AN ANALYSIS FACTOR INFLUENCING CONSUMER PATRONAGE OF BAR

A Thesis Presented to Faculty of
College of Hospitality Education
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Bachelor of Science in Hotel and Restaurant Management

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ABSTRACT

This study conducted to provide an analysis on the factors influencing consumer patronage of bar. The researcher employed descriptive survey method and a survey questionnaire was used as the data collection instrument. The instrument used the study was valited by the members of the panel. Anova and T-test were used to analyze the data. The respondent of this study were two hundred eighty for (284) randomly selected students,who are also customer of different bars in Davao City.Result revealed that in terms of the level of factors influencing consumers patronage of bar,value for money is the highest factor that influences customers,followed by physical arrangement,product quality and service quality respectively.Moreover,significant differences were not observed in all indicators of influencing factors when analyzed by respondents demographic profile such as age and sex.

Keywords: consumer patronage, bar , service quality , value for money, Product quality,physical arrangement

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Chapter 1

THE PROBLEM AND ITS SETTING

Background of the Study

Today's low growth and high competitive markets, retaining loyal customers is vital for business survival (Van, 2008). Keeping customers is a more efficient strategy than attracting new customers. Keeping customers loyal has been a hard task to achieve since modern consumers have become more informed, confident and demanding (Barker, 2012). They simply want products and services that satisfy them and have no time for the ones that do not. Moreover, today's customers are tougher and more informed, so sensitive to poor services that they often walk away and never come back (Assael, 2008).

In Kenya, Sovensen (2010) observes that many marketing managers are concerned with a growing trend towards consumerswitching. Among the reasons given for the decline in the consumer patronage are consumer boredom anddissatisfaction with a service, the constant availability of new service providers and increased concern over price.Palmer (2012), also states that the decline in consumer patronage is attributed to the increased targeting ofspecialty niches and the increased diversity of shoppers. Developing a high consistence market share ofconsumer patrons is the ultimate goal of marketing strategy. Discovering how consumers learn about serviceproviders and become attached to them assist marketers in achieving their goals. It is estimated that 50% of barbusinesses started in Kenya fails within two years of their birth because of not assessing the customer's needs (Cross et al., 2012).

In the Philippines, the proliferation of coffee shops and restobars in the country continued in 2015, which is attributed to consumers' increasing sophistication over beverages and food served in cafés and bars (Euromonitor, 2016). However, several cafes and bars also observed declining sales due to poor promotional strategies and other factors (Solomon, 2016). This can be attributed to the growing number of Filipinos who are now becoming increasingly sophisticated when it comes to their choices of cafes and bars (Anonuevo, 2016).

In Davao City, therewere existing local studies regarding factors influencing consumer patronage, however it had been limited in restaurants and other establishments, and studies regarding bar had only been limited to the effect of music on diners' appetite by Delantein, Flores, Montalvo and Banzon (2013). It was in this context that to fill up the limited studies about bars, the researchers were encouraged to conduct study regarding factors influencing consumer patronage of bar. The researcher believed that through this study, it will provide benefits particularly to bar owners for they will be able to give importance onconsumer patronage and its influencing factors, which they can use in running their bar operation. This study would also provide benefits to future researchers as their baseline data for their future studies.

Statement of the Problem

This research study wasconducted to determine the level of factors influencing consumer patronage of bar. Specifically, it sought answers to the following questions:

1. What is the level of factors influencing consumer patronage in bar in terms of:

1.1 Service quality;

1.2 Value for money;

1.3 Product quality; and

1.4 Physical arrangement?

2. Is there a significant difference in the level of factors influencing consumer patronage in bar when analyzed according to the demographic profile?

Hypothesis

The null hypothesis was tested at 0.05 level of significant stating that:

Ho: There is no significant difference in the level of factors influencing consumer patronage in bar when analyzed according to the demographic profile.

Review of Related Literature

This section presents the additional literatures and studies from different authors thatare taken from books, magazines, newspaper articles and internet.

Consumer Patronage

Chetthamrongchai and Davies (2010) mentioned that starting from the basic form of customer patronizing, patronage is whether the respondents did visit, dine, drinkor shop at a particular establishment or spend money at/in the establishment, or anothersituation where respondents did not visit or spend money. In addition, Baker,

Parasuraman, Grewal, and Voss (2012) included patronage intentions likewillingness to recommend, or buy, and shopping methods. Generally, according to Srivastava and Natu (2014), they stated that restaurant and bar patronage doesnot have a solid definition despite it has been research for many times.

On the other hand, Blodgett (2014) defined the consumer patronage as willingness of consumers tovisit, shop, and patron to the specific business establishment in future time. Hellier, Geursen, Carr, and Rickard (2013) supported it by defining repurchase intention as the individual's decision on repeat purchasing a particular servicefrom the same organization or company with condition of considering his/hercurrent situation and likely circumstances. Other than that, Hume, Mort, and Winzar (2007) said that patronage is the decision of the customer to engagewith service provider in present and future continually.

Alternatively, patronageintention defined as the business relationship to be maintained between thecurrent goods and services providers and consumer with his/her own willingness or intention (Jariyagodchakor Panichpathom, Ngarmyam, Sriboonjit, & Metapirak, 2013). Whereas, Li, An, and Yang (2008) mentionedthat consumer purchase behavior can be indicated by the repatronage intention. Furthermore, there are other research that links behavioralintentions and patronage intentions.

There are previous studies done by Baker et al. (2012); Hightower,Brady and Baker (2012); Macintosh and Lockshin (2007) has integrated patronage intention like willingness to recommend, repurchase,

purchasemore in future. While Evanschitzky, Iyer, Plassmann, Niessing, and Meffert(2006) claimed that purchase intention become a significant part ofbehavioral or attitudinal constructs, then Ryu, Han & Jang (2010) describedthat patronage intention is the willingness conveyed to commit into repeat patronage to preferred restobars and provide good comments regarding the restobars to social influence, like family or friends in future.

Moreover, fromthe studies in Han and Ryu (2006); Han and Kim (2009); Jani and Han (2011),patronage/re-patronage intention is referred many times in literature as animportant behavioral intention.However, there are positive relationship between customer satisfaction andpatronage intention. Kivela et al. (2009) mentioned that the return patronageor repeat purchase is the result of a customer satisfaction which may lead tocustomer to make decision on returning to store/brand/restaurant/restobar.

Accordingto Liao and Liaw (2012), they mentioned that customer satisfaction still yetlack of all agreed-upon definition. However, customer satisfaction is definedas an individual's positive or negative feelings are consequence from thecomparison between the product performance and his/her expectation (Kotler,2013). While Ryu and Han (2010) found out that customer satisfaction is asignificant factor for patronage intention which may generate repeat sales,repeat purchase or return patronage.

Similarly, Han and Ryu (2006), in previous study inupscale bar, they found out that in order to increase customer repatronage and generate recommendation intention (word-of-mouth), it isessential to increase customer satisfaction. Additionally, Namkung and Jang(2007) studied on

mid-to-upscale restobar, as consistent with Han and Ryu(2006), they found that there is positive relationship between the customersatisfaction and patronage intention.

In addition, other researchers mentioned that there is positive linkage betweencustomer loyalty and consumer patronage. Marinkovic, Senic, Ivkov, Dimitrovski,andBjelic (2013) mentioned that repatronage intention is one of the key factorsof loyalty. Oliver (2009) defined loyalty as a strong commitment torepurchase or repatronize/re-patronize a favored goods or services in thefuture time in spite of there is situation changes and marketing efforts. This issupported by East, Gendall, Hammond, and Lomax (2005), they mentionedthat the repeat patronage or re-patronage lengthens the concept ofpatronage that predicts loyalty outcomes; and loyalty and favorite attitude willbe developed due to the constant return patronage or repurchase in astore/brand.

*Service Quality.*Parasuraman et al. (1985) defined service quality as the overall difference between a customer's expectations and perceptions of the service experience. In other word, service quality can be measured by comparing the expectations of customers with their perceptions of the delivered service. A negative gap of service quality indicates that the received service is less than the customers' expectations. On the contrary, a positive gap indicates that customers perceived that the delivered service exceeded their expectations.

Jasmina (2012) defines service quality as a way to manage business processes in order to ensure total satisfaction to the customer on all levels (internal and external). It is an approach that leads to an increase

of competitiveness, effectiveness and flexibility of the entire company. Benefits arising from a high quality are reflected in a more competitive positioning on the market, but also in a better business result. This statement can be proved by measuring the increase of profitability and market share.

Duff et al. (2008) pointed out that, by defining service quality, companies will be able to deliver services with higher quality level presumably resulting in increased customer satisfaction. Akroush (2008) also pointed out that service quality is the result of the comparison made by customers about what they feel service firms should offer, and perceptions of the performance of firms providing the services.

Furthermore, Gronroos (2007) also defined service quality as the outcome of the comparison that consumers make between their expectations and perceptions. Customer's expectation serves as a foundation for evaluating service quality because, quality is high when performance exceeds expectation and quality is low when performance does not meet their expectation (Athanassopoulos et al., 2011). Perceived service is the outcome of the consumer's view of the service dimensions, which are both technical and functional in nature.

Several authors concurred that service quality can be measured by comparing the expectations of customers with their perception of the actual service performance. One of the well-tested instruments available to measure service quality from the customer's perspective is the SERVQUAL instrument. It was developed by Parasuraman et al. in 1985 and was later refined.

In the SERVQUAL instrument, Ladhari (2012) explained that the service quality measurement is based on the comparison of customers' expectations and their perceptions of delivered service. The difference between expectations and perceptions scores is called the SERVQUAL gap. A negative gap indicates that received service did not met customers' expectations. On the contrary, a positive gap indicates that customers perceived that service delivery exceeded their expectations. The instrument has received serious academic attention, because it represents a useful tool for monitoring and assessing a service provider's performance. The original or modified version of SERVQUAL instrument was used in a variety of service industries.

According to Chen, et al (2012), service quality is influenced by expectation, process quality and output quality; in other words the standards of service is defined by customers who have experienced that service and used their experience and feelings to form a judgment. In order to achieve a quality service organization, commitment from employees and support from all levels of management is necessary. Therefore, it is important for managers who provide goods or services constantly to keep track of information about the company's well being as far as meeting its customers' needs are concerned.

As one of the pioneering landmark researcher, Gronroos (1988) 2-dimensional approach has incorporated "technical" and "functional" quality. Reputable image serves as an asset for a firm (Kang & James, 2014). In addition, Lehtinen and Lehtinen (2012) proposed a three-dimensional view of service quality, comprising "interaction", "physical" and "corporate"

quality. Tangible aspects of the service are attributable to "physical" quality, interaction activities between service providers and customers arecharacterized under "interaction" quality and lastly, service provider image is associated with "corporate" quality. Viewing from dimensional perspective,different researchers share the common structure in forming the definition of service quality.

One widely and predominantly adopted framework in assessing servicequality is the 22-item SERVQUAL instrument introduced by Parasuraman,Zeithaml, and Berry (1985). The instrument depicts that customerexpectations include five dimensions: tangibles which represent the outlook ofthe physical facilities, equipment, personnel; reliability which tells a firm'sability to deliver services on promises; responsiveness which shows firm'swillingness to offer help and provide immediate service; assurance whichincludes employees knowledge and courtesy as well as their abilities toportray trust and confidence; empathy which covers values like caring,understanding and giving personalized attention to customer.

According to Carman (2010), performance aspect suffices in evaluatingservice quality. Cronin and Taylor (2014), Forbes, Tse, and Taylor (2006) aswell as Tse and Wilton (1988) also questioned the usefulness of theexpectation aspects, followed by increasing number of research as proof insupport of the omission of expectations.

Suggestion has also been made by Parasuraman et al. (1994) to merge thethree human performance-related factors, responsiveness, assurance andempathy into one factor, resulting in a total of three dimensions instead offive. Similarly in Gronroos approach context, criticism

comes in the sense thatSERVQUAL instrument only accounts for the "functional" quality, which asmentioned before, means the process and ignores the outcome "technical"quality (Mangold&Babakus, 2011).

*Value for Money.*According to Yuksel and Yuksel (2012), they mentioned that customers alsovisit to bars because of the price that they are paying is value for moneyinstead of only good service, environment, quality service and food / drinks. Theycontinued that value may have independent interpretation to different personsuch as consumers gets for the price in exchange of quality, any value-addedconsumers demands in goods or services, low price and/or value thatrepresents consumers obtain for what they have sacrificed.

In the past decade,Zeithaml (1998) defined customer value that is an overall assessment ofcustomer towards the product performance in terms of what is received andwhat is given perceptions. Whereby, Dodds, Monroe, and Grewal (2011)defined the perception value is influencing the willingness to purchaseindirectly. These two are supported by Butcher, Sparks, and O'Callaghan(2012) and Sweeney (2014), they mentioned that value for money as in termsof monetary exchange concept, it is a cognitive opportunity cost between theperceived quality and sacrifice (e.g. monetary, psychological, time, etc).

Similarly, customer value is also described asopportunity cost between the quality (benefit) of the product perceived byconsumers in relation to the what consumers perceived of the sacrifice (cost,price) for the product (Bolton & Drew, 20111). Grace and O'Cass (2005) stated that customer satisfaction model does not take thesacrifice into account that

connects with the benefits exchange, but perceivedvalue does. Continually, Moore and Carpenter (2015) argue that even ifcustomers are satisfied with perceived product performance, it is notnecessarily that represents overall satisfaction due to the greater monetarysacrifice.

Furthermore, McDougall and Levesque (2010) and Zeithaml (1998) suggested that customers are more satisfied, who perceive they have receivedvalue for money, than those do not. In previous evidence done by Grace andO'Cass (2005), they claimed that customers' decision to patronize back to aparticular store may due to the perceptions of perceived value for money,which they have satisfaction previously.

Past studies have considered price impact on retail patronage behavior throughdifferent concepts (Moore & Carpenter, 2006): consumer value (Sweeney &Soutar, 2001), pure monetary cost (Fox, Montgomery, &Lodish, 2004) and bar image as broader terms element (Finn & Louviere, 1996).

In addition,Moore and Carpenter (2006) found out that there is significant relationshipbetween price and patronage behavior and supported by Yavas (2003). Doddset al. (2011) found that higher price will be reducing the customers'willingness to purchase. Alternatively, Pan and Zinkhan (2006) mentionedthat low price may generate sales increases and store traffic which resultedeither from price promotions or general price levels.

Whereby, Tellis andGaeth (2010) mentioned that consumers seek for a brand that is highest priceof all in order to maximize the expectation of quality, which is known as"price-seeking". This posits that there is a

positive relationship between theprice and quality of goods and services (Dodds et al., 2011; Rao& Monroe, 2009). Forexample, high price represents a good product quality.

However, Varki and Colgate (2011) argue that customer will be switching due to high price andmay generate negative physiological response to information. Dodds et al.(2011) mentioned that even though there is positive effect of price onperceived product quality, but it impact perceived value and willingness ofpurchase negatively. This is agreed by the study done by Schiffman and Kanuk (2014), they said that if perceived price is unfair, it may stimulatevalue perception of customers and their willingness to buy.

Perceived price is referred as the degree of which a customer perceives theproduct price as high or low (Chaiyasoothorn &Suksangiam, 2011). In short according to Ramly, Ahmad, and Ahmadin (2013), they mentioned thatperceived price is related to the concept of value for money. Value is argued as the main purchase motivation among thecustomers (Berry &Yadav, 1996) and there is positive linkage in repurchaseintention and perceived value.

Product Quality. Based on Peri (2006), product (food and drinks) quality is a critically essential circumstance insatisfying the needs and expectations of consumers. The product will not beable to accomplish its primary function.This statement was supported by Pettijohn, Pettijohn, & Luke (2007), food and drink quality was positioned as one of the most crucial determinants in measuringcustomers' satisfaction which the

customer satisfaction will eventually lead tothe decision on re-patronage to a particular restaurant or bar.

According to Ha and Jang (2012) and Ryu et al. (2012), quality food and drinks can bedefined as food and drinks that is well-presented, fresh and tasty. This is in line with thefinding done by Hansen, Jensen, and Gustaffson (2005), whom discoveredthat the 'taste of food and drinks' as the most commonly mentioned element of the coreproduct in the surveys aimed at researching the reasons that formedconsumers' meal experiences.

McWilliams (2013) revealed that food and drinks quality is the quality characteristics offood and drinks that is acceptable to customer. This includes external factors such asappearance, taste, smell and texture of the food (Imram, 2009). The sameresearcher added, appearance, flavor and texture are important qualityattributes which differentiate raw food and drinks materials and processed products. Haand Jang (2012) further opine that food / drinks and service quality are essential indetermining customer satisfaction as well as customers' future behaviortowards the restaurant or bar. If the customers are satisfied with the food and drinks and servicequality they receive at the restaurant, they will be more likely to communicatepositively about the restaurant or bar, revisit it and subsequentlycontribute to the profitability of the restaurant / bar (Kaura, Datta&Vyas 2012;Kim, Ng, & Kim 2009)

In short, quality plays a significant role in determining and influencingcustomer satisfaction. Food and drinks quality and acceptability is complex andinterdisciplinary, encompassing scientific disciplines

including food scienceand technology, nutrition, psychology, physiology, marketing and hospitality (Imram, 2009).

Physical Environment. Bitner (2012) has stated that the term 'servicescape' is to emphasize theimpact of a physical setting in which a marketplace exchange takes placewithin a service organization (Zeithaml et al., 2009) According to Dittmer(2012), restaurants and bars are defined as a source that satisfies the human's socialand biological needs; and they can be split into two forms, those which servesthe human's social needs (the dining market) and those which serves thehuman's biological needs (the eating market). Guests usually evaluate theirpersonal experiences towards the service quality of the restaurants or bars they haddined in by using the food and drinks selections, physical surroundings and employeeattitudes as the crucial elements (Chow, Lau, Lo, Sha& Yun, 2007).

Moreover, the customer revisit intention and a restaurant's brandreputation can be significantly influenced by elements of a physical settings,such as facility aesthetics, ambience, lighting, table arrangements, layouts and service staffs (Gagić, Tešanović, &Jovičić, 2013).Based on Finkelstein (2009), restaurant's or bar's features are supposedly to beperceived and evaluated within the context in which they are experienced bythe customers, as their dining needs are often connected to the restaurant's or bar's features.

Similarly, the physical setting has became a significantly important tool intransmitting the quality of service setting, as physical settings can eitherintensify or subdue the emotions of customers who are involved in

patronizingthe hospitality service institutions. On the side note, Bitner (2012) has developed a services cape framework that possesses physical, social andnatural stimuli. This framework includes the physical aspect that can befurther divided into ambient conditions; space and signs, symbols andartifacts.

Ambient conditions include background environmental stimuli that affect thehuman sensations (Grayson and McNeil, 2009). According to Dijkstra, Pieterse, and Pruyn (2008), the visualstimuli comprises of lighting, colors, brightness and shapes; Mattila and Wirtz(2001) stated that the aesthetic cleanliness stimuli includes the scent, airquality and fragrance.

Moreover, Reimer and Kuehn (2005) shows that temperature islisted under the ambient stimuli; and based on Morin, Dube, &Chebat (2007),as well as Oakes and North (2008), the auditory stimuli includes of music andnoise elements. Based on Aubert-Gatmet and Cova (2009), the ambience conditions are considered to be significant elements in customer assessmenton the quality level of the service they received from, eventually affecting thecustomer satisfaction. Furthermore, the ambience conditions may affect thecustomers' emotional state; thus they may have significant effects oncustomers' behavioral responses and rate of patronage.

According toHolbrook and Hirschman (2012), customers that are dining in cafés or unwinding in bars would beaffected by hearing, smelling, visual and sensory information from theenvironment. Also, these non-verbal inputs of information would furthertrigger consumptions. Furthermore, arousing surroundings are those that arecomplex, providing

intensified amount of information to all the human senses simultaneously (Mehrabian & Russell, 2014). In addition, Baker et al.(2012) states that customers would reduce the psychological cost, time spent,and wished to further increase their patronage when they prefer the consumerenvironment they are at.

On the other hand, North and Hargreaves (2006)discovered that the 'liked' music has positive relationship with patrons'willingness to return to a dining or bar area. Also, it is more likely to enhance theeffects of pleasure when the environment is comprised with arousal-evokingqualities. This finding is supported by Kim and Moon (2009), which statesthat customers' pleasure feeling emotions are positively related to their returnpatronage intentions.

Physical arrangement refers to the manner in which furnishings and their arrangements, alsoincludes the lesser observable furnishings of comfort, layout and accessibility(Bloch, 2005); and these space elementsinfluence customers' approach/ avoidance decisions. Hence, this indirectlyinfluences customers' return patronage. Features such as layout, interiordesign and decoration, lighting, background music, scent and hygiene arelisted as the physical environment (Wakefield and Baker, 2008).

According to Bitner (2012), physical settings has weighted heavily in forming expectations,distinguishing service firms, facilitating customers and employee-customergoals; and further influencing the nature of customer experience. Also, Bitner(2012) stated that the physical environment of service firms can bemanipulated through moving things,

distancing things, increasing ordemolishing the environment and physical environment. The degree of arousalor anticipation experienced by the customers during their consumption ofleisure services may be a significant determinant of their upcoming pleasureor satisfaction with the service experience, thus affecting the return patronagerate (Mano & Oliver, 2013; Russell and Pratt, 2010).

In the past research, Yuksel and Yuksel (2002) claimed that price is one of theinfluencers which impact on customers to visit the restaurants or bars excluding thegood service, environment, quality service and food. In addition, Dodds et al.(2001) defined the value of perception can be indirect influencer to customer'swillingness to buy. This is showing that price is an important attribute thataffects towards customer's return patronage as the value can be differentinterpretation and meaning to different individuals (Yuksel &Yuksel, 2002).

Besides, Grace and O'Cass (2005) said that customer's perceptions of perceived value for money that they have high satisfaction in previousexperience may lead their decision to re-patronize to particular store.Based on the study's findings by Sweeney, Soutar, and Johnson (2007), theyfound out that there is a significant relationship between the value for moneyand customer's willingness to dine or drink in a restaurant or bar.

Furthermore, Yang and Chang (2011) found out there is positive effect ofvalue for money to customer satisfaction which acts as the mediation variable towards the re-patronage intentions. It concluded that

value for money isplaying an important character in producing re-patronage intentions for the hypermarket in the study.

Based on the previous study by Oh (1999), he foundout that perceived value has direct effect on repurchase intentions althoughperceived price has negative influence on perceived value. Grace and O'Cass(2005) remarked that value perceptions are also good predictors of purchaseintention. In their study, they discovered there is significant positive effect ofperceived value of money on re-patronage intentions which is supported thehypothesis.

However, there are some previous studies shown that value for money hasweak, moderate or no significant relationship with return patronage. Theprevious study done by Yuksel and Yuksel (2002) found that there ismoderate relationship between value for money and dining satisfaction interms of atmosphere and service seekers. In addition, they found out that thevalue for money of other clusters like adventurous food and healthy foodseekers do not have significant relationship with dining satisfaction.

Product quality appeared to be the most important forecaster of customersatisfaction by comparing to physical setting and service quality in restaurants and bars (Sulek& Hensley, 2014) According to Ha and Jang (2010), there has apositive relationship exists between product (food and drinks) quality and customers' satisfaction.This is supported by Bitner and Hubbert (2014); (as cited in Lim, 2010), a review of the marketing literature expressesthat customer satisfaction and customer perceptions on product (food and drinks) quality arecorrelated.

Therefore, product (food and drinks) quality is one of the important core attributes thatinfluence restaurant and bar customer satisfaction (Fornell, Johnson, Anderson, Cha,& Bryant, 1996f). In fact, these have proved that the product (food and drinks) quality hassignificant relationship between product (food and drinks) quality and customer satisfaction.

Restaurant and bar environment can create image and influence customer level ofsatisfaction especially in restaurant industry (Hui, Dube, & Chebat, 2007;Raajpoot, 2012). Although food / drinks and service quality areimportant, pleasing restaurant environment will also determine to a highdegree of overall customer satisfaction in restaurant industry. Many empirical studies have shown how environment influencecustomer satisfaction and predicts purchase behavior (Mattila et al., 2011).

Additionally, Brady and Cronin (2001) stated that environment can have asignificant impact on perception of overall quality, which turn to affectcustomer satisfaction towards a particular restaurant or bar. Another studies by Hanet al. (2009) found that environment of a particular restaurant or bar will influencecustomer satisfaction and loyalty.In fast food and bar industry, a pleasing atmosphere will even contribute a higher levelof overall customer satisfaction (Lim, 2010).

Wakefield et al. (2006) study shows that facility aesthetics,seating comfort and cleanliness of a restaurant or bar significantly affect acustomer's satisfaction and patronage intention. In addition, Chang (2000) also mentionedenvironment of a fast food restaurant or bar is a direct indicator of a customer's satisfaction and patronage intention.

Furthermore, there are a lot of studies found that cleanliness is asignificant factor in customer evaluation of restaurant or bar ambience, and it willaffect the customer satisfaction and patronage intention (Barber &Scarcelli, 2009). Besides, Mattila et al. (2011) studyshows that increasing ambience by scent can improve evaluations of a storeand create higher satisfaction levels.

To synthesize the above-mentioned literatures, bar operations, like any other business establishments has influencing factors that encourages customers to patronize it. As explained by various authors, the four major influencing factors in the food industry are: service quality, which is definned as the overall difference between a customer's expectation and perception of the service experience; value for money, which refers to the cost of the product / service rendered; product quality, which is the quality of the product that satisfy the needs and expectation of the customers; and physical arrangement, which refers to the physical setting of the bar.

Theoretical Framework

This studyis anchored on the theory of reasoned action of Ajzen and Fishbein (1980), in which behavioral intention is the motivational component of a volitional behavioral and is highly correlated with behavior itself (Jang & Feng, 2007). Although there are still arguments about the level of correlation between behavioral intentions and actual actions, it seems to be generally agreed that behavioral intention is a reasonable variable for predicting future behavior (Quelette & Wood, 2008). Thus, a good understanding of the determinants of favorable post-dinning

behavioral intentions such as saying positive things about the restaurant or bar, recommending the restaurant or bar to others, and repeat purchasing can provide practical guidance for restaurant and bar practitioners.
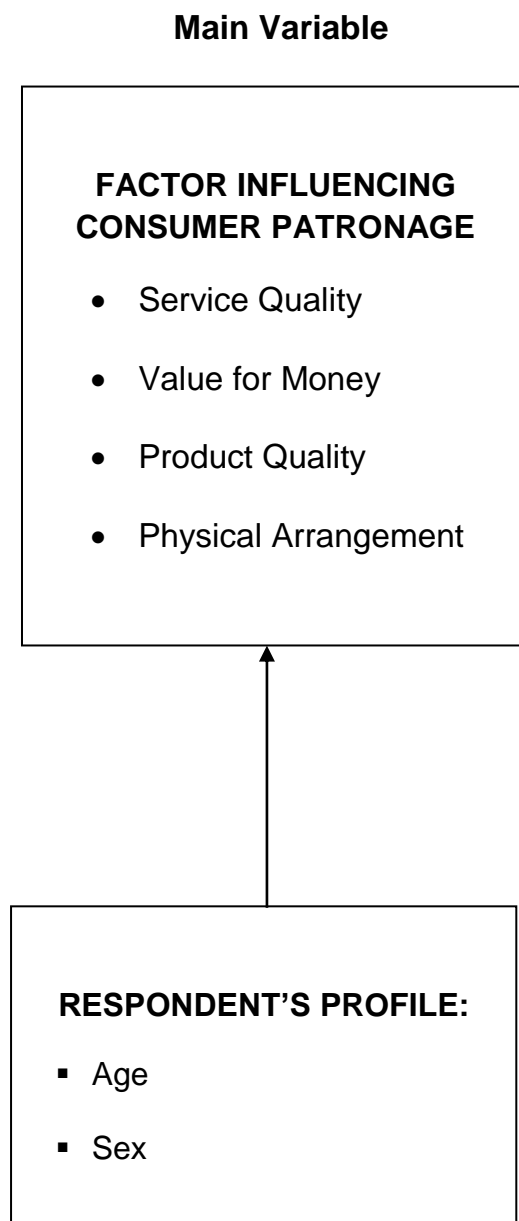
Moreover, this study also anchored on Oliver's (2009) proposition that the construct that is highly related to behavioral intentions is customer satisfaction. It is regarded as one of the key antecedents of post purchase behavioral intentions because customer satisfaction has a positive effect on the customer's attitude towards the product or service and can reinforce the customer's conscious effort to purchase the product or service again in the future.

Figure 1 shows the conceptual framework of the study. The main variable is the factor influencing consumer patronagewith the following indicators such as: service quality, value for money, product quality and physical arrangement. Moreover the moderating variable is the demographic profile of the respondents such as age, sex and profession / occupation. In this context, the demographic profile of the respondents will have an important role in the level of consumer patronage inbar.

Significance of the Study

The valuable output of the study is beneficial to the following concerns:

Hospitality Education Instructors. Theresult of this study will remind the Hospitality Education Instructors about the importance of studying customer patronageof bar and in the restaurant industry, which they can utilize in order to increase the level of knowledge of students about consumer patronage.

Main Variable

FACTOR INFLUENCING
CONSUMER PATRONAGE

- Service Quality

- Value for Money

- Product Quality

- Physical Arrangement

RESPONDENT'S PROFILE:

▪ Age

▪ Sex

**Figure 1: The Conceptual Paradigm Showing the
Variables of the Study.**

Restaurant and Bar Operators. The output from this study would provide restaurant and bar operators of important knowledge about consumer patronage, which can help them outline future marketing plans.

Hospitality Education Students. This study would widen the knowledge of Hospitality education students about consumer patronage, thus they would be aware of its importance and how to appropriately deal with them.

Future Researchers. Data and information from this studycould be used as baseline data for future studies and research.

Definition of Terms

The following terms are defined conceptually and operationally in the study:

Factor Influencing. In this study, it refers to the set ofpreference that consumers look for or encourage them to patronize a certain bar.

Consumer Patronage. It refers to the factors or reasons that encourage customers to patronize, which is whether the customers visit, dine, drink or shop at a particular establishment (Chetthamrongchai Davies, 2010).

In this study, it refers to the act of patronize of customers on a specific bar in Davao City.

Bar. It refers to a place, sometimes within a restaurant, where alcoholicdrinks are served, or a long, high table in such a place along which peoplestand or sit while drinking (Blodgett, 2014). In this study, it refers to a business establishment in Davao City, in which most of its products being served are drinks. This also refers to the research locale in the study.

METHODOLOGY

This chapter presents the discussions on the research design, the procedure in conducting and identifying the respondents, the instrument used and the statistical tools employed.

Research Design

The researchers used quantitative research using descriptive method. Descriptive research is used to describe characteristics of a population or phenomenon being studied. The main goal of this type of research is to describe the data and characteristics about what is being studied. The idea behind this type of research is to study frequencies, averages, and other statistical calculations (Shields & Rangarjan, 2013).There are 3 main purposes of research. These are to describe, explain, and validate findings. Description emerges following creative exploration, and serves to organize the findings in order to fit them with explanations, and then test or validate those explanations (Krathwohl, 2013). In this view, the descriptive method was an appropriate research design that was employed by the researchers in the study for the research work entailed to determine the factor influencing consumer patronage of bar.

Research Subjects

The respondents of this study were two hundred eighty-four(284) randomly selected students who are also customers of selected bars in

Davao City. The researchersused simple random sampling method. According to Frerichs (2008), simple random sampling refers to the subjects in the population that are sampled by a random process, using either a random number generator or a random number table, so that each person remaining in the population has the same probability of being selected for the sample. The research was conducted from November to December 2016.

Profile of the Respondents

Table 1 shows the demographic profile of the respondents. There is a total of 284 respondents in the study and all of them are students and at the same time customers of different bars in Davao City. In terms of age, majority are in the range of 18-23 years old with 258 or 90.8%, which was followed by 24-29 years old with 23 or 8.1% and there were only 3 respondents who are 30 years old and above or 1.1%. Findings mean that most of the customers of bars in Davao City are young people. In terms of sex, majority are female 175 or 61.6% while there are only 109 or 38.4% who are male respondents.

Table 1

Demographic Profile of the Respondents

Profile	Frequency	Percentage
Age		
18-23 years old	258	90.8%
24-29 years old	23	8.1%
30 years old& above	3	1.1%
Total	**284**	**100%**
Sex		
Male	109	38.4%
Female	175	61.6%
Total	**284**	**100%**

Research Instrument

The researchersformulated a researcher-made survey questionnaire. During the formulation of the research instrument, the researcherswere assisted by their thesis adviser. Prior to the actual administration of the survey questionnaire, it underwent content validation fromexperts from the College of Hospitality Education of the University of Mindanao.

The survey questionnaire was divided into two (2) parts. The first part was the demographic profile of the respondents such as age and sex. The second part were questions pertaining to the factor influencing consumer patronage of bar.

In evaluating the responses of the respondents, the following scale were used:

Level	Rating Scale	Descriptive Rating	Interpretation
5	4.20 - 5.00	Strongly Agree	If the statement describe in the item influence the respondent at all times.
4	3.40 - 4.19	Agree	If the statement describe in the item influence the respondent almost all of the time.
3	2.30 – 3.39	Moderately Agree	If the statement describe in the item influence the respondent but not all the time.
2	1.80 – 2.29	Disagree	If the statement describe in the item influence the respondent only few instances.
1	1.00 – 1.79	Strongly Disagree	If the statement describe in the item does not influence the respondent at all.

Data Gathering Procedures

The following steps were followed by the researchers in the conduct of the study:

Asking Permission to Conduct the Study. The researchersasked permission, through a formal letter duly noted by the thesis adviser, to the Dean of College of Hospitality Education, to conduct the study. Another letter, also duly noted by the thesis adviser, was sent to the managers / operators of selected bars asking permission to conduct study through distribution of survey questionnaires to randomly selected customers.

Administration of Research Instrument. After getting the necessary permissions, the researchers distributed the researcher-made questionnaires to the selected respondents.

Retrieval, Collation and Tabulation of Data. The researchersretrieved and collated the survey questionnaires and tabulated all the data that was subjected to statistical analysis with the guidance of the school statistician. Then the results were analyzed and interpreted based on the statement of the problem of the study.

Statistical Treatment of the Data

The following statistical tools were used in the computation of data testing the hypothesis at 0.05 level of significance.

Frequency Count. This was used in determining the numbers of respondents based on their demographic profile in percentage form such as age and sex.

Percentage. This was used in determining the ratio of the respondents based on their demographic profile in percentage form.

Average Weighted Mean (Mean). This was used in determining the level of factor influencing consumer patronage of bar.

Analysis of Variance (ANOVA). This was used in determining the level of factor influencing consumer patronage of barwhen analyzed by age.

T-test. This was used in determining the level of factor influencing consumer patronage of bar when analyzed by sex.

Chapter 3

RESULTS AND DISCUSSION

This section presents the analyzed data and discussion. The presentation are arranged as follows: Level of Factors Influencing Consumer Patronage of Bar in Terms of Service Quality, Value for Money, Product Quality and Physical Arrangement and Significant Difference in the Level of Factors Influencing Consumer Patronage of Bar When Analyzed by Profile.

Level of Factors Influencing Consumer Patronage of Bar in Terms of Service Quality

Table 2 shows the level of factors influencing consumer patronage of bar in terms of service quality. Overall, the quality of service provided by a bar highly influences customers to patronize it.This was reflected with a total mean of 3.76, which is described as high. Findings mean that service quality is being perceived by the customers as an important factor that highly influences them to patronize a bar. Findings imply that when customers perceived that when they hear or know that a bar has a fast and excellent service, they are more inclined to patronize it. Findings conformed with the idea of Chen, et al (2012) that service quality is influenced by expectation, process quality and output quality; in other words the standards of service is defined by customers who have experienced that service and used their experience and feelings to form a judgment.

Specifically, customers are high influenced to patronize a bar when they experience that the bar they are patronized minimizes the waiting time of customers, which statement was highly rated by the respondents. Also, it

provides excellent service, drinks are promptly and correctly served by waiters who possessed excellent hospitality skills. Findings mean that customers always prefer to patronize a business establishment when they are served promptly, or shortens their waiting time. By experiencing prompt service, customers usually compared their experience from other bars that they patronized, and through this, they usually make some perception on the quality of service. This was confirmed by Gronroos (2007) that service quality is the outcome of the comparison that consumers make between their expectations and perceptions. Customer's expectation serves as a foundation for evaluating service quality because, quality is high when performance exceeds expectation and quality is low when performance does not meet their expectation.

Table 2.Level of Factors Influencing Consumer Patronage of Bar in Terms of Service Quality

Service Quality	Mean	Description
1. Where drinks are served promptly.	3.77	High
2. A bar that minimizes the waiting time of customers.	4.01	High
3. Drinks are served correctly according to customers' order.	3.35	High
4. A bar that is served by waiters with excellent hospitality skills.	3.37	High
5. Drinking in a bar that provide excellent service quality.	3.79	High
Total Mean	**3.76**	**High**

**Level of Factors Influencing Consumer Patronage
        of Bar in Terms of Value for Money**

Table 3 shows the level of factors influencing consumer patronage of bar in terms of value for money. Overall, value for money as perceived by customers of bar also highly influences customers to patronize it. This was reflected in the total mean of 4.15 and described as high. Findings

mean that value for money is a strong factor that influences customers to patronize a bar. Findings imply that when customers perceived that the price of drinks, including the service and other tangible aspects are worth it, they are inclined to patronize it, resulting eventually in customer loyalty and retention. This also means that customers are always price-conscious, which they always value their money and that they want that every centavo they spent is worth it. Findings is supported by Berry and Yadav (1996) that value is argued as the main purchase motivation among the customers and there is positive linkage in repurchase intention and perceived value.

Specifically, customers are very highly influenced to patronize a bar when they perceived that the price of the drinks are very acceptable and appears to be a bargain, which could mean that when they perceived that they can save much or without spending too much, they are inclined to patronize the bar. Moreover, other high influencing aspects are when customers perceived that the drinks they received is a good deal, very reasonable and very good value for money. Findings mean that customers of bar are always inclined to patronize a bar when they can save much because of affordable price, without compromising the quality of the drinks being served. With this experience, they are more satisfied, which may result to repurchase, loyalty and customer retention. This was confirmed by McDougall and Levesque (2010) and Zeithaml (1998) customers are more satisfied, who perceive they have received value for money, than those do not. Grace and O'Cass (2005) added that customers' decision to

patronize back to a particular store may due to the perceptions of perceived value for money, which they have satisfaction previously.

Table 3.Level of Factors Influencing Consumer Patronage of Bar in Terms of Value for Money

Value for Money	Mean	Description
1. The drinks is very good value for the money.	3.93	High
2. The price charged for my drinks is very acceptable.	4.24	Very High
3. The price of the drinks are very reasonable.	3.96	High
4. The drinks appears to be a bargain.	4.57	Very High
5. The drinks I receive to be a good deal.	4.02	High
Total Mean	**4.15**	**High**

Level of Factors Influencing Consumer Patronage of Bar in Terms of Product Quality

Table 4 shows the level of factors influencing consumer patronage of bar in terms of product quality. Overall, product quality being perceived by customers of bar also highly influences them to patronize it, which is reflected in the total mean of 3.92 and described as high. Findings mean that product quality is a determinant that influences customers to patronize a bar. Findings implied that when customers perceived that the products (drinks) are good, they are more inclined to patronize the bar. This was supported by Peri (2006) that product (food and drinks) quality is a critically essential circumstance insatisfying the needs and expectations of consumers. This statement was supported by Pettijohn, Pettijohn, & Luke (2007), food and drink quality was positioned as one of the most crucial determinants in measuringcustomers' satisfaction which the customer satisfaction will eventually lead tothe decision on re-patronage to a particular restaurant or bar.

Specifically, customers are highly influenced to patronize a bar when they knew that the drinks are very tasty, served cold and visually appealing. This means that customers also examined the product being served by a bar, and when their perception is parallel to the product they expect to be served, then they experience satisfaction, which will eventually result to repurchase, loyalty and customer retention. Findings is in parallel to the idea of Ha and Jang (2010) that there has apositive relationship exists between product (food and drinks) quality and customers' satisfaction.This is supported by Bitner and Hubbert (2014); (as cited in Lim, 2010)that customer satisfaction and customer perceptions on product (food and drinks) quality arecorrelated.

Table 4.Level of Factors Influencing Consumer Patronage of Bar in Terms of Product Quality

Product Quality	Mean	Description
1. The drinks are very tasty.	4.13	High
2. The drinks presentation is visually appealing	3.78	High
3. The drinks are served cold.	3.85	High
Total Mean	**3.92**	**High**

Level of Factors Influencing Consumer Patronage of Bar in Terms of Physical Arrangement

Table 5 shows the level of factors influencing consumer patronage of bar in terms of physical arrangement. Overall, physical arrangement of the bar also highly influences them to patronize it, which is reflected in the total mean of 4.06 and described as high. Findings mean that the physical setting or characteristics of the bar is a determinant that influences customers to patronize it. This means that when customers perceived that

the place, including interior and exterior set up is good, they are more inclined to patronize it. This implied that physical arrangement is a strong determinant that encourages customers to patronize the bar. This was confirmed by Finkelstein (2009) that restaurant's or bar's features are supposedly to beperceived and evaluated within the context in which they are experienced bythe customers, as their dining needs are often connected to the restaurant's or bar's features.

Specifically, among the highest influencing factors are: clean restrooms, seating capacity, the attractiveness of color of the interior and the appropriate music being played inside the bar. This means that aside from the quality of service, product and price, physical aspects are also strong influencing factor that satisfies customers, resulting to repurchase, loyalty and retention. In addition, spacious drinking area, the music played and seating arrangements are added factors that also influence them. Findings is supported by Brady and Cronin (2001) stated that environment can have asignificant impact on perception of overall quality, which turn to affectcustomer satisfaction towards a particular restaurant or bar. Another studies by Hanet al. (2009) found that environment of a particular restaurant or bar will influencecustomer satisfaction and loyalty.

**Table 5.Level of Factors Influencing Consumer Patronage of Bar in
Terms of Physical Arrangement**

Physical Arrangement	Mean	Description
1. Music played in a bar.	3.73	High
2. The type of music being played in the bar is appropriate.	4.21	Very High
3. The attractiveness of color of the interior of the bar.	4.66	Very High
4. The bar has a spacious drinking area which is easy for customers to move around.	4.02	High
5. The bar that has clean restrooms.	3.82	High
6. The seating arrangement of the bar	3.67	High
7. The seating capacity of the bar	4.30	Very High
Total Mean	**4.06**	**High**

**Significant Difference on the Level of Factors Influencing Consumer
Patronage of Bar When Analyzed by Age**

Table 6 shows the significant difference in the level of factors influencing consumer patronage of bar when analyzed by age. Findings revealed that p-values of all indicators such as service quality (0.359), value for money (0.597), product quality (0.530) and physical arrangement (0.289) are greater than 0.05 level of significance, which lead to the decision of accepting the null hypothesis. Therefore, there is no significant difference in the level of factors influencing consumer patronage of bar when analyzed by age. This means that age is a non-factor or non-determinants in providing differences in the perception of the customers when patronizing a bar.

Table 6

Significant Difference on the Level of Factors Influencing Consumer Patronage of Bar When Analyzed by Age

Indicator	Age	f-value	p-value	Decision on Ho
Service Quality	18-23 years old	1.028	0.36	Accept
	24-29 years old			
	30 years old& above			
Value for Money	18-23 years old	0.516	0.60	Accept
	24-29 years old			
	30 years old& above			
Product Quality	18-23 years old	0.636	0.53	Accept
	24-29 years old			
	30 years old& above			
Physical Arrangement	18-23 years old	1.248	0.29	Accept
	24-29 years old			
	30 years old& above			

Significant Difference on the Level of Factors Influencing Consumer Patronage of Bar When Analyzed by Sex

Table 7 shows the significant difference in the level of factors influencing consumer patronage of bar when analyzed by sex. Findings also revealed that p-values of all indicators such as service quality (0.120), value for money (0.604), product quality (0.423) and physical arrangement (0.157) are greater than 0.05 level of significance, which lead to the decision of accepting the null hypothesis. Therefore, there is no significant difference in the level of factors influencing consumer patronage of bar when analyzed by sex. This means that sex of the respondents is also a non-factor or non-determinants in providing differences in the perception of the customers when patronizing a bar.

Table 7

Significant Difference on the Level of Factors Influencing Consumer Patronage of Bar When Analyzed by Sex

Indicator	Sex	t-value	p-value	Decision on Ho
Service Quality	Male	0.587	0.12	Accept
	Female			
Value for Money	Male	0.018	0.60	
	Female			Accept
Product Quality	Male	0.088	0.42	Accept
	Female			
Physical Arrangement	Male	0.021	0.16	
	Female			Accept

Chapter 4

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This chapter contains the summary of findings in the sub-problems set out in Chapter 1.

Summary of Findings

This study was conducted to determine the level of factors influencing consumer patronage of bar. The findings of the study are summarized as follows:

1. In terms of the level of factors influencing consumer patronage of bar, value for money is the highest factor that influences customers, followed by physical arrangement, product quality and service quality respectively.

2. Significant differenceswere not observed in all indicators of influencing factors when analyzed by respondents' demographic profile such as age and sex.

Conclusions

Based on the findings of the study, the following conclusions are drawn:

1. Value for money is the strongest factor to influence consumers of bar.

2. Profile of the consumers are non-determinants in providing significant differences in the level of factors influencing consumer patronage of a bar.

Recommendations

Based on the findings and conclusions, the following recommendations are given:

1. To Hospitality Education Instructors, they may incorporate in the classroom discussions the importance of influencing factors on consumer patronage such as value for money, service and product quality and physical environment in order to raise awareness to the students which they may utilize when they put up their own business or when they work in hospitality-related business establishments.

2. To Restaurant and Bar Operators, they may take a cue from this study that value for money is one of the highest influencing factors on consumer patronage, thus they may focus more to provide affordable products without compromising its quality and other attributes. Aside from this, they may also enhance their physical setting, improve their service and products, by introducing innovative or unique products which may be new in the market.

3. To Hospitality Education Students, they should learn from this study and continuously search for new knowledge and information that may add to their learning process and maybe beneficial to their professions as future hoteliers or restaurateurs.

4. To Future Researchers, they may utilize the data and information presented in this study for their future research, particularly in other settings such as consumer patronage in budget hotels, fastfoods, etc.

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SURVEY QUESTIONNAIRE

Dear Respondents,

You are invited to participate in our data gathering as part of our Research Paper entitled: **"AN ANALYSIS FACTOR INFLUENCING CONSUMER PATRONAGE OF BAR."** Rest assured that the data gathered will be kept strictly confidential and will only be used for the purpose of this research work.

I. Demographic Profile

Age: [ ] 18 – 23 years old   **Sex:** [ ] Male
[ ] 24 – 29 years old   [ ] Female
[ ] 30 – 35 years old
[ ] 36 – 41 years old
[ ] 42 – 47 years old
[ ] 48 – 53 years old
[ ] 54 years old and above

Occupation / Profession:
[ ] Self-employed
[ ] Businessman
[ ] Private Company Employee
[ ] Government Employee
[ ] Others _____ (pls. specify)

II. Direction: Kindly read the items properly and write the scale on the appropriate box that corresponds to your answer based on the scale below.

Rating Scale	Interpretation
5 –Very High	If the statement describe in the item influence you at all times.
4 – High	If the statement describe in the item influence you almost all of the time.
3- Moderate	If the statement describe in the item influence you but not all the time.
2- Low	If the statement describe in the item influence you only few instances.
1 – Very Low	If the statement describe in the item does not influence you at all.

Factors Influencing Consumer Patronage of Bar

Service Quality *When patronizing a bar, I consider...*	5	4	3	2	1
1. where drinks are served promptly.					
2. a bar that minimizes the waiting time of customers.					
3. drinksare served correctly according to customers' order.					
4. a bar that is served by waiters with excellent hospitality skills.					
5. drinking in a bar that provide excellent service quality.					
Value for Money *When patronizing a bar, I consider...*	**5**	**4**	**3**	**2**	**1**
1. the drinksis very good value for the money.					
2. theprice charged for my drinks is very acceptable.					
3. the price of the drinks is very reasonable.					
4. thedrinksappears to be a bargain.					
5. thedrinksI receive to be a good deal.					
Product Quality *When patronizing a bar, I consider...*	**5**	**4**	**3**	**2**	**1**
1. the drinks as very tasty.					
2. the drinks presentation is visually appealing					
3. thedrinksis served cold.					
Physical Arrangement *When patronizing a bar, I consider...*	**5**	**4**	**3**	**2**	**1**
1. music played in a bar.					
2. the type of music being played in the bar is appropriate.					
3. the attractiveness of color of the interior of the bar.					
4. thebarhas a spacious drinking area which is easy for customers to move around.					
5. thebar that has clean restrooms.					
6. the seating arrangement of the bar					
7. the seating capacity of the bar					