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## **Motivation, Satisfaction and Repurchase Intentions of Chinese Restaurant Customers: Evidence from the Accra Metropolis, Ghana**

*Nana Esi Bedua-Taylor, Dr. Eunice Fay Amissah, Nana Adiyiwa  
Obeng Mensah*



## Motivation, Satisfaction and Repurchase Intentions of Chinese Restaurant Customers: Evidence from the Accra Metropolis, Ghana

Nana Esi Bedua-Taylor<sup>1</sup>, Dr. Eunice Fay Amissah<sup>2</sup>, Nana Adiyiwa Obeng Mensah<sup>3\*</sup>

<sup>1</sup>Assistant Lecturer, Department of Hospitality Management, Cape Coast Technical University  
Email: [nana.bedua-taylor@cctu.edu.gh](mailto:nana.bedua-taylor@cctu.edu.gh)

<sup>2</sup>Senior lecturer, Department of Hospitality and Tourism Management, University of Cape Coast  
Email: [eamissah@ucc.edu.gh](mailto:eamissah@ucc.edu.gh)

<sup>3</sup>Assistant Lecturer, Department of Hospitality Management, Cape Coast Technical University  
\*Corresponding Author's Email: [nana.obengmensah@cctu.edu.gh](mailto:nana.obengmensah@cctu.edu.gh)

### Abstract

**Purpose:** Despite the fact that the customer base for Chinese restaurants in the Accra Metropolis is ever expanding, there is little evidence on the motivational and satisfaction elements that ramp up the customers' repurchase desires; hence, denying these restaurants and others the opportunity to capitalise on these elements to maximise returns. This study, thus, using an explanatory research design, assessed the effect of motivation and satisfaction on repurchase intentions of customers of Chinese restaurants in the Accra Metropolis of Ghana.

**Methodology:** Employing a multistage sampling technique, a sample of 218 customers were selected and included in the study. A structured closed-ended questionnaire was used to collect data for the analysis. Data were analysed using means, standard deviations, and regression techniques.

**Findings:** The results showed that health, adventure, social interaction and family togetherness, culture and modern atmosphere drive Chinese restaurant customers to make repurchase decisions. It was also revealed that the Chinese restaurant customers find satisfaction in food quality, service quality, atmospherics and authenticity of services at the Chinese restaurants. Additionally, customer motivation and satisfaction were found to have significantly positive effects on repurchase intentions.

**Unique contribution to theory and practice:** It was concluded that increased customer motivation and satisfaction is necessary for an expanded customer base for Chinese restaurants in the Accra Metropolis. Therefore, operators of Chinese restaurants should channel efforts into improving drivers for motivation and satisfaction.

**Keywords:** *Motivation, satisfaction, repurchase intentions, Chinese restaurants, Accra*

## INTRODUCTION

The tourism industry plays an important role in the world's economy. The industry accounts for about 30 percent of the world's export of services (cite here). The direct contribution of tourism to global Gross Domestic Product (GDP) was USD 2,364.8 billion in 2014 and was to rise by 3.9 percent per annum, from 2015-2025 (World Travel and Tourism Council, 2015). Moreover, it should be mentioned that tourism and hospitality go hand in hand, and the hospitality industry also makes great contributions to global GDP. World Travel and Tourism Council (WTTC) (2015) forecast the contribution of the hospitality industry to global GDP to grow by 3.5 percent per annum, and employment to grow by 2.6 percent. Furthermore, one job in every eleven jobs belongs to the hospitality industry (WTTC, 2015). According to the Hospitality Guild (2012), the industry comprises organisations such as hotels, food service businesses, coffee shops and pubs, bars and nightclubs, among others. Specifically, the food service sector revolves around establishments such as restaurants, cafeterias, catering and vending companies, hotels, inns, rehab and retirement centres. These establishments serve food to people outside their homes.

Particularly, the global restaurant industry was forecast to reach a value of USD 2.1 trillion by 2015, and was expected to keep growing in value (World Tourism Organisation (WTO), 2015). In Ghana, whilst the tourism sector realised approximately USD 2.1 billion to GDP (Dogbevi, 2014), the restaurant sector – which is part of the food service sector – contributed about USD 2.8 million directly to government revenue, and USD 1.8 million to non-governmental/quasi-governmental agencies (Ghana National Tourism Marketing Strategy, 2021). Moreover, with respect to the specific setups within the food service sector, the Ghana Tourism Authority (GTA), in their catering directory, classified them according to the menu they serve. The classifications include Continental, Local, Chinese, Liberian, Turkish, French, Indian and Thai (GTA, 2015). In recent years, factors such as household income, family size, and multicultural diversity of countries have led to increase in patronage and consumption of ethnic food (Verbeke & Lopez, 2005).

Consequently, the restaurant industry had to expand to include ethnic restaurants specialised in foods associated with a particular culture and heritage, such as Mexican food, Asian food, Chinese food, Indian food, Korean food, Thai food and Italian food, among others. Nonetheless, studies have highlighted a growing interest in Chinese cuisine, as Chinese cuisine is seen as the richest, most diverse, abundant, spicy, oily and seasonal (Gu, Lee, & Lee, 2006; Tian, 2001; Josiam & Monteiro, 2004). It is thus not surprising that Chinese restaurants have grown to such an extent that it outnumbers other ethnic restaurants in Ghana (Relaxnews, 2014).

People eat out for a variety of reasons. According to Warde, Cheng, Olsen and Southerton (2007) many people are motivated to eat outside their homes because of family compositions, changing lifestyles, convenience and pleasure. Further, Prebensen, Woo, Chen and Uysal (2012) intimated that people's motivation to eat outside revolves around a time to unwind and possibly hang out, the need for healthy meals, adventure, socialisation and laziness to cook at home. Attributes of a restaurant, such as culture and the restaurant's atmosphere have also been cited as motivating factors (Chang et al. 2014). Again, Ha and Jang (2010) found motivation for patronising Chinese, Japanese and Thai restaurants in America to include indulgence and discovery.

In addition, Cobe (2004) concluded in his study that Asian restaurants can satisfy the top dining-out priorities of health, freshness, and excitement. Every customer looks forward to being satisfied when they patronise a restaurant. Satisfaction is thus described as the fulfilment gained after



consuming a product or service (Oliver, 1997). Customer satisfaction is based on the customer's experiences with specific aspects of service encounter (Parasuraman, Zeithaml, & Berry, 1994). To that effect, satisfaction in restaurants are measured through assessing food related attributes, service related attributes, atmospheric related attributes, price and authenticity. Therefore, when customers are satisfied with the food, service and atmosphere of a restaurant, they repeat their visit, or repurchase that service or product (Adam, Adongo & Dayour, 2014; Santouridis & Trivellas, 2010).

Theoretically, the Push and Pull Motivation Theory (Crompton, 1979) and the Transaction-Specific and Overall Satisfaction theory (Parasuraman et al., 1994) make cases for customer motivation and satisfaction, respectively. The push and Pull Theory suggest that people travel because they are pushed by their own inner forces and pulled by the exterior forces of destination attributes. Push motivations are the desires that drive people towards their goals or to achieve something, such as the desire for escape, rest and relaxation, prestige, health and fitness, adventure, social interaction, escape from personal/social pressures, novelty, thrill, self-esteem, and learning/discovery/curiosity (Crompton & McKay, 1997). Pull motivations, on the other hand, are the attractions of a place that pull people towards that attraction. They include physical resources, such as facilities, culture, novelty and image. Consequently, attributes of the food and beverage service experience can be viewed as pull factors associated with the attractiveness of restaurant, as perceived by potential customers who possess different motives.

According to Dayour et al. (2015), the pull factor explains the whole picture of customer's pre, during and post visit behaviour. Extending this assertion to the hospitality industry, it can be said that people are pushed by their intrinsic motives to go out and dine in restaurants. These push motivations (needs) are the factors that propel the people to seek for the appropriate restaurants that will satisfy their needs. Thus, a Chinese restaurant can be an ideal dining place for those who are enthusiastic about discovering different cultures, for people who are health conscious, and those who seek adventure. On the flipside, extrinsic motivation or pull motivations may be the attributes of modern atmosphere, culture and novelty of the Chinese restaurants that propel customers to want to go there and dine.

Moreover, transaction-Specific and Overall satisfaction theory advocates that consumers' satisfaction consists of two separate levels: Transaction-specific and overall satisfaction (Parasuraman et al., 1994). The transaction-specific satisfaction theory states that a customer's satisfaction is based on his or her experience of particular aspects of service, and relying on that the customer makes a transaction. Further, the transaction-specific theory suggests that since a customer's evaluation of satisfaction is based on service attributes, repeat purchase decision could be based on the customer's satisfaction of an attribute rather than the overall service. In reality, customers of a restaurant are likely to consider specific aspects of the services (food, ambience of the restaurant, appearance of the service providers, and cleanliness of the restaurant area) and make a repeat visit decision based on an aspect(s) of the service given. In contrast, overall satisfaction refers to the consumer's overall dissatisfaction or satisfaction based on all encounters and experiences with the service (Bitner & Hubbert, 1994). For example, a customer may be dissatisfied with the reliability of a staff, but may still be very satisfied with overall restaurant performance.

From the discussion thus far, it is apparent that motivation and satisfaction influence a customer's repurchase intention. Customers' motivation (needs) drives them to strive to satisfy those needs (Chang et al., 2014). If the customer's satisfaction is met by a restaurant, the customer's intention to repurchase is likely to be determined (Dayour et al., 2015). For example, when a customer is driven by the need to discover a cuisine from another culture, the satisfaction will be dependent on the culture (food, decor, service, etc.) of the restaurant. Consequently, the decision to repurchase will be based on the satisfaction derived from the service received. It is thus not surprising that many researchers agree that motivation, satisfaction and repurchase intentions are interrelated (Adam et al., 2014; Dayour et al., 2015). For instance, Adam et al. (2014) found out that international tourists' revisit intentions to upscale restaurants were based on their satisfaction levels with every dimension of the service they received. Dayour et al. (2015) observed an affirmative bearing of tourist satisfaction on their revisit intentions.

Though there is limited evidence on ethnic restaurants in Ghana, there are indicators of a drift in the Ghanaian restaurant industry. The restaurant industry in Ghana has witnessed some growth in the number of Chinese restaurants, especially in the capital of Accra (GTA, 2015). The Hinlone was the first Chinese restaurant established in Ghana. Subsequently, others such as China House, Palace, Imperial Perking, Royal Jade, Noble House, Tip Top and Royal Garden followed. This indicates a positive outlook of the Chinese restaurant market in Ghana. In spite of the popularity of Chinese restaurants, it is difficult to tell whether the factors of motivation and satisfaction inform customers' intention to repurchase from these restaurants, since there is limited evidence (Liu & Jang, 2009; Ma, Qu & Njite, 2009). This, to some extent, could be said to have denied the Chinese restaurants in Accra the opportunity to fully understand their clients, as well as how to ascertain their loyalties – as understanding the relationship between clients' motivation, satisfaction levels and their revisit intentions is a good starting point of customer-management relationship (Ma et al., 2009).

Considering the foregoing, it is important to ascertain Chinese restaurant customers' motivation, level of satisfaction and if they will repeat patronage. Nonetheless, only aspects of eating-out have been studied in Ghana by Amuquandoh (2011), Adam et al. (2014), Dayour et al. (2015), and Inkumsah (2011), but these studies did not look at Chinese restaurants. It is, therefore, important to fill this literature gap by finding out why people patronise Chinese restaurants, with focus on motivation and satisfaction. The main objective of the study is to assess motivation, satisfaction and repurchase intentions of Chinese restaurant customers. Specifically, the study assesses the factors that motivate customers to dine in Chinese restaurants, determinants of customer satisfaction at these restaurants, and analyse the relationship between motivation and satisfaction, and repurchase intentions of Chinese restaurant customers.

Due to the fact that most of the Chinese restaurants in Ghana are located in Accra and Tema, this study purposely focused on all the Chinese restaurants in the Accra Metropolis. It should be stated that this study will provide a holistic approach to understanding important aspects of customer relations, which will inform restaurant managements about how to retain their customers. Management will then be able to plan and develop marketing strategies so as to meet and satisfy customers' expectation. The study will also be beneficial to the food service industry in general, by bringing to bare best practices in food quality, and service quality, among others.

In addition, knowledge from this study will be useful to other restaurants in understanding their target customers, and how to gain competitive advantage over their rival Chinese restaurants in the industry. Moreover, this research will enable Chinese restaurant operators to better understand what motivates their customers, what makes them satisfied, and their repurchase intentions towards Chinese restaurants, and this will enable the operators to respond to customers' desires in a more appropriate fashion. The results will also inform the local restaurant sector in Ghana to know the impact of 'foreign cuisine' on the Ghanaian restaurant industry. Finally, the study will contribute to the limited empirical evidence on Chinese restaurant customers – in terms of motivation, satisfaction and repurchase intentions.

## **METHODOLOGY**

This section described, in detail, the techniques used to analyse data to achieve the objectives of the study. Specifically, the research design, sample and sampling methods, measurement of variables, and data processing and analysis were explained.

### **Research design**

The explanatory research design was used for this study. The explanatory research design helps to explain cause-effect relationships between concepts (Saunders, Lewis, & Thornhill, 2019). Saunders et al. (2019) posit that the explanatory design helps to account for the effect of an independent variable or independent variables on a dependent variable. The explanatory design was employed for this study as the study sought to determine the effect of customer motivation and satisfaction on their repurchase intentions. Moreover, this design supports descriptive techniques and analysis which serve as precursor to inferential analysis (Saunders et al., 2019).

### **Sample determination**

The target population for the study was all customers of Chinese restaurants in the Accra Metropolis. From the target population, a sample size of 384 was determined using the Fisher, Laing, Stoeckel and Townsend (1998) formula. The computation was as follows:

$$N = \frac{Z^2(P)(1-P)}{d^2} = \frac{1.96^2(0.5)(1-0.5)}{0.05^2} = \frac{0.9604}{0.0025} = 384$$

Where: N = estimated sample size; Z = standard normal deviation set at 95% confidence level, giving a score of 1.96; P = estimated proportion of response set at 50%; d = margin of error at 5%.

This formula was used due to the fact that the target population was unknown, as it was difficult to estimate the total number of customers who patronise the Chinese restaurants in the Accra Metropolis. Nonetheless, the sample size of 384 was deemed very suitable for the study, as Hair, Anderson, Tatham and Black (1998) asserted that a reliable result can be obtained from a minimum sample size of 100 respondents. After the sample size had been determined, a multistage sampling technique was employed to select the study participants. All the twenty-two (22) Chinese restaurants were identified in six locations in the Accra Metropolis, based on data from the Ghana Tourism Authority. These locations were Achimota, East Legon, Cantonments, Osu, Dzorwulu and Airport Area. After the number of restaurants had been identified, a sample of 10 restaurants, representing 45% quota of the total number of restaurants, was randomly selected. For fair

distribution, 38 questionnaires were assigned to each restaurant, producing a total of 380. Table 1 displays the distribution.

**Table 1: Summary of sampling procedure**

Locations	Number of Chinese restaurants	Sampled restaurants	Proportionate assignments
East Legon	4	3	114
Cantonment	3	1	38
Osu	7	3	114
Dzorwulu	3	1	38
Airport Area	3	1	38
Achimota	3	1	38
Total	22	10	380

Source: Field survey (2021)

Next, the convenience sampling technique was used to obtain data from the respondents. This technique is suitable when potential study participants appear not to be readily available to participate in a study (Frey, Carl & Gray, 2000). This technique was deemed appropriate as Chinese restaurant customers were not stable – they buy and leave. Thus, only those customers who found it convenient to spend some time and participate in the study were considered.

For the actual data collection exercise, permission was sought from the management of the restaurants. Upon acceptance, customers who had either finished their meals and were waiting for their bills, or were now waiting to buy their meals were approached. This was appropriate so as not to disturb their meal time. The researcher politely made a request to the customers if they would like to provide responses to a few set of questions. Those who voluntarily agreed to take part in the study were assured of confidentiality, and the objective of the study and the various modules in the questionnaire were explained to them. Anyways, it should be stated that the instrument was pre-tested on 20 of the total sample of 380 to ensure validity and reliability, and the Cronbach's (reliability) coefficients obtained across all scale items for each of the key variables were well above 0.70. Moreover, the instrument was subjected to both face and content validation. The finalised instruments were then self-administered to the remaining 360 participants. Though the researcher was able to reach out to all the 360 customer participants, only 218 retrieved questionnaires were found complete and suitable for further analysis. The entire data collection process lasted from 4th April to 24th May, 2021.

## Measurement of variables

This section presents how the key variables of the study were measured. Repurchase intention was the outcome variable whilst motivation and satisfaction served as independent variables, with sex, education and employment status being controlled for since each customer was either a male or female, educated or uneducated, employed or unemployed – and since these characteristics cannot be dissociated from an individual, it was appropriate to adjust for them to ensure authenticity of results. Sex was measured on a dichotomous scale where “female” was coded “0” and “male” coded “1”. Education was measured on a binary scale where “educated” was marked “1” and otherwise “0”. Further, employment was conceptualised as a dummy where “employed” means “1” and “unemployed” implies “0”.

Additionally, motivation was operationalised to include eight indicators of health, adventure, social interaction and family togetherness, prestige, labour, culture, modern atmosphere and novelty. Each of these indicators further has statements anchored on a five-point Likert scale, captured as “1 = strongly disagree”, “2 = disagree”, “3 = neutral”, “4 = agree” and “5 = strongly agree”. Health, adventure, prestige and novelty have three scale items each; labour, culture, and modern atmosphere have four scale items each; and social interaction and family togetherness has seven scale statements. Each of these indicators has a Cronbach’s coefficient higher than 0.70, as shown in Table 2. The entire motivation scale recorded strong validity and internal consistency – with Cronbach’s alpha of 0.793. This scale was adapted from the scale developed by Sriwongrat (2008) to measure consumers’ choice factors of an upscale ethnic restaurant in New Zealand – as some of the items were reworded to suit the local context.

Satisfaction was conceptualised to revolve around four indicators adapted from the instrument used by Liu and Jang (2009) to determine customer satisfaction and behavioural intentions in the United States. These indicators were food quality, service quality, atmospherics, and authenticity. Food quality contained nine items, service quality had eight scale items, atmospherics was made up of four items, and authenticity was defined on three items. All the items were measured on a five-point Likert scale with anchors of “1 = strongly disagree”, “2 = disagree”, “3 = neutral”, “4 = agree” and “5 = strongly agree”. All the indicators recorded a reliability coefficient of more than 0.70 as shown in Table 3, and the overall satisfaction had a Cronbach’s alpha of 0.725 (Table 4). The dependent variable, repurchase intentions, on the other hand, had five defining statements anchored on a five-point Likert scale with anchors of “1 = strongly disagree”, “2 = disagree”, “3 = neutral”, “4 = agree” and “5 = strongly agree”. The repurchase intention scale was also adapted from Olsen, Warde and Martens (2000), and had a reliability coefficient of 0.703 (Table 4).

## Data processing and analysis

After processing the data into a form appropriate for analysis, a descriptive analysis was conducted to provide the background statistics of the key variables, as well as statistics of the demographic information of the customers – using frequencies, means and standard deviations. This was followed by correlation and regression analyses. Specifically, a bar chart was used to present the demographic information; mean and standard deviation was used to analyse motivational factors and the determinants of satisfaction, whilst regression analysis was used to determine the relationships between motivation, satisfaction, and repurchase intentions. The succeeding two models were adjusted for the relationship between motivation and repurchase intentions, and the



relationship between satisfaction and repurchase intentions, respectively, after meeting all the assumptions underlying regression analysis.

$$RI_i = \beta_0 + \beta_1 M_i + \beta_2 \text{Sex} + \beta_3 \text{Education} + \beta_4 \text{Employment} + \varepsilon_i \quad [1]$$

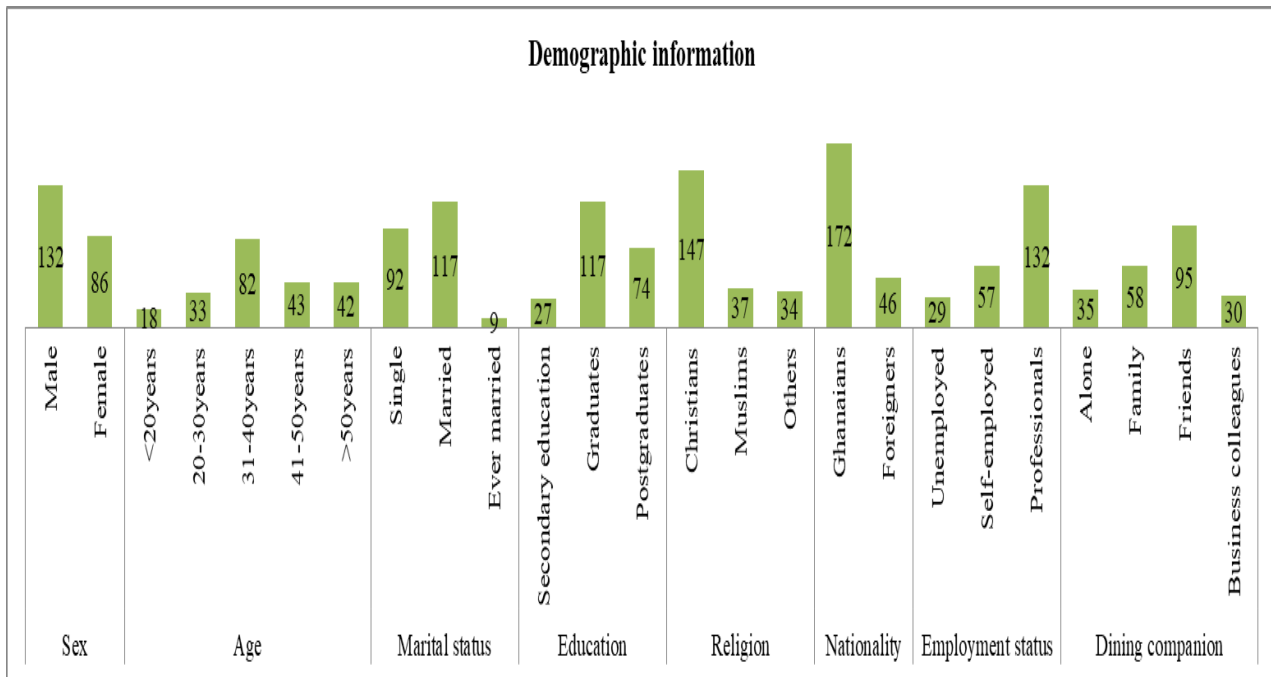
Where: RI = repurchase intentions; M = motivation;  $\beta$  = coefficient; i = cross-sectional data;  $\varepsilon$  = error term

$$RI_i = \beta_0 + \beta_1 S_i + \beta_2 \text{Sex} + \beta_3 \text{Education} + \beta_4 \text{Employment} + \varepsilon_i \quad [2]$$

Where: RI = repurchase intentions; S = satisfaction;  $\beta$  = coefficient; i = cross-sectional data;  $\varepsilon$  = error term

## RESULTS AND ANALYSIS

Analysis of the demographic data produced some surprising, as well as interesting revelations. With respect to marital status of the customers, majority of the Chinese restaurant customers in the Accra Metropolis happened to be married people who otherwise would have been expected to enjoy food made at home (117, 53.67%). Similarly, more Christians eat from Chinese restaurants (147, 67.43%), compared to Muslims (37, 16.97%) and others (34, 15.60%). Surprisingly, the number of graduates who eat from Chinese restaurants was the same as the number of married people who patronise the Chinese cuisines (117, 53.67%); as this could be just a mere happenstance, perhaps all the married customers were graduates. Also, more professionals (132, 60.55%) than self-employed (57, 26.15%) and unemployed (29, 13.30%) purchase from Chinese restaurant. Moreover, majority of the customers were Ghanaians (172, 78.90%), and most of them dine at the Chinese restaurants with their friends (95, 43.58%) relative to those who dine with their business colleagues (30, 13.76%), family (58, 26.61%), and alone (35, 16.05%). The age range of majority of the customers fell between 31 and 40 years (80, 36.70%), and most of the customers were males (132, 60.55%). These results are presented in Figure 1.



**Figure 1: Demographic information of Chinese restaurant customers**

Source: Field survey (2021)

Next, as part of the main analyses to achieve the objectives of the study, means and standard deviations were computed to assess the factors that motivate customers to purchase from Chinese restaurants in the Accra Metropolis. The lead motivating factor identified was the perceived healthy nature of Chinese meals ( $M = 4.108 \pm 0.761SD$ ), followed by the modern atmosphere at Chinese restaurants ( $M = 3.917 \pm 0.799$ ). The customers were also of the view that social interaction and family togetherness motivated them to dine at Chinese restaurants ( $M = 3.713 \pm 0.857$ ). Additionally, the feeling that a customer is in a different culture or country was agreed by majority of the customers to have influenced their desire to buy from Chinese restaurants ( $M = 3.658 \pm 0.940$ ). Adventurous feeling and experience of a new culture ( $M = 3.024 \pm 0.785$ ) was further disclosed by the customers as a factor motivating them to buy from Chinese restaurants in the Accra Metropolis. Prestige of dining among people of class ( $M = 2.549 \pm 1.108$ ), novelty of experiencing the taste of new dishes in new environments ( $M = 2.807 \pm 0.849$ ), and labour associated with cooking own food ( $M = 2.311 \pm 1.236$ ) do not motivate customers to make a repurchase. The results are displayed in Table 2.

**Table 2: Motivational factors (N = 218)**

Factors	Cronbach $\alpha$	Mean	SD
Health (items = 3)	0.721	4.108	0.761
Adventure (items = 3)	0.725	3.024	0.785
Social interaction and family togetherness (items = 7)	0.882	3.713	0.857
Prestige (items = 3)	0.707	2.549	1.108
Labour (items = 4)	0.717	2.311	1.236
Culture (items = 4)	0.720	3.658	0.940
Modern atmosphere (items = 4)	0.793	3.917	0.799
Novelty (items = 3)	0.766	2.807	0.849

*Note:* SD = standard deviation

Source: Field survey (2021)

Further, the results in Table 3 showed that, overall, customers were satisfied with Chinese restaurants and their services, and this was found to have been determined by their satisfaction with food quality ( $M = 3.071 \pm 0.755$ ), service quality ( $M = 3.040 \pm 0.751$ ), atmospherics ( $M = 3.073 \pm 0.735$ ) and authenticity of Chinese meals ( $M = 3.841 \pm 0.863$ ). This is to say that the Chinese restaurant customers derive their satisfaction from the perceived quality of the Chinese food, quality of service rendered by the Chinese restaurants, the general atmospherics of the Chinese restaurants, and the authenticity of the Chinese foods.

**Table 3: Satisfaction (N = 218)**

Areas of satisfaction	Cronbach $\alpha$	Mean	SD
Food quality (items = 9)	0.817	3.071	0.755
Service quality (items = 8)	0.803	3.040	0.751
Atmospherics (items = 4)	0.778	3.073	0.735
Authenticity (items = 3)	0.726	3.841	0.863

*Note:* SD = standard deviation

Source: Field survey (2021)

Table 4 displays results on the overall level of customers' motivation, satisfaction and repurchase intentions; the association between motivation, satisfaction and repurchase intentions; and the effect of motivation and satisfaction on repurchase intentions. Overall, the motivation level of customer to buy from Chinese restaurants was high ( $M = 3.636 \pm 0.917$ ). Their level of satisfaction with Chinese restaurants and dishes has also been found to be high ( $M = 3.256 \pm 0.776$ ). Similarly, the customers' general intention to repurchase from Chinese restaurants was encouraging ( $M = 3.701 \pm 0.213$ ). Next, the correlation analysis showed a weak and insignificant relationship between motivation and satisfaction ( $r = 0.232$ ). However, both motivation ( $r = 0.663$ ) and satisfaction ( $r = 0.593$ ) showed moderate and significant associations with repurchase intentions.

Additionally, the regression analysis results indicated that customer motivation has a positive statistically significant relationship with repurchase intentions of Chinese restaurant customers ( $\beta = 0.331$ ). This positive sign indicates that when customer motivation is high, Chinese restaurant customers have the tendency to repurchase from the Chinese restaurants. In like manner, increased satisfaction was found to lead to increased desire to repurchase from the Chinese restaurants in the Accra Metropolis ( $\beta = 0.157$ ). Moreover, with a considerable level of motivation, male, the employed and educated customers were more likely to make a repurchase. Similarly, with a good level of satisfaction, male customers, employed customers, and educated customers were more likely to make a repurchase from the Chinese restaurants, compared to female customers, unemployed customers and uneducated customers. Again, the adjusted models 1 and 2 explained about 46.7% and 31.2%, respectively, of the variation in customers' intentions to repurchase from the Chinese restaurants. The remaining variations might be attributed to factors exogenous to the present study. It should also be stated that the motivation model had higher explanatory power than the satisfaction model.

**Table 4: Motivation, Satisfaction and Repurchase intentions (N = 218)**

	Cronbach $\alpha$	Dependent: RI		M	S	RI	Mean	SD
		Model 1	Model 2					
M (items = 31)	0.793	0.331**		1			3.636	0.917
S (items = 24)	0.725		0.157**	0.232	1		3.256	0.776
RI(items = 5)	0.703			0.663**	0.593**	1	3.701	0.213
Sex		0.093**	0.104**					
Education		0.113**	0.021**					
Employment		0.121**	0.102**					
R-square		0.467	0.312					
F-stat		103.047	94.724					

Note: \*\*  $p < 0.01$ ; M = motivation; S = satisfaction; RI = repurchase intentions; SD = standard deviation

Source: Field survey (2021)

## DISCUSSION

Overall, the findings of the study were interesting, and appeared to be in line with the findings of a number of prior studies, and as well affirmed, to some extent, the assertions of the theories underpinning this study. The main focus of the study was three-fold: To determine the factors that motivate Chinese restaurant customers to make a repurchase; to find out what determines Chinese



restaurant customers' satisfaction, and to analyse the relationship between motivation, satisfaction, and repurchase intentions of Chinese restaurant customers. In respect of the factors that motivate the customers to repurchase from Chinese restaurants in the Accra Metropolis, the study revealed five key factors which revolve around health, adventure, social interaction and family togetherness, modern atmosphere, and culture. Novelty of experiencing the taste of new dishes in new environments, labour associated with cooking one's own food, and prestige were not reported to have influenced customers desire to repurchase from Chinese restaurants in the Accra Metropolis.

These factors might be the case due to a number of possible reasons. For instance, the customers might be motivated by health due to the belief that Chinese restaurants offer varieties of nutritious food customers can choose from. It could also be that Chinese restaurants cook and serve meals in safe and hygienic environments, and this motivates people to buy and buy again from these restaurants as any regular person would want to dine from a clean environment. This result is in conformity with Sulek and Hensley (2004) who concluded that consumers are more concerned with their health and therefore driving the demand for healthy food choices. Similarly, Namkung and Jang (2007) asserted that consumers of ethnic foods view ethnic foods as healthy. In like manner, the assertion of the push and pull motivation theory (Crompton, 1979) that desires drive people towards their goal has been upheld as it could be said that it is the customers' desire for good health that lead them to make repurchases from the Chinese restaurants.

With respect to adventure, it could be said that customers of Chinese restaurants are motivated to dine at the Chinese restaurants and feel the desire to dine again because these restaurants offer unique experiences and make the customers feel exposed to the experience of a different country and culture. It is thus not surprising Costa et al. (2001) posit that the idea of eating out is exciting because of the adventure of eating different cultural foods. Also, this fell within the spheres of the push and pull motivation theory (Crompton, 1979), as the desire for adventure might drive the customers to develop purchase and repurchase intentions for the Chinese meals in the Accra Metropolis.

In respect of social interaction and family togetherness, it could be explained that Chinese restaurant customers are motivated to eat there because the restaurant is patronised by their friends and family. Also, the Chinese restaurants might be offering ideal place for fun and entertainment, a place to socialise with other customers and acquaintances, a place to celebrate occasions, a place for relaxation, and a place to spend time with friends and family. This, to a considerable extent, corroborates the finding of Warde and Martens (2000) who found in a survey that eating out shows a way to become well acquainted with strangers, to make or sustain romantic relationships, and to celebrate important events with friends and family. In like manner, Ashley et al. (2004) assert that the nature of restaurants may offer meaningful environments for social interaction.

Moreover, modern atmosphere of Chinese restaurants entices people to patronise Chinese foods. This result indicates that seat order, visually appealing décor, authentic designs and exquisite parking space in the restaurants influence the customers in choosing to eat in Chinese restaurants. This result confirms the finding by Sloan (2004) that decor, seat order, parking space and authentic design can have a great impact on dining experience. Additionally, Kokko (2005) suggests that atmosphere in a restaurant is often perceived by customers as more important than the food served. Again, Young, Clark and McIntyre (2007) averred that the surroundings of a restaurant create an expectation of dining experience even before the customer is served. Besides, a study by Chen and

Hsieh (2011) showed that a pleasure environment will stimulate customers to spend on the services of the restaurants.

With regards to culture, customers might specifically be influenced by the cultural experience of being in a different country, serving of foods familiar to the customers, and serving of food in accordance with the beliefs of the customer. These could invariably motivate customers to dine in Chinese restaurants in the Accra Metropolis. This result is in conformity with Sukalakamala and Boyce (2007) who confirmed that diners view an ethnic restaurant patronage as a way to learn about a different culture. Similarly, Bailey and Tian (2002) made an observation that culture contributes to food choices. Nonetheless, it was further revealed that prestige, labour and novelty do not motivate customers to dine in Chinese restaurants in the Accra Metropolis, and this correlates with the findings of some extant empirical studies (Sriwongrat, 2008; Larson et al., 2006; Tian, 2001).

Next, the findings on the determinants of satisfaction of Chinese restaurant customers revealed atmospherics, food quality, service quality, and authenticity as areas of satisfaction for customers. With respect to satisfaction with atmospherics, it could be that the customers were specifically satisfied with atmospheric elements of quality lighting in the restaurant, pleasant smells, quality of decoration, and cleanliness of dining areas, among others. This result is in agreement with the finding of a study by Ryu and Jang (2007) which reported that satisfaction with atmospheric variables affect customers' post-dining behavioural intentions. Also, this outcome supports Oh's (2001) findings that atmospherics play a vital role in determining customer overall satisfaction. Again, other empirical studies in the hospitality literature affirmed atmospherics to have an influence on customer satisfaction (Chow et al., 2007; Hyun, 2010; Ryu, Han & Kim, 2012; Jangga et al., 2012).

Food quality is also pertinent to customers' satisfaction. Specifically, this suggests that customers are satisfied with the temperature of the food they are served, the variety of healthy meal choices, appearance of the food, flavour and taste of the food, and freshness of the food, among others. The result supports Namkung and Jang (2007) who found that food quality is significantly related to customer satisfaction. It is also in line with Ha and Jang's (2010) assertion that food quality contributes to customers' satisfaction. The customers are also satisfied with authenticity of the food and services provided by the Chinese restaurants in the Accra Metropolis. This result buttresses the finding by Liu and Jang (2009) that authenticity is one of the major determining factors of Chinese restaurant customers' satisfaction. The result also confirms a finding by Sukalakamala and Boyce (2007) who indicated that consumers of ethnic restaurants consider unique tastes and authentic ingredients as the most important components of their authentic dining experience.

In terms of service quality, customers of Chinese restaurants in the Accra Metropolis might have found satisfaction with friendliness of the restaurant employees, timely attendance of employees to customers when the need be, prompt and quick service, provision of accurate bills, and employees' knowledge of menu, among others. This finding is in line with that of Liu and Jang (2009) that friendliness and helpfulness of restaurant employees are major determinant factors of satisfaction of Chinese restaurant customers. Additionally, in other studies, service quality was found to have a positive connection with customer satisfaction (Kim et al., 2009; Min & Min, 2011), and this was further affirmed by Ladhari et al. (2008) who asserted that service quality

influences customer satisfaction. Above all, the satisfaction determinants revealed by the present study affirmed the position of the transaction-specific and overall satisfaction theory (Parasuraman, et al., 1994) that customers' evaluation of satisfaction is based on the customers' experience of aspects and attributes of a given service, and these aspects may include quality and appearance, among others.

From the regression results, it was revealed that highly motivated customers are more likely to have the intention to make a repurchase from the Chinese restaurants in the Accra Metropolis, all being equal. This implies that as customers' level of motivation goes up, their repurchase intentions lean towards positivity. As already reported above, Chinese restaurant customers' repurchase intentions are driven by motivational elements; thus, as these elements improve in the restaurants, customers become more motivated leading to repetition of purchases from the Chinese restaurants. These elements may include modernity of restaurant ambience, quality of food served, among others. This finding corroborates the push and pull motivation theory (Crompton, 1979) from which it could be inferred, among other things, that customers' desires drive them to make repurchases from the Chinese restaurants. This finding also agrees with the findings of Dayour et al. (2015).

Additionally, the regression results showed that there is a significant positive effect of customers' satisfaction on their repurchase intentions, implying that, all being equal, as customers' satisfaction increases, their desire to repurchase from the Chinese restaurants levels up. This result is consistent with Petrick, Morais and Norman (2001) who concluded that satisfaction precedes repurchase intentions. In like manner, Sharma and Patterson (2000), and Adam et al. (2014) stated that customer satisfaction is viewed as the most important factor leading to repurchase intents. Thus, it could be said that the probability of return patronage was dependent on customers' satisfaction with attributes of the Chinese restaurants in the Accra Metropolis. It is, therefore, not out of the ordinary that Ladhari et al. (2008) confirmed that satisfaction leads to customer loyalty which in turn influences the customer's repurchase intentions. Theoretically, this finding has upheld the assertion of the transaction-specific and overall satisfaction theory (Parasuraman et al., 1994) that customers are willing to return to a particular place where they were satisfied with a prior experience.

## **CONCLUSIONS**

Among other findings, the study revealed that there are five underlying factors that contribute to customers' motivation to dine in Chinese restaurants in the Accra Metropolis. Specifically, these are classified as pull motivations – culture and modern atmosphere – and push motivations – adventure, health, social interaction and family togetherness. This means that if these motivation drivers are enhanced, number of repurchases recorded at Chinese restaurants in the Accra Metropolis will ramp up. The study further identified four underlying dimensions of satisfaction – atmospherics, food quality, authenticity and service quality – at Chinese restaurant in Accra Metropolis. Thus, high quality food and service, welcoming and friendly restaurant environment would lead to increased customer satisfaction. Consequently, customer motivation and satisfaction could be termed as the markers of customer repurchase intentions.

## RECOMMENDATIONS

Based on the findings and the conclusions drawn, recommendations have been made. First, Chinese restaurant operators in the Accra Metropolis and beyond should focus their promotional activities on the elements that drive customer motivation, and these elements as found by this study are culture, modern atmosphere, adventure, health and social interaction and family togetherness. Second, restaurant managers should ensure high food, service and environmental quality. Third, the Ghana Tourism of Association should ensure that the general restaurant industry practitioners espouse policies that would focus more on customer motivation and satisfaction. Furthermore, both pull and push motivation and transaction-specific and overall satisfaction theories should be employed by related future studies, as their assertions have been upheld by the present study. Moreover, it is suggested that, since the quantitative data collected might not present a full picture of Chinese restaurants in Ghana, and the fact that Chinese restaurants are just a subset of ethnic restaurant segment in Ghana, further studies should therefore focus on the whole ethnic restaurant segment in Ghana.

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