who's going to have a glass of wine.

Pedro: In terms of type of cuisine is there any preference at all? Ones that you wouldn't consider?

Woman2: I've got one I would never eat at. It is TGIFriday, bland and I've never had a good experience. We went once and it was terrible and we went again and we have said now we will never go again, just tasteless food. Not great service yet It's really busy all the time.

Pedro: Different types of cuisine anybody?

Mathew: I think that we wouldn't

Rachel: I'm pretty much happy to eat and try anything actually. There's ones that you are more likely, if we were going to go for a night out we would be less likely to go for Chinese or Indian maybe because you could go and have it as a take away.

Joe: it's not that you wouldn't, it's just not as high up on your list.

Pedro: would you consider now that you have spoken you would go because of the chef just for that?

Joe: No

Mathew: No, not as a rule no. but one time we went to the Hardwick which is full of celebrities. It was a day and we were coming back from Wales and we had a look there's a place called Hardwick and not selected and we booked a table for on the way back and just happened it was Michelin star and had a famous chef just by chance. You could sense it was a really nice place it was a really nice place and food and the ambiance.

Joe: Yes when it comes to celebrity chef Jamie Oliver, Gordon Ramsay I wouldn't be bothered by it. But when it Michelin star great British I would go to their restaurant's

Mathew: oh we have been to one in Cornwall, Rich Stein, he is a favourite of mine and he has so much more and is quite normal.

Rachel: generally I wouldn't go because it's a Rick Steins or Jamie Oliver's you go because you know their food is good.

Woman2: you have snippets of that guy in plumy feathers, The Bird in Hand or something, I can't remember.

Rachel: That's The Hand and Flowers.

Woman2: I've seen a snippet of that on the telly and it looks brilliant and it's just simple food isn't it and that's some where I would go.

Rachel: there's also that one I would quite like to go to, Bray, which is the Wind Park not the other one, The Waterside Inn, because actually...

Woman2: but I thought the decision you made a couple of weeks ago after Freya's parents evening was quite clever, you went to a restaurant that had linked too it was Michelin stars and you went into one of their restaurants and they cook in the same kitchen but it's a different menu and you had really good food didn't you?

Mathew: Yeah it was a place called The Grove, Watford.

Rachel: Colette's has 2 Michelin stars and then the Glass House and The Stables is more everyday food.

Mathew: The Grove is a hotel Pub in country England; it's had restaurants within the hotel.

Rachel: Colette's is more of a tasting menu and is about £80 a head for that.

Pedro: Another thing I'm just going to mention is yet again it is another trend that is happening now, and it's taking hold in the United States, and also here in the United Kingdom, a trend of the green consumer, sustainability restaurants which appear in the United States; it's called The Green Association. Then you choose the restaurants because they are green, and there is now a Green Association here in the UK as well, do you actually consider that, do you take that into account that a restaurant has something to do with sustainability or green issues.

Mathew: for me it wouldn't necessarily come into my decision making but if I was sat there and it became apparent and sourcing things locally and sort of restaurants will do that and make a point of emphasising that and it reflects more of what they are doing and less trying to ship things around the world and you are feeding off what is local or London England and having a greater produce, it's nice and it tends to be better reflected in better restaurants.

Rachel: And they tend to do seasonal things too, but no I don't think it, I think the thing that you feel better about is when they will say it is local and makes me think of one that we went to called the Arch Angel and that again was an all local one and they will say it's a local pig. And it's giving money back into the local community.

Pedro: Do you consider that?

Joe: No, I don't, as a rule no.

Woman2: Um nah, I can't say it's something I have been mindful of, when you say green, do you mean?

Pedro: Green, it means they look after environment, carbon footprint, food miles, recycling and are actually really careful of what they are going to sell and use.

Pedro: OK alright that would be wonderful, that's great loads of information, great thank you so much. Thank you.

Appendix 5d Focus Group Interview 6th April 2013

Pedro: And you dine out in a restaurant and you have to go that right that's what we are going to talk about ok, who was involved in the decision with you? Or how did you get involved to go to that particular restaurant because of word of mouth? Advertising? Recommendation from friends or you could think about trip adviser or customer review about it? Last time or last times, you actually have to think about the last time you ate out.

Woman1: I last ate out; it was on Easter Monday, so just a few, less than a week ago. I ate in a restaurant where we tend to eat quite a lot, we have been there several many times before and I had family staying with me, who like Thai food so we went to a Thai restaurant and we love this restaurant and basically and we have narrowed it down to our three favourite restaurants and I suppose we chose this one because we could walk to it from where we live, so no one has to drive so we could all drink alcohol and get great Thai food. So I suppose it's the quality of the food I made that decision for family so they could eat there.

Pedro: Ok good alright yes

Man1: I went out last night, I eat out most nights but last night I made a decision because I have a Swedish cousin in town and so he came at the last minute so I took him to a place where I knew we could get in which is a steak place called 'Goodman' because I know the general manager really well and it's great food, great environment and it was close to where I was at the time. So it was relatively easy to get to and I was also looking at places where to go afterwards which were in that area. So they were the primary reasons why I chose that restaurant. However I did think of a few others before I chose that one because I knew I would have trouble getting into the other ones at that hour on a Friday night.

Pedro: Yes, this is the idea, that you actually have to like sometimes I go outside London and I have to and I actually have to think of a place of where I can go to eat out and how I actually select our results is by going online, Google or I have some people to recommend because you don't know and you have to select a place and out of two, three, four places that you think ok and then you go, sometimes its places you have never been to like you select them because of a particular reason. That's what I am getting at.

Woman2: Sometimes it's for convenience because it's close to your house or you're having a drink there.

Pedro: Yes Ok, do you consider and you must have gotten an impression already I'm just evaluating that do you consider more than one restaurant in your case did you walk straight to the place because you knew it. Do you normally consider more than one restaurant?

Woman1: Yes, definitely there is always some new restaurants that all came into the equation because just out of curiosity because a new restaurant opens and you know and you think oh I must go try that. But yeah I suppose being to and having living there a while now we have been to quite a lot of the restaurants many times and we do have our favourites and it's been narrowed down to three or four and it usually ends up being one of those.

Pedro: Good, do you actually get information about them, by reading in newspapers or have you actually gone through some other advertising that has caught your eye.

Woman1: Actually yeah on some of the newer ones yeah. We have seen them through the door because we are quite near to them and we went there before they opened and had advertised the opening and things like that.

Pedro: Had you gone there to try it.

Woman1: Yeah

Pedro: Any particular cuisine in your area?

Woman1: We have an Asian, Thai, Vietnamese, Nepalese and Indian.

Woman2: Are we going back to the original question?

Pedro: Well Yes we are thinking about when you went out and the last week times you when out how you came to choose where you went, through friends, advertising.

Woman2: The last time I went out was about a week ago and it was to a Mexican restaurant it was one I've been to several times before, so just a restaurant that I like but I knew the food was going to be good.

Pedro: Yes, How did you find out about that restaurant the first time?

Woman2: I used to live near there.

Pedro: So a Mexican restaurant is something that actually attracts you. Mexican cuisine.

Woman2: Umm yes but I also really like Indian food as well and Italian. It really depends on what I have eaten that week, so that will also make my decision as well.

Pedro: Alright so you have several restaurants that you normally go to.

Woman2: Normally in my area yeah.

Pedro: And alright ok, Now I'm going to talk about restaurant attributes, that is the part that I'm going to actually test a lot in the second part which is online survey. I'm going to talk about quite a number of them. Let's go for quality of food, you have actually gone to this restaurant many times because of the quality of the food. What can you say about it? What is so good about it?

Woman1: So because it's always at a high quality? It has been over the last few years probably the last 6/7 years.

Pedro: Yes that is because it's fresh? Something that the ingredients, what is it that makes it so special?

Woman2: It's fresh, varied menu, variety of different dishes.

Woman2: We came across this restaurant, it was recommended to us by a friend of ours whose wife was Thai and she said you must try this restaurant, because we were trying to find another Thai restaurant in a very close location and we chose this restaurant and we have never gone back to the other one since, it's really authentic Thai food and we have a selection of dishes but this will be the same dishes pretty much every time we go. And for example we always have a Thai green curry and I absolutely love that dish and I've had it in other places and it's just not the same and I'm always measuring it against the one in this restaurant we go to and it's never as good. So you always know and every time we have been there we have had great food and service was really, really nice. That's the really only thing for me the service was good as well.

Pedro: You're talking about service and what do you consider to be good service. Which means that person that is always talking or?

Woman1: Um I suppose, I tend not to like people in your face, when the waiter or waitress is there a little bit to chat over it's nice but having a full on conversation I find that too much because you know you end up interrupting the conversation you're already having with the person you're eating with.

Woman2: Yeah it's really annoying when you go to a restaurant and they are in your face and you didn't even finish your food and they are trying to take the plates and you're still eating so.

Woman1: Like if I am having a conversation before and the waitress just comes over blah not just to take away something but just to have a big conversation and but usually don't expect to get their life story. I think they need to be attentive and nice and friendly.

Pedro: In terms of service do you think that sometimes they overdo this thing of service?

Woman2: To me when it happens it feels like they just really trying to get a tip. And you just want to say stop trying so much stop trying so much. It's putting me off.

Pedro: Ok in terms of ambiance what do you find to be the right ambiance you know for you to doubt for you to actually select that restaurant in particular because of the ambiance.

Woman: Not too noisy

Pedro: What about the décor?

Man1: But it depends. On the day of the week it is, if I'm out Friday or Saturday night and I don't want candle light and crickets in the back ground. Nobu or Hakkasan.

Woman2: Remember the Italian one; you can't hear each other it's very loud basically you just eat.

Man1: Which is not bad sometimes?

Woman2: I think that sometimes, you can have something loud or something low and there's a bar which is quite funky and then the restaurant and the food is amazing because it's still the same food both sides.

Pedro: In terms of ambiance restaurants spend a lot of money on décor; do you think it is worth that investment that you actually get people attached to the restaurant?

Everyone: Yeah hmmm definitely.

Woman2: You eat first with your eyes you know, so you need something that looks appealing.

Pedro: Ok I want to continue talking about something that is very much a thing over the last few years its sales incentives like Groupon, are you actually attracted a lot and would it actually influence your decision when eating out?

Woman2: Well actually it does because you see it and are like oh promotion so let's go.

Woman1: Yeah that's right especially when it's somewhere you haven't been to before.

Woman3: You know you could go to the other restaurants that aren't having a promotion any time. You might as well make the most of going and using this promotion and going to try something new or.

Man2: it actually doesn't attract me for interests to go into a restaurant if they did in fact have promotion.

Man1: I agree.

Man2: because there are less and less people going there for some reason so that's why thus they need to attract people.

Woman3: it could be because they are new and just opened?

Man2: then they should rely on word of mouth. I would never go to a place for a promotion. It smells cheap. It's too demeaning.

Woman3: Don't you want to know you're getting a good deal?

Man2: No, no no.

Woman2: You're probably getting the same quality of food. Why go to somewhere similar when you get can get £100 cheaper?

Woman1: But then you could spend that £100 on something else?

Man1: if I go somewhere else I want to like it I want to make sure their business is going forward so I don't want them to give me a deal I want to make sure they have paid for their services.

Woman1: I'm sure they have a huge profit margin to compare what they have charged you. If they were to do quick promotions open the door kind of thing? And hoping you will come back.

Man1: I never think about it like that.

Pedro: Well another thing that is a divide between Europe and America but Europe is actually getting closer to American now is branding. Branding is big in American restaurants and there are many good chains in America that are very well known. People actually go to those restaurants big time and now that is coming to the UK now, brands like TGI Fridays, Frankie and Benny's, do you actually get into branding for selecting restaurants?

Woman2: Sometimes, like last time for example I went to these restaurants for the first time Bill's? In Wimbledon And I went with Emily a couple of weeks back and we saw Bill's and I was describing that place and we saw one right in Leicester Square why not its right here. Because sometime you know if you know it's good in one place you will go to another anywhere.

Man1: I try to avoid big chains.

Woman2: So would you go to any other Goodman where else?

Man1: There is a couple other Goodman I would eat at, but places like TGI Friday I would just stay clear of.

Woman3: Me too.

Man1: but you always know the food you're going to get here so. If I was in some place like Beirut and didn't know where to eat and there was a TGI Friday then I would maybe eat there.

Woman1: The menu hasn't changed has it in TGI Friday either.

Man1: To answer your question branding doesn't really influence me.

Woman1: There's something but I don't know if I've noticed it in the UK but it is quite kind of subtle branding with country pubs. I don't know if you have noticed it there's one in Epsom called The Derby Arms which is up on the Epsom racecourse. It's this nice typical gastro British pub and they do change and it's this nice cosy feel and they change their menu quite frequently and you wouldn't actually know they are a chain. It's not advertised anywhere it's not obviously Young's pub or this is a whatever pub, it is what it is, it's under its own name but then there's one in Weybridge called the Meadow House which is exactly the same menu and you walk in and think hang on am I in the Derby Arms the décor everything is the same. It's really, really successful, you wouldn't know but because you have this image you're in this lovely German pub, it's just great food and you don't even know it's a chain. And I think that helps and I think people quite like that. With different names completely.

Man1: It makes it a little more unique and a little more special. Maybe it could come in at a higher price as opposed to a something that is well known as a chain.

Pedro: I went to one of them a few weeks ago, a branded one called Nicholson I think something like that.

Woman1: It's not advertised anywhere you wouldn't know. Unless you read the small print on the bottom of the menu you literally wouldn't know. But they are very individual they all have different décor and style and very different layouts but they all have this very similar décor and then menus but the menus change a lot so it's not like I'm going to go to that pub just for some like TGI Fridays or something because they change it quite frequently.

Pedro: She mentioned variety of menu yes, that's where that's a difficult thing of getting it right. Ok would you go for a big menu with lots and lot of dishes or would you go for a smaller menu with only a few dishes, what do you think is right?

Woman: There might be a big selection but in a typical British menu there might have a smaller menu.

Pedro: What about celebrity chefs? Will that influence you to go to a restaurant?

Woman1: I like Jamie Oliver. I have been there twice now but then I want to try something new again.

Man1: I think it would influence me at least to try it. If a celebrity chef opens up a new restaurant I will have to go and try it at some point. But probably I'm not going to do it on the spur of the moment, I will probably do it when I will be with a group of people I know really well and schedule something in a couple of weeks or a couple of months because it would probably be a place where you can't get a reservation straight away.

Pedro: How about these accolade restaurants that have a Michelin Star? Would it influence you?

Woman1: If you want something on a special occasion. You know, but I have never been to one, so I don't know.

Pedro: So would it influence your decision?

Man1: Yes certainly.

Pedro: We have talked about location. What is the right location? How far are you prepared to travel?

Woman1: It depends on the transport. If you can get to it by public transport and it's open until late and you won't have to worry...then probably 10 miles more or less.

Pedro: Most people go to Central London but will you go to Upper Street, Islington or North London to a good restaurant.

Woman1: I would probably be less likely to because for me I would have to go into Waterloo and then get on the tube whereas I don't mind too much getting to Leicester Square or Covent Garden as I can easily walk to Waterloo from there.

Woman2: My friend went to a restaurant in Oxford with her boyfriend. So they planned everything. They left early on a Saturday and came back on Sunday. They were there one day, had a 7 course meal so it depends on if it's an occasion or not.

Pedro: I'm going to ask you about something that restaurants try to get right. Some restaurants, because of the type of cuisine, have larger portion sizes. In terms of portion sizes some restaurants have very small portion sizes so you would have to eat a number of dishes.

Woman2: If you go to Sushi Santa you know that the dishes are going to be very small. It depends on how much you want to spend.

Pedro: So you don't mind having lots of dishes

Woman2: No, for example if you go and have tapas you know.

Pedro: But talking about main courses, English food has mainly larger portions compared to French or Italians.

Woman2: But when you go to those restaurants you expect to have small portions but you know they are going to be amazing.

Pedro: When I went to a very good restaurant in Venice and the portion size was so small that I had to order more and more dishes. You go to very good restaurant and the pasta dishes are really small!

Woman2: When I was in Venice I got lost and found this restaurant and the portions were large and seafood was just amazing.

Pedro: Do you guys go for big portions, or smaller portions and you don't mind having several dishes?

Man1: It really depends on the kind of food I having. If I'm having steak I want a big steak! One of the things that are frustrating in Europe is that very few steakhouses have steaks that are 12-14 ounces. Here is usually 6 or sometimes 10 and most places don't have more than a 10...and in the US the average is probably 12 and it's quantity and quality too.. I can do the 9 course meal. But that wouldn't be in a Steakhouse. It really depends on the food you are eating.

Pedro: there is a new thing going on and restaurants are getting into it as well. Green consumers or restaurants being environmentally friendly. In the US there is a Green Restaurant Association; there is one in the UK which you can select restaurants that are accredited. Would you actually consider them? Would it influence your decision? These restaurants consider their impact on the environment....

Man1: The type of ingredients they use, if they are organic, how are they getting electricity into the restaurant..

Man2: That would probably affect my overall opinion of the restaurant and how I feel but probably doesn't really alter my decision.

Woman1: You might think "Ok, that's a great idea" but if I prefer the restaurant next door that is not going to change my mind.

Pedro: So the fact that these restaurants are not accredited wouldn't affect your decision?

Woman2: No

Man 1: No

Woman1: No. I would rather look at the charity side of a restaurant. I mean, if I had to go and have a sandwich I would rather go to Pret a Manger instead of Starbucks because I know that at the end of the day they gave their sandwiches away to the homeless. And there is a range of sandwiches of which sales a certain amount of money will go to the homeless too. I guess charity is more important...being green is a bigger issue to comprehend. It's not as obvious as the charity side.

Woman2: I prefer food from Pret than that from Starbucks...

Pedro: This is a question that sometimes is difficult to interpret but I'm going to ask to tell you this and normally when we make decisions we think about them consciously and we make them because of attributes ok, these are the attribute that I am looking for. Well sometimes we make them depending on our mood and our emotion, some bonding with the restaurateur and does it influence your decision when you're normally very into thinking about those attributes and make you go to the restaurant or does mood and emotion affect your decision.

Man2: That's what drives mine, which is what fuels my decision.

Pedro: Ok mood and emotions rather than thinking about.

Man2: Mood and emotion I mean, the assumption is that the food is going to be good, but the mood and the vibe and weather I know the general manager or whatever fuels it.

Women: Yeah

Pedro: Good, do you all agree?

Women: Yeah

Woman1: I don't think you can really walk into a restaurant and people sort of you know there's no conversation, start sort of blank not bothered I don't want to be there you leave with a completely different impression than if you walk out somewhere its really...

Woman2: But sometimes they give you your own space so.

Man2. I think that is particularly important in a place like London where a lot of people make restaurant decisions 30 minutes to 60 minutes before they go there. So you have a comfort level knowing the people that you know there are going to help you get in there to get a table and or the food has been terrific for a while there and so if you have to wait half an hour an hour at the bar you know at least you're going to get good meal.

Pedro: Ok alright, Well thank you very much that was it. Ok that was great, perfect.

Appendix 5e Focus Group Interview 9th April 2013

Pedro: As you can see the research is about selecting restaurants and I would like you to talk about the location in which you have actually been involved in selecting the restaurant. Rather than someone selecting it for you and as you can see it is, it's restaurants not for lunch but for the purpose for leisure, like a night out, celebration, party or any special occasion, that you would have to think about. So and the first thing is that think about that occasion and who was involved and how you got information about that certain restaurant. It could have been word of mouth it could have been a friend who had actually been to the place before or it could have been that you went through a restaurant review of the food or good food guide, anyone of you can start.

Laura: I'm trying to think of when I had to select a restaurant, normally it's a friend saying let's go there you know.

Woman: Think some of the decisions are made on taste as well as convenience. We have an excellent restaurant I live in a village and there's three pubs and one of them has an excellent restaurant and really good chef and we choose to go around there because we don't have to drive um so we probably go there than anywhere else but then we do go out with friends because there are some fantastic small pubs that have restaurants but then that's what I am looking for something a little bit quirky and does good food. Not necessarily a type of cuisine but it's more the ambiance I think.

Pedro: So you are the ones selecting it? Or?

Woman: We alternate but there's a couple we go out with, one time it's my choice and one time it's their choice. But we don't tell them where they are going we just take them on a wild goose chase.

MAN: I think it's the same for me but anytime I do go out for me it's normally with my wife and it's maybe once every three months, so it's with a group of people and then it becomes a nightmare trying to decide because you get people saying but I'd prefer an Italian but someone say but I'd prefer a curry and then you get that sort of discussion that happens. But otherwise it's a decision I make with my wife and it's based on what time of night it is and so if it's later on we want to go somewhere that serves quickly but the type of food we might not be too bothered about we might want to go for Thai versus a generic restaurant or some Italian or pub type food and cost is another factor especially because a lot of the restaurants now have chain restaurant's like Prezzo, Pizza Express all of these' chains you can sign up to mailing lists and you get vouchers which means you can get very cheap deals so there happens to be one of those deals on the email the day before and that might be the reason for eating there.

Pedro: Do any of you follow any guide or reviews or over the internet, where you want to go to a place like you're visiting a place like Brighton or any place you don't go there regularly and you have to think about a place and consider a lot of options.

Laura: you might go online and check out some restaurants in that area and then go for what you might fancy. The cuisine from one point of view and you would maybe read up about what it's like inside, the ambiance.

Pedro: What do you fancy?

Laura: What when I go out to eat?

Pedro: When you are going to consider?

Laura: Umm depends because um yeah I'm... I don't for instance if friends come over to me to eat obviously we don't want to go million miles to eat because they have already travelled. Not a lot of my friends live in Buckinghamshire so if friends come to me and we want to go out we tend to use somewhere fairly local and it depends if you want a set cuisine or you'd like a bistro type place. Like with a mixture, you know, variation food. So sometimes friends come over and tell you I really fancy a curry so then you know if it's just sort of you know somewhere not too expensive but decent food then I would go somewhere local to me that is good where I like the food the best like for instance when Ali and I went out for dinner you know we went somewhere to dinner near me because the food was good and it was, it's convenient. You know it was only a five minute drive. Um so if you are doing something special and there's a restaurant I've always wanted to go to, I have read up on it and it does sound very good I think it's called Mango in Camden and its West Indian cuisine. And I've always wanted to go there but never have and I was thinking about it actually the other day, should I maybe arrange it for my birthday but I couldn't be bothered organising anything this year. But should I you know should I try that. Because I've never been to a West Indian restaurant,

Woman: But sometimes we have these kinds of challenges to do something a bit different.

Laura? Yeah

Woman: Yeah

Woman: We went up to London this weekend and we had arranged to go to a Turkish restaurant Sarastro. Just off of Convent Garden we went because it was a recommendation and also because it was a bit quirky and we wanted to try something different as in cuisine. So the cuisine made us choose to go there and then on Saturday night we would stay in the city and we had to go onto the internet and have a look for things that were in walking distance and we were still looking for something different we came across this South African restaurant, so a lot of it was about choice and distance about where we could get to and it happened to be close so we ended up and we found this really nice looking Italian restaurant because I had said earlier in the day that I quite fancied Italian and my husband keeps mentioning Thai and my sister in law is vegetarian so we had to take all of those choices into account while we were choosing so we went to the Italian restaurant and that was really nice on the back road just by the hotel where we stayed there was a Strada and a Café Rouge so you know they are reliable and you know you can go back to them. So if you don't find anywhere we'll go there, so that's how we came to our choices.

Pedro: But you selected, you had a list of restaurants which one would you have excluded definitely? From the list you have there.

Woman: Well there were quite a few we put in where we were staying so we knew where to go and easy to get to. Why would I exclude them? Umm it was more probably the cuisine because there was one there called Jamie's and I thought it might have been a Jamie's Italian but it wasn't and it just genially did pub food: fish and chip, pie steak so we excluded it on that round because we wanted to do something .

Woman 2: if I was to debate my experiences would be let's say that the one year period so I think it is probably three times it's about basically the location because three actually four friends we are just meeting but just my friends influence me the location because the person from Slough she also likes to experiment with the food. And on the first occasion I think we were just looking for the restaurant we didn't have lunch and I needed to buy lunch and dinner at the same time. We visited a couple of restaurants but then, we just went with the restaurant that could give us our dinner the quickest then we went to Heathrow airside with just half an hour's time they would offer all the food. The first instance is just we were looking for a couple of places and this is what we came across and we were really happy with here and the experience, the interior the layout of the restaurant and the food is really, really nice and we always are going for a little bit of a different kind of food. That's the whole idea when friends get together and then after than I think whenever we just try and go to Windsor and you know but we still come back to this place 10.10

Pedro: Good now you're talking about attributes and ok and you have mentioned ambiance now when you say ambiance and décor what are you looking for? What attracted you to make the selection?

Woman2: I think it's quiet and everybody leaves because later on that place becomes very busy but still the distance between the tables because after 6 o'clock it was like very busy the place had become but still they could maintain their privacy because it's not a platter you have quite a lot of speed at the same time quality and the food thoughts are you know these are excellent kind.

Pedro: In ambiance what where you looking for Laura?

Laura: Just a nice atmosphere.

Pedro: Quiet? Noisy?

Laura: Um well in-between really. Because I actually went to a south African restaurant before Christmas with a group of friends in Camden and um actually it was so noisy in the restaurant the tables were so deep and there were friends all around the table I gave up speaking in the end because I couldn't hear myself speaking and my friends couldn't hear what I was saying unless they were next to me and actually I didn't like that. So I quite like subdued lighting just a nice relaxing environment but a nice sort of buzz as well nice atmosphere of people so I'm kind of in the middle I suppose but sometimes the place can be too quiet and sometimes it's nice to

have a little bit of a buzz going on without it being so loud that you can't hear yourself think or speak you know I think it depends what restaurant it is as well because if you're going out for say a celebration you know you drink have a few drinks and be merry but then I think it depends on what it is for as well because in that kind of situation you probably wouldn't mind it being lively because you are anyway whereas if you are going out to catch up with a friend for instance to go out and have a good old chat then you wouldn't want it to be so much like that because of the purpose of why you are going out. So I think the occasion does have some.

Pedro: You went to this Italian restaurant, Italian restaurants normally have this type of ambiance how did you find this one. The one you mentioned.

Woman: it was quite small when we walked in there were a few tables but stairs and they had a group that came in upstairs so there was a birthday party going on although we could hear them we all could still hear ourselves talk because it was just four of us and there was a couple that came in and sat down near us as well but in this particular restaurant there was quite a lot of random ornaments and pictures all around the place but everything else white and crisp in the restaurant.

Pedro: So you liked it?

Woman: Yeah it was really nice but it was quite small but when you're in an old London building anyway they put restaurants in the most weird and wonderful places basements and everything else. So it was quite small room that we were in but then you could see out of the window and what was going on outside in the market there wasn't much buzz there so we weren't distracted but it more wasn't so much necessarily décor in there but it was the people and the service, the waiter was very attentive but not over so and wanted to look after you and you felt that all the time he was waiting on us and it was our time to enjoy and it was very clear.

Pedro: so you when you go out what are you looking for in the ambiance?

Man: the last time I went out like I said on the questionnaire was the Thai restaurant in a pub and the reason for that was because we were with a group of friends and we had already been to the pub and had a few drinks and we were trying to decide on what restaurants and that was the preferred choice as it was in the pub as so we could carry on drinking and we could also sit down have a meal and in terms of the atmosphere all we were looking for was somewhere that was informal, friendly and we actually didn't mind the noise as we were making noise too so that was that particular incident but in terms of the ambiance and stuff it was definitely somewhere lively so that we could carry on the night but for example a couple of weeks before that I went out with my wife and it is very, very different we both wanted a place where we could sit down and have a feel of more of an occasion with it we could sit down at the table just the two of us and not too noisy we had more of an intimate experience as the lighting was a lot lower and had a dinner date sort of atmosphere. So both of them were very different circumstances and different sort of atmosphere.

Pedro: you mentioned service what would you like the service to be? Topping up the wine regularly or always on you or you like them to be more laid back?

Man: Um it's not invasive at all, its quick, friendly service but if you're going to somewhere they are topping up the wine it's the sort of not aware or conscious that they are watching. But as soon as your glass does start to get empty they are there then that is perfect.

Pedro: Yeah is there something else you want to add about service?

Laura: I don't like that when they keep coming over and topping up your glass you know if they keep coming over I don't know I just don't like that. I normally tell them not to I do because I feel they are trying to make you drink more than you normally would.

Woman: that's interesting that at the Italian place he kept doing that till my brother picked up the bottle and poured it I think the waiter was quite upset because he saw it as his job. So you have to have a mediocre one don't you. I have the opportunity for my husband's 50th birthday to take him to the memoirs something inn that is just up the road from here and it was the service was just absolutely impeccable you didn't know they were there at all but whenever you wanted something you didn't even have to ask it was done. And that to me adds to something that I know what I pay my extra money for that is what the expense was for it was just wonderful and even when my son dropped us off and they came out to greet you it wasn't a problem you didn't have to have a Rolls Royce . It was that attention that I thought was a big tick in my book.

Laura: I think there is a fine line though with these things

Woman: you're quite right from having it and from not having any attention.

Laura: I think this does happen quite a lot in Indian restaurants actually you know when they overdo it? And you're trying to have a chat with your one friend trying to have a good old chat ... like I know is what they have to do but there are ways you do it and can do it in a more subtle way. You don't feel sort of

Man: it needs to be done in a way the people at the table don't need to be asked

Laura: it's the awareness or the lack of when to step in. but you know a lot of the time they have come up and I'm in full conversation with somebody and you know can't you see? We are talking you know. So that I don't like it. But obviously you do like attention to a degree that they are looking after you. But sometimes it just doesn't feel right.

Pedro: we all talk about quality of food it is probably one of the most important reasons why you go to a restaurant but for us all of us quality of food means many different things if we look at this master chef program and they are talking about quality of food and they can speak for hours and try the dish and what it has. Can you actually tell me what is for you good quality food.

Laura: I think simply I like the taste you know basically that I have enjoyed the food.

Pedro: do you like it spicy not too salty?

Laura: yet again I don't mind spicy food. But it just depends on what mood I am in really when I am going out.

Woman: it depends on what you're ordering really. You can make the wrong choices sometimes.

Laura: yeah it's just really unfortunate and I've done it too when you've gone out something looks nice and something else looks nice and then you take one option and you wish you've taken the other.

Woman: but is that because the food hasn't been cooked so well or you've just made the wrong choice.

Laura: yeah probably

Woman: I think there are times when ... it's just a bit like vegetables and how they have been cooked. I always say you can tell a restaurant by the way they cook their vegetables because they are nice and crisp. And also when you ask for a steak you can measure how they cooked it as per how you asked for it and not how they determine it should be. We had an interesting experience over breakfast over the weekend over eggs and the chef could not cook a fried egg for money and my brother kept sending back his eggs. But it's also how people prepare to cook.

Man: I think it is easy to say it shouldn't be bland it shouldn't feel as if it was just frozen food which will be well or microwaved sometimes with some pasta restaurants you get that taste that they have just added water to the sauce which it shouldn't be that. At the same time I don't want to feel and thinking I could do this. There is lots of food I could cook but it's more a case of well as there more effort and I need something that is maybe a bit unique even if it was somewhere I have been before maybe picking something else from the menu. But still it isn't something I could just prepare at home in five minutes. I'm paying for quality and effort someone has thought about.

Man1: I like to see the meal cooked for me I like to also see the operation and my kids always complain that I look like an eagle but when I go there I want to be satisfied. But when I go to Zizzi's the kitchen is open and I can see being done and put in the oven all in front of me I enjoy that and obviously you are going to see the people serving it and are happy about it. And they enjoy what they are doing. You can see from their faces they are interested in what they are doing. And my meals I am simple I don't eat meat. I eat fish seafood and vegetables pretty much and spices don't agree with me either. So I avoid Indian, Chinese, like I said everything I go my kids have problem with the food so they choose the best restaurant they like and when we come out I'm still not very happy with it. So this is really is cost doesn't really bother me I don't think about decisions they are made for me.

Pedro: fish for example is tricky when you are looking for good quality fish. How it is cooked.

Man1: how it is cooked is fairly important and the place you're ordering it is important. It is very important yes I can give you an example I went to see my son in San Francisco and we went to a place with a booking and this person was really there was no sheet and simply pouring the wine and really played with it and a really beautiful designed bottle you could see the arm movements and really see he was enjoying it you pay twice as much but you enjoy it. If I get enjoyment I don't care for anything but that. I mean you go to Costas and one of my friends has decision not to go anymore but you do get decent coffee. These things are still very important because I am a very good cook. And I cook myself and I think why I have to go outside and buy something I know I can cook better at home. And I have problems with food nobody likes what I eat that's why like I said before the decision is always made for me. And they know when I go there I am a very unhappy person.

Pedro: Carrying on about food. This is another one in which restaurants are trying to get right is portion sizes. Portion sizes that are so small you need to have two like some Italian restaurants several dishes. Whereas in some others its actually you have a lot. So for you what is the right balance?

Man: sometimes I want a big quantity of food and if I am paying the same price why am I getting a smaller portion. But if they give me more and I have to leave it I will enjoy it. You can stop at any time and eating and say that it is enough.

Woman2: when it comes to me Pedro when I come across this situation it is interesting because I always find the portion is a little big for me. But I enjoy food I really enjoy food. But the thing is really the portion is big or a little but I always leave it the extra thing but when it comes to the previous point when it comes to the quality and the taste but it all comes into the taste and having the right combination is what we expect from the food. And that's why I even said the bitterness because some vegetables are totally bitter but if you add the right kind of ingredients but maybe the lemon or something like something nice a dish and the appearance or the colour of the dish or in particular the vegetables is very important and because it is about the taste and the colour and the other one is when it comes to fish and meat particularly fish and meat when I tried it I just wanted to see what way is it marinated and sometimes on the top you can find but when you cut it when it has not been marinated properly right it's just like you're eating bear meat or fish.

Laura: but it does depend though because you can just go order it is like there is a sauce and the meat itself will just be naturally cooked in oil or whatever. But obviously in Indian restaurants you would expect that wouldn't you? For the meat to be marinated it depends where you go I think. What about English restaurants a lot if you were to order a steak they don't really marinade it. Or even French. So I think you need to consider that, when you choose the cuisine as well. But if you go to a good restaurant you might get a lamb that is marinated which you would expect it to be. And is it true to how have described it.in that case it is wrong if it isn't.

Man: Quantity, very important,, when I am hungry I can eat a lot if we are out and we say ah we are starving let's get something then it would be nice to go somewhere we know because

we are going to get a big portion so potentially we are out for getting a big portion so we aren't paying so much and so we don't have to have a starter and a main course or a main course and a dessert as well because we are filling ourselves up. We would just so somewhere we will get a calzone a big whereas again a different sort of decision where you are going out for dinner and it's more of a dinner date, then you want to get it right. We like Jamie's; the Italian place, where you feel like you get the money worth with the main course. You could have a starter and a main course and you will still have a little bit of space for dessert. There are restaurants where instead they have a big main course and you feel too full and sick. If it is the other way around and the menu it's too little, it will be ok as long as you are going to a restaurant that is a real Michelin Stars. You are going specifically for the taste, and you know that in advance. But the worst is if you go to a restaurant that you don't know and you get a tiny portion, that's too bad. Because if it's too big you can leave it but if it is too tiny you eat it and then you have to have a Kebab or something.

Laura: When we went to this Turkish restaurant at the end of the meal we had a pudding, but the portion had been just the right size throughout. I had mussels to start with and it was just enough. And that's what it was like throughout the entire meal. If you go to the restaurant in our village it doesn't matter what you have, they will ask you "do you want chips or potatoes" do you "want veg's or salad". Because you have been offered it, the tendency is that you choose one or the other. We have had to make our heads around it and now we say no to the chips and potatoes, we just want the food and either the veg's or the salad. But you have to mentally tell yourself because otherwise value for money and I will have chips as well. Because sometimes you'll be going to a restaurant and you will think "why are the veg's extra?" So you have all those things going around your head when trying to make choices.

Pedro: Well you mentioned value for money. This is another important one. What is value for money according to you?

Laura: That depends on the type of restaurant you are going to. For example if you go to a Michelin star restaurant and it's very expensive but very good, that could still be value for money because of the experience I have had. Whereas you could go to a high street restaurant and the food may not be cooked particularly well but it is cheaper; but I might not consider that value for money because I did not enjoy the experience. So it is really hard to say...

Pedro: So what would you expect to pay in a Michelin Star restaurant? £200 for two persons? Is that value for money?

Laura: It could be, but it depends on the restaurant

Pedro: What is for you value for money?

Woman: I don't really know. I think if I have had a good evening and I have enjoyed food. Sometimes they do extra things. Few years ago I went to this Moroccan restaurant and the food was very good but the décor was also very authentic and genuine. Sometimes it's nice to have the full Monty where you have everything but ordinarily. But really, as long as you have had a good night, you have enjoyed the food and drinks.

Pedro: Did you pay approximately the same in this restaurant?

Woman1: It was probably more...sometimes I would go to mediocre restaurants but other times I will go to more expensive restaurants. You kind of know the kind of prices you will pay... The hotel we stayed at this weekend proposed a £23 a head breakfast menu; I think it is an extortion. I wouldn't pay that amount for breakfast.. It's the same with clothes. I will have a set amount of money and I will pay over the odds only if I think it is something I can make a good wear out of them. So you do make judgments. And I didn't mind paying whatever we paid in the Moroccan restaurant. It was an occasion. If I had worried about the value for money I wouldn't have gone. So I think it is more about getting the right experience.

Pedro: We normally remember some bad experiences. I remember paying too much for something that I thought it was too much for what I got. Have you got any of these experiences?

Man1: Yes, but I don't recall a negative experience for paying too much. There is a really bad restaurant in Brighton that is renowned for being horrible. You only go for the experience because you have the owner who comes out dancing. And you go and pay 30-40 pounds a head just to laugh at him. But in terms of having a bad experience because of paying too much not really. But bad experiences have mainly been either about the food or the service.

Woman: I remember one restaurant where we paid too much and I wouldn't go back. That was at the Crazy Bear in Beckham fields. We wanted to have the English menu but they were fully booked. It was for a birthday celebration. I think the actual food only came out as 45pounds but I was still angry, we actually paid £100. We were getting drunk on Champagne...

Woman2: I remember we were sitting at this Thai restaurant and there were chewing gums under the tables. And it is considered to be one of the best restaurants in town! I think there is a place called the Lord Nelson and it's quite posh and upper class. It's a nice restaurant but a bit pricy. I compared it to our own pub in our village and actually the roast dinner I had in the first one was not as good as the one I had at the pub.

Pedro: Something that you have already mentioned is a trend in restaurants. Some restaurants are giving some incentives like vouchers. Would it affect your decision?

Man1: It is, if it is going to be normal evenings we might go because we have the vouchers; but if it is a special occasion it just feels a bit cheap to go to a particular restaurant just because of a voucher. But beyond that I would definitely go because of the vouchers.

Pedro: Do you use vouchers as well? Like from Groupon?

Woman: One evening me and my friends we went to Prezzo in Pinner. She said she had a voucher on line. It was the first time I went there and the food and wine was lovely as well as the ambiance without it being overwhelming and we got a bit of money off too! I really recommend it!

Pedro: Another thing is branding. Is branding important to you or you would rather go to an independent restaurant?

Woman: I think normally now the places that you hear through word of mouth are the ones that most influence my decision

Laura: I think if I'm choosing a restaurant I wouldn't go to a branded restaurant, I would rather go to a restaurant recommended through word of mouth. We went to this place in February and it was really good. We went on Valentine's Day and they did a Duo Meal so that you could have a meal to share or have a normal menu. I think we had a shared starter and main but then we had a separated dessert. So it is nice to do something which is different. But on Saturday night we knew that Strada would be reliable and good value for money...if we didn't find anything else to go to.

Woman: You are talking about the next level up from McDonald's. For example I know that locally there is a Pizza Express and a Jamie's Italian. So I know that wherever I find them is going to be the same. But I prefer to go somewhere new. Reviewing some websites and find the best restaurant but I know I can always fall back onto reliable arms. If the others are either too expensive or all booked out then, is it really that important? I don't think so because if I was in a new area and I didn't know where to go it would still be good as you get that sense of adventure. It wouldn't be much of a big deal to go to a branded restaurant. Another thing that really annoys me is when you go out with friends and the dishes come out at different times. I find it very unprofessional. And you go somewhere, where you order a starter and a main.

Pedro: You also mentioned Celebrity chefs have you actually selected restaurants because of the celebrity chef?

Woman: Well that was because it was we were in Oxford but I would choose to go to Heston Blumenthal, not the main restaurant but his hub restaurant to take my daughter for her 18th birthday because it was somewhere she liked and she liked watching the TV show her and her dad used to sit and watch the chef program so I did choose that for a particular reason because of the chef and because we like fish and we go to Cornwall quite a bit and while we were there went to Rick Stein's restaurant.

Laura: What is Rick Stein's restaurant?

Everyone: Pasta

Woman: Fish and chips too, mussels, and all that.

Pedro: You haven't really spoken about type of cuisine are you adventurous about.

Woman: Yes I am I like trying different type of foods. Shark and crocodile but I don't think I would rush back to do it again but again it's the choices you make. But we did a set menu but it was good to try.

Pedro: There is another trend that is happening now and there are websites all over the world are the green restaurants or they are driven by being environmental friendly and because they consider food matters and they actually have to comply with certain regulations to be in it. Would that actually be a part of your decision?

Everyone: No

Woman: I have heard that they have started doing that but it wouldn't be my first choice in doing that.

APPENDIX 6: Using Nvivo for coding themes

Coding: a targeted analysis approach

Coding is the process of assigning codes to segments of the data in the text. Codes refer to issues, topics, ideas or opinions that are evident in the data. Codes can be divided into deductive and inductive codes (Hennick et al., 2011). The first ones refer to topics in the interview guide that were derived from concepts in the literature review, such as well-known restaurant attributes as quality of food and drink. Inductive codes come directly from the data. These codes may add to the existing body of knowledge about restaurant attributes and will also find new perspectives and new issue regarding antecedents to the decision.

In Nvivo coding is stored in nodes; this term indicates a point of connection in a branching network (Bazeley and Jackson, 2013). Once the process of coding has been done and the codes have been generated, a structured compendium of how codes relate to each other is produced.

Hennick *et al.* (2011) argued that once the codes have been developed, they need to be named and a concise definition of their meaning. Codes (nodes in Nvivo) can be part of a larger group. In order to develop a hierarchical, branching system, it is necessary to go several times over the transcribed interviews and develop a system of nodes and sub-nodes. Then there is a process of attempting to account for patterns in the data which may require comparison with existing attributes. These codes can be theoretically derived or deductive, which Nvivo defines as 'A priori' codes or inductive or in Nvivo terms 'In vivo codes'. The researcher will be both identifying inductive and deductive codes. Codes are generated and the text where the code was found is then linked to the code. Nvivo allows for the text to be copied under the code, so as to facilitate the audit trails.

Codes (themes) were identified by going through an interview and finding an emerging theme that is called in vivo coding, also called inductive coding, Figure 6-1 shows a screen shot of how codes were generated using the "Code in Vivo" function". The text was highlighted then the Code in vivo button was clicked to generate a new code. Once the Code in Vivo button was clicked a window appears (figure 6-2). The code can be named and a short description of the code was added.

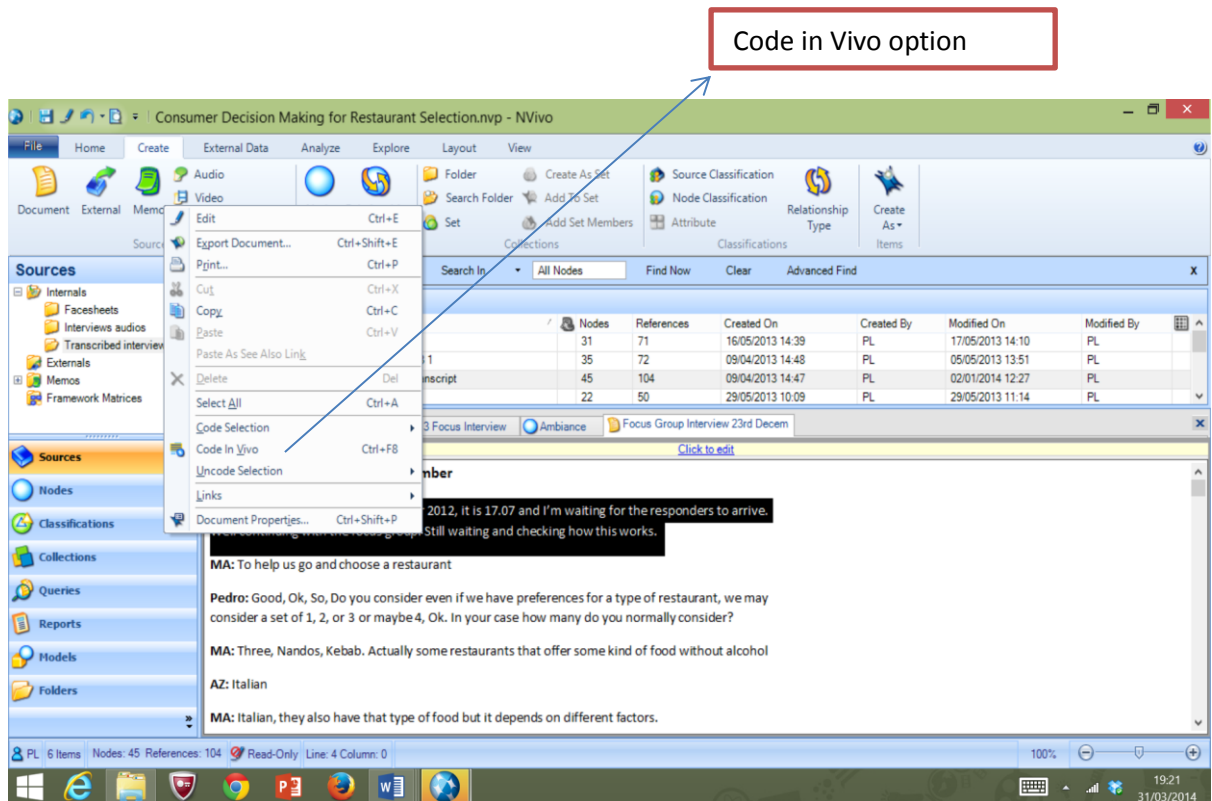


Figure 1: Screen shot: Coding "in Vivo"

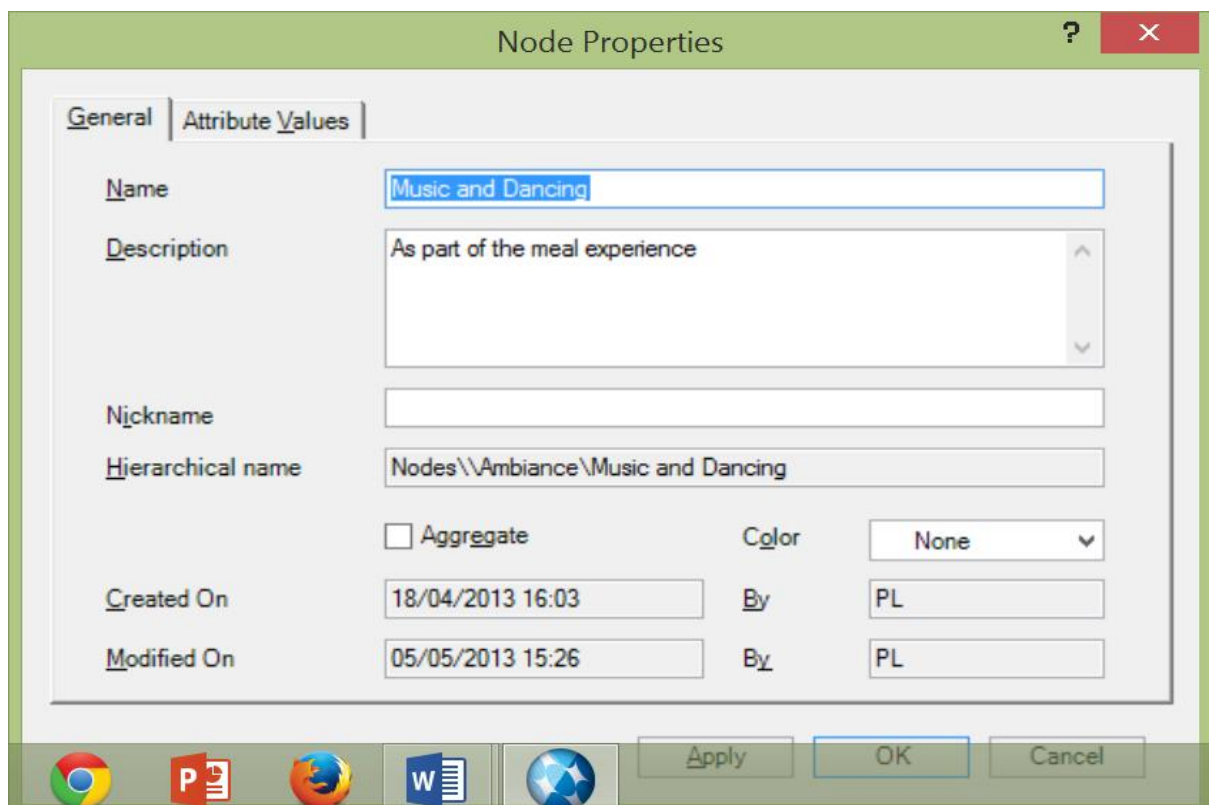


Figure 2: Screen shot: Description of a code in Nvivo.

Codes can be also derived deductively, that is from previous literature. For example, the issue of sustainable restaurants was explored as a question. Then the code “Sustainable Restaurants” was created. Figure 6-3 shows how a new code was created. First on the toolbar, the Create tab was clicked; then the node tab was clicked. Once it was done the option to create a new node appeared (figure 6-4).

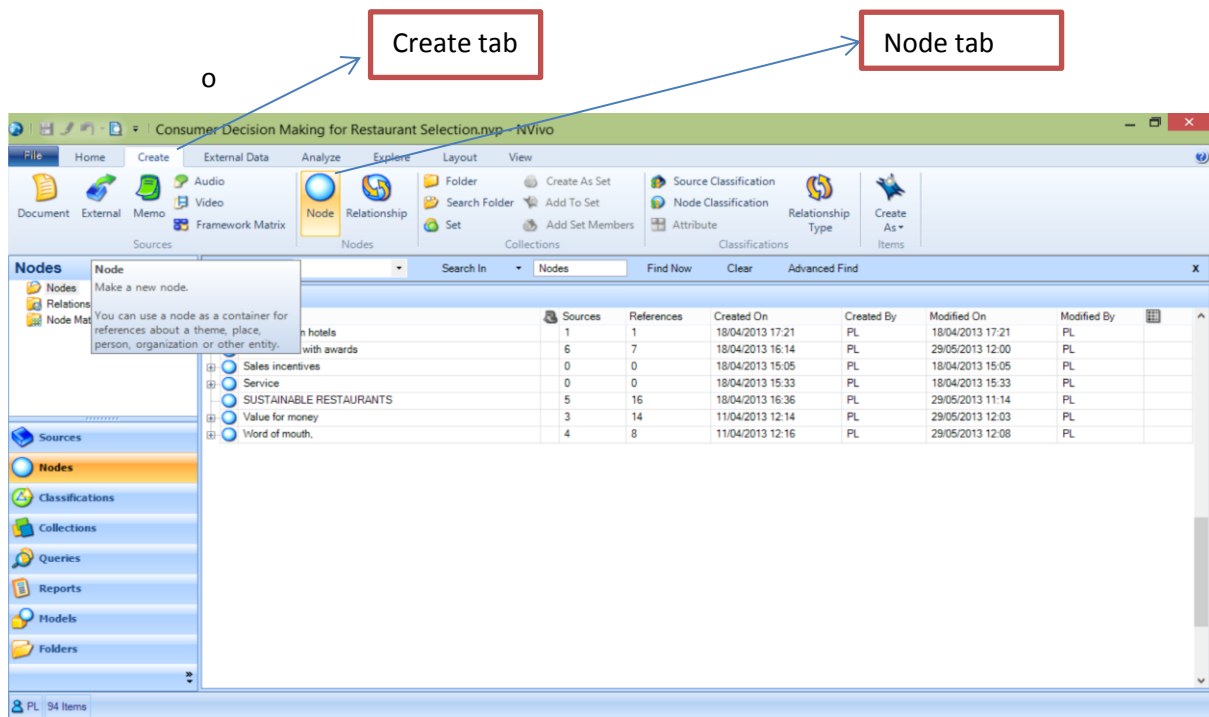


Figure 3: Creating a new code deductively in Nvivo

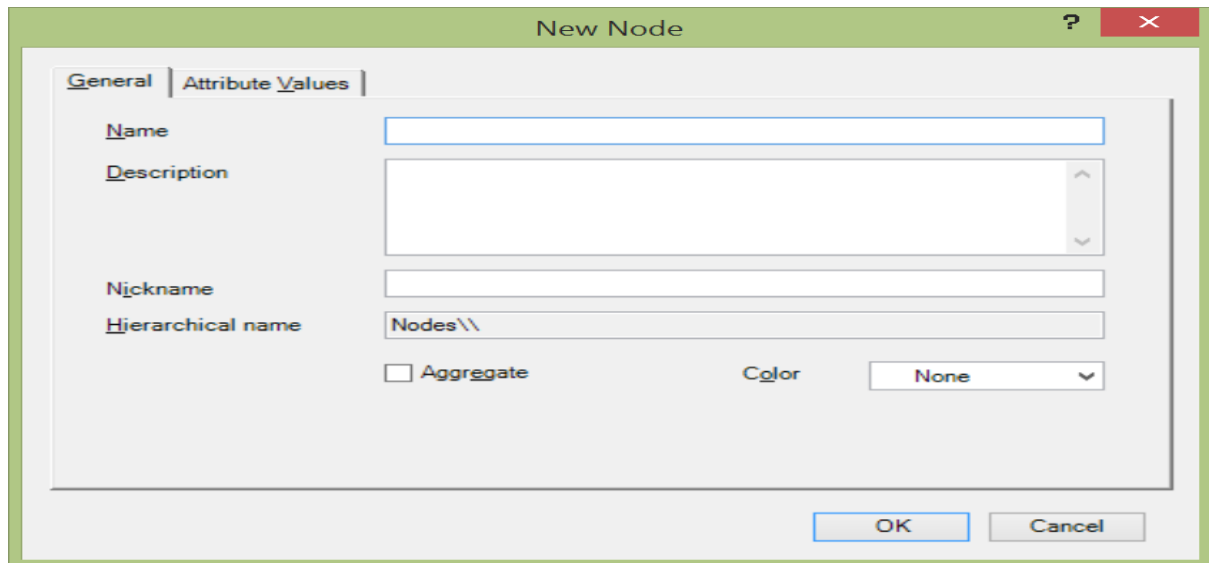


Figure 4: Giving details of a new node in Nvivo

The audit trail

A query about any topic can be made using the queries function. That will lead to the origin of where the information can be found in the interviews (the audit trail). This is performed in Nvivo by looking at the nodes. Figure 6-5 shows the audit trail for music and dancing, in the order of number of references per interview. There are two sources (two interviews) with 7 references in total.

Looking at a particular node

Sources/references for the node

Number of References for 1st source

Name	Sources	References	Created On	Created By	Modified On	Modified By
Ambiance	4	13	18/04/2013 14:38	PL	29/05/2013 10:44	PL
Music and Dancing	2	7	18/04/2013 16:03	PL	05/05/2013 15:26	PL
Noise	5	13	18/04/2013 15:24	PL	29/05/2013 11:39	PL
Restaurant appearance	4	5	18/04/2013 15:21	PL	29/05/2013 11:38	PL

16th march 2013 Focus Interview - Ambiance - Music and Dancing

<Internals\Transcribed interviews\Focus Group Interview 23rd December Transcript> - § 5
references coded [2.92% Coverage]

Reference 1 - 1.07% Coverage

When you go for instance to an Italian restaurant or perhaps a Spanish restaurant the service they give you isn't as well as to the service you would get in an English restaurant, but after that you see that they give you other services that you really love. For example perhaps, music and dancing and I think the type of service they provide for you depends on the type of the restaurant I mean the background of their culture. For instance if you go to a greek restaurant t hey give you music while you're eating but perhaps they don't do the service as well as another restaurant but it's managed by some other.

PL 94 Items Sources: 2 References: 7 Unfiltered 100%

Figure 5: Audit trail of a particular sub-theme

Creating sub-themes

It is possible to click on a particular code, to create sub-themes. Then any coding references will be stored at that code only. If a sub-theme of noise is to be created (see figure 6-6), that will always belong to the sub-code noise.

The image shows the 'New Node' dialog box in Nvivo. It has two tabs: 'General' and 'Attribute Values'. The 'General' tab is active. It contains the following fields and controls:

- Name:** An empty text box.
- Description:** A large empty text area.
- Nickname:** An empty text box.
- Hierarchical name:** A text box containing the path 'Nodes\\Ambiance\\Noise\\'. A red box highlights this field, and an arrow points to it from the label 'Sub-code of ambiance/noise'.
- Aggregate:** An unchecked checkbox. A red box highlights this checkbox, and an arrow points to it from the label 'Option of aggregating codes'.
- Color:** A dropdown menu currently set to 'None'.
- Buttons:** 'OK' and 'Cancel' buttons at the bottom right.

Figure 6: Creating sub-nodes in Nvivo

However, that sub-node may not always be part of the sub-node 'Noise', which is part of the parent node 'ambiance'. If this is the case, then it is possible to click on 'Aggregate' to show that a new node is part of the parent node Ambiance and not always part of the sub-node 'Noise'. That option was never selected. For this reason the list of Nodes and sub-node shown

in a coding summary (see Node Structure Report in Appendix 15) shows “no” under the column “Aggregate”. It is noted that mainly nodes come from the transcribed interviews, although once reference was made in the literature review. However, a process of data reduction of attributes was conducted that contained information from the literature review.

APPENDIX 7: An introduction to conjoint analysis

Traditional conjoint analysis: basic examples.

An example given by Green and Wind (1975) has been adapted here. A customer wants to have lunch is looking to select a restaurant where to have lunch menu and have three options to choose from:

- a) A restaurant chain (Brand 1) offers a set menu of 3 courses at a price of £12 and the restaurant is a 5-minute walk from work.
- b) Another chain (Brand 2) offers a set menu of 2 courses at a price of £10 with the provider being 8 minutes away.
- c) A branded restaurant (Brand 2) only offers one course only price of £5, but being 12 minutes away.

In this very simple example, price may be an important attribute in the consumer mind; that is what is called a part-worth utility. Part-worth utilities in the early models are self-stated as in this case, but they can be also derived, with some studies attempting to integrate the two sources of information in what is called Hybrid Conjoint Analysis (Hofsted *et al.*, 2002). For simplicity, self-stated utility (part-worths) will be used here. Consumers may make trade-offs between attributes. For example, there may be a point in which consumers may go for a more expensive tyre of a particular brand if the tread life is worth the trade-off. However, there may be a point in which an increase in the number of courses could not matter if it is beyond the consumer expectation of what the meal should cost. Conjoint analysis looks into a mathematical model to solve this problem. In this example, it can be assumed that the consumer uses some internal subconscious additive point system to evaluate the overall attractiveness of each offer. The first offer could be like this (see table 1):

Table 1: Attributes and levels for selecting place to have lunch

Attribute	Part-Worth
Brand 1	10
3 courses	30
Price: £12	60
Walk from work (5 min)	20
Total utility	120

Further difficulty arises when combinations of the different attributes at different levels are made. Levels are the number of possibilities that a respondent has for selecting a place to have lunch:

Table 2: Attributes and levels for selecting place to have lunch

Brand	Number of courses	Price	Walk from work
Brand 1	3	£12	5 minutes
Brand 2	2	£10	8 minutes
Branded sandwich bar	1	£5	12 minutes

One way to apply conjoint analysis is to look at product profiles and ask respondents to rate or rank them. For example: How likely are you to select the restaurant in option a). Using a scale from 0 to 100 where 1 is not at all likely to 100= definitely would purchase. This is a rating system, another way will be giving different profiles and ask respondents to put them in order of preference (rank).

Therefore it is possible to vary the features of the place to eat and observe the reaction of respondents to these changing product profiles. With the results, the scores for the separate features can be deduced using linear regression. The beauty of the method is that it is similar

to what customers do in real life; they trade off different aspects of the product. They indeed weigh up options that have both highly desirable and less desirable qualities. If consumers had to answer direct questions about product features, they may end up saying that all features are important, rendering the survey completely useless as that is not what really happens.

In table 8, the attribute list will result in: $3 \times 3 \times 3 \times 3 = 81$ product profiles. However, in conjoint analysis a respondent does not have to evaluate these 81 profiles. With the additive method of utilities considered above, only a fraction of the profiles needs be considered. The part-worth scores are useful for determining which levels are preferred and the relative importance of each attribute. In traditional surveys, self-explicated approaches are problematic (Orme, 2014). For example, if respondents are asked about an attribute is important they will rate the attribute using a typical Likert scale or a ratings approach. This selection will not explicitly capture the trade-offs between attributes. Furthermore, it is easy for respondents to say that every attribute is important (Netzer and Srinivasan, 2011). Thus, the method for calculating importance will be derived from part-worth

Steps of Traditional Conjoint Analysis

A full description of all the rigorous steps involved in Conjoint Analysis was provided by Green and Srinivasan (1978), updated and extended by the same authors in 1990. This description allows for a complete understanding of all the possibilities that the combination of these techniques offer. However, the focus of this report is to look at the practical uses of this methodology. For this reason, the steps will be explained briefly, concentrating attention on a few methods. Green and Srinivasan (1978) noted that not all combinations of methods are possible and some feasible combinations will be men

First step: Selection of a model of preference

The alternative methods are vector model, ideal point model, part worth model (above) and mixed model, with increasing generality for the last model. Thus, the part-worth model estimates the largest number of parameters because 'it permits the most general functional form' (Green and Srinivasan, 1990). Hagerty and Srinivasan (1991) determined the prediction error to be compared across models so as to select the best method. However, there is much more than statistical calculations of methodological error as will be examined in this section. Discrete Choice Modelling also uses part-worths and researchers have developed to calculate estimates of the part-worths for each consumer. They use Hierarchical Bayes and machine

learning methods for estimating part-worths from Choice based Conjoint Data (Hauser, 2008) and this is examined in section of analysis of quantitative data.

Second step: Data collection method

Data collection basically involves a choice between two methods: A number of factors at a time (i.e. two-factor at a time) and the full profile approach. The first method is also referred as the trade-off procedure (Johnson, 1974). It reduces information overload on the part of the respondent. In table 2 above, the full profile approach was taken. If a two-factor at a time approach is used in the first example it will look like this:

Table 3: Two factor approach

Brand	No of courses
Brand 1	3
Brand 2	2
Brand 1	1

Third step: Stimulus set construction (for the full profile method)

Naturally, if the full profile is used in 'the place to eat selection' case, it is impossible to have a respondent considering the 81 options. Therefore, it is necessary to plan how the options are to be presented to the respondent to obtain a reaction (stimulus). There are two alternatives: the fractional factorial design and random sampling from multivariate distribution. The fractional factorial method is a sample of the complete factorial design. Louviere (1988) offers a word of caution about the use of this method. It is because without all possible combinations, information is lost. There are many things to take into account to decide what the 'right fraction' might be, but this discussion is outside the scope of this thesis.

The random sampling procedure, according to Green and Srinivasan (1978) is well suited for ideal-point methods of preference, being the fractional-factorial type easier to develop and thus better in terms of predictive power.

Fourth step: Stimulus presentation

The stimuli can be presented in the following ways:

- Verbal description (multiple cue stimulus cards).

- Paragraph description.
- Pictorial or three dimensional model representation.

In the verbal description, a respondent is given a number of stimulus cards, each card defining the levels of the attributes. For example, in the example above the three options can represent three different cards. The respondent is then asked to select an option, rank order or rate them on a scale.

Paragraph descriptions are as quoted, not presented in cards but respondents will read the three descriptions. Obviously, the total number of descriptions that a respondent can read at a time is very limited. For this pitfall, they are seldom used (Green and Srinivasan, 1990).

The pictorial representation, which may include pictures and words have the advantage that they take shorter time for respondents to evaluate. The task may result more interesting for the respondent and allow a greater number of attributes to be included in the full-profile method.

Measurement scale for the dependent variable

This can be metric or non-metric. In the non-metric version, there is no measurement, and the respondent either compares between a pair (Paired comparisons), or three or four options, or ranks in order of preference (rank order). Metric measurement entails the use of rating scales or the constant sum method of paired comparisons. In the latter method, the respondent compares stimuli A and B, and if the preference goes for either A or B, then it states by how much the price of A has to increase until he/she will be indifferent between A or B. The results of such paired comparisons are aggregated in order to obtain an in monetary metric of preference in interval format.

Last step: Estimation method

Lastly, it is down to statistics and algorithms to estimate parameters. Green and Srinivasan (1990) explained that conjoint analysis involves the use of regression-like estimation procedures. For this reason, they continue 'it is subject to the same problems that beset any regression model, particularly the instability of estimated parameters in the face of various sources of error variance'. Green and Srinivasan (1978) classified these methods into three categories (see below).

A) The dependent variable is, at most, ordinally scaled.

The first studies of conjoint analysis, such as the one of Green and Wind (1973) rely on tasks in which subjects rank brands in order of preference. This rank-order conjoint analysis relies on algorithms to derive point estimates of part worth-utilities (Louviere, 1988). The most popular of these methods is MONANOVA devised by Kruskal in 1965. Others are PREFMAP (Carroll, 1972) or LINMAP (Srinivasan and Schoker 1973).

B) The dependent variable is, at most, intervally scaled.

Methods in this class are Ordinary Least Squares (Johnston, 1972) and Minimising sum of absolute errors (MSAE) regression (Srinivasan and Schoker 1973).

C) Methods which relate paired-comparison data to a choice probability model.

Methods of this class are LOGIT, developed by many authors and PROBIT (Golderberger, 1964; Rao and Winter, 1978).

Traditional full profile versus partial profile

For decades traditional full profile conjoint, also known as CVA has been used (Orme, 2005). However, it has been argued that when a large number of attributes is presented, it can entail greater information overload (Green *et al.*, 1991). Nonetheless, Green and Srinivasan (1990) argue that the full-profile method should be used when the number of attributes included in a conjoint study is small (up to six). Hofstede *et al.* (2002) found that in the 1990s the most frequently applied commercial conjoint software is Adaptive Conjoint Analysis or ACA, developed by Sawtooth Software in 1996. ACA uses a computer-interactive interview to collect three different types of data. Part-worth estimates are obtained at the individual level using self-stated importances and paired comparisons.

For a larger number of attributes, Green and Srinivasan (1990) recommend ACA using trade-off matrices or bridging designs. However, ACA is not free of methodological concerns. For example, Green *et al.* (1991) highlighted that it may be unrealistic as in the real-world options seldom vary on only two or three attributes at a time. Further to the use of ACA, Huber *et al.* (1993) recommended the use of hybrid models, as they found that the combined models (ACA with self-explicated; full profile with self-explicated) out-predict either full profile or self-explicated alone' (p. 112).

**APPENDIX 8: An excerpt of research papers in hospitality and
tourism contexts using Conjoint Analysis**

Table 4: An excerpt of research papers in hospitality and tourism contexts using Conjoint Analysis

Paper	Focus of research using Vriens (1994) classification	Conjoint analysis methods used	Research design	Software used	Main findings	Area for further research	Limitations
Koo, L.C. Tao, F.K.C., And Yeung, J.H.C. (1999) <u>Preferential segmentation of restaurant attributes through conjoint analysis</u> <i>International Journal of Contemporary Hospitality Management</i> 11/5 [1999] 242±250	Marketing segmentation (occasion to eat out and importance of attributes)	a) Part-worth b) Full profile c) Fractional factorial design d) Verbal description: Conjoint profile cards e) ANOVA	There were nine attributes with 2-5 levels each. 3X3X2X5X2X3X3X3X3=14,580 profiles. SPSS generated array of 27 profiles.	SPSS Conjoint	Utility scores vary according to the occasion to eat out.	They just state that other research techniques such as cluster analysis, multi-dimensional scaling could be combined	1. A very small sample size. 2. Limited number of attributes provided by focus group interviews
Moskowitz, H. (2001) <u>Creating new product concepts for foodservice-the role of conjoint measurement to identify promising product features</u> <i>Food Service Technology</i> 1, pp. 35-52	Product decisions (designing a burger)	a) Part-worth b) Full profile c) Random sampling procedure d) Verbal description: Computer Aided Personal 'interviews' e) Regression analysis	There were ten attributes from three clusters: description of: meat, bun and condiment attributes) with 3 levels each. $3^{10}=59,049$ profiles. 50 burger concepts from that were selected.	Any statistical package (maybe Excel was used)	Seven practical positive implication for the use of conjoint analysis to new product design.	The study does not deal with the actual food product itself, thus a three dimensional real product with aroma, taste and texture may be critical to test new product concepts.	1. Regardless of the attention paid to 'the creation of concepts elements' (42) eliciting attributes as bun description is certainly subjective for example 'slightly smaller'. 2. Having a respondent to test 50 different product concepts in a single occasion seems excessive and can ultimately lead to respondent fatigue and thus results may be affected as well.

Paper	Focus of research using Vriens (1994) classification	Conjoint analysis methods used	Research design	Software used	Main findings	Area for further research	Limitations
Tripathi, S.N. and Siddiqui, M.H. (2010) <u>An empirical study of tourist preferences using conjoint analysis</u> <i>International Journal of Business Science and Applied Management</i> Vol. 5 Issue 2,	Product decisions (Customised tourism packages) Market segmentation (what segments prefer which packages)	a) Part-worth b) Full profile c) Fractional factorial design d) Verbal description: close ended questionnaire consisting of 22 cards. e) Regression Analysis, Anova and Binary Logistic Regression.	1080 questionnaires were completed. Respondents are tourists at different places and hotels of Uttar Pradesh, India. There were six attributes with 3 levels each. $3^6=729$ profiles.	SPSS 15	<ul style="list-style-type: none"> There is a disconnection between what customers want and what service providers offer. Some socioeconomic variables played a significant role in shaping importance of utilities. 	Further research could examine usefulness of promoting specific product characteristics in everyday practice such as promoting an ideal tourism package.	1) Specific product combinations were not analysed that could possibly end in modified or niche marketing strategies. 2) Attributes and levels seem adapted to a particular context (India)
Wind, J.; Green, P. E.; Shifflet, D. and Scarbrough, M. (1989) <u>Courtyard by Marriott: Designing a Hotel Facility with Consumer Based- Marketing Models</u> . <i>INTERFACES</i> 19:1 pp 25-47	Product decisions (designing a new hotel chain) Pricing decisions This combination helps to ascertain product positioning.	a) Part-worth b) Full profile c) Fractional factorial design d) Verbal description: 5 cards. e) Logit	601 consumers from 4 US cities. Each respondent was shown, one at a time five cards each containing a full profile description of a 'complete' hotel offering. The 5 cards were taken from a possible 50.	Not Known.	The study provided specific guidelines for 'selecting target segments, positioning services and designing and improved facility in terms of physical layout and services	This was commissioned research.	The card contains a considerable amount of information, thus requires a considerable amount of time for careful consideration.

Paper	Focus of research using Vriens (1994) classification	Conjoint analysis methods used	Research design	Software used	Main findings	Area for further research	Limitations
Koo, H.Y. H., Koo, L. C. (2010) "Empirical examination of AHP and Conjoint Analysis on casino attributes in Macau" <i>Conference Proceedings of An International Conference on Public Welfare and Gaming Industry</i> , Beijing 9-11 December, pp. 327-350	The main aim of the research was to compare methodologies: AHP Vs Conjoint Analysis. Of course, it can be used for product decisions (importance of casino attributes)	a) Part-worth b) Full profile c) Fractional factorial design d) Verbal description: through a questionnaire e) Logit And AHP	282 students completed a survey questionnaire which could be used for AHP and Conjoint Analysis using Pairwise comparisons. There are seven attributes with $3 \times 3 \times 5 \times 3 \times 4^3 = 8460$ profiles.	SPSS Conjoint AHP does not require SPSS.	<ul style="list-style-type: none"> Beyond doubt Conjoint Analysis (CJ) is far more useful than AHP. CJ can generate more useful information than AHP. 	None identified	<ul style="list-style-type: none"> Data collected from university students thus results to be interpreted with caution. As presented in the abstract the examination can be deemed as 'crude'. The pairwise comparison may be considered arbitrary and rather artificial. It used 3 holdout cases rather than the 32 profiles taken from the total 8460 profiles. Then it introduced yet a further reduction in the number of possible profiles.
Koo, Leung Chee (2004) "Empirical Comparison of AHP and Conjoint Analysis on Training Attributes in the Gaming Industry in Macay SAR" <i>Conference Proceedings of the International Conference on Gaming Industry and Public Welfare</i> , 6-10th October 2004.	The main aim of the research was to compare methodologies: AHP Vs Conjoint Analysis. Of use for product decisions (importance of casino attributes)	a) Part-worth b) Full profile c) Fractional factorial design d) Verbal description: through a questionnaire e) Logit	90 students and 59 management trainees completed a survey. There were six training attributes with three levels: $3^6 = 729$ profiles. reduced to 18 profiles.	SPSS Conjoint AHP does not require SPSS.	<ul style="list-style-type: none"> A fair amount of similarity does exist between the utility scores computed from AHP and conjoint analysis. 	In future research respondents should be also asked to indicate the perceived satisfaction of the service received against the attributes. A performance gap may indicate a need to address that service issue (on that particular attribute)	The task of rating combinations, some of which seem preposterous will yield predicted results. Rating appears unnatural how can the respondent have 20 combinations in mind and rate then from 1 to 99

Paper	Focus of research using Vriens (1994) classification	Conjoint analysis methods used	Research design	Software used	Main findings	Area for further research	Limitations
Verma, R. Plaschka, G. And Louviere, J.J (2002) <u>Understanding Customer Choices: A key to successful management of hospitality services</u> . <i>Cornell Hotel and Restaurant Administration Quarterly</i> . December 2002 pp. 15-23.	Product decisions (choice drivers for dine-in pizza restaurants)	Discrete Choice Analysis with Multinomial Logit model.	The Nature was kept confidential. Respondents chose from a possible 13 choice drivers (from 5 clusters: cost, product quality, service quality, delivery performance, flexibility) There were in total 1,769,472 possibilities.	Spread Sheets were used (maybe Excel)	<ul style="list-style-type: none"> The discrete choice experiments can help assist decision making. They call it Decision-support systems (DSS). It reads (21): 'The DSS captures the dynamic nature of the market, allowing managers to evaluate multiple businesses, operating and marketing strategies....' 	None mentioned.	The research used blocking which meant subdividing the fractional design. That can only be done with fairly large sample sizes for statistically reliable results.
Verma, R. And Thompson, G.M (1996) <u>Basing Service Management on Customer Determinants</u> . <i>Cornell Hotel and Restaurant Administration Quarterly</i> . 37, 3 June 1996 pp. 18-23.	Product (service) decisions (for dine-in pizza restaurants)	Discrete Choice Analysis with Multinomial Logit model.	This paper is a precursor of the previous one. Here there are seven attributes.	NTElogit	<ul style="list-style-type: none"> Findings were about importance of attributes in determining purchase for different brands. 	None mentioned	<ul style="list-style-type: none"> Maybe an oversimplification of the market reduced to four main pizza chains Rather small sample sizes (may be used only for illustration)

Paper	Focus of research using Vriens (1994) classification	Conjoint analysis methods used	Research design	Software used	Main findings	Area for further research	Limitations
Verma, R. And Thompson, G.M (1999) <u>Managing Service Operations based on customer preferences</u> . <i>International Journal of Operations and Production Management</i> Vol. 19 No. 9 pp. 891-908	It encompasses various purposes under the name Service Operations, which include Product (service) decisions (for dine-in pizza restaurants), Competitive Analysis, Marketing segmentation: 'to align the product-service package within a given industry and market structure'	Discrete Choice Analysis with Multinomial Logit model. Here fractional factorial design was used. Note that CBC is similar to NTElogit (There is a review of the two systems in the archive).	Respondents chose from a possible 15 attributes choice drivers (from 5 clusters: cost, product quality, service quality, delivery performance, flexibility) Two levels were used then there were in total $2^{15}=32,768$ possibilities. The software CONSURV generated 32 orthogonal profiles.	Conserve and NTE logit	Managers' perceptions might not accurately predict how customers choose services in the marketplace. The objective of the study was to show that DCA can be effectively used to integrate customer preferences and choices into operating decisions in services.	None mentioned	<ul style="list-style-type: none"> • University students may not be representative of the population. • Sample size: 89 very small for accuracy. • Only six (6) managers of two dine-in pizza restaurants were contacted, and both from the same corporation. That may affect results as companies may position their products quite differently.
Alimova, N.; Lillywhite, J.M.; Hurd, B.H. and Hadjigeorgalis, E. (2008) High Desert Wine: A discrete Choice Analysis of Consumer Preferences for New Mexican Wine. <i>Journal of Food Products Marketing</i> Vol 14 (1) pp. 1-10	Just mention attributes that affect consumer wine preferences. It may have Pricing and Promotional implications.	Discrete Choice Analysis with Multinomial Logit model. Here fractional factorial design was used.	A survey was used and 4 attributes with 4 levels were used giving a total of 256 profiles. It was reduced to 3 versions in the survey.	SAS	Wine price, winery reputation and origin of wine significantly affected consumer wine preferences.	Rresearch on could take a number of directions including research that collects data from different outlets. Additionally, research that estimates not only preference but price incentives necessary to persuade consumers could prove beneficial.	<ul style="list-style-type: none"> • Very limited in number of profiles. • It is not clear of how/why the attributes were selected. • Indeed, the place where the surveys were collected (a wine festival) may not be representative of the whole population.

Paper	Focus of research using Vriens (1994) classification	Conjoint analysis methods used	Research design	Software used	Main findings	Area for further research	Limitations
Huybers, T. (2003) Domestic Tourism Destination Choices –a Choice Modelling Analysis. International Journal of Tourism Research 5, pp. 445-459	The research focuses on destination choices by different tourist segments. It appears to have implications for: Marketing Segmentation and Product (Destination decisions). The paper also delves into the suitability of 'the conceptual and practical suitability of the stated discrete choice modelling for tourism destination choices'.	Discrete Choice Analysis with Multinomial Logit model and nested logit Here fractional factorial design was used.	There were seven (7) attributes, 5 categorical with 2-4 levels and two continuous variables (expenditure per person and travel time). Fractional design used 16 versions of choices.	LIMDEP 7.0 (special software for Discrete Choice Analysis)	Discrete Choice modelling can be applied to provide an analysis of the determinants underlying holiday destination choices. Nested logit model specifications shows importance of the various choices determinants.	None mentioned.	The combination of categorical and continuous variables may be confusing. The methodology is not clearly explained with manifest gaps (for example the number of observations is not clearly arrived at). This looks like a exploratory study which needs further validation by other studies.

Paper	Focus of research using Vriens (1994) classification	Conjoint analysis methods used	Research design	Software used	Main findings	Area for further research	Limitations
Victorino, L. Verma, R. Plaschka, G. and Dev, C. (2005) Service Innovation and Customer Choices in Hospitality Industry. Managing Service Quality 15 (6) pp. 555-576	The research focuses on the impact that service innovation has on customers choices within the hotel and leisure industry.	Discrete Choice Analysis with Multinomial Logit model. Here fractional factorial design was used (reduced to 64 profiles from a total of	Respondents chose from a possible 11 attributes choice drivers (from 3 clusters: hotel type, technology and customisation) It generated 64 orthogonal profiles from a possible 393,216.	Not known.	Service innovation has the largest impact on guests selecting economy hotels in comparison with mid or upscale hotels.	The research could be conducted in a variety of countries (results may be different). Cross-cultural, horizontal and vertical industry sector studies would enhance generalisability of results.	The issue with this research lies within the constant change of technology thus drawing conclusions on the long-term impact of service innovations is rather problematic.
Tse, A.C.B. (2001),"How much more are consumers willing to pay for a higher level of service? A preliminary survey", Journal of Services Marketing, 15 (1) 11 – 17	This is mostly about pricing decisions as it evaluates the trade-off between quality of service and price when consumers choose a restaurant	Traditional conjoint with full profile.	Respondents chose from a possible 2 attributes (price and service quality), each one with three levels (total of 9 combinations)	Not known, but most probably manually	Although service is an important factor in restaurant selection, customers are not willing to pay an extra amount for a higher level of service, if other elements are constant i.e. ambiance.	150 respondents were selected at shopping centres in Hong Kong, from a respondents with different socio-economic backgrounds	It seems that reducing this trade-off to two attributes and 9 combinations is very simplistic. Small sample size from people who patronise 3 shopping malls, which may be unrepresentative of the population.

APPENDIX 9: Snowball sampling

SNOWBALL SAMPLING

Many authors like Bryman (2008) argue that it is a sort of convenience sample and only distinguishes it because of 'it has attracted a lot of attention over the years' (p. 184). Indeed, the perception that it is a convenience sample is because of biases associated with it, starting with bias from the choice of the initial sample of respondents (Heckathorn, 2002). Other authors like Burton (2000) limit their use as they refer to snowball sampling as network sampling which is useful when respondents carry some sort of stigma or who are vulnerable and for this reason difficult to access. Atkinson and Flint (2001) stress the problems of representativeness and sampling principles not shared by the wider population when using this type of samples. Nonetheless, it seems that as argued by Salganik and Heckathorn (2004) researchers in the past have been too pessimistic about what they call chain-referral samples since they demonstrate that it is possible to make unbiased estimates from referral-obtained samples. On the other hand, Heckathorn (2002) assert that chain referral sampling is suitable when members of the target population know one another and are densely interconnected and this seems to be the case of restaurant goers.

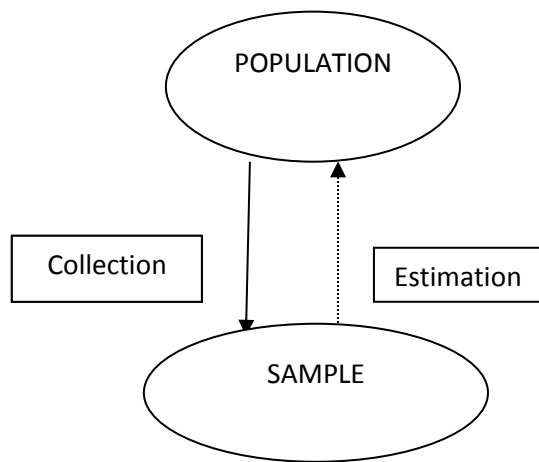
Lately, the term of Respondent-Driven Sampling (RDS) is used, as a variation of the chain-referral sampling methods (Salganik and Heckathorn, 2004). RDS starts with a moderate number of initial respondents, also called seeds, and their referrals are called waves (Wejnert and Heckathorn, 2008). The possibility of accessing large segments of respondents is a known fact as in populations as large as the USA, every person is indirectly associated with every other person through six waves (Killworth and Bernard, 1978). Furthermore, Wejnert and Heckathorn (2008) found that RDS referral chains progress twenty times faster than with traditional methods and also incentives will be lower. Because of its appeal for accessing a considerable sample cost-effectively and relatively quickly the use of RDS sampling is appealing and for this reason this sampling strategy is worthy of further detailed comment with respect to its applicability to this research.

With respect with the seeds and waves in RDS, Klov Dahl (1989) suggests that the number of referrals from the seeds should be limited to one, and that the number of intermediaries (waves) should not be greater than six. In contrast, Heckathorn (2002) developed RDS theory which is based on the fact that there is a finite number of waves; much larger than the one

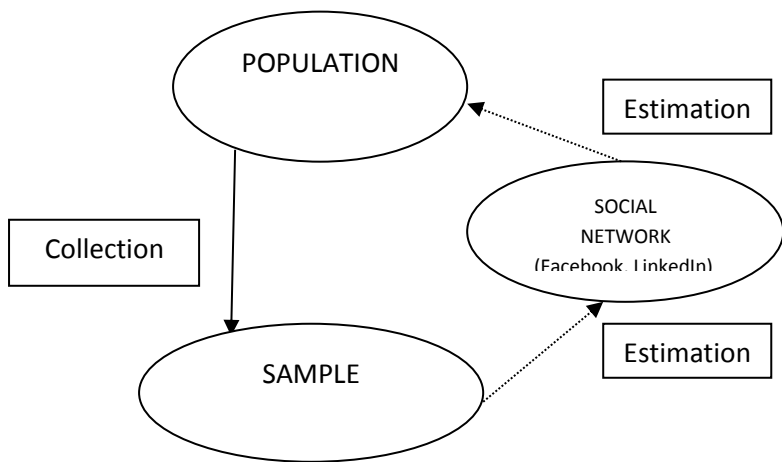
suggested by Klov Dahl, for which the sample composition stabilises and becomes independent of the target population. Under this logic restaurant goers may select restaurants in more similar ways to their referrals, but that similarity decreases with the number of waves. For this reason, it is vitally important that referral chains are increased (Heckathorn, 1997). Biernicki and Waldorf (1981) also assert the importance of finding respondents who, in their words, will serve as research assistants: 'when the snowball sampling method is used and study respondents are enlisted to help find other potential respondents, they become de facto research assistants' (p. 153). Indeed, good seeds' choice is of key importance as it influences the rate at which the stabilisation mentioned above occurs and also the speed with which sampling will occur (Heckathorn, 2002). Wejnert and Heckathorn (2008) listed five (5) conditions for minimising bias in using RDS. These are:

1. Respondents maintain mutual relationships with individuals who they identify as members of the target population. That is achieved as restaurant goers even discuss restaurants in social networks.
2. Respondents are all connected into a single component in the network. That would mean that all of the target population must be reachable from any single respondent, which is perfectly possible if using known social networks.
3. Sampling is with replacement. This refers to having that sampling will be a small fraction of the total network. That means that in a small network, which we could find in a meeting the set of available recruits will be depleted relatively quickly. With a large network, such as Facebook, LinkedIn, etc. this condition is easily met.
4. Respondents can accurately report their personal network size or equivalently, their degree. Again that is completely possible with online social networks like the ones mentioned above.
5. Peer recruitment is a random selection of the recruiters' peers. No suggestions will be made respondents in the network so as peers they have to contact.

The researcher has found key people in his network who have acted as seeds and have actively referred the survey to others. The differences between traditional sampling and respondent-driven sampling (RDS) can be seen in figure 7.



a) Schematic of traditional sampling and estimation



b) Schematic of RDS sampling

Figure 7: Comparison of traditional sampling vs. RDS sampling (adapted from Salganik and Heckathorn, 2004)

APPENDIX 10: Facebook page

Phd Research Restaurant study

https://www.facebook.com/pages/Phd-Research-Restaurant-study/1461049630775274

You are posting, commenting, and liking as Phd Research Restaurant study — Change to Pedro Longart

Page Activity Insights Settings Build Audience Help

Phd Research Restaurant study Community

Like Follow Message

Timeline About Photos Likes Manage Tabs

118 likes

Arturo Salazar Velasquez, Anthony Journalist Carranza and 8 others like this.

Find New Customers Connect with more of the people who matter to you Promote Page

Invite your friends to like Phd Research Restaurant study

Antonella Ragona Invite

Anaisa Acosta Invite

Status Photo / Video Event, Milestone +

What have you been up to?

Phd Research Restaurant study shared a link February 7

My name is Pedro Longart and I am a research degree candidate (PhD) at Bucks New University. My research is about how consumers make decisions when selecting restaurants. I kindly request your help with my research as I need a big sample of... See More

http://restaurantstudytest.cloudssi.com/login.html restaurantstudytest.cloudssi.com

Like Comment Share 2 4

Boost Post

THIS WEEK

0 Page Likes

0 Post Reach

UNREAD

0 Notifications

12 Messages

Recent 2014

Virginia Trillos Velásquez likes Yelitze Charles Velasquez's link

Maria Fernanda Nunes commented on John Wagner Salmon's post

Rosenvy Reyes played a game

Chebeto Requena Mobile

Virginia Trillos V... Mobile

Arturo Salazar Velasquez

Armando Javier ... Mobile

Neisa Maria Velas... 10

Eva Millan Web

Rosenvy Reyes Web

Gladys Victoria B... Web

Naomi Anderson Web

Jose Antonio La... Mobile

Arturo Salazar M 13m

Carolina Bolivar

Grisell Gonzalez 4h

APPENDIX 11: Focus groups demographics data

Group	Respondent	Gender	Frequency eat out	Consideration set (size)	Restaurant chosen	Other restaurants considered	Repeat business
4	1	2		5	1 The Clarendon (Chandlers Cross), Luss mans (St Albans)	None (the other was full)	2
4	2	1		4	2 Italian in Northwood	Lomito, Ask, Prezzo, Maharaja (Indian in Northwood)	1
4	3	1		4	2 The Clarendon (Chandlers Cross), Luss mans (St Albans)	None (the other was full)	1
4	4	2		4	3 Ye Old Greene Man (Northwood)	A range of restaurants including Bricklayers Arms in Scarret	1
3	1	1		5	2 Asian, Opium (Soho)	Same cuisine, other Asian restaurants	1
3	2	2		4	2 Thai restaurant	Other Thai restaurants	1
3	3	2		4	1 Italian restaurant	Other Italian rest.	3
3	4	2		4	1 Erithrean restaurant in Tufnell Park	Erithrean restaurant in Westbound Park	1
3	5	1		3	1 Colombian food (Goldhawk road)	no comment	1

3	6	1	4	2	Coriander Leaf (Ealing)	Thai and Italian	3
2	1	1	4	2	Jo Allens	Ballans, Café	2
2	2	2	4	2	Indian Chiswick High Road	España Italian, Lebanese	1
2	3	1	3	1	Thai restaurant Kilburn	Chinese in Maida Vale	3
2	4	1	4	1	Leon (Soho)	Balans (Soho)	2
2	5	1	4	2	Indian Manchester,Charlton& Manchester	Premier Inn Charlton & Manchester	3
2	6	2	4	1	Mildreos vegetarian (Soho)	Lebanese Comptoir	1
5	1	2	5	1	Rest in Dean Street	Cut, Zizzi	1
5	2	2	4	2	Mexican considered Italian as well	Mexican considered italian as well	3
5	3	1	5	2	Goodman	Cut, The Palm, Hakkasan	3
5	4	2	5	2	Epson Thai	Derby Arms (Epson), gastro pub (British), Khan's Epson (Indian)	3
5	5	1	5	1	Eight (Moorgate)	None	3
5	6	2	5	1	Eight (Moorgate)	None	3
1	1	1	5	5			2
1	2	1	5	5			2
1	3	2	5	4			1
1	4	2	5	4			2
1	5	2	5	4			1

Repeat business (mode)	Male	Female	Mode frequency out	Consideration set (mean)
1	13	14	4	2.11

Group 6 was made up of six respondents 2 male and 4 female. This group did not fill up the demographics questionnaire. In total 33 respondents took part in the interviews (18 female and 15 male). Repeat business 1 (Never).

APPENDIX 12: Online survey

Introduction

My name is Pedro Longart, PhD researcher. I would appreciate if you can spare about 15 minutes to complete this survey. The purpose of the survey is to look into how you make decisions when you select restaurants for the purpose of leisure like a night out with friends, a special celebration, romantic dinner and so forth. It is not about selecting restaurants for convenience meals.

Note that although you do not need to select restaurants with a high level of service, at least you would need to be seated by a serviceperson. You can think of casual dining restaurants as well. All the information will be treated anonymously and confidentially.

Please enter the username and password provided to you (note that is common for all respondents)

FIRST PART: QUESTIONS ABOUT THE RESPONDENT, OCCASION AND OPTIONAL ATTRIBUTES.

1. How often do you eat out in restaurants for leisure (a night out with friends, party, special occasion)?
 - Never
 - Twice a year
 - Less than once a month but more than twice a year
 - About once a month or slightly more
 - About once a week

NOTE: THIS IS A FILTER QUESTION; RESPONDENTS WHO NEVER EAT OUT WILL NOT GO TO THE SECOND STAGE.

2. How often are you involved in the decision to select restaurants to eat out for leisure (a night out with friends, a party, a special occasion)?
 - Never (0% of the times)
 - Rarely (less than 10% of the times)
 - Sometimes (less than 40% of the times)
 - Often (40-70% of the times)
 - Most of the times (more than 70% of the times)
 - Other

NOTE: THIS IS ANOTHER FILTER QUESTION; RESPONDENTS WHO NEVER SELECT RESTAURANTS WILL NOT GO TO THE SECOND STAGE.

3. Are you?

- Male
- Female

4. Your age group

- Less than 19
- 20-29
- 30-39
- 40-49
- 50-59
- 60 or over

NOTE: THIS IS A FILTER QUESTION; RESPONDENTS WHO ARE LESS OF 19 YEARS OF AGE WILL NOT GO TO THE SECOND STAGE.

5. What best describes your household?

- Single
- Single parent
- Married/Cohabiting no children
- Married/Cohabiting with children

6. We understand that the type of restaurant chosen will depend on the type of occasion for eating out in a restaurant.

Please select one occasion only for eating out. Note this choice for use in the survey later.

- Day/night out with friends and/or family
- Romantic dinner
- Birthday party
- Special celebration, e.g. promotion at work, reunion
- Other, please specify

7. Research has proved a number of key restaurant features and you will make choices about them later in the survey. However, you will be given you the possibility to include additional features.

NOTE THE FIXED FEATURES ARE: Menu options, Quality of Food, Ambiance, Service, and Price

From the following additional restaurant features, choose the five (5) most important to you, when choosing a restaurant.

NOTE THE ADDITIONAL FEATURES ARE:

- Décor and Lighting
- Music
- Timing
- Range of beverages
- Food presentation
- Portion sizes
- Restaurant appearance and cleanliness
- Location
- Offers

For each feature these are the choices:

Menu options (*):

- Little variety but great dishes
- Great dishes in a varied menu, with vegetarian options, no specials
- Great dishes in a varied menu, with vegetarian options and specials

Quality of food (*):

- Excellent quality, worthy of awards
- Good food quality
- Acceptable food quality
- Needs minor improvements

Ambiance:

- Quiet, customers can engage in private conversation.
- Busy, great atmosphere but slightly noisy.

Service (*):

- Knowledgeable and extremely attentive and friendly.
- It could be more knowledgeable but attentive and friendly.
- Friendly and welcoming but could be more attentive, not very knowledgeable
- Attentive but a bit obtrusive, not particularly friendly or welcoming
- Relaxed and friendly, tries hard but leaves much to be desired.

Price:

The software generates a price for a restaurant with certain options. This is called summed pricing. For example a restaurant with the best level of service, worthy of wards with best location will be more expensive than one with less desirable features. The features with an asterisk (*) are the ones in which the price is affected by selecting a higher level. In other words whether the respondent select innovative or conservative décor has no influence on the price).

ADDITIONAL FEATURES

Offers:

- No offers or sales incentives
- Vouchers for free items, coupons, etc.
- Attractive pricing, i.e., set menus
- Seasonal or time-related offers, i.e. early bird.

Portion sizes

- Smaller portions so as not to waste food
- Better too much than too little

Music

- No music
- Low background music
- Audible background music

Location (*)

- Public transport and parking not easily accessible
- Good parking facilities but public transport not easily accessible
- Good public transport facilities, limited parking.
- Good parking and public transport facilities

Décor and Lighting

- Conservative Décor Low Lights
- Conservative Décor mid to well lit
- Innovative Décor Low Lights
- Conservative Décor mid to well lit

Range of beverages (*)

- Ample list of wines and spirits and non-alcoholic drinks

- Some variety and spirits and non-alcoholic drinks better than the standard
- Basic list of alcoholic and non-alcoholic beverages

Presentation of food (*)

- Needs improvement
- Acceptable presentation, as expected
- Good presentation, unpretentious but better than expected.
- Outstanding food presentation

Restaurant appearance

- Clean but unpretentious
- Clean with attractive furniture and tableware
- Clean, quirky and innovative

Timing

- Perfect timing to be seated and for courses to arrive
- Have to wait slightly more than expected either to be seated and for courses to arrive
- Have to wait slightly more than expected both to be seated and for courses to arrive
- Have to wait significantly more than expected either to be seated and for courses to arrive
- Have to wait slightly more than expected both to be seated and for courses to arrive

BUILD YOUR OWN RESTAURANT

Choose a type of restaurant that you would go to for the occasion selected. Bear in mind the better option indicates a higher price per head. Please also consider a price for your preferred type of restaurant. Cost per feature contributes to the total price per head you are prepared to pay for that type of restaurant. The cost includes drinks to go with meals, like 1-2 glasses of wine and water.

NOTE: THE RESPONDENTS ARE GIVEN FOUR CHOICES WITH FIXED ATTRIBUTES AND THE ADDITIONAL ATTRIBUTES THAT THEY CHOSE. THE OPTIONS CORRESPOND TO THEIR PREVIOUS CHOICES.

Let's pretend the respondent chose timing, restaurant appearance, food presentation, range of beverages, décor and lighting as the five optional attributes. Then a final price will appear. If the price is too high they can choose other lower price options before they confirm the choice of restaurant and go to the next task (screening task) An example of a choice could be:

Quality of food

- Excellent quality, worthy of awards

Ambiance:

- Quiet, customers can engage in private conversation

Service

- Knowledgeable and extremely attentive and friendly.

Menu options

- Little variety but great dishes

Timing

- Perfect timing to be seated and for courses to arrive

Restaurant appearance

- Clean but unpretentious

Food presentation

- Outstanding food presentation

Range of beverages

- Basic list of alcoholic and non-alcoholic beverages

Décor and lighting

- Conservative Décor mid to well lit

Price

The software adds up the gives a price of £70 per person for this restaurant (for example)









SCREENING TASK

Here are a few restaurants you might like. For each one, indicate whether it is a possibility or not. Remember that the choices you will make refer to the occasion that you chose before. You also have to consider a price for restaurants that, in your opinion, represent value for money when compared to other restaurants.

Among these three, which is the best option? (I've grayed out any features that are the same, so you can just focus on the differences.)

NOTE: THIS TASK HAVE QUESTIONS HAS THE PURPOSE TO ALLOW RESPONDENTS TO SELECT RESTAURANTS WITH 'MUST HAVE' FEATURES AND REJECT THOSE ONE WITH UNACCEPTABLE FEATURES, SO AS TO NARROW DOWN THE POOL OF OPTIONS.

THIS IS AN EXAMPLE OF HOW IT WOULD LOOK:

Attribute	Choice 1	Choice 2	Choice 3	Choice 4
Quality of food	Excellent quality, worthy of awards	Good food quality, slightly better than expected	Excellent quality, worthy of awards	Acceptable food quality, just as expected
Menu options	Great dishes in a varied menu, with vegetarian options, no specials	Little variety but great dishes	Great dishes in a varied menu, with vegetarian options, and specials	Great dishes in a varied menu, with vegetarian options, no specials
Ambiance	Quiet, customers can engage in private conversation.	Busy, great atmosphere but slightly noisy.	Busy, great atmosphere but slightly noisy.	Quiet, customers can engage in private conversation.
PRICE	£45	£56	£78	£35
Décor and lighting	Conservative décor, mid to well-lit	Conservative décor, mid to well-lit	Conservative décor, mid to well-lit	Conservative décor, mid to well-lit
Range of beverages	Basic list of alcoholic and non-alcoholic beverages	Some variety of wines and spirits and non-alcoholic drinks, better than the standard	Ample list of wines, spirits and non-alcoholic drinks	Basic list of alcoholic and non-alcoholic beverages
Food presentation	Acceptable presentation almost as expected	Good presentation, slightly better than expected although unpretentious	Outstanding food presentation, beautiful and tempting	Presentation needs some improvement
Timing	Perfect timing to be seated and for courses to arrive	Perfect timing to be seated and for courses to arrive	Perfect timing to be seated and for courses to arrive	Perfect timing to be seated and for courses to arrive
Restaurant appearance	Clean with attractive furniture and tableware	Clean with attractive furniture and tableware	Clean with attractive furniture and tableware	Clean with attractive furniture and tableware
Service	Attentive but a bit obtrusive and not particularly friendly or welcoming	It could be more knowledgeable, but attentive, friendly, welcoming and relaxed	Knowledgeable and extremely attentive and very friendly	Friendly and welcoming but could be more attentive, not very knowledgeable
	A possibility  Won't work for me 	A possibility  Won't work for me 	A possibility  Won't work for me 	A possibility  Won't work for me 

There are 8 of these screens. After three screens like this the software recognises choices that are rejected by the respondent and then ask whether that is completely unacceptable by the respondent (for example look in this screen the rejection to presentation needs some improvement, if that level or the level immediately above are rejected, then a question about whether that level of presentation is unacceptable and then it will not be presented for further consideration). Then after two screens it does the same and also asks for absolute requirements. This is to narrow down the number of choices and attempts to ascertain the respondent's preference.

CHOICE BASED TOURNAMENT

It has three columns like the ones above with same attributes and choices but respondents have to select one restaurant concept only. So instead of a possibility or won't work for me there is only one circle. The software only accepts one choice per screen.

CALIBRATION CONCEPT

How likely would you be to select this restaurant?

NOTE: THIS TASK IS ONLY TO CONFIRM WHETHER THE PREVIOUS CHOICES ARE INDEED THE PREFERRED ONES (INTERNAL VALIDATION). IN HINDSIGHT, THIS STAGE WAS UNNECESSARY, THUS IRRELEVANT FOR THE ANALYSIS.

APPENDIX 13: Sawtooth software recommendation for ACBC tasks

Document1 - Microsoft Word

SSI Web Documentation.pdf - Adobe Reader

File Edit View Window Help

463 / 875 100% Tools Sign Comment

Recommendations

Based on our experience with ACBC, we can offer some recommendations regarding questionnaire design settings. Most studies will probably bring all attributes and levels into the ACBC section, so the table below reflects the idea that each person has an identically-sized design.

In all cases, we recommend that no more than about 7 total levels per attribute be brought into the ACBC part of the survey (other levels could be dropped as "undesirable" or "not available" using prior CIW questions and constructed list logic). We also recommend that no more than about 10 attributes be brought into the ACBC part of the survey (irrelevant attributes with virtually no importance could be dropped using prior CIW questions and constructed list logic).

Depending on the number of attributes in the ACBC section of the survey, we recommend you consider the following Design settings (as approximate guidelines):

Attributes brought into ACBC: (Not counting a "summed price" attribute)	3	5	7	10	12
Screening Tasks:					
Number of Screening Tasks	6	6	7	8	8
Number of Concepts per Screening Task	3	4	4	4	5
Minimum Attributes to Vary from BYO Selections	1	1	2	2	2
Maximum Attributes to Vary from BYO Selections	2	2	3	4	4
Unacceptables:					
Number of Unacceptables	3	3	4	5	5
Must Haves:					
Number of Must-Haves	2	2	3	4	4
Choice Task Tournament:					
Maximum Number of Concepts in Choice Tournament	12	14	16	20	24
Calibration Concepts:					
Number of Calibration Concepts (optional)	*6	*6	*6	*6	*6

Page: 1 of 1 Words: 0

14:28 22/08/2014

APPENDIX 14: Codebooks

Codebooks

Consumer Decision Making for Restaurant Selection

Hierarchical Name	Nickname	Aggregate	User Assigned Color
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Codebook 1: Consumer Decision Process

Nodes

Nodes\\CDP		No	None
Nodes\\CDP\\ANTECEDENTS		No	None
Nodes\\CDP\\ANTECEDENTS\\Consideration set formation		No	None
Nodes\\CDP\\ANTECEDENTS\\Consideration set formation\\Allergies		No	None
Nodes\\CDP\\ANTECEDENTS\\Consideration set formation\\Consideration set size		No	None
Nodes\\CDP\\ANTECEDENTS\\Consideration set formation\\Criteria order		No	None
Nodes\\CDP\\ANTECEDENTS\\Consideration set formation\\Familiarity with place		No	None
Nodes\\CDP\\ANTECEDENTS\\Consideration set formation\\Familiarity with place\\FAMILIAR PLACE FAMILIAR TYPE OF CUISINE		No	None
Nodes\\CDP\\ANTECEDENTS\\Consideration set formation\\RESTAURANT DESCRIPTION		No	None

Nodes\\CDP\\ANTECEDENTS\\Consideration set formation\\RESTAURANT ETIQUETTE (RESTRICTIVE)	No	None
Nodes\\CDP\\ANTECEDENTS\\Consideration set formation\\SUSTAINABLE RESTAURANTS	No	None
Nodes\\CDP\\ANTECEDENTS\\Information search	No	None
Nodes\\CDP\\ANTECEDENTS\\Information search\\Published or online media advice	No	None
Nodes\\CDP\\ANTECEDENTS\\Information search\\Published or online media advice\\Food guides	No	None
Nodes\\CDP\\ANTECEDENTS\\Information search\\Published or online media advice\\Food guides\\Food guides and planning	No	None
Nodes\\CDP\\ANTECEDENTS\\Information search\\Published or online media advice\\Published or online media advice	No	None
Nodes\\CDP\\ANTECEDENTS\\Information search\\Word of mouth,	No	None
Nodes\\CDP\\ANTECEDENTS\\Information search\\Word of mouth,\\Limitations of WOM	No	None
Nodes\\CDP\\ANTECEDENTS\\Information search\\Word of mouth,\\Retention of information	No	None
Nodes\\CDP\\ANTECEDENTS\\Information search\\Word of mouth,\\WOM as contributor	No	None
Nodes\\CDP\\ANTECEDENTS\\Information search\\Word of mouth,\\WOM for new restaurants	No	None
Nodes\\CDP\\ANTECEDENTS\\Problem recognition	No	None
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Characteristics of decision maker	No	None
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Characteristics of decision maker\\Food and personality and culture	No	None
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Characteristics of decision maker\\Older consumers	No	None
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Characteristics of decision maker\\Past experience	No	None
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Decision dynamics	No	None
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Decision dynamics\\Budgetary considerations	No	None
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Decision dynamics\\Companionship	No	None

Hierarchical Name	Nickname	Aggregate	User Assigned Color
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Drink before restaurant		No	None
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Endogenous activation		No	None
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Endogenous activation\\Cravings		No	None
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Endogenous activation\\EMOTIONAL ASPECTS		No	None
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Endogenous activation\\EMOTIONAL ASPECTS\\MEMORIES		No	None
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Endogenous activation\\EMOTIONAL ASPECTS\\SPECIAL PLACES		No	None
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Expectations		No	None
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Not cooking yourself		No	None
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Occasion		No	None
Nodes\\CDP\\Choice Considerations		No	None
Nodes\\CDP\\Choice Considerations\\Choice		No	None
Nodes\\CDP\\Choice Considerations\\Choice\\Pursuit for variety		No	None
Nodes\\CDP\\Choice Considerations\\Choice\\Pursuit for variety\\Foods not eaten at home		No	Blue
Nodes\\CDP\\Choice Considerations\\Evaluation of alternatives		No	None
Nodes\\CDP\\Choice Considerations\\Evaluation of alternatives\\Considering new restaurants		No	None
Codebook 2: Restaurant attributes			
Nodes\\RESTAURANT ATTRIBUTES		No	None
Nodes\\RESTAURANT ATTRIBUTES\\Ambiance-related attributes		No	None
Nodes\\RESTAURANT ATTRIBUTES\\Ambiance-related attributes\\Ambiance by other customers		No	None
Nodes\\RESTAURANT ATTRIBUTES\\Ambiance-related attributes\\Decor and lighting		No	None

Nodes\\RESTAURANT ATTRIBUTES\\Ambiance-related attributes\\Entertainment after meal	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Ambiance-related attributes\\Music and Dancing	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Ambiance-related attributes\\Noise	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Ambiance-related attributes\\Restaurant appearance	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Facilities-related attributes	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Facilities-related attributes\\CLEANLINESS AND HYGIENE	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Facilities-related attributes\\Parking facilities availability of parking	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Facilities-related attributes\\Restaurant architecture	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Facilities-related attributes\\Restaurant architecture\\Open kitchens	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Facilities-related attributes\\Restaurant tableware	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Alcohol availability	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Cravings	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Food safety	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Interesting (unusual) food	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\No alcohol in food prepared	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Nutritional aspects	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Organic food and drink	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Portion sizes	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Quality of drink	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Quality of food	No	None

Nodes\\RESTAURANT ATTRIBUTES\Food-related attributes\Food and Drink\Quality of food\Colour	No	None
Nodes\\RESTAURANT ATTRIBUTES\Food-related attributes\Food and Drink\Quality of food\Combination of flavours	No	None
Nodes\\RESTAURANT ATTRIBUTES\Food-related attributes\Food and Drink\Quality of food\Cooking skills	No	None
Nodes\\RESTAURANT ATTRIBUTES\Food-related attributes\Food and Drink\Quality of food\Freshness	No	None
Nodes\\RESTAURANT ATTRIBUTES\Food-related attributes\Food and Drink\Quality of food\Savouriness	No	None
Nodes\\RESTAURANT ATTRIBUTES\Food-related attributes\Food and Drink\Quality of food\Texture	No	None
Nodes\\RESTAURANT ATTRIBUTES\Food-related attributes\Food and Drink\Specials	No	None
Nodes\\RESTAURANT ATTRIBUTES\Food-related attributes\Food and Drink\Type of cuisine	No	None
Nodes\\RESTAURANT ATTRIBUTES\Food-related attributes\Food and Drink\Type of cuisine\Authenticity	No	None
Nodes\\RESTAURANT ATTRIBUTES\Food-related attributes\Food and Drink\Variety of food menu	No	None
Nodes\\RESTAURANT ATTRIBUTES\Food-related attributes\Food and Drink\Vegetarian options	No	None
Nodes\\RESTAURANT ATTRIBUTES\Food-related attributes\Food description	No	None
Nodes\\RESTAURANT ATTRIBUTES\Image-related attributes	No	None
Nodes\\RESTAURANT ATTRIBUTES\Image-related attributes\Chef reputation	No	None
Nodes\\RESTAURANT ATTRIBUTES\Image-related attributes\Restaurant branding	No	None
Nodes\\RESTAURANT ATTRIBUTES\Image-related attributes\Restaurants with awards	No	None
Nodes\\RESTAURANT ATTRIBUTES\Location-related attributes	No	None
Nodes\\RESTAURANT ATTRIBUTES\Location-related attributes\Congestion charge	No	None
Nodes\\RESTAURANT ATTRIBUTES\Location-related attributes\Convenience for everyone to meet up	No	None
Nodes\\RESTAURANT ATTRIBUTES\Location-related attributes\Driving distance	No	None
Nodes\\RESTAURANT ATTRIBUTES\Location-related attributes\Parking	No	None

Nodes\\RESTAURANT ATTRIBUTES\\Location-related attributes\\Public transport available	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Location-related attributes\\Restaurant in hotels	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Location-related attributes\\Vicinity to entertainment area	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Perceived Consumer Value	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Perceived Consumer Value\\Budget available	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Perceived Consumer Value\\Pricing strategy	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Price-related attributes	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Price-related attributes\\Sales incentives	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Price-related attributes\\Sales incentives\\Booking sites	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Price-related attributes\\Sales incentives\\Special offers	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Service-related attributes	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Service-related attributes\\Cues for good service	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Service-related attributes\\Cues for good service\\Attentiveness & interaction	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Service-related attributes\\Cues for good service\\Knowledge	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Service-related attributes\\Cues for good service\\Welcoming & Friendliness	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Service-related attributes\\Impact of service	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Service-related attributes\\Timing	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Service-related attributes\\Timing\\Waiting time to be seated	No	None
Nodes\\RESTAURANT ATTRIBUTES\\Service-related attributes\\Timing\\Waiting time to be served	No	None

APPENDIX 15: Coding summary with audit trail

Coding Summary with audit trail

Consumer Decision Making for Restaurant Selection

Hierarchical Name	Aggregate	Coverage	Number Of Coding References	Number Of Users Coding
Document				
Internals\\Literature\\Lit Review				
Node				
Nodes\\RESTAURANT ATTRIBUTES\Food-related attributes\Food and Drink\Food safety	No	0.18 %	1	1

Nodes\\CDP\\ANTECEDENTS\\Consideration set formation\\RESTAURANT DESCRIPTION	No	0.43 %	1	1
Nodes\\CDP\\ANTECEDENTS\\Consideration set formation\\SUSTAINABLE RESTAURANTS	No	2.64 %	1	1
Nodes\\CDP\\ANTECEDENTS\\Information search\\Published or online media advice	No	4.22 %	3	1
Nodes\\CDP\\ANTECEDENTS\\Information search\\Published or online media advice\\Food guides	No	3.98 %	3	1
Nodes\\CDP\\ANTECEDENTS\\Information search\\Published or online media advice\\Published or online media advice	No	4.22 %	3	1
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Occasion	No	2.03 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Ambiance-related attributes	No	4.41 %	6	1
Nodes\\RESTAURANT ATTRIBUTES\\Ambiance-related attributes\\Decor and lighting	No	2.74 %	5	1
Nodes\\RESTAURANT ATTRIBUTES\\Ambiance-related attributes\\Noise	No	1.46 %	2	1
Nodes\\RESTAURANT ATTRIBUTES\\Facilities-related attributes\\Restaurant tableware	No	1.10 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Interesting (unusual) food	No	0.50 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Portion sizes	No	3.18 %	3	1
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Quality of food\\Cooking skills	No	0.35 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Quality of food\\Freshness	No	0.94 %	2	1
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Quality of food\\Savouriness	No	0.97 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Specials	No	1.00 %	1	1

Hierarchical Name	Aggregate	Coverage	Number Of Coding References	Number Of Users Coding
Nodes\\RESTAURANT ATTRIBUTES\Food-related attributes\Food and Drink\Variety of food menu	No	4.99 %	2	1
Nodes\\RESTAURANT ATTRIBUTES\Food-related attributes\Food description	No	0.68 %	2	1
Nodes\\RESTAURANT ATTRIBUTES\Image-related attributes\Chef reputation	No	0.96 %	3	1
Nodes\\RESTAURANT ATTRIBUTES\Image-related attributes\Restaurant branding	No	2.75 %	3	1
Nodes\\RESTAURANT ATTRIBUTES\Image-related attributes\Restaurants with awards	No	0.50 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\Location-related attributes	No	1.60 %	4	1
Nodes\\RESTAURANT ATTRIBUTES\Location-related attributes\Driving distance	No	1.24 %	3	1
Nodes\\RESTAURANT ATTRIBUTES\Perceived Consumer Value	No	3.20 %	4	1
Nodes\\RESTAURANT ATTRIBUTES\Perceived Consumer Value\Pricing strategy	No	5.86 %	3	1
Nodes\\RESTAURANT ATTRIBUTES\Price-related attributes\Sales incentives\Special offers	No	3.08 %	4	1
Nodes\\RESTAURANT ATTRIBUTES\Service-related attributes\Cues for good service	No	8.22 %	9	1
Nodes\\RESTAURANT ATTRIBUTES\Service-related attributes\Cues for good service\Attentiveness & interaction	No	4.28 %	5	1
Nodes\\RESTAURANT ATTRIBUTES\Service-related attributes\Cues for good service\Knowledge	No	0.48 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\Service-related attributes\Cues for good service\Welcoming & Friendliness	No	3.41 %	2	1
Nodes\\RESTAURANT ATTRIBUTES\Service-related attributes\Impact of service	No	0.48 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\Service-related attributes\Timing	No	0.70 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\Service-related attributes\Timing\Waiting time to be seated	No	0.58 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\Service-related attributes\Timing\Waiting time to be served	No	0.70 %	1	1

Internals\\Transcribed interviews\\FOCUS GROUP INTERVIEW 09 FEB 2013 1

Node

Nodes\\CDP\\ANTECEDENTS\\Consideration set formation\\Criteria order	No	1.18 %	1	1
Nodes\\CDP\\ANTECEDENTS\\Consideration set formation\\Familiarity with place	No	0.93 %	1	1
Nodes\\CDP\\ANTECEDENTS\\Consideration set formation\\Familiarity with place\\FAMILIAR PLACE FAMILIAR TYPE OF CUISINE	No	1.34 %	1	1
Nodes\\CDP\\ANTECEDENTS\\Consideration set formation\\RESTAURANT ETIQUETTE (RESTRICTIVE)	No	2.89 %	2	1
Nodes\\CDP\\ANTECEDENTS\\Consideration set formation\\SUSTAINABLE RESTAURANTS	No	2.81 %	3	1
Nodes\\CDP\\ANTECEDENTS\\Information search\\Published or online media advice	No	0.84 %	2	1
Nodes\\CDP\\ANTECEDENTS\\Information search\\Published or online media advice\\Food guides	No	0.17 %	1	1
Nodes\\CDP\\ANTECEDENTS\\Information search\\Published or online media advice\\Published or online media advice	No	0.84 %	2	1
Nodes\\CDP\\ANTECEDENTS\\Information search\\Word of mouth,	No	4.53 %	4	1

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Hierarchical Name	Aggregate	Coverage	Number Of Coding References	Number Of Users Coding
Nodes\\CDP\\ANTECEDENTS\\Information search\\Word of mouth,\\Limitations of WOM	No	0.47 %	1	1

Nodes\\CDP\\ANTECEDENTS\\Information search\\Word of mouth,\\Retention of information	No	0.85 %	1	1
Nodes\\CDP\\ANTECEDENTS\\Information search\\Word of mouth,\\WOM as contributor	No	1.41 %	1	1
Nodes\\CDP\\ANTECEDENTS\\Information search\\Word of mouth,\\WOM for new restaurants	No	1.76 %	1	1
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Characteristics of decision maker	No	3.18 %	3	1
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Characteristics of decision maker\\Food and personality and culture	No	1.89 %	2	1
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Decision dynamics	No	1.68 %	1	1
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Decision dynamics\\Companionship	No	1.52 %	2	1
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Endogenous activation\\Cravings	No	1.68 %	1	1
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Endogenous activation\\EMOTIONAL ASPECTS\\MEMORIES	No	5.21 %	3	1
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Occasion	No	3.56 %	4	1
Nodes\\RESTAURANT ATTRIBUTES\\Ambiance-related attributes	No	1.02 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Ambiance-related attributes\\Restaurant appearance	No	0.59 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Facilities-related attributes\\Restaurant architecture	No	0.59 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Cravings	No	1.52 %	2	1
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Portion sizes	No	8.10 %	8	1
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Type of cuisine	No	1.13 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food description	No	0.46 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Image-related attributes\\Chef reputation	No	5.14 %	7	1
Nodes\\RESTAURANT ATTRIBUTES\\Image-related attributes\\Restaurant branding	No	5.20 %	6	1

Nodes\\RESTAURANT ATTRIBUTES\Image-related attributes\Restaurants with awards	No	0.42 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\Location-related attributes	No	0.68 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\Location-related attributes\Driving distance	No	0.68 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\Location-related attributes\Restaurant in hotels	No	0.38 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\Perceived Consumer Value\Budget available	No	0.20 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\Price-related attributes\Sales incentives\Booking sites	No	0.83 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\Price-related attributes\Sales incentives\Special offers	No	0.81 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\Service-related attributes\Timing	No	2.55 %	2	1
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Hierarchical Name	Aggregate	Coverage	Number Of Coding References	Number Of Users Coding
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Internals\\Transcribed interviews\\Focus Group Interview 23rd December Transcript

Node

Nodes\\CDP\ANTECEDENTS\Consideration set formation\Allergies	No	0.94 %	2	1
Nodes\\CDP\ANTECEDENTS\Consideration set formation\Consideration set size	No	0.65 %	2	1
Nodes\\CDP\ANTECEDENTS\Consideration set formation\Criteria order	No	2.90 %	7	1
Nodes\\CDP\ANTECEDENTS\Consideration set formation\Familiarity with place	No	1.57 %	4	1
Nodes\\CDP\ANTECEDENTS\Consideration set formation\SUSTAINABLE RESTAURANTS	No	0.88 %	3	1

Nodes\\CDP\\ANTECEDENTS\\Information search\\Published or online media advice	No	1.13 %	2	1
Nodes\\CDP\\ANTECEDENTS\\Information search\\Published or online media advice\\Food guides	No	0.51 %	1	1
Nodes\\CDP\\ANTECEDENTS\\Information search\\Published or online media advice\\Food guides\\Food guides and planning	No	0.51 %	1	1
Nodes\\CDP\\ANTECEDENTS\\Information search\\Published or online media advice\\Published or online media advice	No	1.13 %	2	1
Nodes\\CDP\\ANTECEDENTS\\Information search\\Word of mouth,	No	0.23 %	1	1
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Characteristics of decision maker\\Older consumers	No	0.47 %	1	1
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Characteristics of decision maker\\Past experience	No	1.47 %	1	1
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Decision dynamics	No	0.42 %	1	1
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Decision dynamics\\Companionship	No	1.57 %	3	1
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Drink before restaurant	No	1.13 %	1	1
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Expectations	No	0.37 %	1	1
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Not cooking yourself	No	0.34 %	1	1
Nodes\\CDP\\Choice Considerations\\Choice\\Pursuit for variety\\Foods not eaten at home	No	1.61 %	3	1
Nodes\\RESTAURANT ATTRIBUTES\\Ambiance-related attributes	No	4.19 %	5	1
Nodes\\RESTAURANT ATTRIBUTES\\Ambiance-related attributes\\Ambiance by other customers	No	2.09 %	3	1
Nodes\\RESTAURANT ATTRIBUTES\\Ambiance-related attributes\\Entertainment after meal	No	0.28 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Ambiance-related attributes\\Music and Dancing	No	2.91 %	5	1
Nodes\\RESTAURANT ATTRIBUTES\\Ambiance-related attributes\\Noise	No	1.38 %	4	1
Nodes\\RESTAURANT ATTRIBUTES\\Ambiance-related attributes\\Restaurant appearance	No	1.01 %	2	1
Nodes\\RESTAURANT ATTRIBUTES\\Facilities-related attributes\\Parking facilities availability of parking	No	0.20 %	1	1

Nodes\\RESTAURANT ATTRIBUTES\Facilities-related attributes\Restaurant tableware	No	0.59 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\Food-related attributes\Food and Drink\Interesting (unusual) food	No	0.59 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\Food-related attributes\Food and Drink\No alcohol in food prepared	No	0.12 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\Food-related attributes\Food and Drink\Nutritional aspects	No	0.49 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\Food-related attributes\Food and Drink\Organic food and drink	No	1.05 %	3	1

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Hierarchical Name	Aggregate	Coverage	Number Of Coding References	Number Of Users Coding
Nodes\\RESTAURANT ATTRIBUTES\Food-related attributes\Food and Drink\Portion sizes	No	2.08 %	5	1
Nodes\\RESTAURANT ATTRIBUTES\Food-related attributes\Food and Drink\Quality of drink	No	0.10 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\Food-related attributes\Food and Drink\Quality of food\Combination of flavours	No	0.68 %	2	1
Nodes\\RESTAURANT ATTRIBUTES\Food-related attributes\Food and Drink\Quality of food\Freshness	No	0.59 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\Image-related attributes\Chef reputation	No	1.37 %	3	1
Nodes\\RESTAURANT ATTRIBUTES\Image-related attributes\Restaurant branding	No	1.28 %	3	1
Nodes\\RESTAURANT ATTRIBUTES\Image-related attributes\Restaurants with awards	No	1.02 %	2	1
Nodes\\RESTAURANT ATTRIBUTES\Location-related attributes	No	2.54 %	5	1
Nodes\\RESTAURANT ATTRIBUTES\Location-related attributes\Congestion charge	No	0.20 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\Location-related attributes\Convenience for everyone to meet up	No	1.01 %	1	1

Nodes\\RESTAURANT ATTRIBUTES\\Location-related attributes\\Driving distance	No	2.19 %	5	1
Nodes\\RESTAURANT ATTRIBUTES\\Location-related attributes\\Parking	No	0.20 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Location-related attributes\\Vicinity to entertainment area	No	0.34 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Perceived Consumer Value	No	2.64 %	6	1
Nodes\\RESTAURANT ATTRIBUTES\\Price-related attributes\\Sales incentives\\Booking sites	No	0.28 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Price-related attributes\\Sales incentives\\Special offers	No	0.30 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Service-related attributes\\Cues for good service	No	1.86 %	2	1
Nodes\\RESTAURANT ATTRIBUTES\\Service-related attributes\\Cues for good service\\Attentiveness & interaction	No	1.20 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Service-related attributes\\Impact of service	No	1.48 %	3	1
Nodes\\RESTAURANT ATTRIBUTES\\Service-related attributes\\Timing	No	1.99 %	4	1
Nodes\\RESTAURANT ATTRIBUTES\\Service-related attributes\\Timing\\Waiting time to be seated	No	0.81 %	2	1
Nodes\\RESTAURANT ATTRIBUTES\\Service-related attributes\\Timing\\Waiting time to be served	No	1.20 %	1	1

Internals\\Transcribed interviews\\FOCUS GROUP INTERVIEW 6 APRIL

Node

Nodes\\CDP\\ANTECEDENTS\\Consideration set formation\\Consideration set size	No	0.38 %	1	1
Nodes\\CDP\\ANTECEDENTS\\Consideration set formation\\Criteria order	No	1.57 %	1	1
Nodes\\CDP\\ANTECEDENTS\\Consideration set formation\\Familiarity with place	No	2.15 %	1	1
Nodes\\CDP\\ANTECEDENTS\\Consideration set formation\\SUSTAINABLE RESTAURANTS	No	2.04 %	4	1
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Decision dynamics	No	2.16 %	1	1

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Hierarchical Name	Aggregate	Coverage	Number Of Coding References	Number Of Users Coding
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Endogenous activation\\EMOTIONAL ASPECTS	No	0.81 %	1	1
Nodes\\CDP\\Choice Considerations\\Evaluation of alternatives\\Considering new restaurants	No	2.15 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Ambiance-related attributes	No	0.63 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Ambiance-related attributes\\Noise	No	1.27 %	3	1
Nodes\\RESTAURANT ATTRIBUTES\\Ambiance-related attributes\\Restaurant appearance	No	0.41 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Alcohol availability	No	0.76 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Portion sizes	No	3.44 %	3	1
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Quality of food\\Freshness	No	0.25 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Type of cuisine	No	0.76 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Type of cuisine\\Authenticity	No	1.27 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Variety of food menu	No	0.73 %	2	1
Nodes\\RESTAURANT ATTRIBUTES\\Image-related attributes\\Chef reputation	No	2.60 %	2	1
Nodes\\RESTAURANT ATTRIBUTES\\Image-related attributes\\Restaurant branding	No	9.86 %	7	1
Nodes\\RESTAURANT ATTRIBUTES\\Image-related attributes\\Restaurants with awards	No	0.45 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Location-related attributes	No	5.65 %	7	1
Nodes\\RESTAURANT ATTRIBUTES\\Location-related attributes\\Convenience for everyone to meet up	No	1.33 %	2	1

Nodes\\RESTAURANT ATTRIBUTES\\Location-related attributes\\Driving distance	No	0.46 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Location-related attributes\\Public transport available	No	1.93 %	2	1
Nodes\\RESTAURANT ATTRIBUTES\\Price-related attributes\\Sales incentives\\Special offers	No	3.68 %	5	1
Nodes\\RESTAURANT ATTRIBUTES\\Service-related attributes\\Cues for good service	No	4.38 %	4	1
Nodes\\RESTAURANT ATTRIBUTES\\Service-related attributes\\Cues for good service\\Attentiveness & interaction	No	3.55 %	3	1
Nodes\\RESTAURANT ATTRIBUTES\\Service-related attributes\\Cues for good service\\Welcoming & Friendliness	No	1.28 %	1	1

Internals\\Transcribed interviews\\Focus Group Interview 9th April

Node

Nodes\\CDP\\ANTECEDENTS\\Consideration set formation\\Criteria order	No	2.18 %	2	1
Nodes\\CDP\\ANTECEDENTS\\Information search\\Published or online media advice	No	0.33 %	1	1
Nodes\\CDP\\ANTECEDENTS\\Information search\\Published or online media advice\\Published or online media advice	No	0.33 %	1	1
Nodes\\CDP\\ANTECEDENTS\\Information search\\Word of mouth,	No	0.35 %	1	1
Nodes\\CDP\\ANTECEDENTS\\Information search\\Word of mouth,\\WOM as contributor	No	0.35 %	1	1

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Hierarchical Name	Aggregate	Coverage	Number Of Coding References	Number Of Users Coding
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Decision dynamics	No	4.73 %	2	1
Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Decision dynamics\\Budgetary considerations	No	1.16 %	1	1

Nodes\\CDP\\ANTECEDENTS\\Problem recognition\\Occasion	No	1.93 %	2	1
Nodes\\RESTAURANT ATTRIBUTES\\Ambiance-related attributes\\Entertainment after meal	No	0.93 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Ambiance-related attributes\\Noise	No	4.77 %	2	1
Nodes\\RESTAURANT ATTRIBUTES\\Ambiance-related attributes\\Restaurant appearance	No	1.31 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Facilities-related attributes\\CLEANLINESS AND HYGIENE	No	0.31 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Facilities-related attributes\\Restaurant architecture	No	1.31 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Facilities-related attributes\\Restaurant architecture\\Open kitchens	No	1.68 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink	No	0.64 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Alcohol availability	No	1.24 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Interesting (unsual) food	No	0.64 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Portion sizes	No	8.04 %	3	1
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Quality of food\\Colour	No	1.37 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Quality of food\\Combination of flavours	No	0.59 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Quality of food\\Cooking skills	No	2.64 %	2	1
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Quality of food\\Freshness	No	2.21 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Quality of food\\Savouriness	No	0.70 %	2	1
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Quality of food\\Texture	No	0.64 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Food-related attributes\\Food and Drink\\Type of cuisine\\Authenticity	No	0.40 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Image-related attributes\\Chef reputation	No	1.68 %	1	1

Nodes\\RESTAURANT ATTRIBUTES\\Image-related attributes\\Restaurant branding	No	3.61 %	3	1
Nodes\\RESTAURANT ATTRIBUTES\\Image-related attributes\\Restaurants with awards	No	0.76 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Location-related attributes	No	1.39 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Location-related attributes\\Driving distance	No	1.39 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Perceived Consumer Value	No	3.93 %	4	1
Nodes\\RESTAURANT ATTRIBUTES\\Price-related attributes\\Sales incentives\\Special offers	No	2.90 %	3	1
Nodes\\RESTAURANT ATTRIBUTES\\Service-related attributes\\Cues for good service	No	5.40 %	6	1
Nodes\\RESTAURANT ATTRIBUTES\\Service-related attributes\\Cues for good service\\Attentiveness & interaction	No	3.76 %	4	1
Nodes\\RESTAURANT ATTRIBUTES\\Service-related attributes\\Cues for good service\\Knowledge	No	0.63 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Service-related attributes\\Cues for good service\\Welcoming & Friendliness	No	0.85 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\\Service-related attributes\\Impact of service	No	0.63 %	1	1

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Hierarchical Name	Aggregate	Coverage	Number Of Coding References	Number Of Users Coding
Nodes\\RESTAURANT ATTRIBUTES\\Service-related attributes\\Timing	No	0.65 %	1	1

Node

Nodes\\CDP\ANTECEDENTS\Consideration set formation\Criteria order	No	1.31 %	2	1
Nodes\\CDP\ANTECEDENTS\Consideration set formation\Familiarity with place	No	0.55 %	1	1
Nodes\\CDP\ANTECEDENTS\Consideration set formation\Familiarity with place\FAMILIAR PLACE FAMILIAR TYPE OF CUISINE	No	0.81 %	1	1
Nodes\\CDP\ANTECEDENTS\Consideration set formation\SUSTAINABLE RESTAURANTS	No	6.74 %	5	1
Nodes\\CDP\ANTECEDENTS\Information search\Published or online media advice	No	1.06 %	2	1
Nodes\\CDP\ANTECEDENTS\Information search\Published or online media advice\Published or online media advice	No	1.06 %	2	1
Nodes\\CDP\ANTECEDENTS\Information search\Word of mouth,	No	1.01 %	2	1
Nodes\\CDP\ANTECEDENTS\Information search\Word of mouth,\WOM as contributor	No	1.01 %	2	1
Nodes\\CDP\ANTECEDENTS\Problem recognition\Characteristics of decision maker	No	1.80 %	1	1
Nodes\\CDP\ANTECEDENTS\Problem recognition\Decision dynamics\Budgetary considerations	No	3.10 %	1	1
Nodes\\CDP\ANTECEDENTS\Problem recognition\Endogenous activation\EMOTIONAL ASPECTS\SPECIAL PLACES	No	2.00 %	1	1
Nodes\\CDP\ANTECEDENTS\Problem recognition\Not cooking yourself	No	0.37 %	1	1
Nodes\\CDP\ANTECEDENTS\Problem recognition\Occasion	No	1.86 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\Ambiance-related attributes\Ambiance by other customers	No	2.27 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\Ambiance-related attributes\Music and Dancing	No	1.10 %	2	1
Nodes\\RESTAURANT ATTRIBUTES\Ambiance-related attributes\Noise	No	1.36 %	2	1
Nodes\\RESTAURANT ATTRIBUTES\Facilities-related attributes\CLEANLINESS AND HYGIENE	No	0.81 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\Food-related attributes\Food and Drink	No	2.22 %	1	1

Nodes\\RESTAURANT ATTRIBUTES\Food-related attributes\Food and Drink\Interesting (unusual) food	No	1.95 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\Food-related attributes\Food and Drink\Portion sizes	No	5.73 %	4	1
Nodes\\RESTAURANT ATTRIBUTES\Food-related attributes\Food and Drink\Type of cuisine	No	1.48 %	3	1
Nodes\\RESTAURANT ATTRIBUTES\Food-related attributes\Food and Drink\Variety of food menu	No	5.03 %	6	1
Nodes\\RESTAURANT ATTRIBUTES\Food-related attributes\Food and Drink\Vegetarian options	No	1.14 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\Image-related attributes\Chef reputation	No	1.76 %	2	1
Nodes\\RESTAURANT ATTRIBUTES\Image-related attributes\Restaurant branding	No	5.78 %	4	1
Nodes\\RESTAURANT ATTRIBUTES\Image-related attributes\Restaurants with awards	No	1.23 %	1	1

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Hierarchical Name	Aggregate	Coverage	Number Of Coding References	Number Of Users Coding
Nodes\\RESTAURANT ATTRIBUTES\Price-related attributes\Sales incentives\Special offers	No	2.90 %	2	1
Nodes\\RESTAURANT ATTRIBUTES\Service-related attributes\Cues for good service	No	1.30 %	2	1
Nodes\\RESTAURANT ATTRIBUTES\Service-related attributes\Cues for good service\Welcoming & Friendliness	No	0.66 %	1	1
Nodes\\RESTAURANT ATTRIBUTES\Service-related attributes\Timing\Waiting time to be seated	No	1.05 %	2	1

APPENDIX 16: Data reduction of restaurant attributes

APPENDIX 17: Build Your Own (BYO) Counts

ACBC Counts Report Summary Results

Study Name: RESTAURANTSTUDY

Exercise Name: RESTAURANTSELECTION

Results File:E:\THESIS\RESTAURANTSTUDY 8.2.4 Backup\RESTAURANTSELECTION_counts\RESTAURANTSELECTION_counts.csv

Selections in BYO Section

	Frequency	Base	Percent
Sample Size	295	295	100.00
Menu options			
Little variety but great dishes	82	295	27.80
Great dishes in a varied menu. Great variety of vegetarian options, no specials	106	295	35.93
Great dishes, varied menu with vegetarian options and specials	107	295	36.27
Quality of food			
Excellent quality, worthy of awards (Michelin-star standard or close to it), very impressed	43	295	14.58
Good food quality, slightly better than expected	144	295	48.81
Acceptable food quality, just as expected	103	295	34.92
Slightly less than acceptable, needs some minor improvements	5	295	1.69
Ambiance			
Quiet, customers can engage in private conversations	209	295	70.85
Busy, great atmosphere even if slightly noisy	86	295	29.15

Service

Knowledgeable and extremely attentive and very friendly	94	295	31.86
It could be more knowledgeable, but attentive, friendly, welcoming and relaxed	135	295	45.76
Friendly and welcoming but could be more attentive, not very knowledgeable	52	295	17.63
Attentive but a bit obtrusive and not particularly friendly or welcoming	5	295	1.69
Relaxed and friendly, tries hard but leaves too much to be desired	9	295	3.05

Decor and lighting

Conservative decor, low lights	41	200	20.50
Conservative decor, mid to well lit	45	200	22.50
Innovative decor, low lights	49	200	24.50
Innovative decor, mid to well lit	65	200	32.50

Music

No music	2	54	3.70
Low background music	44	54	81.48
Audible background music, compatible with busy atmosphere	8	54	14.81

Timing

Perfect timing to be seated and for the courses to get to the table	67	112	59.82
Have to wait slightly more than expected either to be seated or for the courses	21	112	18.75
Have to wait slightly more than expected both to be seated and for the courses	20	112	17.86
Have to wait significantly more than expected either to be seated or for the courses	3	112	2.68
Have to wait significantly more than expected both to be seated and for the courses	1	112	0.89

Range of beverages

Ample list of wines and spirits and non-alcoholic drinks	36	79	45.57
Some variety of wines and spirits and non-alcoholic drinks, better than the standard	30	79	37.97
Basic list of alcoholic and non-alcoholic beverages	13	79	16.46

Presentation of food

Presentation needs some improvement	7	248	2.82
Acceptable presentation, almost as expected	51	248	20.56
Good presentation, slightly better than expected although unpretentious	90	248	36.29
Excellent overall food presentation	71	248	28.63
Outstanding food presentation, beautiful and tempting	29	248	11.69

Portion sizes

Smaller portions so as not to waste food	43	121	35.54
Bigger portions, better too much than too little	78	121	64.46

Restaurant appearance and cleanliness

Clean but unpretentious	82	284	28.87
Clean with attractive furniture and tableware	131	284	46.13
Clean, quirky and innovative	71	284	25.00

Location

Public transport and parking not easily accessible	20	255	7.84
Good parking facilities, public transport not easily accessible	104	255	40.78
Good public transport facilities, limited parking	53	255	20.78
Good parking and public transport connections	78	255	30.59

Offers

Restaurants that do not use offers or sales incentives to attract customers	12	122	9.84
Vouchers for free items, money off coupons, e-coupons	48	122	39.34
Attractive pricing, e.g. set menus, children menus, drinks included with meals	43	122	35.25
Seasonal or time-related offers e.g. early bird, happy hour, day of the week, only this week	19	122	15.57

APPENDIX 18: Chi-Square calculations, Food quality/Occasion

Label	1 - Excellent quality, worthy of awards (Michelin-star standard or close to it), very impressed	2 - Good food quality, slightly better than expected	3 - Acceptable food quality, just as expected
Day/night out with friends and/or family	25	105	80
Romantic dinner	10	30	7
Special celebration, promotion at work, Birthday party	7	9	12

Label	1 - Excellent quality, worthy of awards (Michelin-star standard or close to it), very impressed	2 - Good food quality, slightly better than expected	3 - Acceptable (or slightly less than) food quality, just as expected
Day/night out with friends and/or family	25	105	83
Romantic dinner	10	30	7
	35	135	90

Expected frequencies	Excellent	Good	Acceptable or less
----------------------	-----------	------	--------------------

Day/night out with friends and/or family	28.7	110.6	73.7
Romantic dinner	6.3	24.4	16.3
	Observed frequency	Expected frequency	(Ofi-Efi)
Night out/Excellent	25	28.7	-3.7
Night out/Good	105	110.6	-5.6
Night out/Accep-I	83	73.7	9.3
Romantic/Excellent	10	6.3	3.7
Romantic/Good	30	24.4	5.6
Romantic/Accep-I	7	16.3	-9.3

3*2 Contingency table

(3-1)* (2-1) = 2*1= 2 degrees of freedom 1%= 9.21

APPENDIX 19: Chi-Square calculations, Variety of dishes/Occasion

Value	Label	Total	1 - Little variety but great dishes	2 - Great dishes in a varied menu. Great variety of vegetarian options, no specials	3 - Great dishes, varied menu with vegetarian options and specials
1	Day/night out with friends and/or family Romantic	213	60	78	75
2	dinner	47	16	13	18
3	Birthday party	19	4	7	8
4	Special celebration, e.g. promotion at work, reunion	11	2	4	5
5	Other, please specify	5		4	1
		295			

			1 - Little variety but great dishes	2 - Great dishes in a varied menu. Great variety of vegetarian options, no specials	3 - Great dishes, varied menu with vegetarian options and specials	Total
Value	Label					
1	Day/night out with friends and/or family Romantic		60	78	75	213
2	dinner		16	13	18	47
3	Parties		6	11	13	30
			82	102	106	290
		Observed	Expected	O-e	(O-e) ²	(O-e) ² /e
	Night out/1	60	60.23	-0.23	0.052	0.001
	Night out/2	78	74.92	3.08	9.503	0.127
	Night out/3	75	77.86	-2.86	8.152	0.105
	Romantic/1	16	13.29	2.71	7.346	0.553
	Romantic/2	13	16.53	-3.53	12.468	0.754
	Romantic/3	18	17.18	0.82	0.674	0.039
	Parties/1	6	8.48	-2.48	6.164	0.727
	Parties/2	11	10.55	0.45	0.201	0.019
	Parties/3	13	10.97	2.03	4.139	0.377
						2.702

APPENDIX 20: Counts of unacceptables

Unacceptable Report from Screener Section

	Frequency	Base	Percent
Sample Size	295	295	100.00
Menu options			
Little variety but great dishes	17	295	5.76
Great dishes in a varied menu. Great variety of vegetarian options, no specials	0	295	0.00
Great dishes, varied menu with vegetarian options and specials	0	295	0.00
Quality of food			
Excellent quality, worthy of awards (Michelin-star standard or close to it), very impressed	0	295	0.00
Good food quality, slightly better than expected	2	295	0.68
Acceptable food quality, just as expected	11	295	3.73
Slightly less than acceptable, needs some minor improvements	95	295	32.20
Ambiance			
Quiet, customers can engage in private conversations	3	295	1.02
Busy, great atmosphere even if slightly noisy	19	295	6.44
Service			
Knowledgeable and extremely attentive and very friendly	0	295	0.00
It could be more knowledgeable, but attentive, friendly, welcoming and relaxed	1	295	0.34
Friendly and welcoming but could be more attentive, not very knowledgeable	6	295	2.03
Attentive but a bit obtrusive and not particularly friendly or welcoming	30	295	10.17
Relaxed and friendly, tries hard but leaves too much to be desired	68	295	23.05
Price (summed pricing)	0	295	
Decor and lighting			
Conservative decor, low lights	1	200	0.50
Conservative decor, mid to well lit	0	200	0.00
Innovative decor, low lights	3	200	1.50
Innovative decor, mid to well lit	0	200	0.00
Music			
No music	4	54	7.41
Low background music	0	54	0.00
Audible background music, compatible with busy atmosphere	8	54	14.81

Timing

Perfect timing to be seated and for the courses to get to the table	0	112	0.00
Have to wait slightly more than expected either to be seated or for the courses	3	112	2.68
Have to wait slightly more than expected both to be seated and for the courses	5	112	4.46
Have to wait significantly more than expected either to be seated or for the courses	19	112	16.96
Have to wait significantly more than expected both to be seated and for the courses	35	112	31.25

Range of beverages

Ample list of wines and spirits and non-alcoholic drinks	0	79	0.00
Some variety of wines and spirits and non-alcoholic drinks, better than the standard	2	79	2.53
Basic list of alcoholic and non-alcoholic beverages	6	79	7.59

Presentation of food

Presentation needs some improvement	38	248	15.32
Acceptable presentation, almost as expected	10	248	4.03
Good presentation, slightly better than expected although unpretentious	2	248	0.81
Excellent overall food presentation	0	248	0.00
Outstanding food presentation, beautiful and tempting	0	248	0.00

Portion sizes

Smaller portions so as not to waste food	6	121	4.96
Bigger portions, better too much than too little	3	121	2.48

Restaurant appearance and cleanliness

Clean but unpretentious	7	284	2.46
Clean with attractive furniture and tableware	4	284	1.41
Clean, quirky and innovative	1	284	0.35

Location

Public transport and parking not easily accessible	53	255	20.78
Good parking facilities, public transport not easily accessible	7	255	2.75
Good public transport facilities, limited parking	0	255	0.00
Good parking and public transport connections	0	255	0.00

Offers

Restaurants that do not use offers or sales incentives to attract customers	4	122	3.28
Vouchers for free items, money off coupons, e-coupons	3	122	2.46
Attractive pricing, e.g. set menus, children menus, drinks included with meals	3	122	2.46
Seasonal or time-related offers e.g. early bird, happy hour, day of the week, only this week	7	122	5.74

APPENDIX 21: Counts of the winning concept

Composition of "Winning" Concept from Choice Tournament Section

	Frequency	Base	Percent
Sample Size	243	243	100.00
Menu options			
Little variety but great dishes	66	243	27.16
Great dishes in a varied menu. Great variety of vegetarian options, no specials	96	243	39.51
Great dishes, varied menu with vegetarian options and specials	81	243	33.33
Quality of food			
Excellent quality, worthy of awards (Michelin-star standard or close to it), very impressed	63	243	25.93
Good food quality, slightly better than expected	81	243	33.33
Acceptable food quality, just as expected	84	243	34.57
Slightly less than acceptable, needs some minor improvements	15	243	6.17
Ambiance			
Quiet, customers can engage in private conversations	159	243	65.43
Busy, great atmosphere even if slightly noisy	84	243	34.57
Service			
Knowledgeable and extremely attentive and very friendly	98	243	40.33
It could be more knowledgeable, but attentive, friendly, welcoming and relaxed	70	243	28.81
Friendly and welcoming but could be more attentive, not very knowledgeable	43	243	17.70
Attentive but a bit obtrusive and not particularly friendly or welcoming	12	243	4.94
Relaxed and friendly, tries hard but leaves too much to be desired	20	243	8.23
Decor and lighting			
Conservative decor, low lights	30	175	17.14
Conservative decor, mid to well lit	45	175	25.71
Innovative decor, low lights	54	175	30.86
Innovative decor, mid to well lit	46	175	26.29
Music			
No music	7	45	15.56
Low background music	31	45	68.89
Audible background music, compatible with busy atmosphere	7	45	15.56

Timing

Perfect timing to be seated and for the courses to get to the table	42	88	47.73
Have to wait slightly more than expected either to be seated or for the courses	20	88	22.73
Have to wait slightly more than expected both to be seated and for the courses	21	88	23.86
Have to wait significantly more than expected either to be seated or for the courses	1	88	1.14
Have to wait significantly more than expected both to be seated and for the courses	4	88	4.55

Range of beverages

Ample list of wines and spirits and non-alcoholic drinks	32	66	48.48
Some variety of wines and spirits and non-alcoholic drinks, better than the standard	22	66	33.33
Basic list of alcoholic and non-alcoholic beverages	12	66	18.18

Presentation of food

Presentation needs some improvement	15	199	7.54
Acceptable presentation, almost as expected	34	199	17.09
Good presentation, slightly better than expected although unpretentious	63	199	31.66
Excellent overall food presentation	45	199	22.61
Outstanding food presentation, beautiful and tempting	42	199	21.11

Portion sizes

Smaller portions so as not to waste food	35	98	35.71
Bigger portions, better too much than too little	63	98	64.29

Restaurant appearance and cleanliness

Clean but unpretentious	67	233	28.76
Clean with attractive furniture and tableware	102	233	43.78
Clean, quirky and innovative	64	233	27.47

Location

Public transport and parking not easily accessible	23	210	10.95
Good parking facilities, public transport not easily accessible	77	210	36.67
Good public transport facilities, limited parking	53	210	25.24
Good parking and public transport connections	57	210	27.14

Offers

Restaurants that do not use offers or sales incentives to attract customers	14	101	13.86
Vouchers for free items, money off coupons, e-coupons	36	101	35.64
Attractive pricing, e.g. set menus, children menus, drinks included with meals	34	101	33.66
Seasonal or time-related offers e.g. early bird, happy hour, day of the week, only this week	17	101	16.83

APPENDIX 22: Hierarchical Bayes (HB) report

Appendix 22a HB report (summary)

ACBC/HB Report Summary Results

Study Name: RESTAURANTSTUDY

Exercise Name: RESTAURANTSELECTION

Results File: E:\THESIS\RESTAURANTSTUDY 8.2.4 Backup\RESTAURANTSELECTION_hb\RESTAURANTSELECTION_hb.hbu

Average Utilities (Zero-Centered Diffs)	Average Utilities
Little variety but great dishes	-14.67479
Great dishes in a varied menu. Great variety of vegetarian options, no specials	5.84670
Great dishes, varied menu with vegetarian options and specials	8.82809
Excellent quality, worthy of awards (Michelin-star standard or close to it), very impressed	59.38110
Good food quality, slightly better than expected	57.95532
Acceptable food quality, just as expected	12.80381
Slightly less than acceptable, needs some minor improvements	-130.14022
Quiet, customers can engage in private conversations	23.74623
Busy, great atmosphere even if slightly noisy	-23.74623
Knowledgeable and extremely attentive and very friendly	59.10133
It could be more knowledgeable, but attentive, friendly, welcoming and relaxed	42.26137
Friendly and welcoming but could be more attentive, not very knowledgeable	15.07090
Attentive but a bit obtrusive and not particularly friendly or welcoming	-63.74149
Relaxed and friendly, tries hard but leaves too much to be desired	-52.69211
Price: 9.1	209.91412
Price: 126.1	-209.91412
Conservative decor, low lights	-5.61400
Conservative decor, mid to well lit	-3.53489
Innovative decor, low lights	4.11652
Innovative decor, mid to well lit	5.03238
No music	-3.56137
Low background music	10.27611
Audible background music, compatible with busy atmosphere	-6.71474
Perfect timing to be seated and for the courses to get to the table	29.72360
Have to wait slightly more than expected either to be seated or for the courses	9.69871
Have to wait slightly more than expected both to be seated and for the courses	7.52428
Have to wait significantly more than expected either to be seated or for the courses	-18.86555
Have to wait significantly more than expected both to be seated and for the courses	-28.08103
Ample list of wines and spirits and non-alcoholic drinks	5.53469
Some variety of wines and spirits and non-alcoholic drinks, better than the standard	3.00202
Basic list of alcoholic and non-alcoholic beverages	-8.53670
Presentation needs some improvement	-40.98587
Acceptable presentation, almost as expected	-10.06352
Good presentation, slightly better than expected although unpretentious	16.58033
Excellent overall food presentation	15.31592

Outstanding food presentation, beautiful and tempting	19.15315
Smaller portions so as not to waste food	-6.34173
Bigger portions, better too much than too little	6.34173
Clean but unpretentious	-7.73001
Clean with attractive furniture and tableware	10.56541
Clean, quirky and innovative	-2.83540
Public transport and parking not easily accessible	-51.84811
Good parking facilities, public transport not easily accessible	11.18386
Good public transport facilities, limited parking	13.28734
Good parking and public transport connections	27.37691
Restaurants that do not use offers or sales incentives to attract customers	-9.55586
Vouchers for free items, money off coupons, e-coupons	4.90778
Attractive pricing, e.g. set menus, children menus, drinks included with meals	5.25877
Seasonal or time-related offers e.g. early bird, happy hour, day of the week, only this week	-0.61069

	Average Importances
Menu options	3.58967
Quality of food	15.64603
Ambiance	5.17518
Service	11.16652
Price	33.42348
Decor and lighting	3.25775
Music	1.48269
Timing	4.60819
Range of beverages	1.39977
Presentation of food	5.74848
Portion sizes	2.04636
Restaurant appearance and cleanliness	3.43654
Location	6.92876
Offers	2.09058

Appendix 22 b Individual utilities (an excerpt for one attribute and first 76 respondents) Shows individual RLH

Respondent	RLH	Little variety but great dishes	Great dishes in a varied menu. Great variety of vegetarian options, no specials	Great dishes, varied menu with vegetarian options and specials
1	604	-39.69651	2.56381	37.13269
3	705	-40.92184	8.48820	32.43364
4	659	-25.93690	-6.68899	32.62589
10	620	-11.71867	-5.60053	17.31920
11	640	-51.55290	29.12666	22.42625
12	504	-25.42815	29.75803	-4.32988
14	489	1.41135	-10.30223	8.89088
17	622	-45.28621	57.75383	-12.46762
22	673	-22.95084	27.77965	-4.82881
25	526	-12.69443	47.00929	-34.31486
26	583	-19.84514	4.13550	15.70964
27	689	-29.65165	10.57358	19.07807
28	675	-46.61882	12.81278	33.80603
29	689	-16.83560	13.51531	3.32030
30	597	-6.66812	11.11309	-4.44497
31	596	40.22645	-22.33761	-17.88885
32	560	-57.18804	14.59215	42.59589
33	576	-49.60003	3.57198	46.02805
38	681	6.36809	-7.88446	1.51637
41	542	52.49675	-26.79917	-25.69758
43	528	-36.49797	29.57715	6.92082
44	565	4.73112	0.83474	-5.56586
46	710	-5.19004	13.42862	-8.23858
48	576	-10.17240	22.43570	-12.26330
49	731	-40.88075	10.58167	30.29909
51	593	0.87151	5.60234	-6.47386
52	646	-20.62013	6.70751	13.91263
55	656	-24.95694	-5.90723	30.86417
57	606	-37.80251	33.76874	4.03377
59	523	10.20532	-20.73984	10.53452
60	476	17.06106	7.52141	-24.58247
61	577	-11.15428	-4.64649	15.80077
62	640	-8.95914	-2.32543	11.28457
63	789	-24.95622	3.25044	21.70579
64	573	2.61438	26.12218	-28.73656
65	612	73.29184	-61.72909	-11.56276
68	579	22.73708	-2.31241	-20.42467

71	584	-43.39635	26.31463	17.08172
73	528	-35.37221	18.40061	16.97160
74	561	-15.28146	6.55327	8.72819
75	774	-23.53746	16.53160	7.00586
76	610	22.37719	-6.71495	-15.66224

**Appendix 22c Individual importances
(shows 11 attributes and first 76
respondents)**

Respondent	Menu options	Quality of food	Ambiance	Service	Price	Decor and lighting	Music	Timing	Range of beverages	Presentation of food	Portion sizes
1	5.48780	23.50139	7.34534	15.86675	23.33046	5.12172	10.93440	0.00000	3.03346	0.00000	0.00000
3	5.23968	11.98045	5.70884	19.15899	18.24619	0.00000	0.00000	0.00000	0.00000	18.39988	3.19950
4	4.18306	21.56513	3.56075	17.08395	28.50951	1.53263	0.00000	0.00000	4.78476	8.34507	0.00000
10	2.07413	16.83471	0.56828	8.71597	43.16100	0.00000	0.00000	0.00000	6.21476	10.52762	0.00000
11	5.76283	13.67536	8.01388	4.99201	43.40734	2.24607	0.00000	0.00000	2.51258	5.84726	0.00000
12	3.94187	18.90622	8.45723	14.93501	6.94694	10.39944	0.00000	0.00000	0.00000	10.15886	0.00000
14	1.37094	7.78538	0.55136	7.95342	50.95719	2.89994	0.00000	0.00000	0.00000	7.38484	12.85512
17	7.36000	13.25916	18.12862	11.34798	8.62582	7.65268	10.60131	0.00000	0.00000	6.95719	0.00000
22	3.62361	8.21058	16.06171	5.43439	44.47033	4.75931	0.00000	0.00000	0.00000	4.01951	4.73489
25	5.80887	10.29357	0.66323	15.41113	17.57158	0.00000	0.00000	0.00000	0.00000	7.49674	3.15245
26	2.53963	8.46237	3.88005	8.55324	51.19375	0.00000	0.00000	0.00000	0.00000	4.73940	2.57131
27	3.48069	16.25259	22.48730	8.54508	0.97098	4.98611	17.52926	0.00000	0.00000	11.40983	0.00000
28	5.74463	21.51814	14.43349	8.38533	4.90204	5.44064	0.00000	19.34909	0.00000	4.07947	0.00000
29	2.16792	6.81400	6.69010	9.78862	53.86999	0.00000	0.00000	6.26622	0.00000	6.76835	0.00000
30	1.27009	6.70018	1.47410	8.18023	62.41060	0.00000	0.00000	6.73821	0.00000	4.40894	0.00000
31	4.46886	19.86775	13.22674	10.75993	20.46453	3.07611	0.00000	0.00000	2.56506	8.36124	0.00000
32	7.12742	19.83928	0.64496	15.30668	24.72882	3.77854	0.00000	0.00000	0.00000	4.44166	8.56235

33	6.83058	13.32288	10.04507	11.59098	24.23953	2.72517	0.00000	0.00000	7.61390	10.01089	0.00000
38	1.01804	14.84773	0.39671	13.97199	15.34333	0.00000	7.91107	21.95853	0.00000	3.02576	0.00000
41	5.66399	10.62269	6.36361	2.29049	39.76215	0.00000	0.00000	9.57052	4.41375	4.34824	0.00000
43	4.71965	7.49241	5.60476	5.38782	50.89197	0.00000	6.68052	0.00000	0.00000	4.73363	4.29165
44	0.73550	22.82457	10.87560	13.03341	0.24867	3.08370	0.00000	22.95088	0.00000	2.81476	0.00000
46	1.54766	9.60063	5.09765	7.78296	54.79438	0.00000	5.32466	0.00000	5.34672	3.44541	3.21697
48	2.47850	15.50502	4.83448	16.92086	17.02941	0.00000	16.83938	7.24970	2.81435	4.69330	0.00000
49	5.08427	27.72604	3.77160	12.58787	10.30743	5.64536	0.00000	14.66539	0.00000	7.22840	0.00000
51	0.86259	15.36394	2.62909	5.33144	51.66289	0.00000	0.00000	10.23402	0.00000	2.19868	2.69814
52	2.46663	5.95293	4.26736	9.10215	51.50829	2.45690	0.00000	7.89720	0.00000	4.17962	0.00000
55	3.98722	35.22167	3.37636	12.81138	2.00743	8.46786	0.00000	0.00000	6.64055	10.79254	0.00000
57	5.11223	17.63084	3.70084	15.33062	15.59933	6.54578	0.00000	9.34456	0.00000	14.28366	0.00000
59	2.23388	7.19734	2.00837	17.12971	30.00266	8.84716	0.00000	0.00000	0.00000	10.48882	7.05917
60	2.97454	8.96254	4.14583	5.69212	47.86519	0.00000	0.00000	8.75811	0.00000	5.98954	0.26741
61	1.92536	12.43723	11.86301	5.73830	21.12970	5.70974	0.00000	18.17031	0.00000	2.59012	0.00000
62	1.44598	15.25301	7.31960	12.92157	29.43740	3.82599	0.00000	0.00000	0.00000	9.28174	10.56205
63	3.33300	10.30539	2.97932	10.26192	48.14929	4.91426	7.60662	0.00000	0.00000	4.19073	0.00000
64	3.91848	10.65221	1.94691	7.97342	55.78926	0.90398	0.00000	0.00000	0.00000	6.64955	0.00000
65	9.64435	15.11832	1.82178	13.02379	10.32899	0.00000	0.00000	0.00000	0.00000	5.63377	12.51230
68	3.08298	14.85520	4.00437	5.07424	41.04828	0.00000	0.00000	11.52328	0.00000	5.09119	6.09640
71	4.97936	15.83284	4.04080	4.81046	19.64536	8.63025	0.00000	19.32264	0.00000	8.34579	0.00000
73	3.84092	20.07213	4.17547	10.75436	11.13679	0.00000	0.00000	11.18344	3.84064	8.05007	0.00000
74	1.71498	12.07101	4.91165	1.80986	57.50643	0.00000	0.00000	6.45380	0.00000	1.64643	1.53537
75	2.86208	17.63589	3.21819	6.70754	25.64522	6.73897	11.19775	0.00000	10.76455	6.97032	0.00000
76	2.71710	17.08690	10.68698	8.77984	51.63716	2.75058	0.00000	3.26974	0.00000	0.00000	0.00000

APPENDIX 23: Zero-centred diffs report

ACBC/HB Report Summary Results

Study Name: RESTAURANTSTUDY

Exercise Name: RESTAURANTSELECTION

Results File: E:\THESIS\RESTAURANTSTUDY 8.2.4 Backup\RESTAURANTSELECTION_hb\RESTAURANTSELECTION_hb.hbu

Average Utilities (Zero-Centered Diffs)	Average Utilities
Little variety but great dishes	-14.67479
Great dishes in a varied menu. Great variety of vegetarian options, no specials	5.84670
Great dishes, varied menu with vegetarian options and specials	8.82809
Excellent quality, worthy of awards (Michelin-star standard or close to it), very impressed	59.38110
Good food quality, slightly better than expected	57.95532
Acceptable food quality, just as expected	12.80381
Slightly less than acceptable, needs some minor improvements	-130.14022
Quiet, customers can engage in private conversations	23.74623
Busy, great atmosphere even if slightly noisy	-23.74623
Knowledgeable and extremely attentive and very friendly	59.10133
It could be more knowledgeable, but attentive, friendly, welcoming and relaxed	42.26137
Friendly and welcoming but could be more attentive, not very knowledgeable	15.07090
Attentive but a bit obtrusive and not particularly friendly or welcoming	-63.74149
Relaxed and friendly, tries hard but leaves too much to be desired	-52.69211
Conservative decor, low lights	-5.61400
Conservative decor, mid to well lit	-3.53489
Innovative decor, low lights	4.11652
Innovative decor, mid to well lit	5.03238
No music	-3.56137
Low background music	10.27611
Audible background music, compatible with busy atmosphere	-6.71474
Perfect timing to be seated and for the courses to get to the table	29.72360
Have to wait slightly more than expected either to be seated or for the courses	9.69871
Have to wait slightly more than expected both to be seated and for the courses	7.52428
Have to wait significantly more than expected either to be seated or for the courses	-18.86555
Have to wait significantly more than expected both to be seated and for the courses	-28.08103
Ample list of wines and spirits and non-alcoholic drinks	5.53469
Some variety of wines and spirits and non-alcoholic drinks, better than the standard	3.00202
Basic list of alcoholic and non-alcoholic beverages	-8.53670
Presentation needs some improvement	-40.98587
Acceptable presentation, almost as expected	-10.06352
Good presentation, slightly better than expected although unpretentious	16.58033
Excellent overall food presentation	15.31592
Outstanding food presentation, beautiful and tempting	19.15315
Smaller portions so as not to waste food	-6.34173
Bigger portions, better too much than too little	6.34173

Clean but unpretentious	-7.73001
Clean with attractive furniture and tableware	10.56541
Clean, quirky and innovative	-2.83540
Public transport and parking not easily accessible	-51.84811
Good parking facilities, public transport not easily accessible	11.18386
Good public transport facilities, limited parking	13.28734
Good parking and public transport connections	27.37691
Restaurants that do not use offers or sales incentives to attract customers	-9.55586
Vouchers for free items, money off coupons, e-coupons	4.90778
Attractive pricing, e.g. set menus, children menus, drinks included with meals	5.25877
Seasonal or time-related offers e.g. early bird, happy hour, day of the week, only this week	-0.61069

Attribute	Average Importances
Menu options	3.58967
Quality of food	15.64603
Ambiance	5.17518
Service	11.16652
Price	33.42348
Decor and lighting	3.25775
Music	1.48269
Timing	4.60819
Range of beverages	1.39977
Presentation of food	5.74848
Portion sizes	2.04636
Restaurant appearance and cleanliness	3.43654
Location	6.92876
Offers	2.09058

APPENDIX 24: Ethical approval forms

Introduction

There were a number of forms and communications between the researcher and the research ethics committee. This was because originally the form and procedure changed and then because a request was made to access more participants in Bucks New University and for introducing incentives.

The start of the PhD was 01/04/2011. When the first chapters of Lit review and methodology were being written (not conducting field work yet), the researcher was told to start looking for ethics approval (April 2012). On 28/05/2012 I filled the original form that was sent to Anne Murray (Research Ethics Committee) –Appendix 24a- , and confirmed as OK by Laura Bray (Appendix 24b). On 29/01/2013 Barbara Humberstone (then chair of the research ethics committee) asked me that forms have changed and that I need approval again (Appendix k). The forms are sent to Barbara Humberstone on 10/02/2013 (Appendix 24k). Ethical approval received 12/02/2013 (Appendix 24d). Laura Bray confirms that no further action is needed 12/02/2013 (Appendix 24e). The forms that were attached were the information sheet (Appendix 24f) and Consent form (Appendix 24g).

On 15 November 2013 when I was conducting field work for the quantitative stage (online survey) I raised a query to Barbara Humberstone because I could not access enough people using the newsletter and I required a slight change so that a larger sample was accessed including offering incentives. The reply is that I have to contact Melanie Nakissa, now secretary of the Research ethics committee (query and reply in Appendix 24h). Complete form is sent on 29/11/2013 and further clarification was required so form sent again on 05-01-2014 (both forms in Appendix 24b). After some queries final ethical approval for accessing more respondents was received on 13/01/2014 (incentives were approved and so participation of members of Bucks but no circulars should be sent) –Appendix 24i-.

Appendix 24a Copy of original Research ethics form (28-05-2012)

Research ethics checklist – Research students

This checklist should be completed for every project that involves human participants.

Human participants are defined as including living human beings, human beings who have recently died, human tissues and bodily fluids, and human data and records (such as, but not restricted to medical, genetic, financial, personnel, criminal or administrative records and test results including scholastic achievements).

Before completing this form, please refer to the University Ethics Policy.

1 Applicant details	
Name of Researcher (applicant):	PEDRO LONGART
Name of Supervisor:	ALI BAHIR

2 Project details
Project title: CONSUMER DECISION MAKING IN RESTAURANT SELECTION
Please provide a brief description of the project: An investigation into decision-making processes and attributes for selecting restaurants

3 Research checklist		
Please answer each question by checking the appropriate box:		
	YES	NO
1. Does the study involve participants who are particularly vulnerable or unable to give informed consent? (for example children, people with learning disabilities, your own students)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2. Will the study require the co-operation of a gatekeeper for initial access to the groups or individuals to be recruited? (for example students at school, members of self-help group, residents of nursing home)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3. Will it be necessary for participants to take part in the study without their knowledge and consent at the time? (for example covert observation of people in non-public places)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
4. Will the study involve discussion of sensitive topics (for example sexual activity, drug use)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
5. Are drugs, placebos or other substances (for example food substances, vitamins) to be administered to the study participants or will the study involve invasive, intrusive or potentially harmful procedures of any kind?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
6. Will blood or tissue samples be obtained from participants?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
7. Is pain or more than mild discomfort likely to result from the study?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
8. Could the study induce psychological stress or anxiety or cause harm or negative consequences beyond the risks encountered in normal life?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
9. Will the study involve prolonged or repetitive testing?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
10. Will financial inducements (other than reasonable expenses and compensation for time) be offered to participants?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
11. Will the study involve recruitment of patients or staff through the NHS?	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Applicant:

Name (please print):	PEDRO LOUGANT
Signed:	<i>[Signature]</i>
Date:	28-05-2012

Supervisor: Please check the appropriate boxes. Even if the student has answered 'no' to all questions in Section 4, the study should not begin until all boxes have been checked and the form counter-signed.

The student has been made aware of the University's Code of Good Research Practice and relevant professional codes of conduct	<input checked="" type="checkbox"/>
The topic merits further research	<input checked="" type="checkbox"/>
The student has the skills to carry out the research	<input checked="" type="checkbox"/>
The participant information sheet or leaflet is appropriate (where applicable)	<input checked="" type="checkbox"/>
The procedures for recruitment and obtaining informed consent are appropriate (where applicable)	<input checked="" type="checkbox"/>

Comments from supervisor:

Supervisor:

I confirm that work as described will be carried out in full conformity to all ethical standards and any additional professional requirements.

Name (please print):	Dr. ALI BAKIR
Signed:	<i>[Signature]</i>
Date:	28-05-2012

If you have answered 'no' to all questions in the checklist, send the completed and signed form to your Faculty Research Officer for their records.

If you have answered 'yes' to any of the questions in the checklist, you will need to describe more fully how you plan to deal with the ethical issues raised by your research. This does not mean that you cannot do the research, only that your proposal will need to be approved by your Faculty Ethics Committee. You will need to submit your plans for addressing the ethical issues raised by your proposal using the Ethics Proforma obtainable from your Faculty Research Officer and available on the website.

If you have answered 'yes' to question 11, you will need to submit an application to the appropriate external health authority ethics committee, after you have received approval from xxxxxxxx.

Please note that it is your responsibility to follow the University Ethics Policy and any relevant academic or professional guidelines in the conduct of your study. This includes providing appropriate information sheets and consent forms, and ensuring confidentiality in the storage and use of data. Any significant change in the question, design or conduct over the course of the research should be notified to your Faculty Research Officer and may require a new application for ethics approval.

Appendix 24b Ethics approval form for accessing more respondents of online survey (29-11-2013) and modified form (0501-2014) after queries from research ethics committee.



University Ethics Panel Application form

Section 1: Researcher details

1.1 Contact details of researcher

Title	Mr	Forename	Pedro	Surname	Longart
Department: DMM				E-mail: Pedro.Longart@bucks.ac.uk Tel. No./Ext 3201	
Status:	Employee <input type="checkbox"/>	Postgraduate Research X	Postgraduate Taught <input type="checkbox"/>	Undergraduate <input type="checkbox"/>	

1.2 Co-applicants (please include everyone who will be involved in the research project, including research assistants)

Name	Post held	Organisation

Section 2: Project details

2.1 Project title and timescale

Title	Consumer Decision Making for Restaurant Selection
Proposed start date:	15-12-2013
Proposed end date: (of data collection)	31-03-2013

2.2 Costs and funding
<i>Please indicate the total costs and source of funding (if applicable):</i>
2.3 Brief project description
<p><i>This research looks into the antecedents of the decision of eating out in a restaurant and the restaurant attributes that are more appreciated by consumers. There has been research on restaurant attributes to some extent but none has gone into the intricacies of the decision by conducting a trade-off analysis which in methodological terms of consumer research is called conjoint analysis. Research has been conducted in two stages, the first being qualitative (focus group interviews) which looks into the antecedents of the decision and elicit restaurant attributes that inform the second stage. The latter stage is quantitative and consists in an online survey in which respondents freely engage in the research by going online and clicking on a link that contains the survey. The survey is confidential as usernames and passwords are the same for any respondent. Application for research approval refers to sending the invitation to participate as a circular e-mail to members of the community of Bucks University and of University of West London where I work. There has been no objection from the side of University of West London but I request ethical approval I can proceed.</i></p> <p>Link:</p> <p>http://Restaurantstudytest.cloudssi.com/login.html</p> <p>USERNAME: restaurant</p> <p>PASSWORD: c2324</p>
Section 3: Research Design

3.1: Methodology/Methods
Please check boxes for all methodology/methods that you plan to use:

	Methodologies	
A	Case study	<input type="checkbox"/>
B	Ethnography	<input type="checkbox"/>
C	Life history/narrative	<input type="checkbox"/>
D	Action research	<input type="checkbox"/>
E	Participatory Research	<input type="checkbox"/>
F	Dialogic enquiry	<input type="checkbox"/>
G	Positivistic-Statistical	X
H	Other methodology: Please give details	<input type="checkbox"/>
	Methods	
A	Written questionnaires	X
B	Semi-structured interviews	<input type="checkbox"/>
C	Unstructured interviews	<input type="checkbox"/>
D	Focus groups	<input type="checkbox"/>
E	Observation	<input type="checkbox"/>
F	Analysis of pre-existing data from human participants (where this data is sensitive or could be identifiable)	<input type="checkbox"/>
G	Audio/video recording or photography in a public place	<input type="checkbox"/>
H	Audio/video recording or photography in a private place	<input type="checkbox"/>
I	Quantitative experiment	<input type="checkbox"/>
J	Other method: please give details	<input type="checkbox"/>
3.2 Research design		
<p><i>Conjoint analysis is the methodology of choice for decision making involving attribute. The software used is the most used in commercial consumer research and has a cost of US\$ 10,000. The researcher was given a grant by the software company for the duration of the project (until 31-03-2014). Conjoint studies of this type should have between 250 and 1200 respondents. Achieving a</i></p>		

size sample that big is considered challenging as the survey takes about 20 minutes to complete and without incentives respondents are not motivated enough to participate.

3.3 Ethical implications

No major ethical implications are participated as there is no pressure exerted on participants and the topic of selecting restaurants is by nature not controversial. The fact that participants choices can be identified by the researcher but that will not be revealed to anybody else not involved with the research, i.e. supervisors, does not have known ethical implications.

The fact that they will have an incentive has to be taken in perspective as there will be one chance in 50 to win restaurant vouchers for the value of £40. That is basically a minimum incentive as they are not paid to participate but have a small incentive for doing so.

3.4 Dissemination

It is thought that research will be part of several research papers. That will be part of research colloquiums in the university as well.

Section 4: Participants and Recruitment

Section 4.1: Participants

Consumers are anybody who selects restaurants to eat out for leisure (party, night out with friends, romantic dinner) as opposed to convenience (quick lunch between working hours or convenience meals).

Section 4.2: Recruitment method

Application for research approval refers to sending the invitation to participate as a circular e-mail to members of the community of Bucks University and of University of West London where I work. There

has been no objection from the side of University of West London but I request ethical approval from the Ethics Committee before I can proceed. In order to encourage respondents to participate they will enter in a prize draw. If they want to enter the prize draw then they will have to send me an e-mail and I will give them a choice of usernames and passwords so as to verify they have taken part in the survey. In order to encourage respondents to participate they will enter in a prize draw. However giving them a choice will then mean that it is not possible to track down the respondent to the responses as many respondents will be given a number of choices. They will be informed that if the selected username name and password does not work they will have to use another one. There will be a choice of 30 usernames and passwords and every day new usernames and passwords will be added so as to make up for the used ones. Otherwise they can participate anonymously with a common name and password provided to everybody (details of common username and password in section 2.3) Then they will not enter in the prize draw.

Section 4.3: Vulnerability

No vulnerable people are allowed to take part in this study.

Section 4.4: Incentives

It has been proved that respondents rarely participate in lengthy questionnaires unless they have a strong connection with the researcher. The researcher admits it is not feasible from his own network to recruit the required sample size unless incentives are offered to respondents.

The fact that they will have an incentive has to be taken in perspective as there will be one chance in 50 to win restaurant vouchers for the value of £40. That is basically a minimum incentive as they are not paid to participate but have a small incentive for doing so.

Section 4.5: Gatekeepers / Permission

Permission has been given by the University of West London, but I require Ethics approval from the research ethics committee.

Section 5: Consent procedure

This section will demonstrate how you will obtain informed consent from the participants. *Please include all supporting documents (eg Information Sheets, Consent forms and questionnaires).* Please answer YES, NO or NOT APPLICABLE (N/A) to **each** of the following:

		Yes	No	N/A
5.1	All respondents will be given an Information Sheet and enough time to read it before being asked to agree to participate.	X	<input type="checkbox"/>	<input type="checkbox"/>
5.2	All participants taking part in an interview, focus group, observation (or other activity which is not questionnaire-based) will be asked to sign a consent form.	<input type="checkbox"/>	<input type="checkbox"/>	X
5.3	All participants completing a questionnaire will be informed on the Information Sheet that returning the completed questionnaire implies consent to participate.	X	<input type="checkbox"/>	<input type="checkbox"/>
5.4	All participants being asked to provide sensitive personal data will have the following statement on the consent form or on the bottom of their questionnaire "I consent to the processing of my personal information for the purposes of this research study. I understand that such information will be treated as strictly confidential and handled in accordance with the UK Data Protection Act 1998". A tick box should be included to allow participants to give explicit consent for the collection and use of such data.	<input type="checkbox"/>	<input type="checkbox"/>	X
5.5	All respondents will be told that they can withdraw at any time, ask for their interview tape to be destroyed and/or their data removed from the project until it is no longer practical to do so (e.g. when the report has been written up).	X	<input type="checkbox"/>	<input type="checkbox"/>
5.6	Where full information cannot be given prior to participation (because it could influence outcomes) participants will be fully de-briefed after participation.	<input type="checkbox"/>	<input type="checkbox"/>	X
5.7	If you answered NO to any of the above (or think more information could be useful to the reviewer) please state why here:			

Section 6: Confidentiality, Anonymity & Data and Records Management

This section will show how participants can expect confidentiality and/or anonymity and will show how any research data collected will be managed during and after the study. *Confidential data is not disclosed to other people; Anonymous data cannot be linked to the participant's personal details.*

Please answer YES, NO or NOT APPLICABLE (N/A) to each of the following:

		Yes	No	N/A
6.1	Questionnaires will be returned anonymously and indirectly. Please	X	<input type="checkbox"/>	<input type="checkbox"/>

	note that questionnaire data cannot then be followed up/clarified.			
6.2	Questionnaires and/or interview transcripts will only be identifiable by a unique identifier (e.g. code/pseudonym)	X	<input type="checkbox"/>	<input type="checkbox"/>
6.3	Lists of identity number or pseudonyms linked to names and/or addresses will be stored securely and separately from research data	<input type="checkbox"/>	<input type="checkbox"/>	X
6.4	All place names and institutions which could lead to the identification of individuals or organisations will be changed	<input type="checkbox"/>	<input type="checkbox"/>	X
6.5	I confirm that all processing of personal information related to the study will be in full compliance with the UK Data Protection Act 1998 (DPA) <i>(including the Data Protection Principles)</i>	X	<input type="checkbox"/>	<input type="checkbox"/>
6.6	I confirm that processing of all security sensitive information will be in full compliance with the "Oversight of security - sensitive research material in UK universities: guidance (October 2012)" (Universities UK, recommended by the Association of Chief Police Officers)	X	<input type="checkbox"/>	<input type="checkbox"/>
6.7	If you answered NO to any of the above (or think more information could be useful to the reviewer) please state why here:			

Section 7: Authorisation

For employees:

Please ask your Head of School to sign that they have read the application form and that they accept responsibility for the applicant who is undertaking the work in their School.

Signed:

Head of School

Date

For postgraduate researchers, postgraduate taught students and undergraduate students:

Please ask your supervisor to sign that they have read the application form and that they accept responsibility for the applicant who is undertaking the work.

Signed Ali Bakir Eugenia Wickens

Supervisor

I, as the Supervisor, recognise the benefit of attending the ethics committee meeting with the student

Signed Ali Bakir Eugenia Wickens
Supervisor

Date 29-11-2013

Section 8: Checklist for Applicant

- ☐ The Ethics application form
- ☐ The Participant Information Sheet
- ☐ The Consent Form
- ☐ Letters seeking/granting permission for access to data/participants
- ☐ Materials for recruitment of participants
- ☐ Questionnaire
- ☐ Interview schedule
- ☐ Authorisation received

Modified form sent 05-01-2014



University Ethics Panel Application form

Section 1: Researcher details

1.1 Contact details of researcher

Title	Mr	Forename	Pedro	Surname	Longart
Department: DMM				E-mail: Pedro.Longart@bucks.ac.uk Tel. No./Ext 3201	
Status:	Employee	Postgraduate Research	Postgraduate Taught	Undergraduate	
	<input type="checkbox"/>	X	<input type="checkbox"/>	<input type="checkbox"/>	

1.2 Co-applicants (please include everyone who will be involved in the research project, including research assistants)		
Name	Post held	Organisation
Section 2: Project details		
2.1 Project title and timescale		
Title	Consumer Decision Making for Restaurant Selection	
Proposed start date:	15-12-2014	
Proposed end date: (of data collection)	31-03-2014	
2.2 Costs and funding		
<i>Please indicate the total costs and source of funding (if applicable):</i>		
2.3 Brief project description		
<p><i>This research looks into the antecedents of the decision of eating out in a restaurant and the restaurant attributes that are more appreciated by consumers. There has been research on restaurant attributes to some extent but none has gone into the intricacies of the decision by conducting a trade-off analysis which in methodological terms of consumer research is called conjoint analysis. Research has been conducted in two stages, the first being qualitative (focus group interviews) which looks into the antecedents of the decision and elicit restaurant attributes that inform the second stage. The latter stage is quantitative and consists in an online survey in which respondents freely engage in the research by going online and clicking on a link that contains the survey. The survey is confidential as usernames and passwords are the same for any respondent. Application for research approval refers to sending the invitation to participate as a circular e-mail to members of the community of Bucks University and of University of West London where I work. There has been no objection from the side of</i></p>		

University of West London but I request ethical approval I can proceed.

Link:

<http://Restaurantstudytest.cloudssi.com/login.html>

[USERNAME: restaurant](#)

[PASSWORD: c2324](#)

Section 3: Research Design

3.1: Methodology/Methods

Please check boxes for all methodology/methods that you plan to use:

	Methodologies	
A	Case study	<input type="checkbox"/>
B	Ethnography	<input type="checkbox"/>
C	Life history/narrative	<input type="checkbox"/>
D	Action research	<input type="checkbox"/>
E	Participatory Research	<input type="checkbox"/>
F	Dialogic enquiry	<input type="checkbox"/>
G	Positivistic-Statistical	X
H	Other methodology: Please give details	<input type="checkbox"/>
	Methods	
A	Written questionnaires	X

B	Semi-structured interviews	<input type="checkbox"/>
C	Unstructured interviews	<input type="checkbox"/>
D	Focus groups	<input type="checkbox"/>
E	Observation	<input type="checkbox"/>
F	Analysis of pre-existing data from human participants (where this data is sensitive or could be identifiable)	<input type="checkbox"/>
G	Audio/video recording or photography in a public place	<input type="checkbox"/>
H	Audio/video recording or photography in a private place	<input type="checkbox"/>
I	Quantitative experiment	<input type="checkbox"/>
J	Other method: please give details	<input type="checkbox"/>

3.2 Research design

Conjoint analysis is the methodology of choice for decision making involving attribute. The software used is the most used in commercial consumer research and has a cost of US\$ 10,000. The researcher was given a grant by the software company for the duration of the project (until 31-03-2014). Conjoint studies of this type should have between 250 and 1200 respondents. Achieving a size sample that big is considered challenging as the survey takes about 20 minutes to complete and without incentives respondents are not motivated enough to participate.

3.3 Ethical implications
<p><i>No major ethical implications are participated as there is no pressure exerted on participants and the topic of selecting restaurants is by nature not controversial. The fact that participants choices can be identified by the researcher but that will not be revealed to anybody else not involved with the research, i.e. supervisors, does not have known ethical implications.</i></p> <p><i>The fact that they will have an incentive has to be taken in perspective as there will be one chance in 50 to win restaurant vouchers for the value of £40. That is basically a minimum incentive as they are not paid to participate but have a small incentive for doing so.</i></p>
3.4 Dissemination
<p><i>It is thought that research will be part of several research papers. That will be part of research colloquiums in the university as well.</i></p>
Section 4: Participants and Recruitment

Section 4.1: Participants
<p><i>Consumers are anybody who selects restaurants to eat out for leisure (party, night out with friends, romantic dinner) as opposed to convenience (quick lunch between working hours or convenience meals).</i></p>
Section 4.2: Recruitment method
<p><i>Application for research approval refers to sending the invitation to participate respondents through newsletters. No unsolicited e-mails will be sent. In order to encourage respondents to participate they will enter in a prize draw. If they want to enter the prize draw then they will have to send me an e-mail and I will give them a choice of usernames and passwords so as to verify they have taken part in the survey. In order to encourage respondents to participate they will enter in a prize draw. However giving them a choice will then mean that it is not possible to track down the respondent to the responses as many respondents will be given a number of choices. They will be informed that if the selected username name and password does not work they will have to use another one. There will be</i></p>

a choice of 30 usernames and passwords and every day new usernames and passwords will be added so as to make up for the used ones.

Otherwise they can participate anonymously with a common name and password provided to everybody (details of common username and password in section 2.3). Then they will not enter in the prize draw.

Section 4.3: Vulnerability

It is not possible to guarantee that vulnerable people take part in this study as participation is voluntary.

Section 4.4: Incentives

It has been proved that respondents rarely participate in lengthy questionnaires unless they have a strong connection with the researcher. The researcher admits it is not feasible from his own network to recruit the required sample size unless incentives are offered to respondents.

The fact that they will have an incentive has to be taken in perspective as there will be one chance in 50 to win restaurant vouchers for the value of £40. That is basically a minimum incentive as they are not paid to participate but have a small incentive for doing so.

Section 4.5: Gatekeepers / Permission

Previous permission will be requested from the newsletters publishers.

Section 5: Consent procedure

This section will demonstrate how you will obtain informed consent from the participants. *Please include all supporting documents (eg Information Sheets, Consent forms and questionnaires).* Please answer YES, NO or NOT APPLICABLE (N/A) to **each** of the following:

		Yes	No	N/A
5.1	All respondents will be given an Information Sheet and enough time to read it before being asked to agree to participate.	X	<input type="checkbox"/>	<input type="checkbox"/>
5.2	All participants taking part in an interview, focus group, observation (or other activity which is not questionnaire-based) will be asked to sign a	<input type="checkbox"/>	<input type="checkbox"/>	X

	consent form.			
5.3	All participants completing a questionnaire will be informed on the Information Sheet that returning the completed questionnaire implies consent to participate.	X	<input type="checkbox"/>	<input type="checkbox"/>
5.4	All participants being asked to provide sensitive personal data will have the following statement on the consent form or on the bottom of their questionnaire "I consent to the processing of my personal information for the purposes of this research study. I understand that such information will be treated as strictly confidential and handled in accordance with the UK Data Protection Act 1998". A tick box should be included to allow participants to give explicit consent for the collection and use of such data.	<input type="checkbox"/>	<input type="checkbox"/>	X
5.5	All respondents will be told that they can withdraw at any time, ask for their interview tape to be destroyed and/or their data removed from the project until it is no longer practical to do so (e.g. when the report has been written up).	X	<input type="checkbox"/>	<input type="checkbox"/>
5.6	Where full information cannot be given prior to participation (because it could influence outcomes) participants will be fully de-briefed after participation.	<input type="checkbox"/>	<input type="checkbox"/>	X
5.7	If you answered NO to any of the above (or think more information could be useful to the reviewer) please state why here:			
Section 6: Confidentiality, Anonymity & Data and Records Management				
<p>This section will show how participants can expect confidentiality and/or anonymity and will show how any research data collected will be managed during and after the study. <i>Confidential data is not disclosed to other people; Anonymous data cannot be linked to the participant's personal details.</i></p> <p>Please answer YES, NO or NOT APPLICABLE (N/A) to each of the following:</p>				
		Yes	No	N/A
6.1	Questionnaires will be returned anonymously and indirectly. Please note that questionnaire data cannot then be followed up/clarified.	X	<input type="checkbox"/>	<input type="checkbox"/>
6.2	Questionnaires and/or interview transcripts will only be identifiable by a unique identifier (e.g. code/pseudonym)	X	<input type="checkbox"/>	<input type="checkbox"/>
6.3	Lists of identity number or pseudonyms linked to names and/or addresses will be stored securely and separately from research data	<input type="checkbox"/>	<input type="checkbox"/>	X
6.4	All place names and institutions which could lead to the identification of individuals or organisations will be changed	<input type="checkbox"/>	<input type="checkbox"/>	X

6.5	I confirm that all processing of personal information related to the study will be in full compliance with the UK Data Protection Act 1998 (DPA) <i>(including the Data Protection Principles)</i>	X	<input type="checkbox"/>	<input type="checkbox"/>
6.6	I confirm that processing of all security sensitive information will be in full compliance with the "Oversight of security - sensitive research material in UK universities: guidance (October 2012)" (Universities UK, recommended by the Association of Chief Police Officers)	X	<input type="checkbox"/>	<input type="checkbox"/>
6.7	If you answered NO to any of the above (or think more information could be useful to the reviewer) please state why here:			

Section 7: Authorisation

For employees:

Please ask your Head of School to sign that they have read the application form and that they accept responsibility for the applicant who is undertaking the work in their School.

Signed:

Head of School

Date

For postgraduate researchers, postgraduate taught students and undergraduate students:

Please ask your supervisor to sign that they have read the application form and that they accept responsibility for the applicant who is undertaking the work.

Signed Ali Bakir Eugenia Wickens

Supervisor

I, as the Supervisor, recognise the benefit of attending the ethics committee meeting with the student

Signed Ali Bakir Eugenia Wickens

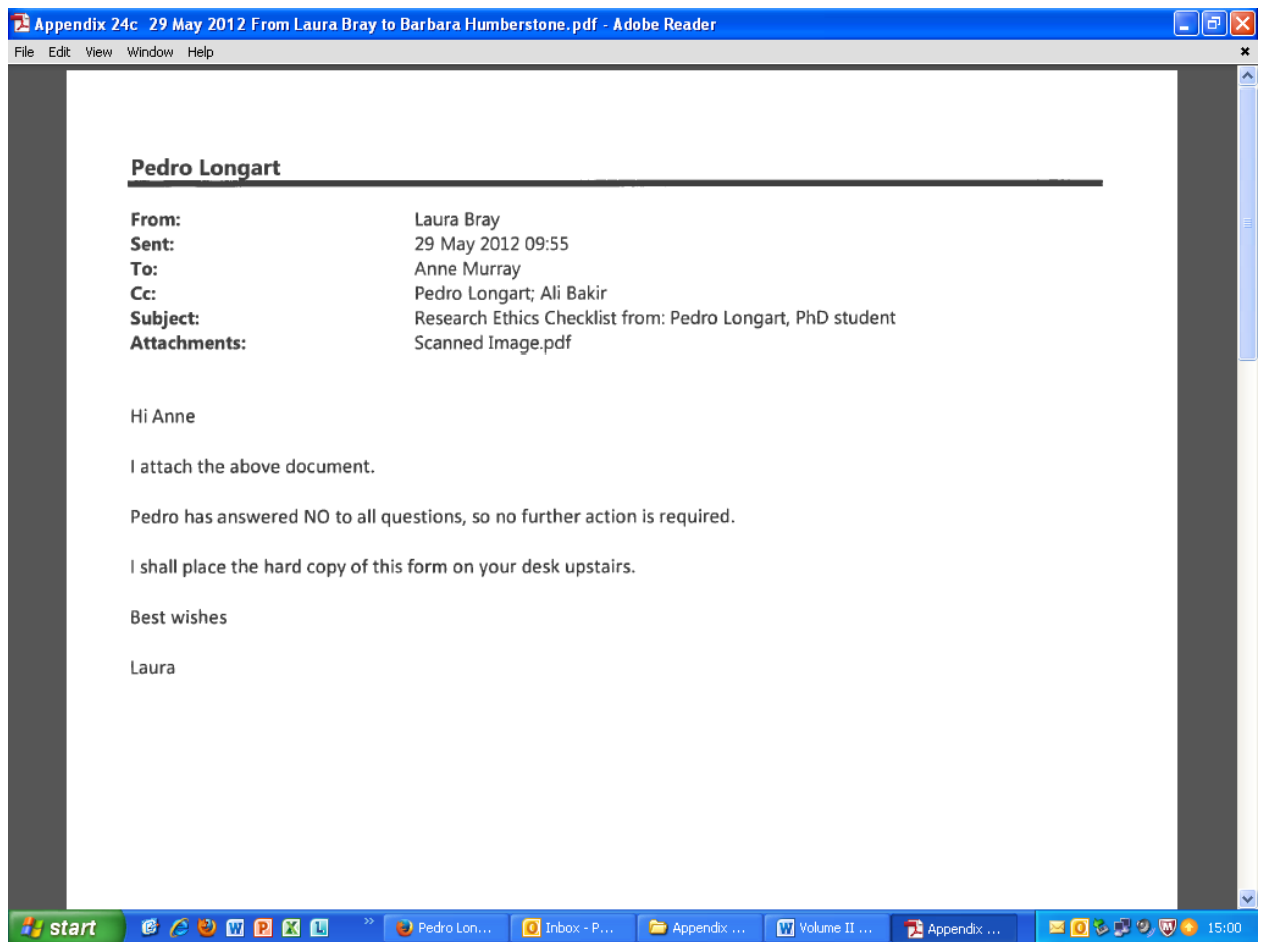
Supervisor

Date 05-01-2014

Section 8: Checklist for Applicant

- ☐ The Ethics application form
- ☐ The Participant Information Sheet
- ☐ The Consent Form
- ☐ Letters seeking/granting permission for access to data/participants
- ☐ Materials for recruitment of participants
- X Questionnaire
- ☐ Interview schedule
- ☐ Authorisation received

Appendix 24c E-mail from Laura Bray confirming that no further action is required 29-05-2012



Appendix 24d E-mail from Barbara Humberstone (Head of research ethics committee approving research)

 Appendix 24d 12 February 2013 from Barbara Humberstone.pdf - Adobe Reader

File Edit View Window Help

Pedro Longart

From: Barbara Humberstone
Sent: 12 February 2013 09:36
To: Pedro Longart
Subject: RE: Research ethics approval

Dear Pedro
No it doesn't need to go to the committee as I can take chair's action. No need to fill up new form as you have completed the full application appropriately.
It is no problem if staff are contacting you now as they have chosen to be part of your project. You can progress with your research. I will ensure that there is a record that you have gained ethics approval.
best wishes
barbara

Professor Barbara Humberstone PhD
Professor Sociology of Sport & Outdoor Education
Buckinghamshire New University,
School Sport, Leisure and Travel
Tel: 01494 522141 ext 4047
Managing Editor Journal of Adventure Education and Outdoor Learning
www.infomeworld.com/JAEMO/

From: Pedro Longart
Sent: Mon 2/11/2013 21:58
To: Barbara Humberstone
Subject: RE: Research ethics approval

Dear Barbara
I sent the consent form to Laura. Does the application need to go to a committee? Laura did send me the new checklist form but I just looked at a form I had already filled up and without realising it filled it up again. Will I have to fill it up again? If contacting staff is a problem, please let me know as staff is contacting me willing to participate I am not sending e-mails to anybody. All I want is to get on with my field work as soon as possible. I appreciate how supportive you have been so far.

Regards,
Pedro Longart

-----Original Message-----

From: Barbara Humberstone
Sent: Sun 10/02/2013 18:46
To: Pedro Longart
Cc: Laura Bray
Subject: RE: Research ethics approval

Dear Pedro
I have attached your information form with some suggested changes. You need to be consistent eg my or your.
Also the check list you used is the old one which does not allow for asking our Bucks students or staff. However, I don't feel it necessary for you to complete another check list as the rest of your application is in order. I suggest you change the consent form and return to Laura.

Best wishes
barbara

1

 start



>>

 Pedro Lon...

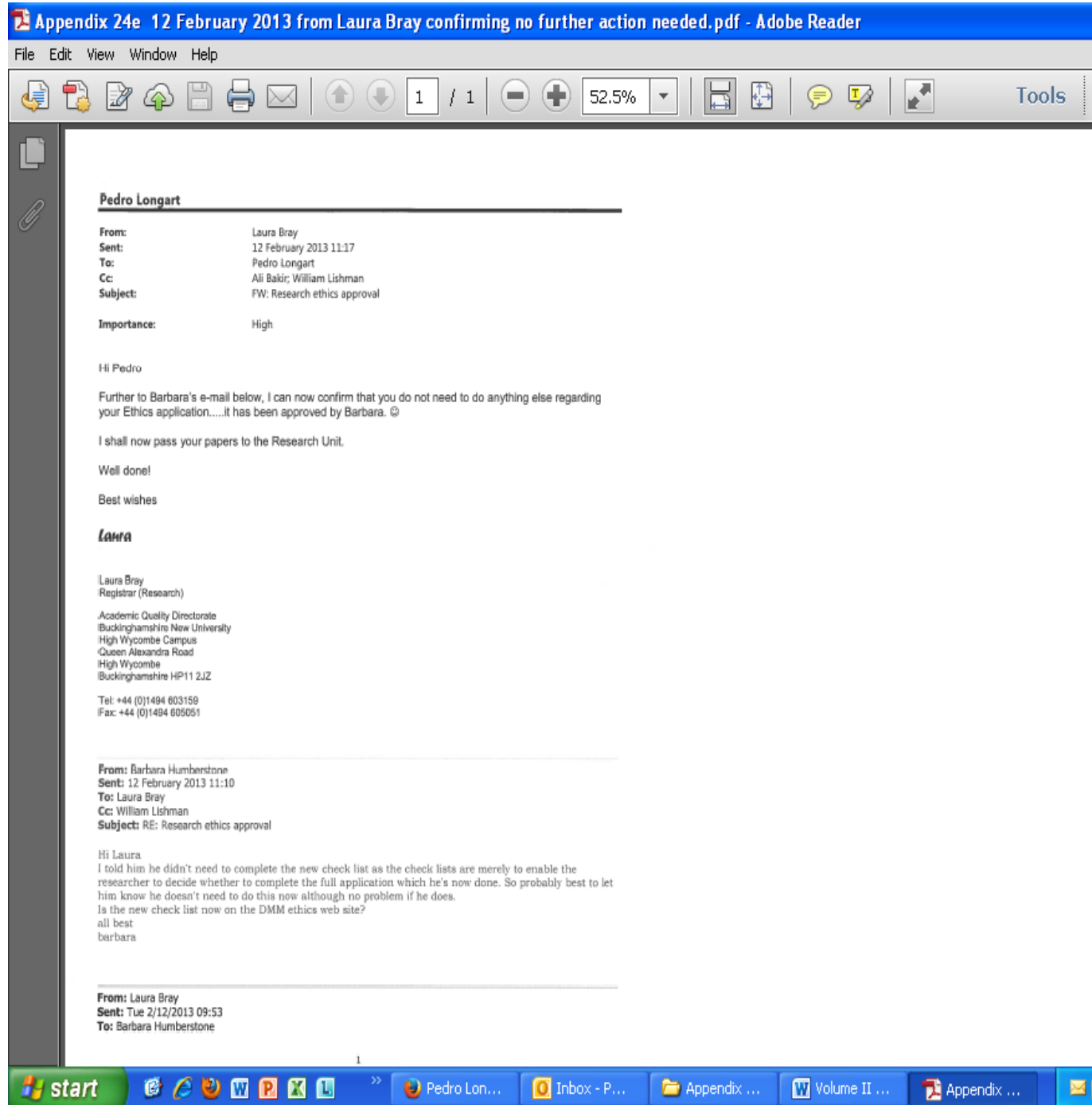
 Inbox - P...

 Appendix ...

 Volume II ...

 Appendix ...

Appendix 24e E-mail from Laura Bray confirming that research ethics approval has been given 12-02-2013





RESEARCH PROJECT: CONSUMER DECISION MAKING FOR RESTAURANT SELECTION

Information Sheet for Participants

- The purpose of this research is to investigate a number of issues related to how consumers select restaurants. Participants will fill up a questionnaire and then participate willingly in a focus group interview in which questions related to the decision to select restaurants will be asked.
- Although you will not benefit from this research, your participation is critically important in for Consumer Research.
- You have a right to withdraw at any time without prejudice and without providing a reason. If you withdraw you may want to have your comments excluded from transcription and that will be guaranteed by the researcher.
- The interviews will be taped using Ipad technology, then transcribed and analysed. They will be part of the appendices in the final thesis of Pedro Longart. Some of the excerpts of interviews may be disseminated through academic research papers. The data will be stored securely by the researcher and only the research supervisors and examiners may have accessed to it. :
- The research adheres to strict research ethics guidelines of New Bucks University that guarantee confidentiality and names or other details that can reveal the identity of respondents will not be revealed to people outside the project. All proceedings will be confidential as the data will not shared to people outside the project.
- The researcher is Pedro Longart and you contact him at Pedro.Longart@bucks.ac.uk for more information about this project which receives the title of Consumer Decision Making for restaurant selection. The researcher is funding this research himself.

Appendix 24g Participant consent form and questionnaire

INTRODUCTION

Thank for agreeing to participate in this focus group interview. The purpose of this research is to investigate a number of issues related to how consumers select restaurants. This research follows strict research guidelines approved by New Bucks University and follow recommendations of the Market Research Society. You can ask as many questions as you wish about the project. By participating in research and filling up the questionnaire below you:

- Understand that my taking part is voluntary. You can withdraw from the interview at any time and will not be asked questions about why you no longer want to take part.
- Understand that your personal details such as phone number or address will not be revealed to people outside of this project .
- Understand that my words may be quoted in publications, reports, web pages, and other research outputs but my name will not be used unless I requested it.
- Understand that other researchers will have access to these data only if they agree to preserve the confidentiality of these data.
- Understand that other researchers may use my words in publications, reports, web pages and other research outputs.
- Agree to assign the copyright you hold in any materials related to this project to Pedro Longart (researcher).

The purpose of this questionnaire is to ascertain a number of demographic questions about the respondents and to serve as an introduction to the topics that will be discussed during the interview.

QUESTIONNAIRE

3. Gender

Male ☐ 1

Female ☐ 2

4. How often do you dine out in restaurants? (Select the option that best fits your frequency)

About once a year ☐ 1

About twice a year ☐ 2

3-6 times a year ☐ 3

At least once a month ☐ 4

At least once a week ☐ 5

- 4 Think about the last three times (not only the last time) you dined out in restaurants. How many restaurants did you (and/or people making the decision with you) on average considered before deciding.

1-2 ☐ 1

3-4 ☐ 2

5-6 ☐ 3

7-9 ☐ 4

9 or more ☐ 5

4. In one of the last occasions, what was the restaurant chosen? Please as much detail as possible (name of restaurant or if unable to remember type of cuisine and location.

5. In the same occasion referred above, what were other restaurants considered:

7. How many times did you go to that restaurant before?

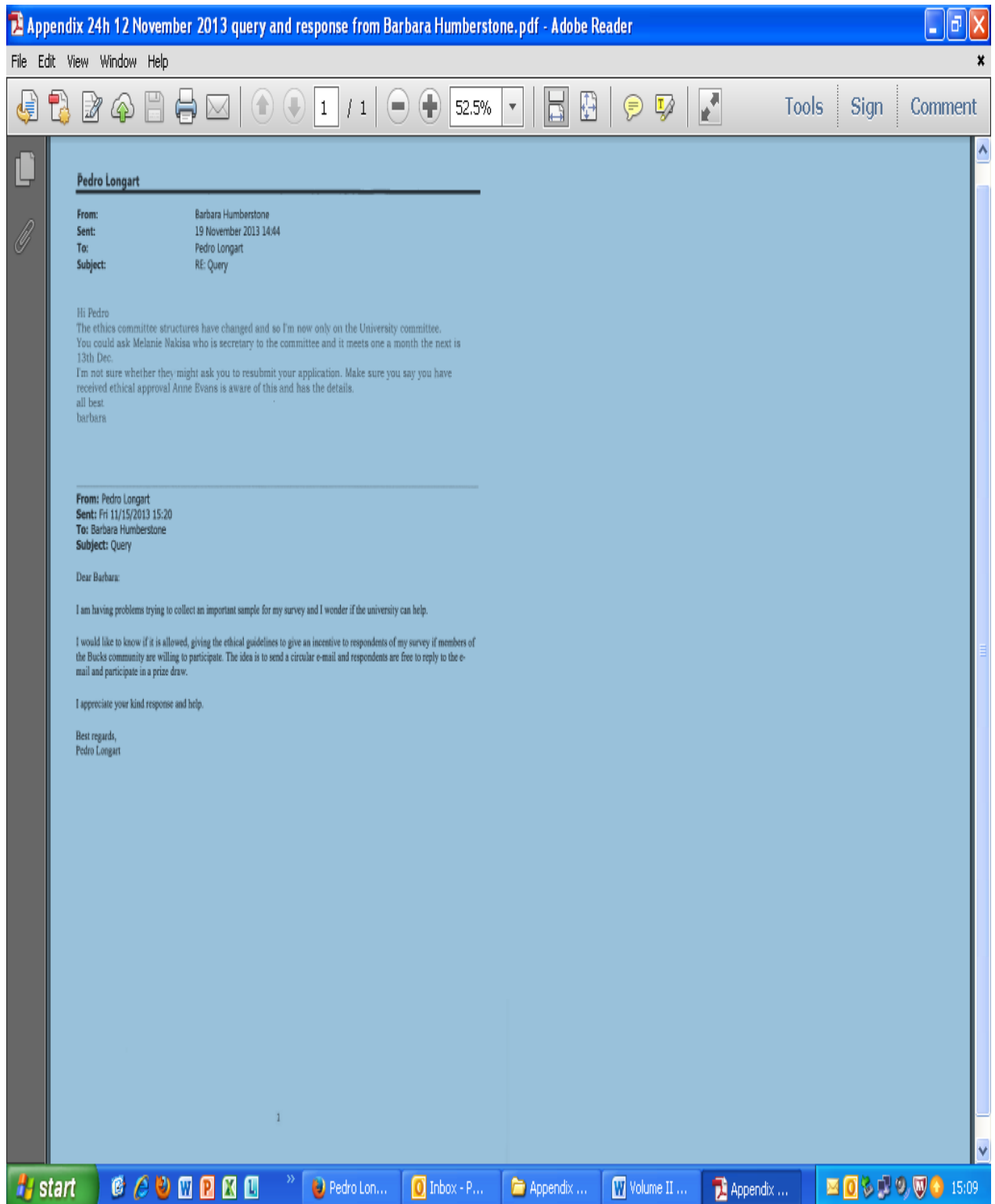
Never ☐

1-2 ☐

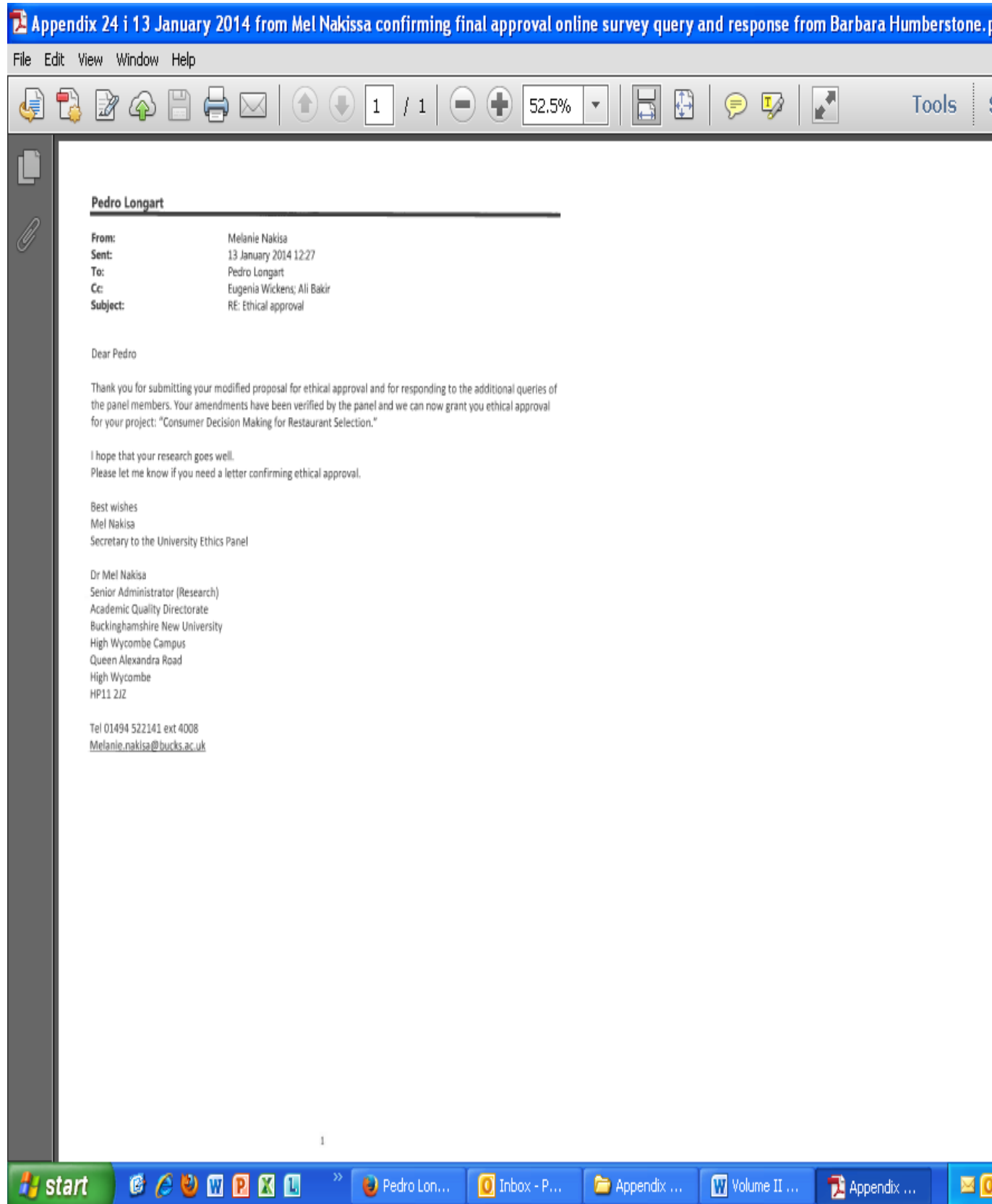
3 or more ☐

NOTE: A COPY OF THIS INFORMATION SHEET AND QUESTIONNAIRE WILL BE PROVIDED TO YOU.

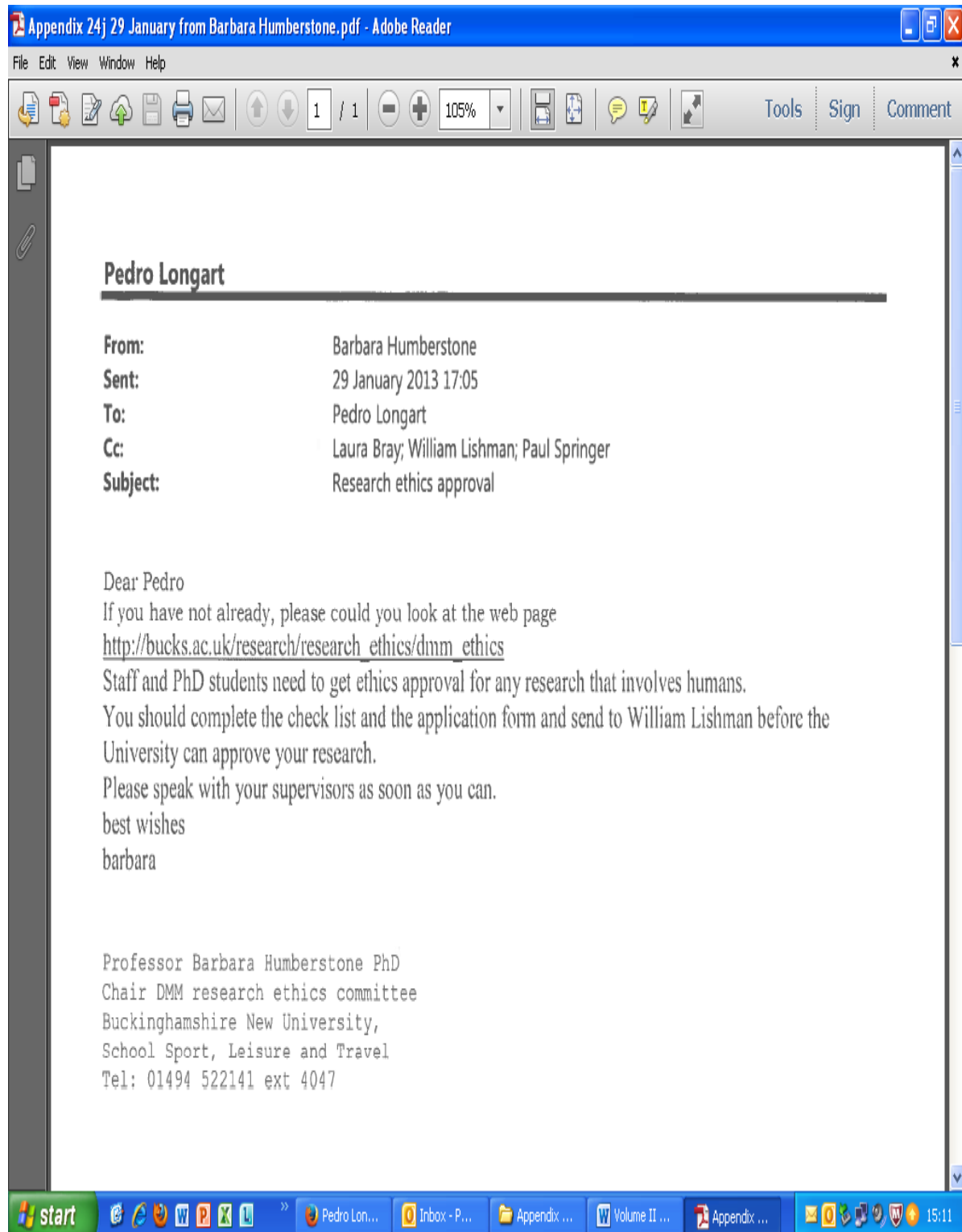
Appendix 24h E-mail to Barbara Humberstone requesting enhanced access to respondent and her reply .



Appendix 24i E-mail from Melanie Nakissa confirming research ethics approval for enhanced access to respondents



Appendix 24j E-mail from Barbara Humberstone communicating about change of the forms and procedure (29-01-2013)



Appendix 24k Pro-forma sent To Barbara Humberstone



1. Lead Researcher Details

Title	Mr	Forename	Pedro	Surname	Longart
Post held: Researcher					
Department: DMM				E-mail: Pedro.Longart@bucks.ac.uk Tel. No./Ext 4045	
Organisation:					
Full postal address including postcode (if not at Bucks):					

2. Research Team

Name	Post held	Organisation

3. Full Title of Project:

Consumer Decision Making for restaurant selection

4. Rationale for the project including references where applicable

Hitherto, consumer research on consumer decision making in restaurants have been occupied by a focus on restaurant attributes. One of the earliest researchers in this topic, Swinyard (1977) explained what appears to be the rationale for that focus of interest in the relevant literature of consumer decision making in restaurants. Swinyard commented that the most significant factors were those ones that were under management control, and mentioned attributes such as food, service, atmosphere and price, and others should be shrugged off

philosophically, at least for the time being. Although, it is indeed a fact that a study of consumers' decisions in this setting should not ignore restaurant attributes, it is about time that complexities and nuances in the process of decision making beyond the simple examination of restaurant attributes are investigated in depth. To fill this gap in research is the main aim of this study.

5. **'Plain language' Summary**

To-date, it seems that there has been no effort to integrate all the processes encompassed in the decision to select a restaurant. For that reason, the first objective will be **to investigate the processes antecedent to making choice sets involved when making the decision to select restaurants**. Secondly, beyond the aspect of restaurant attributes, there may be elements that trigger the decision, other than the objective information provided, searched or experienced; therefore the second objective is: **to ascertain what factors other than restaurant attributes affect the composition of those choice sets**. Then it is necessary to integrate objective attributes with other influences, and the third objective will be an extension of the first two objectives: **'To develop a model that integrates all the factors that influence the decision when selecting restaurants'**.

6. **Please briefly indicate the methodological design(s) and other features of your study**

Research will be divided into two stages, following staged (also sequential) research methodology. The first stage is qualitative, looking into the nuances of the process through focus group interviews. The second stage is an online survey using Conjoint Analysis methodology which will look into the aspect of consumer choice concentrating on restaurant attributes.

7. **Sampling Procedure**

For the first stage, sample size is not important and it is thought that a number of ten focus group interviews or until a great of repetition has been found will be sufficient. Purposive sampling of research respondents is deemed as the adequate strategy for the qualitative stage of this research. It is about respondents who eat out for leisure purposes with relative frequency (at least three times a year) and are involved in making the decision. The second

stage follows recommendation of Conjoint Analysis methodology which recommend sample sizes of 250 respondents or above. The calculations are as follows. If prudently a 50/50 split is considered, then the characteristics of the population are relatively varied (which may not as previous studies focus on a reduced number of attributes as the most relevant). If the population of people eating out in the UK is estimated to be 40 million people, the sample size needed for a sampling error of 5% is 384 and for 3% is 1066. For that reason the research aims at least 1,000 for enhanced accuracy and predictive power. Non-probabilistic sample in terms of referent sampling (also known as snow ball sampling will be used). In the survey there will be filtering questions so that only the responses of respondents that fit the characteristics mentioned above are computed for further analysis.

8. **Data analysis**

How will you analyse your data?

First stage using applied thematic analysis (qualitative data analysis). For the second stage using Conjoint analysis software (Sawtooth software).

Have you taken advice on your method and analysis?

Yes X

No ☐

N/A ☐

From whom? Largely from my supervisors. Also previous research on restaurant attributes uses Conjoint analysis methodology. Widely accepted by the Journal of Consumer Research.

9. **Dissemination**

Please state your plans for disseminating your research findings.

Firstly in recognised journals such as Journal of Consumer Research or specialised journal in hospitality such as the International Journal of Contemporary Hospitality Management where I published a paper in January 2010.

10. **Project Plan and Milestones**

List of key tasks with time frame	Timing (in months)
Conduction of focus group interviews March-June 2013	4months
Transcription and Analysis of the interviews March-July 2013	5 months
Preparation of online survey (which include networking) April-July 2013	4 months
Conduction of online survey (August 2013- February 2014)	7 months
Updating and revising original chapters including introduction, literature review and methodology) December 2013- November 2014	12 months
Analysis of online surveys (November 2013- March 2014)	5 months
Writing up analysis and conclusions (April- August 2014)	5 months
Final write up and revisions (September- November 2014)	3 months
Final draft presented to supervisors by mid-November 2014	MILESTONE
Write up after feedback from supervisors December 2014-January 2015	2 months
Preparation for viva January-March 2015	3 months

11. **What procedures will the participants undergo during the project?**

Details and frequency of interventions – to what extent are they part of normal activities?

Participants will only intervene once. They will take time to participate in the focus group which will take 45-60 minutes. It will be like a meeting over tea/coffee in which the topic will be discussed. Not part of the work or other normal activities.

What are the degrees of inconvenience/pain/discomfort for the participants?

Participants willingly will participate with minor inconvenience as the focus group organiser will be local to them and the researcher will travel to meet the focus group. The survey as it is online can be done to the convenience of the respondent where he/she decides to participate (at home, at work, whilst commuting –if there is Internet connection, etc).

There are no possible adverse effects.

12. How will participants be selected and approached?

- No minors, elderly, or other participants who are particularly vulnerable or unable to give informed consent are going to be included.

Please include a list of:

- a. Subject inclusion criteria: **respondents who eat out for leisure purposes with relative frequency (at least three times a year) and are involved in making the decision to select a particular restaurant.**
- b. Subject exclusion criteria
People who rarely eat out, are not involved in deciding where to eat out (e.g. the spouse always decides for them), people who are less than 18 years old, elderly or vulnerable (normally fall into the exclusion criteria already mentioned).

Where applicable, have those responsible for the participants (e.g. gatekeeper) given their approval?

Yes ☐

No ☐

N/A X

13. How will the project be funded?

The researcher is costing this research and is also paying for his university fees.

14. Consent and participant information sheet

Please find attached.

15. Arrangements for indemnity insurance

Please enclose any documents relating to indemnity with your submission.

Is any product covered by insurance or indemnity from the manufacturer or other third party?

☐ Yes

☐ No

If so, does the manufacturer accept strict liability for non negligent injury?

☐ Yes

☐ No

Please provide the following information:

1. Full name and address of sponsoring company
2. Name and telephone number of company representative

Do you understand that you must be indemnified against mishaps due to negligence?

☐ Yes

☐ No

16. Data Protection Act

Does your study involve the use of computerized participants' records?

☐ Yes

X No

If so, have you complied with the requirements of the Data Protection Act?

17. Checklist for Applicant

X The Ethics Application Pro-forma

X The Participant Information Sheet

X The Consent Form