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How Does the Food Quality Matter in Beef Specialized Store?

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Abstract

The purpose of this study aims to confirm the importance of customer selection attributes of beef restaurants. This study found a selection attributes for a beef specialty restaurant, and proved the hypothesis through empirical analysis. Along with the increase in income levels over the past decade, the restaurant industry has grown. In contemporary society, where quality of life is becoming more important, the restaurant industry has expanded the importance of service quality. In particular, for meat consumption, per capita beef consumption is expected to increase every year; the effect of the Korea–U.S. Free Trade Agreement is also expected to further increase the consumption of high-quality and high-priced U.S. beef. However, like the study of general restaurant-selection factors in restaurant management research, studies of beef restaurants and commercial studies considering consumers' selection attributes are scarce. This study verified the characteristics of consumer choice for restaurants specializing in beef, and how quality, price, restaurant atmosphere, and employee service impacted customer satisfaction. We suggest that beef restaurants should focus more on atmosphere and service in addition to food price and quality, which are the choice factors for restaurants in general. This study empirically verified the importance of selection attributes, providing theoretical and practical implications.

Keywords: Beef Store, Taste, Service, Atmosphere, Revisit Intention

Major classifications: Restaurant Management, Customer Eating-out behavior, Restaurant Marketing

1. Introduction

As the service industry develops, the restaurant industry has also seen rapid growth. It is time for more changes as the domestic food industry market has moved from growth to stagnation. As competition in the service industry intensifies, many service companies are strengthening their services through differentiated strategies that typify the intangible elements of the service, and are gradually expanding into the restaurant culture market that accepts dining out as a form of cultural life or leisure rather than simply a food market for the purpose of dining out itself. In addition to the restaurant's service and taste,

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customers in the restaurant culture market want to gain emotional experience through dining out consumption, which expects the restaurant's style, atmosphere, and special experiences depending on their preference or preference. Unlike in the past, when this phenomenon of dining out culture was intended to be saved as much as possible by reflecting the shift in consumer preferences due to changes in the social environment, current dining out life has sensual characteristics as well as a consumption orientation that values one's own feelings or senses.

Restaurant users are increasingly pursuing emotional experiences of restaurant users who use them as a motivator for pleasure due to changes in lifestyle and increased desire for different experiences. As such, pleasure motivation is increasingly important in the dining experience, and the importance of emotional response in dining out consumption is increasingly emphasized (Allen, Parenti, & Coates, 1992). Research focused on the role of consumer emotions in product selection or store selection has emerged as interest in emotional aspects of the influence, with even the light emotional state induced by everyday events affecting our thinking and thinking processes, and the sense of joy or fantasy also playing an important role in consumer attitude and willingness to buy. Wakefield and Blodgett (1996) proved that visitors wanted to stay longer in a pleasant leisure service environment, were perceived to be highly aware of the quality of the service, and were highly satisfied and willing to revisit.

The importance of these consumer-related emotions has been increasingly highlighted in recent years. Meanwhile, the consumption of beef has been increasing rapidly since 1997 due to the effect of cheap imported beef following the market opening and the westernization of diet, allowing the purchase of beef from various countries or varieties. According to a survey by the Ministry of Agriculture, Food and Rural Affairs, the annual consumption of beef per capita is increasing every year from 8.8 KG in 2010 to 13 KG in 2017, and with the effect of the Korea-U.S. FTA, the domestic consumption of beef will increase further. Considering this market environment, many restaurant start-ups are expected to start beef restaurants in the future, and amid this competition, consumers' standards for choosing beef specialty restaurants are becoming more demanding and consumer requirements are also appearing in various forms.

The purpose of this study proves the characteristics of consumers' choice considering eating out at beef specialty stores and their preferences through empirical research. While many studies have been conducted on restaurant selection factors, there has been no empirical study of the selection properties of beef restaurants. Therefore, this study aims to make an academic contribution to identifying customers' preferences by verifying their oral history, satisfaction, and optional attributes that affect revisit of consumers visiting beef specialty stores. In addition, the research also makes practical contributions to managers who want to start beef specialty stores or marketers of restaurant companies to develop differentiated marketing strategies by developing services or characteristics suitable for each type, and to provide elements and customer strategy data for successful management activities.

2. Theoretical background

2.1. Restaurant Selection Attribute

2.1.1. Taste

Morgan (1993) presented that consumers consider important when choosing a restaurant as the quality of food, the value of price and the convenience of time, of which the quality of food was important in all restaurants. In addition, Schroeder (1985) suggested that restaurant selection takes into account nine factors: quality of food, atmosphere, price, menu diversity, hygiene, appearance of buildings, nutrition and quantity of food, and 80% of those surveyed consider quality of food important. Thus, it is an essential process for consumers to understand what needs and desires they are affected by, and identifying factors that affect consumer decision making is an important start to their marketing strategy (Lee, Kwak, & Cha, 2020). Some studies suggest that food quality cannot be measured with very subjective measures, and some argue that it is objective and can be analyzed accurately (Ophuis, & Van Trijp, 1995). Third-order headings, as in this paragraph, are discouraged. However, if you must use them, use 10-point Times New Roman, boldface, initially capitalized, flush left, preceded by one blank line, followed by a colon and your text on the same line.

2.1.2. Price

The price is the consumer price offered by the seller to pay a certain amount of price when choosing a product or service according to the needs of the consumer (Cha, & Seo, 2019). The prices of goods range from low to high prices, and even products of the same manufacturing cost are offered at various prices depending on the value accepted by consumers (Kwak, & Cha, 2021). With respect to consumer price perception, Gabor and Granger (1961) defined the price of an item to the extent

that it was perceived by the consumer at the time of purchase. Jacoby, Chestnut, and Silberman (1977) said that it was a variable that had an important impact on decision making, along with the attitude or belief that the consumer has. In other words, price perception can be conceptualized as a measure of consumers' subjective perception of the price of a product and refers to the extent to which users are aware when using a product or service (Zeithaml, & Zeithaml, 1988).

2.1.3. Atmospherics

The term mood was first used by Kotler (1973), and in this study, it was said that the most important thing about a product is the place where purchases and consumption are made, that in some cases the atmosphere of a place can affect the decision of purchase more than the product itself, and that the atmosphere is one of the best products. Also, the atmosphere is typically a concept that represents the characteristics of the surrounding environment. Efforts to create an emotional effect that can encourage buyers to purchase. The atmosphere of the store is defined as a store environment using colors, lights, sounds and furniture to stimulate consumers' perception of emotional reactions (Cha, & Seo, 2018). In a study on the impact of choice of quality of service on restaurant service on customer satisfaction and revisit, consumers are most aware of the indoor atmosphere caused by indoor design among the quality of the restaurant. As a result, the environmental factor is that the main factor that creates negative feelings among restaurant users is that inappropriate restaurant users will have enough influence on the negative appraisal of restaurants. On the other hand, the aesthetic of the design explained the positive aspects of the customer's feelings and said that it could increase the customer's satisfaction by helping to form an attitude of positive feelings.

2.1.4. Service

Unlike materials, quality of service has few tangible clues to measure quality, and in most cases, tangible clues to quality of service are limited to the physical capabilities or human factors of the service provider. It is also a subjective assessment that is recognized and judged by the customer, not an objective or uniformly identifiable nature, and that the evaluation process takes place throughout the entire service. June and Smith (1987) divided the restaurant service selection attributes into price, service, mood liquor, and food, saying that the quality of high-quality service generally has the greatest impact on consumers' choice of restaurant. In a study on restaurant service attributes, Filiatrault and Ritchie (1998) presented the types of dishes, prices, quality of service, atmosphere of restaurants, and quality of meals with friends or relatives, and studied the attributes of restaurant service choices by dividing them according to the factors of the situation, such as meals with friends or relatives, business purposes, and weekend family meals, and found that the situation affected the product or service properties of the restaurant.

2.2. Satisfaction

Customer satisfaction can be defined as a condition in which the customer meets the customer's needs and expectations and as a result the customer's confidence continues or the customer's decision results satisfy the customer's needs and expectations (Cha & Lee, 2021). Specifically, it is a comprehensive emotion felt by the consumer's individual thoughts, characteristics, and demographic characteristics of the product or service itself after the purchase (Cha & Shin, 2021). As a concept of satisfaction, the customer's assessment of whether the expectations for the purchased product and the satisfaction level for the pre- and post-purchase product are consistent is an attitude that can be measured by the sum of the satisfaction of the various product attributes. Oliver (1980) hypothesized that customer satisfaction was affecting attitudes, and that this attitude was affecting repetitive purchasing behavior. These results were demonstrated by the experiment, and it was confirmed that the customer satisfaction had significant results in attitude and that a positive attitude stimulated the intention to purchase.

2.3. Intention to Revisit

Kotler (1973) said satisfied customers communicate friendly oral communication and revisit brands or services that satisfy potential customers. Oliver (1980) hypothesized that customer satisfaction affects attitude and the impact of this attitude continues to affect repeat purchase behavior, which proves that customer satisfaction has positive results in attitude and positive attitude increases intention to revisit and repurchase. Woodside, Frey, and Daly (1989) investigated the relationship between service quality perception and customer satisfaction judgment in the formation of purchasing intention, and the study suggests that customer satisfaction is a parameter that mediates service quality judgment and intent of action, i.e. service quality → customer satisfaction → behavior. Bitner, Booms, and Tetreault (1990) conducted a study of airport users' perception of service quality and customer satisfaction and presented empirical results that indicated satisfaction preceded

service quality and hence behavior, namely, customer satisfaction → service quality → behavior, which was contrary to causality presented by Woodside, Frey, and Daly (1989). Bitner, Booms, and Tetreault, (1990) said that the perceived price is directly related to perceived service quality, and that the personal relationship between the customer and the service staff determines the intention to revisit and the intention to repurchase.

3. Research Model and Hypothesis Setting

This study aims to empirically analyze the quality of beef, the price, the atmosphere of restaurants, and the impact of service on the satisfaction of use and the intention of revisiting the restaurant in eight leading beef restaurants in Seoul and the metropolitan area. The study model of this study is set up as follows.

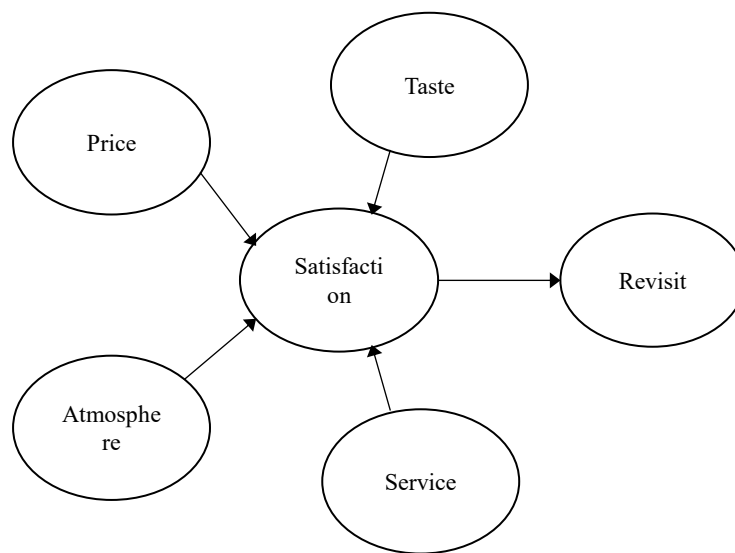


Figure 1: Research Model

Based on prior research, the following hypotheses are presented:

- H1:** The taste of beef in beef restaurants will have a significant impact on customer satisfaction.
- H2:** The price of beef restaurants will have a significant impact on customer satisfaction.
- H3:** The atmosphere of beef restaurants will have a significant impact on customers' satisfaction with their use.
- H4:** Customer service at beef restaurants will have a significant impact on customer satisfaction.
- H5:** The customer's satisfaction with use will affect the intention of revisit.

4. Research method

4.1. Sampling and survey method

A survey was conducted to demonstrate the hypothesis of the study. The survey was conducted on customers using the nation's leading beef restaurants. The survey was conducted from December 1, 2019 to December 30, 2019, and a total of 320 questionnaires were collected, and a total of 305 questionnaires were used for empirical analysis after excluding 15 that were insincere or incomplete. This study conducted reliability analysis and exploratory factorial analysis using SPS 18.0 to verify

reliability and validity among measurement variables, then used AMOS 22.0 for structural equation model SEM for hypothesis testing.

Table 1: Demographic Characteristics of Respondents

Measured item		number of samples	composition ratio	Measured item		number of samples	composition ratio
Age	Teens	4	1%	Gender	Male	149	49%
	20's	197	65%		Female	156	51%
	30's	76	25%		Total	305	100%
	40's	16	5%	Monthly income (KRW 10,000)	<100	115	38%
	50's	12	4%		100-299	182	60%
	> 60	-	0%		300-500	4	1%
	Total	305	100%		>500	4	1%
Job	Students	128	42%	Total	305	100%	Number of visits per month
	Company Worker	154	50%	Less than 1	124	41%	
	Specialist	8	3%	2-3	140	46%	
	Own Biz	4	1%	4-5	41	13%	
	House wife	10	3%	>5	-	0%	
	Misc.	1	0%	Total	305	100%	
	Total	305	100%				

5. Research Results

5.1. Measurement Item Evaluation

An exploratory factor analysis was conducted for reliability and feasibility assessment, the Cronbach's coefficient was reviewed, and the main component analysis was used for the factor extraction method. The factor rotation method applied Varimax rotation. As a result, the Cronbach's Alpha coefficient was all 0.8 and higher, ensuring reliability (Nunnally 1976).

Table 2: Exploratory factor analysis

	Variables			
	1	2	4	5
SERVICE 2	.888			
SERVICE 4	.886			
SERVICE 3	.871			
SERVICE 1	.833			
TASTE 2		.953		
TASTE 3		.948		
TASTE 4		.945		
TASTE 1		.942		

PRICE 1			.814	
PRICE 2			.787	
PRICE 3			.771	
PRICE 4			.740	
ATMOSPHERE 2				.651
ATMOSPHERE 1				.577
Variance (%):Total 75.0 %	22.1	21.2	18.9	12.8
Cronbach alpha	0.934	0.974	0.883	0.924

Table 3: Confirmatory factor analysis result

Variables	Measure	Standardized Regression Coefficient	CR	AVE
TASTE	beef3	0.947	0.974	0.705
	beef2	0.978		
	beef1	0.935		
	beef4	0.944		
PRICE	pri3	0.844	0.886	0.661
	pri2	0.751		
	pri1	0.843		
	pri4	0.811		
ATMOSPHERE	atm3	0.861	0.931	0.718
	atm1	0.912		
SERVICE	ser3	0.906	0.936	0.787
	ser2	0.931		
	ser1	0.899		
	ser4	0.807		
SATISFACTION	sat3	0.894	0.901	0.819
	sat1	0.916		
REVISIT	rev1	0.959	0.968	0.809
	rev2	0.962		
	rev3	0.939		

Chi Square = 1466.514(DF=431, $p=0.000$), NFI=0.959, RFI=0.931, IFI=0.978, TLI=0.954, CFI=0.978, RMSEA=0.033

Table 4: Discriminant validity through correlation analysis

	Sati	Tast	Atmo	Serv	Revi	Pric
Sati	0.905					
Tast	0.529	0.951				
Atmo	0.555	0.332	0.934			
Serv	0.816	0.294	0.594	0.905		

Revi	0.819	0.242	0.430	0.789	0.887	
Pric	0.902	0.701	0.436	0.694	0.636	0.953

5.2. Hypothesis Verification Results

The research theory verification was performed using AMOS 22.0, and the conformity index was satisfactory with Chi Square = 1570.587 (DF=437, $p=0.000$), NFI=0.949, IFI=0.969, TLI=0.9466, CFI=0.968 and RMSEA=0.036. [Table 5] is a chart of the verification results of the hypothesis. Hypothesis verification of main effects showed that the quality of food, price, restaurant atmosphere and customer service had a significant impact on customer satisfaction, and quality, price, and restaurant atmosphere, excluding customer service, had a significant influence on oral effect. Therefore, it has been shown that customer service has a significant effect on the satisfaction of the use, but not on the oral effect. This means that the customer service at the restaurant affects the satisfaction level, but does not pay attention to subsequent recommendations or oral traditions, and that the intangible service may affect the satisfaction at that time, but does not affect the recommendation of future oral traditions. However, considering that satisfaction with use has a significant impact on the intention of revisiting, it can be said that even if it does not significantly affect the recommendation, customer service at restaurants can be interpreted as an influence on the intention of revisiting, which should not be overlooked.

Table 5: Results of research hypothesis

Hypothesis	Paths	Path Coefficient	S.E.	t-value	Results
H1	Taste → Satisfaction	0.314	0.024	12.942***	Support
H2	Price → Satisfaction	0.289	0.055	5.209***	Support
H3	Atmosphere → Satisfaction	0.162	0.067	2.412*	Support
H4	Service → Satisfaction	0.417	0.054	7.74***	Support
H5	Satisfaction → Revisit	1.13	0.053	21.312***	Support

$p^* < 0.05$, $p^{**} < 0.01$, $p^{***} < 0.001$

6. Conclusion

The purpose of this study is to find out the factors of choice of beef specialty restaurants and their impact on satisfaction and revisit to take preemptive action against the rapidly growing market environment. To this end, the literature was reviewed, and empirical analysis of theoretical assumptions was conducted to make significant suggestions on marketing activities from the customer's perspective through comparison between groups with or without consumer's economic activities.

7. Implications

The implications of this study are as follows. First, if you look at dining out studies so far, studies have been made on the relatively large comprehensive dining industry, such as restaurants and hotels. However, consumer needs are becoming more diverse and more specialized restaurants are being created to meet them. Therefore, research on specialized restaurants that meet this trend is needed, but there are not many studies on specialty restaurants yet. In this study, we wanted to verify and make practical contributions to the selection factors of beef restaurants through empirical studies in anticipation of the beef supply and demand to expand further in the near future after the FTA, along with the increase in the consumption of beef. Second, the restaurant selection factors confirmed that the quality, price, response service, and restaurant atmosphere were important factors affecting satisfaction, and among the selection factors, the restaurant's atmosphere was found to have no positive influence on oral intentions. This suggests that the factors of satisfaction and oral intent are not always the same, and studies of other factors that may enhance oral intentions are also needed. Third, this study was conducted from a consumer point of view. To identify the reasons for their consumption behavior and to make academic and practical contributions to

understanding consumers more and to establish appropriate marketing execution strategies by comparing differences between groups based on their occupations and economic activities.

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