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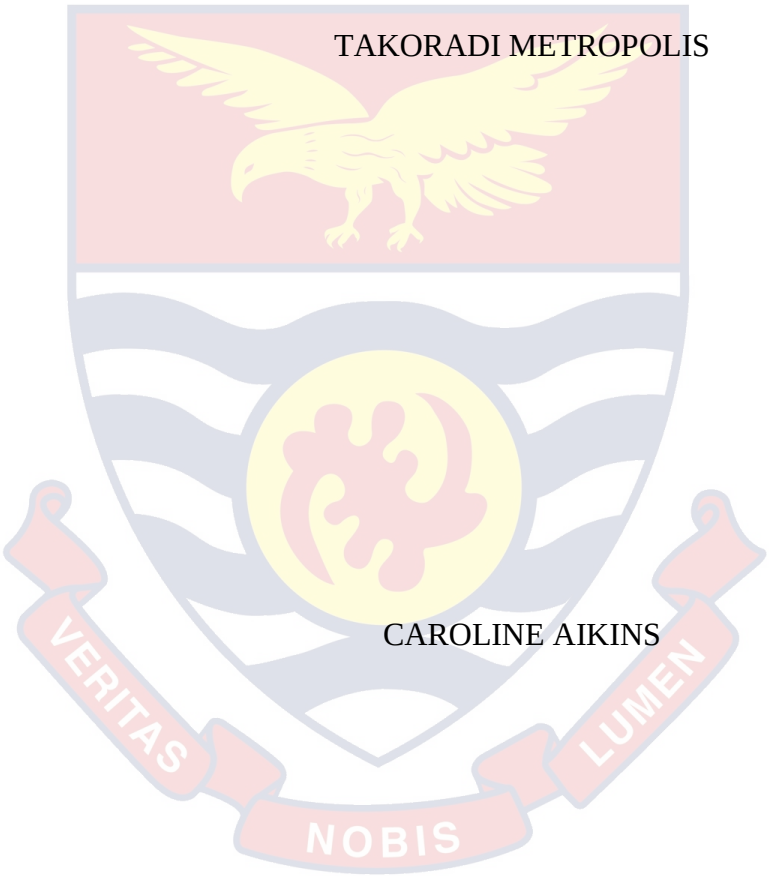
SMARTPHONE USE AND THE DINING –OUT EXPERIENCE: A SURVEY OF RESTAURANT PATRONS IN SEKONDI-TAKORADI METROPOLIS



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2020

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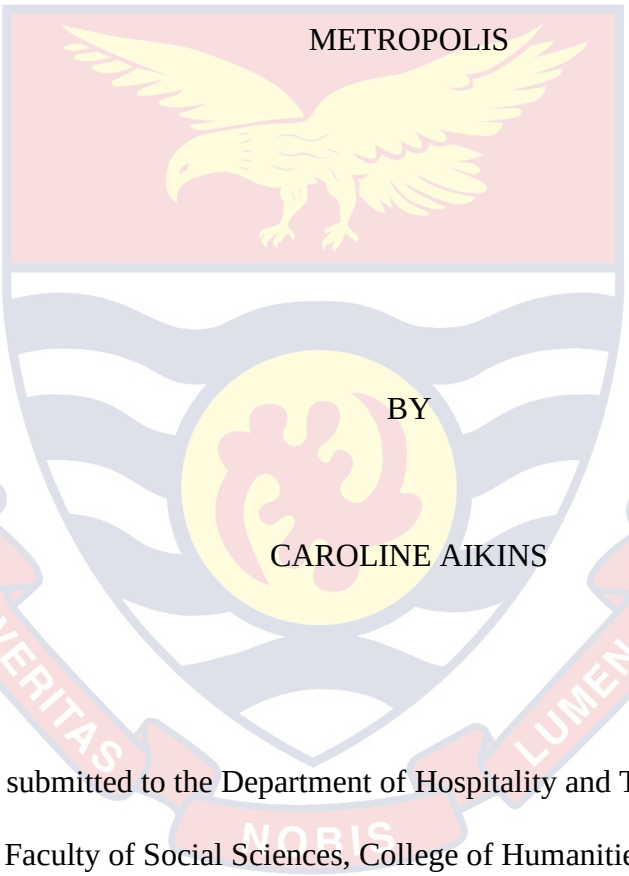

BY

CAROLINE AIKINS

Thesis submitted to the Department of Hospitality and Tourism Management of the Faculty of Social Sciences, College of Humanities and Legal Studies, University of Cape Coast, in partial fulfilment of the requirements for the award of Master of Philosophy degree in Hospitality Management.

JUNE 2020

DECLARATION

Candidate's Declaration

I hereby declare that this thesis is the result of my own original research and that no part of it has been presented for another degree in this university or elsewhere.

Candidate's Signature……Date……

Name: Caroline Aikins

Supervisors' Declaration

We hereby declare that the preparation and presentation of the thesis were supervised in accordance with the guidelines on supervision of thesis laid down by the University of Cape Coast.

Principal Supervisor's Signature…….....Date…….

Name: Dr. Stephen Edem Hiamey

Co-Supervisor's Signature……Date……

Name: Dr Issahaku Adam

ABSTRACT

This study explored the use of smartphone in dining out experience, from the perspectives of restaurant patrons in Sekondi-Takoradi Metropolis. The study conveniently sampled 400 diners across 26 restaurants in Sekondi-Takoradi Metropolis. Almost all the respondents were aged 18 years or over and had been using a smartphone for the last 12 months. The data was processed using SPSS version 21 for analysis and discussion. The results of the study revealed that guests rely on the smartphone to make dining decisions – from finding restaurants and browsing menus, to reading reviews as they make up their minds to dine out. When it comes to using phones for dining–related purposes during the meal, a good proportion say they use their smartphones for photo-taking and social media sharing. Finally, the most common post-dining smartphone usage reported by the respondents includes sharing the experience on social media and interacting with a restaurant's loyalty program. At the restaurant, the smartphone was used to stay connected while dining, electronic payment and self-entertainment. For post dining purposes, smartphones were used to save and share dining memories. Based on the findings, it was concluded that restaurants can benefit uniquely from Social Networks (SNS) by using them as showcases for food, explaining the origins of menu items, and even showing videos of chefs in action. One technique recommended is that restaurants should endeavor to post beautiful pictures of the dishes because people enjoy looking at artful food.

KEY WORDS

Actual dining

Dining Out

Dining Out Experience

Post dining

Pre-dining

Smartphone

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Finally, I wish to thank my family and friends for the support, especially, my husband, Mr Emmanuel Kojo Owusu, my mother, Mrs Georgina Baah Agyapomah, my sisters, Linda, Barbara and Priscilla.

DEDICATION

To my family and friends

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CHAPTER ONE
INTRODUCTION

Background to the Study

Dining out can be defined as meals prepared by food service units (e.g. restaurants) and consumed on premise (Smith, 1983; Tillotson, 2003; Ismail, Amirhonarvari & Radzi, 2012). It is also regarded as a social activity which brings people together (Malhotra, Kheng, & Jailanee, 2018). The dining out experience flows from the planning stage (e.g. information search) to ordering the food, actual consumption and post-purchase decision (Gretzel & Yoo, 2008; Wang & Fesenmaier, 2013).

Over the past century, significant changes have taken place in the restaurant dining sector including the proliferation of fast food joints, chain restaurants, and luxury restaurants which have all led to a diversification of the dining experience (Smith, 1983; Schlosser, 2012). Perhaps the most significant revolution in the sector is the interplay of smartphone in the dining out landscape (Solove, 2004; Spence, Okajima, Cheok, Petit, & Michel, 2016). Smartphones in this study refer to mobile phones or personal digital assistants (PDAs) with multiple features such as digital cameras email services, social media applications, and games (Nosrati, Karimi & Hasanvand, 2012).

The dining experience is gradually becoming a mix of technology and social life from the way a restaurant is found, the type of restaurant that is chosen, to the way a meal is experienced and how the experience is processed afterwards (Montanari, 2006; Xiang & Gretzel, 2010; Halkier, 2016). Research on the intersection between technology and the hospitality industry has alluded to

smartphone usage as a potential "enhancer" or "mediator" of the consumer experience (Neuhofer, Buhalis, & Ladkin 2012). Just like any other hospitality and tourism experience, the dining out experience can be considered as an encounter between people and facilities (Crouch 2004); divided into three phases – "pre", "during" and "post" encounter (Kuflik, Wecker, Lanir & Stock, 2015). Essentially, all these three aspects of the experience are being transformed by the smartphone and other digital technologies which have seen a dramatic rise over the past decade (Tussyadiah & Fesenmaier, 2009).

Before the influx of smartphone and the internet, the "planning stage" of the dining experience was based on reviews in the newspaper or magazine, word-of-mouth, recommendation from friends and family, or general reputation earned by the restaurant (Cooper, Floody & McNeil, 2012; Minazzi, 2015). The location and directions to the restaurant were found in magazines, the phonebook, newspapers, or word of mouth from friends or family. Reviews for the restaurant came in the form of tips, which signified a diner's satisfaction or dissatisfaction (Andersson & Mossberg, 2004; Chon, & Cha, 2011).

Today's dining experience as influenced by smartphone is significantly different from the traditional 19th or 20thcentury restaurant experience. Modern customers choose restaurants based on a blog post or internet search results based on location or high ratings or photos of its food posted on social media. After confirming the reservation, diners search for the restaurant on Google map and allow the smartphone to provide step-by-step navigation to the restaurants (Weeres, 2011; Backer & McCune, 2014). Also, diners check the menu online, read customer

reviews of the dishes, read about ingredient components and the health benefits and as well check out photos of the food (Frei, Koeth, Kronfli, & Schlueter, 2012)

At the restaurant, consumers take their own photos of the meal to share with their friends on social media or use in their review after the meal. Diners take photos of themselves to share on Instagram, with a "geotag" sharing their exact location and appropriate hashtags that describe the restaurant, food, and overall experience (Gretzel, & Yoo, 2008; Xiang & Gretzel, 2010). At the post-experience level, consumers use social media platforms on the smartphones to share their experience with friends or family, write a review on sites like Yelp or Trip advisor, or even communicate directly with the restaurant on these social media sites (Zhu & Zhang, 2010; Mangold & Smith, 2012; Minazzi, 2015).

In effect, contemporary dining out experience does not necessarily mean enjoying a meal with friends in a public place but also sharing the experience with anyone who has access to a smartphone device and the internet (Jeong & Jang, 2011; Kaplan, 2012). In order to fully understand the effects of smartphone on the dining experience, an exploration of the most significant trends is necessary.

Statement of the Problem

Consumption of food prepared away from home has become an increasing culture in major cities in Africa (Marras & Ag Bendech, 2016). The phenomenon has been linked to increasing urban population growth, emerging middle-class population and the changing role of women. In recent years, there has been an increasing scholarly interest in the dining out behaviour of consumers. Most of such studies are focused on developed countries such as the U. K. and United States of

America, which have different social and technological dynamics. The few studies in Ghana on dining out are centered on food safety and hygiene, as well as restaurant menu planning (Nicolo & Guglielmino 2012; Ababio & Lavatt, 2015; Hiamey, Boison & Amuquandoh, 2015; Marras, Bendech & Laar, 2016).

Although the above argument suggests growing evidence of studies on dining out, the interplay of smartphone in the dining experience is somewhat new. Generally, as observed by Wang, Xiang and Fesenmaier (2014), researchers who studied smartphone use in hospitality focused on customer relationship management (CRM) and destination marketing (Tussyadiah 2013; Wang, Xiang, Fesenmaier, 2014, 2016; Dickinson et al. 2014; Wang, Xiang, and Fesenmaier 2016). As smartphone usage becomes more common in every phase of human life, it would be interesting to understand its interplay in the dining out experience as well.

To this end, a more holistic understanding is needed to describe and explain the influence of smartphone use on the dining out experience. This current study seeks to fill the gap in literature by examining how the dining out experience has been affected as a result of improved mobility and digital connectivity afforded to customers through smartphone.

Research Questions

1. What are the ways through which patrons of restaurants in Sekondi-Takoradi Metropolis use Smartphones in planning the dining out experience?

2. How do Smartphones contribute to the actual dining experience amongst patrons of restaurants in Sekondi-Takoradi Metropolis?
3. What are the ways through which patrons of restaurants in Sekondi-Takoradi Metropolis use smartphones for post-dining related purposes?
4. What are respondents' perspectives about the usage of smartphone for dining related purposes?

Objective of the Study

The main aim of this study was to assess the role of smartphones in the dining out experience of restaurant patrons in the Sekondi-Takoradi Metropolis.

Specifically, the study seeks to;

1. Identify the use of Smartphone in planning dining out experience amongst patrons of restaurants in Sekondi-Takoradi- Metropolis.
2. Explore the various uses of smartphones in the actual dining out experience amongst patrons of restaurants in Sekondi-Takoradi Metropolis.
3. Ascertain the ways through which patrons of restaurants in Sekondi-Takoradi Metropolis use smartphones for post-dining related purposes.
4. Explore patrons' views concerning the usage of smartphone in the dining experience.

Significance of the Study

The study aims at exploring the interplay of smartphone in the dining experience. Restaurant and hotel managers will therefore benefit immensely from the results of this study, since it will offer suggestions for enhancing customers'

dining experience. This research will benefit not just restaurants businesses but also the entrepreneurs to know the importance and impact of the smartphone tools in promoting their products and services.

Furthermore, the study will contribute to knowledge and then add to the existing literature on the dining experience and post-purchase behavioral intentions. Future researchers can also use this study as a reference point. The research demonstrates how the smartphone can affect the restaurant business as well as smartphone tools that consumers mostly use in making decisions for purchase as well as to share their experiences with the guest service encounter in restaurants.

Limitations

This study was on smartphone use for dining purposes amongst diners in Sekondi-Takoradi metropolis. Specifically, the study measured the smartphone use at the three stages of the dining experience. Even though the study was on smartphone use for dining related purposes, it was limited to the Sekondi-Takoradi metropolis. Therefore, these findings are limited to that context and caution is needed in generalizing the findings. Also, a non-probability sampling approach was adopted for this study. Respondents reached may not be representative of all the diners in the metropolis. Thus the findings may not be generalized to the general diners' population in the metropolis.

Organization of the Study

There are five main chapters in this study. Under each of the chapters, specific sub-topics were discussed. Chapter one is the introductory chapter and comprises of background of the study, statement of the problem, research questions, study objectives, significance of the study and the limitation of the study. Chapter two entails the review of related literature to the study. Literature was reviewed on the role of smartphones in the dining out experience, as well as the theoretical and conceptual framework for the study.

The third chapter outlines the research methodology employed for the study. These include; the study area, research philosophy and design, sources of data, population, sampling procedure and sampling techniques. More so, it discusses the method of data collection, data collection instrument, data collection procedures, data processing analysis. Chapter four contains a presentation and discussion of findings from the field data. Finally, chapter five presents a summary of main findings and draws conclusions from the findings of the study and its implication. The chapter also makes recommendations based on the findings of the study and suggests areas for further research.

CHAPTER TWO
LITERATURE REVIEW

Introduction

This chapter begins by reviewing the literature associated with the role of smartphone in coordinating the dining out experience. It also looks at past research associated with the use of smartphone to facilitate decision-making in dining out, and the motivations and meaning behind the use of mobile social media platforms to post images of the dining out experience.

Theoretical Review

This section describes the theoretical explanations of smartphone use in the dining out experience. This study draws on a variety of theories including the Technology Acceptance Model (TAM), Sharing of Emotions and Consumption System Theory (CST). These theories help in the interpretation of smartphone use activities in the various phases of the dining experience. This combined approach is crucial for understanding factors influencing smartphone usage in the restaurant setting and how the smartphones are affecting the dining decisions of customers.

Technology Acceptance Model (Davis, Bagozzi & Warshaw, 1989)

The TAM has been continuously studied and expanded. The two major upgrades being the TAM 2 (Venkatesh & Davis 2000 & Venkatesh 2000) and the Unified Theory of Acceptance and Use of Technology (or UTAUT, Venkatesh et al. 2003). A TAM 3 has also been suggested in the perspective of e-commerce with an inclusion of the effects of trust and perceived risk on system use (Venkatesh & Bala, 2008).

While TAM is a widely used model in predicting user acceptance of technology, further research is needed for the model to be incorporated with new constructs in order to enhance its explanation and prediction of acceptance behavior (Wu *et al.*, 2007). Therefore, in order to capture the determinants of the user acceptance of smartphone, some modifications were made to the initial model. Perceived enjoyment positively affects the intention to use new technologies (Davis *et al.*, 1992). The case is the same in the context of mobile services; users' intention to use is significantly affected by enjoyment (Suki & Suki, 2011). Perceived enjoyment is claimed to be a significant precursor of the intention to use (Cheong and Park, 2005). A final variable in the model is technical barriers. Technical barriers might moderate the proposed relationships. Literature highlights that perceived technical barriers reflect people's assessment of themselves being capable of using smartphone apps without trouble (Verkasalo *et al.*, 2010).

Sharing of Emotions Model

Rimé et al. coined the term “social sharing of emotions” in 1991 to name the observed phenomenon that concerns the tendency people to recount and share their emotional experiences with others. Social sharing of emotions can be defined as an “interpersonal process” wherein, after an emotional event, “individuals will initiate interpersonal behaviours in which discussing this event and their reactions to it are central”. That the emotion is recalled in a “socially shared language”.

In this study, the Social Sharing of Emotion Model explains consumers’ propensity to share dinner experiences with others. The "social sharing of emotion" theory (Rimé et al, 1991, p 436) posits that sharing one’s emotions or feelings of

an experience or event is a natural and advantageous way of recovering from emotional events. The authors argue that after an event, individuals purposively seek interpersonal contact to discuss the event and their emotional response to it. This outcome is viewed as an adaptive behavioral process whereby individuals use language (through cognitive articulation) to express, clarify, label and organize their emotions in a logical manner (Rimé et al, 1991). Despite the empirical arguments that support the generality of the social sharing of emotions, it does not take into consideration feelings that contradict the propensity to share personal information.

Smartphone

Smartphones denote an integration of the functions of voice communication, Internet access, and data retrieval and management (Wang, Xiang & Fesenmaier, 2016). These features and applications (apps) on smartphones extend their functionality to a wide range of information services such as specialized information search, social networking, and navigation in the context of hospitality service (Wang, Xiang & Fesenmaier, 2016).

People have become exceedingly reliant on smartphones due to its portability, consumer mobility and constant information and communication (Wang, Xiang & Fesenmaier, 2014; Genova, 2010). The increasing usage of smartphone in all sectors of human life may be as a result of the convenience it provides to customers, offering a plethora of information, including locations, menus, reservations, reviews, photo galleries (Wang, Park & Fesenmaier, 2011). The smartphone comes along with features which enable consumers to search and

patronize restaurants independently, to enjoy en-route experiences, and explore unfamiliar outlets with ease (Wang, Xiang & Fesenmaier, 2016).

Smartphone and Dining Out

As people spend more time on smartphones and related social media networks, purchase decisions tend to be influenced by virtual interactions (Yadav, De Valck, Hennig-Thurau, Hoffman, & Spann, 2013). In a survey by US's National Restaurant Association in 2015, it was reported that 63 percent of restaurant guests have relied on smartphones to make reservations, and look up restaurant locations, view menus as well as read nutritional information about the food consumed.

Similarly, in a Google survey conducted in America by RetailmeNot.Inc (2017) on "*Consumer Dining and Smartphone Usage*", the results revealed that diners feel more comfortable using smartphones to search for restaurants. The survey revealed further that, consumers are less inclined to use smartphone during the actual dining at the restaurant; 37 percent of the respondents in the study indicated taking pictures, 19 percent checked-in social media, 19 percent searched for online deals while 16percent looked up for nutritional information on the food.

OpenTable, an online restaurant-reservation service company, conducted a survey in 2015 on "Technology and Dining Out" and reported that consumers relied heavily on smartphone in dining decision making. All the 6,000 respondents aged 18 and above indicated making at least one reservation using the App in the last 12months at the time of the survey.

The survey further reports that about 25 percent of consumers indicated that they 'always' or 'frequently' use their phones to decide what to order, based on

factors such as popularity of dishes in reviews and photos. Also, loyalty programs have the most traction, 18 percent of respondents indicating they routinely interact with a restaurant's loyalty program using smartphone. Other dining related actions involving the smartphone include planning a repeat visit with friends (17 %) and sharing experiences on social media (15 %).

Social media can be used as a medium to showcase a dining out experience. In doing so, diners especially the youth may also reveal an idealized version of their lives. Drawing on Goffman (1982)'s idea of "impression management", Boyd (2014) argues that teens aim to display a positive impression of who they are, based on the context of a social media platform. She contends that this context is defined by the makeup of the audience that they assume is viewing their social media posts. Holmberg, Chaplin, Hillman and Berg (2016) apply this to their analysis of food images on Instagram and say that their respondents use these images to fashion their identities online. They found that their respondents emphasized the event or activity in their post rather than the taste of the food itself. Jones and Nash (2017) also observed a similar trend among young female professionals in Britain. They discovered that these women created an idealized version of themselves on Instagram by posting images of aesthetically pleasing food, shot in exclusive dining establishments.

While their research mainly focused on Instagram, youths have a myriad of social media channels available at their disposal. As Boyd (2014) contends, teens post in different ways on different social media platforms based on their audience as well as the norms associated with each platform. These norms are formed by

"network effects" which he says are created when "peers influence one another about how to use a particular site and then help collectively to create the norms of that site." (p. 40). This illustrates how the context of a social media platform is socially constructed rather than determined by technical affordances. In other words, people choose a particular platform because they are aware that it is suitable for a certain practice.

Dining Out Experience

Customers look for a good overall experience apart from serving good food when they visit a restaurant. The twenty- first century has been characterized by the emergence of the experience economy and as such the hospitality and tourism industry has been in the business of creating and selling experiences to customers to meet growing demands (Campos, Mendes, Valle & Scott, 2018). Service experience has been characterized in different terms.

Some hospitality and tourism studies have taken on the process-based and have categorized experience as a three- phase linear process (Xiang, Schwartz, Gerdes Jr, & Uysal, 2015). For example, Larsen (2007) suggested the interactive nature of guest experiences between guest and service systems encompass three stages: before the activity; processes during the activity; and after the activity or event. Similarly, Jennings (2006) referred to these phases as: 1) the anticipatory phase; 2) the experiential phase; and 3) the reflective phase. This process involves unplanned encounters with waiter/waitress or other people and activities such as information search, reservation, dining, and reflection (Meyer & Schwager, 2007).

In effect, customers' dining experience may originate from these interactions between the guest, the facility and employees of the facility (Verhoef, Lemon, Parasuraman, Roggeveen, Tsiros & Schlesinger, 2009). The subsequent sections discuss these three- phases of the dining experience in details.

Dining Experience

After extensive evaluation of available options, the consumer now makes a decision to purchase the product or service. The actual dining experience can be characterized as the restaurant service encounter. Early work on the service encounter defined it as "the dyadic interaction between a customer and a service provider" (Surprenant & Solomon, 1987, p. 87). The focus was on 'dyadic, human and role-driven' interactions between customers and employees (Solomon, Suprenant, Czepiel, & Gutman, 1985). In other words, the service encounter was mainly considered to be 'a game of people' driven by specific learned behaviours appropriate for the situation (Suprenant & Solomon, 1987). However, broader interpretations of the concept quickly became more common.

The study conducted by OpenTable in 2015 considered smartphone use for dining related purposes in terms of the three- phases of the dining experience. In their study, they reported that one in four of the respondents indicated 'always' or 'frequently' using their phones to decide what to order, based on factors such as the popularity of dishes in reviews and photos. The study further found that smartphones were largely used for photo-taking and social media sharing while at the restaurant. When asked of the applications they might use while at the restaurant, touchscreens are the most commonly used by far, with mobile payments

seeming to have the greatest future potential for adoption. Over half of respondents (55 percent) use on-table touchscreens to place an order, and four out of five who have tried such devices either like them or feel neutral. Consumer appetite to use mobile payments in the future is significant, with 46 percent saying they have never tried using a phone to pay at a restaurant but they like the idea.

With what seems to be a spill-over of smartphone use into the restaurant experience, there is an active discussion on its impact on social interaction in recent times (Matthews, Pierce & Tang, 2009). According to Przybylski and Weinstein (2013), the presence of a mobile phone may orient individuals to thinking of other people and events outside their immediate social context. In the same context, the work of Nie (2001) seems to indicate that excessive use of smartphones (with its related social media apps) is detrimental to social interaction even at the restaurant. Relatedly, Stivers, Mondada, and Steensig, (2014) affirm that there is a reason to believe that merely having a phone at hand may degrade first-hand social interactions. They concluded that effects of the smartphone presence would be apparent when partners attempt to engage one another in a meaningful way especially when strangers are interacting.

Exter, Schankin, Braith and Beigl (2016) conducted a study on how smartphone users at specific places are interrupted by their smartphone. They concluded that restaurants are one of the places that smartphones have the potential to distract social interactions due to their social nature. They added that "smartphone users at these places prefer to spend time chatting with friends or relatives or eat their food instead of being disturbed by the smartphone" (Exter et

al., 2016). In the work of Omar as cited in Ictech and Bradley (2014), they observed that in the cafeteria, couples were seen picking up their phones to text message and use social media apps when their partner got up from the table. When their partner returned to the table, they either put the smartphone back in their pocket or set it on the table.

Interpretive research such that of Srivastava (2005), Palen, Salzman, Youngs and (2000) on social behaviours of mobile users have established that mobile phone users occupy multiple social spaces sometimes with conflicting social norms: the physical space of the mobile phone user and the virtual space of the smartphone conversation e.g. social media. Several interpersonal implications follow from the expansion of the diverted consciousness created by mobile devices, the most pertinent being "micro-social fragmentation" (Gergen, 2003) and "horizontal relationships" (Gergen, 2002). One can communicate with a social group or an individual, regardless of proximity or location, thereby elevating a spatially distant relationship over proximal, face-to-face relationships (Gergen, 2002). Indeed, Geser (2006) found that a large proportion of couples repeatedly interrupt their meals to check for text or voice messages while eating together.

Reasons for Dining Out

Physiological Needs

The quest to meet physiological/biological needs (food and drink) is basically for survival, relieve hunger, sate one's appetite, and quench one's thirst were some reasons for dining out (Edwards, 2000; Warde & Martens, 2000). In addition, people eat out because they have no other option especially when they are

far away from home, there are no facilities available for dining out preparation and the need to restore hunger is essential (Jones, 2002). Allen and Sachs (2012) confirmed that women's involvement in the workforce resulting in less time for domestic cooking has given restaurants more business as they meet the physiological needs of individuals and families.

Social Reasons

Dining out at restaurants has become a status symbol where people flaunt and display their fashionable lifestyle (Finkelstein, 1989b). Knutson and Patton (1993) indicated that a social occasion is one of the most fundamental reasons for dining out, whilst Jones (2002) also reported that meeting social needs is described as part of socialization. Sood and Keller (2007) also explained that recommendations made through positive word-of-mouth from friends encourage others because it has an important weight in the decision-making process of people dining out in a particular restaurant.

Lillicrap and Cousins (2006) affirmed that social networking is a desire to enjoy the company of business colleagues, and leisure where people decide to go to a restaurant just to dine with friends. On the contrary, Davis et al. (2012) posit that one reason for dining out was about meeting social needs. However, research undertaken by Hitti (2008) stated that only about 33.1% of guest who ate out in restaurants did so as a way of socializing with family and friends.

Esteem/Psychological Needs

Esteem/psychological needs are stimulated through the enhancement of self-esteem and fulfilling lifestyle needs, as a result of advertising and promotion

through the intake of delicious dishes (Lillicrap & Cousins, 2006; Zeithaml & Bitner, 2003). Jones (2002) believes that people dine out for a status purpose, whilst Goldman (1993) opined that it is a treat for celebration. Customers may want to dine and drink out in restaurants so as to have value for money. They also consider their disposable income, time available and distance before patronizing the restaurant business (Davis et al, 2012).

Ismail (2012) also confirmed that the doubling of household income (where both parents are working) has become a common scenario which has led to the growth and increase in purchasing power, better household standards of living and therefore more people are able to eat out. Furthermore, Stewart et al. (2004) conclude that with higher monthly household incomes people spend significantly more on food away from home simply because apart from being hungry, they can easily afford.

Health Reasons

The health of individuals is described as one of the reasons for dining out. Jones (2002) indicates that people who do not have domestic means or assistance or strength to prepare food by themselves, especially the ones that require long-standing and labour intensive in preparation opt to eat healthy food outside their homes. Healthy reasons for dining out are based on the nutritious and nourishing food options that are available in restaurants. According to Namkung and Jang (2008:144) many restaurants customers are health conscious, thus, the availability of healthy food items is becoming progressively more important a key ingredients of customer satisfaction. Advertisements on nutrition and healthy living have also

diverted menu selection by customers. People now decide to dine in restaurants because they are prepared to pay a premium price for high-quality food which has little or no fat, example grilled protein foods, salad with no dressing, steamed dishes and fresh fruit juice (Davis et al., 2012). Ready prepared food has become a priority for men and women as late dining has health implication. Hence, the patronage of restaurant foods has become a priority so people can avoid cooking and dining late in the evening after the close of work (Ismail, 2012).

Other Minor Reasons for Dining out

Knowledge about variety in menu choice is a pre-dining experience. Basically, one reason why people dine out is to enjoy some food assortment which may not be the same as domestic food prepared (Davis et al, 2012). People are stimulated by trying new dining experiences in different restaurants for the basic reason of enjoying variety because they live in circumstances where the dining experience is limited (Jones, 2002). Some people dine out because of variety in menu choice, courses of food, time available, type of customers likely to visit the restaurant and price customers are willing to pay (Davis et al, 2012). Mintel report (2007) as cited in Davis et al. (2012) attested that the media has promoted the rate at which people dine out together with the choice of menu, however customers' do not realize or do not wish to admit that they have been influenced.

Dining out has been described as a part of our cultural heritage and the manifestation of kingship. Celebrations of special events like birthdays, wedding anniversaries and promotions are often associated with dining out to crown their success (Jones, 2002). Also, since women involvement in the workforce has caused

them to spend more time away from home and have limited time to prepare food, ready prepared food that requires less time, dining out or takeaway foods that involve no cooking time at all, have become a priority for both men and women (Ismail, 2012). There are also situations when someone has no particular reason for dining out; it is done at the spur of the moment where people just enter a restaurant just to eat there or request for a take-out food (Jones, 2002). To some people, dining out is a decision based on dining out for pleasure and just about having a nice dining out (Goldman, 1993).

People dine out because they have no other choice but to eat there like people in hospitals, institutions, prisons and in flights. Others who also have no option but to eat out are when people attend conferences or travel for more than a day program where there are no facilities available for preparation (Jones, 2002). In restaurant selection, the intention of dining out in a particular place increases when positive recommendations are made through positive word of mouth. This practice seems to have an important weight in the decision-making process of dining out. Recommendations are widely leading categories sought and given when it comes to food and dining (Keller, 2007).

Socio-Demographics of Restaurant Diners and Smartphone Use

A review of the literature shows a close relationship between socio-demographic characteristics and the adoption of smartphone (e.g. Lamsfus, Wang, Alzua-Sorzabal, & Xiang, 2015). Demographic factors of respondents such as gender, education level, income, occupation and marital status are considered influential factors governing smartphone use and information search behaviour.

Specifically, there are nuances in the use of smartphone for service planning among different demographic groups (Xiang et al., 2015).

Marital status also has an effect on the adoption of household technology (Brown and Venkatesh, 2005). Atchariyachanvanich and Okada (2006), as well as Clemes et al. (2014), found that single adults are more likely to shop online. Occupation is another factor related to IT adoption as members of certain professions have easier access to technology than others. Mattila, Karjaluoto and Pento (2003) and Nasri (2011), for example, argued that occupation plays a significant role in internet banking behaviour because high-level professions are more prone to its use. Furthermore, Atchariyachanvanich and Okada (2006) and Clemes et al. (2014) have found that members of certain professions are more inclined toward online shopping using the smartphone and they are more likely to transfer such behaviour into the dining domain. In the field of tourism, Okazaki et al. (2015) showed that occupation varied across the segments of mobile internet users according to the timing of mobile apps use for travel planning and execution.

Conceptual Framework

The proposed framework views dining experiences as involving sequential relationships between the three dining stages. It attempts to achieve a deep understanding of the multiple immediate and downstream relationships amongst events that are experienced by a consumer prior to, during, and following dining experience.

In the context of this study, the dining experience is conceptualized in terms of pre-dining, actual dining and post dining experience. All activities undertaken by diners before stepping into the restaurant are referred to as "pre-dining experience" whereas the activities at the restaurant are characterized as "actual dining". The last stage of the process is the post dining stage, which includes any activity the diner uses the smartphone to do in relation to his or her dining experience. The various stages and how smartphone have been embedded are explained as follows:

Pre-dining Experience Stage

This is the initial stage of the dining process. Customers make their purchasing decision during the pre-purchase stage of service based extensive research and evaluation of information received (Lovelock, 2011; Tsiotsou & Wirtz, 2012). Customers search for information, read materials, interact with other customers based on their needs and expectations, evaluate what they have found and then decide to make the purchase (Song & Yoo, 2016).

This is further re-enforced by customers' quest for electronic recommendations on these social media networks. Google survey reports on smartphone use at the pre-dining revealed that 53 percent of the respondents indicated that they found restaurant locations on their smartphones. 49 percent used smartphone to browse menus, 37 percent researched new restaurants, and 35 percent made of the respondents made reservations using the smartphone.

During-dining Experience Stage

This stage relates to the actual interaction between a customer and a firm (through a product, sales force, or visit) that gives the customer an opportunity to form (or change) an impression about the firm. This stage is also referred to as the moment of truth where the expected outcome or perceived quality meets reality. Parasuraman et al. (1988) indicate that perceived quality is a highly subjective and relative phenomenon that varies depending on who is assessing the product or service. During the dining experience, consumers are likely to take pictures of the food and share it on social media or take selfies with friends present during the experience.

Post-dining Experience Stage

The post-process stage is the termination phase of the service encounter between the restaurants and the customers. This is the stage at which consumers evaluate their satisfaction level and service quality at the end of the service consumption process (Brady & Robertson, 2001; Dube-Rioux *et al.*, 1989). It is predicted that the customer would evaluate, at this point the expectations formed at the pre-dining phase and the experience at the dining phase. These would affect the customers' evaluations of their experiences, the satisfaction and dissatisfaction of these experiences, and the intention to repeat the visit to the same restaurants.

Customers form summary beliefs about the quality of their experiences; these summary beliefs affect their overall satisfaction (with visiting the restaurants); their overall satisfaction affects their intentions. In this post-trip stage, diners may also experience cognitive dissonance about their decisions. These

negative feelings may create post purchase conflict but diners may also have positive performance-expectations from their dining choices. Both of these types of post-diner experiences will impact future dining choices.

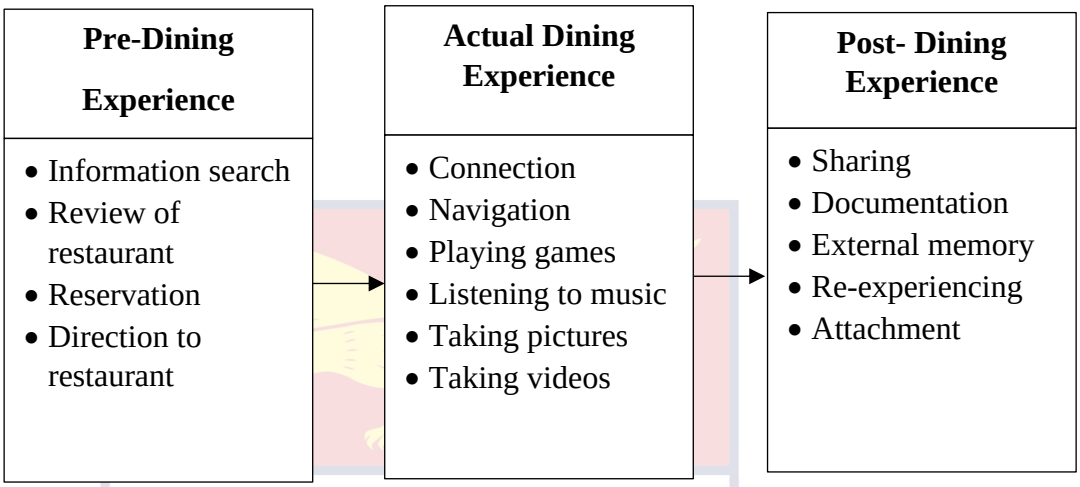

Figure 1: Conceptual framework of smartphone usage in Dining-out experience.

Source: Author's construct.

Chapter Summary

This chapter provided a review of related literature and theoretical explanations of smartphone use in the dining experience. The review explained the key concepts understudy including; smartphone, dining experience, the interplay of smartphone in the dining experience as well as reasons for dining out. Technology Acceptance Model was reviewed to explain the increasing acceptance and usage of technology in almost all spheres of human life, with particular focus on hospitality services including dining out. Sharing of Emotions was also employed to explain the intuitive desire of humans to inform others about their experiences. The interplay of smartphones and the internet is said to further aid consumers of hospitality services to reach out to their contacts and share their experiences. The

final section explains the conceptual framework adapted from the Consumption Systems Theory. It explains dining out experience in terms of pre-dining, actual dining and post dining, and how smartphones were used by consumers.

CHAPTER THREE
METHODOLOGY

Introduction

This chapter describes the methodology used for the study. Specifically, the chapter describes the study area, study design, research paradigm, data and sources, target population, sample size determination and sampling technique. Others include data collection instrument, recruitment of field assistants, pre-testing of instrument, fieldwork, ethical considerations as well as challenges of the study.

Study Area

Sekondi-Takoradi Metropolis was considered appropriate for the study. The area is the administrative and political seat for the Western region of Ghana. The area also hosts offices of major international companies and organizations, some of which are involved in the mining as well as oil and gas exploration in the region. The area attracts the establishment restaurants to meet the food demands of a growing population (both local and international). Most of these restaurants are scattered along the beaches, shopping centres, major streets, around a cluster of schools, industrial areas and close to hotels, guesthouses and hostels. The 2017 list of registered restaurants in the region compiled by the Ghana Tourism Authority revealed that the Metropolis has the highest concentration of restaurants of all categories in the Western Region of Ghana.

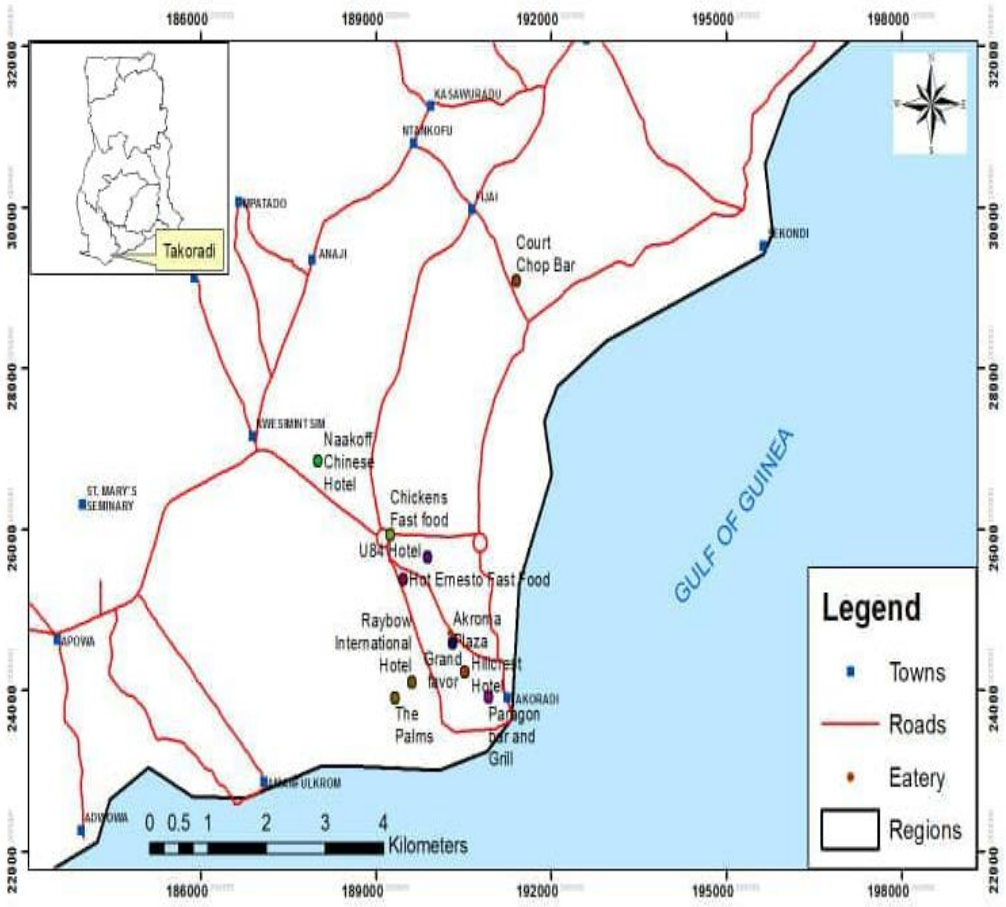

Figure 2: Map of selected restaurants for this study

Source: GIS Unit of Department Geography and Regional Planning, UCC (2018)

Over the last decade, in particular, a number of factors have accounted for the increasing demand for food prepared out of home in the Metropolis in cluding the discovery and exploration of oil and its associated emergence of middle-class population, urbanization, and urban lifestyle. Also, increasing disposable income and tight work schedules as a result of employment in formalized jobs have also made it possible for the dining out sector to blossom in the Metropolis. All these circumstances in the Sekondi-Takoradi Metropolis deemed it an appropriate location for this particular study.

Research Philosophy

According to Bryman (2004, p.452), "a research philosophy is a set of beliefs that prescribe research methodology of a particular discipline". This encompasses general orientation of a research and defines the theories that underpin the research methods (Tashakkori & Teddlie, 2010). This study is grounded in the positivist paradigm of social science research. Positivists believe that reality is stable and can be observed and described from an objective point of view without interfering with the phenomenon under study. As a result, positivists favour the quantitative data collection methods and analysis using experiments and survey instruments. To the positivists, social reality can be measured using statistical tools to study causality and relationships. Also, they are of the view that different observers looking at the same facts will obtain the same results if their ideas are carefully specified and objective methods are followed. Drawing on this, a quantitative method of data collection and analysis was adopted for the study to provide the researcher with numerical data that can be explored statistically and yield a result that can be generalized to the larger study population.

Study Design

A cross-sectional study was considered appropriate for this study. According to Kumar (2005), a cross-sectional design refers to studies that sample respondents to understand the phenomenon at a particular time. The design seeks to identify the prevalence of a phenomenon or situation by collection a cross-section of the population to study. The study adopted a cross-sectional design to gather data from respondents with varied characteristics and demographics such as

age, gender, income, education, geographical locations, and ethnicity, with the goal to obtain an overall picture of the prevalence and usage of smartphone in the dining out experience amongst patrons of restaurants in the Sekondi-Takoradi metropolis.

Sources of Data

The study used primary data and consulted secondary sources of information. Primary data was collected from customers who dined out in restaurants in the Sekondi-Takoradi Metropolis. Secondary information was obtained from published and unpublished documents such as books, journals, articles and the internet were reviewed for relevant information.

Study Population

The study population comprised all people who dined in restaurants within the Sekondi –Takoradi Metropolis. To qualify as a participant of the study, the respondents must be diners who have used smartphone for at least a year. The unit of analysis comprised of customers of restaurants who were patronizing the restaurant at the time of data collection.

Sample Size

To determine the sample size for the study, Fisher, Laing, Stoekel and Townshed (1998)'s formula was being considered.

The Fisher et al formula is given as follows:

$$nf = n \div 1 + \frac{n}{N}$$

Where:

nf = the desired sample size (when population is less than 10,000)

n = the desired sample size (when population is greater than 10,000)

N = the estimate of the population size

In order to derive 'n', Fisher et al, (1998) provided another formula as follows

$$n = \frac{z^2pq}{d^2}$$

Where: n = population size for samples more than 10,000

z = the normal standard deviation, usually set at 1.96 (which corresponds 95% confidence level)

p = the population of the target that has similar characteristics

q = 1-p

d = the margin of error, which is equal to 0.05

Now, z = 1.96, d = 0.05, p = 0.05, and q = (1-0.05)

$$\underline{n = z^2 (p)(1-p)}$$
$$d^2$$

Where: z = standard normal deviation set at 95% confidence level p = percentage picking a choice of response c = confidence interval

$$n = \underline{1.96^2 (0.5)(1-0.5)}$$
$$(0.05)^2$$
$$= \underline{(1.96)^2 (0.5)(0.5)}$$
$$(0.05)^2$$
$$= \underline{3.84 \times 0.25}$$
$$0.0025$$
$$09.6 \div 0.0025$$

Sample Size (n) = 384

A calculated n = 384 was obtained. An extra five 10% was be added to cater for sampling error and non- responses that may occur during the survey. Therefore, 422 respondents were selected for the study. The sample size of 422 was further distributed among the selected restaurants based on average daily customer cover. This was done in proportion to their daily customer covers (See Table1).

Table 1: Respondent distribution across the selected restaurants.

Restaurants visited	Average daily customer cover	Sample size
Vienna city restaurant	92	32
Hill Crest restaurant	67	22
Captain Hooks restaurant	66	23
Akoma Plaza	65	22
Bocadillos restaurant	61	22
Gilou restaurant	58	21
Best Western plus Hotel	53	19
Seth Chinese restaurant	51	18
Court chop bar	50	18
Rainbow International	50	1
Paragon bar & Grill	48	17
U84 restaurant	48	17
Spikes Bar and restaurant	47	17
Planters lodge	46	16
Hot Ernest foods	41	15
May's spot and restaurant	39	14
Naakoff-Chinese restaurant	39	14
Han Palace restaurant	38	14
Eagles large restaurant	38	14
Raybow international Hotel	31	11
Etti's restaurant	29	10
Bake and Grill	26	11
Kingstel Hotel restaurant	26	11
Steller lodge	26	11
Chinese food restaurant	23	09
Messiah Hotel restaurant	21	08
Total	1179	422

Source: Researcher, (2018)

Sampling Procedure

Convenience sampling technique was considered appropriate for this study. This technique was chosen because there is no available sample frame on the target population and therefore it would be difficult to use probability sampling. Convenience sampling allows the researcher to ask restaurant patrons who own and use smartphones to volunteer to take part in the study.

Data Collection Instrument

Questionnaires were administered to patrons of selected restaurants by the researcher. Questionnaires are commonly used in collecting standardized data for quantitative studies**.** Items on the questionnaire were developed to measure specific objectives and research questions in the study. The questionnaire was divided into six (6) modules. Each module examined different issues related to the study. Module (1) solicited information related to diner characteristics. Module two (2) contained a five-point Likert scale, on issues relating to respondents' extent of agreement or disagreement to statements on smartphone use in dinner planning and information search. Module three (3) consisted of a five-point Likert scale that measured respondents' agreement or disagreement to statements on smartphone use during actual dining. Similarly, module four (4) measured smartphone use in dining experience sharing while Module five (5) measure respondents' views on the use of smartphone in the dining experience.

Pre -Testing

A pilot survey was conducted on 30th March 2018 whereby the instrument was pre-tested on a sample of restaurant patrons in the Metropolis. Fifty-six

respondents were involved in the pilot survey. The only issue that emerged from the pilot survey was the fact that certain questions were ambiguous, which was later resolved. This pilot survey aided in assessing the viability and efficiency of the instrument and procedures planned for the actual study and enabled the researcher to get a fair idea of some realities to expect during the main survey. The reliability of the instrument, in terms of internal consistency, was calculated using Cronbach's Coefficient Alpha test. The individual scales for pre-dining, actual dining and post dining smartphone use had coefficients beyond 0.75, which is good.

According to Sarantakos (2005), instrument content is said to be valid if it is comprehensive, relevant and representative of the elements being examined. The content of the instrument was scrutinized to ensure they are properly aligned with the objectives of the study and check the viability of the survey instrument.

Actual Field Work

The data collection was done by the researcher. Prior to data collection, an invitation letter containing an explanation of the study's purpose and a notice of the voluntary participation guidelines (recruitment poster) was sent to all hotels to solicit to undertake the study in their premises. The data collection was done in hotels that show participation interest. The researcher then agreed on days to visit and stay in the restaurant for the data collection process.

Before an instrument was administered to a respondent, the researcher used filter questions to ascertain whether or not respondents used smartphone for dining related purposes in the past year and beyond. This was to ensure the study participants met the inclusion criteria for the study. The instrument (questionnaire)

was then handed to the respondents who fit the criteria and were willing to partake in the study to complete and handed over to the researcher when leaving the restaurant.

Data Processing and Analysis

The data collected from the field was processed using SPSS version 21. Descriptive and inferential statistics were applied to the data. Frequency and Percentage tables were used to describe the socio-demographic characteristics of respondents. Descriptive tables were also used to explore the three main objectives of the study. The five-point Likert scale items were recoded to compute for respondents, who were in agreed, disagreed or were unconcerned to the various statements measuring the three objectives. Again, for each of the objectives, Principal Component Analysis was conducted on the data to transforms the variables into a (smaller) number of variables. Two main reasons informed the decision for the factor analysis. First, it was to identify the scale dimensionality and second to ascertain parsimony of the measurement items to their underlying latent constructs. Finally, Chi-square (test of independence) was applied to the latent constructs retained and the socio-demographic variables as well as variables measuring dining characteristics.

Ethical Issues

The research addressed ethical issues of informed consent, privacy, anonymity and confidentiality. The respondents were informed about the purpose of the research as well as their role in the study. All respondents freely volunteered

to participate in the study. No one was coerced or induced in any form to participate in the study.

To ensure the anonymity of the respondents, all respondents were requested not to provide any information traceable to them such as names, contacts, house numbers, workplace contact etc.

Chapter Summary

This chapter focused on methodology employed for study and the procedures for the data collection. It discussed the research philosophy, research design, sources of data, population and sampling procedure. Also, sampling techniques, data collection instrument, pre-test, actual field work, on the field as well as ethical issues were all discussed.

CHAPTER FOUR

RESULTS AND DISCUSSION

Introduction

This chapter presents the results and discussion of the study in line with the objectives of the study. This chapter discusses socio-demographic and dining characteristics of respondents, smartphone use in the three stages of the dining experience, as well as the relationship between smartphone use and socio-demographic and dining characteristics at all the three stages of the dining experience. The final section of the chapter presents respondents' views on the interplay of smartphone use in the dining experience.

Socio-Demographic Characteristics of Respondents

Demographic variables of respondents such as sex, educational qualification, income, and occupation have been found to be influential factors in smartphone use for dining related purposes (e.g. Sorce, Perotti & Widrick 2005; Okazaki, Campo, Andreu & Romero, 2015). Over half of the respondents were males (61%) and below 35 years (75%). A number of studies in the tourism and hospitality sector including the restaurant sector affirm that young adults are now driving the market (Zhu & Zhang, 2010; Mangold & Smith, 2012; Minazzi, 2015; Xiang, Wang, O'Leary & Fesenmaier, 2015). Also, studies have revealed that food not prepared at home constitutes a higher amount of men's diets compared with women's diets (Lachat, Naska, Trichopoulou, Engeset, Fairgrieve & Marques, 2011; Adepoju, Adekola, Mustapha & Ogunola, 2010). Additionally, single females, compared to males, are more likely to prepare food from home. This is

expected because of the socially framed gender roles played by women and men in African societies. Culturally in African societies, women are more socialized to do house chore such as cooking and taking care of the home.

Table 2: Socio-Demographics Characteristics of Respondents (N=400)

Socio-demographics	Frequency	Percentage
Sex		
Male	244	61
Female	156	39
Age		
18-35	298	75
36-50	77	19
50+	25	06
Marital Status		
Single	184	46
Married	181	45
Ever married	35	09
Education		
Primary/Basic	22	06
Secondary	124	31
Tertiary	252	63
Religion		
Christian	319	80
Islam	66	17
Others	15	03
Occupation		
Formal sector	192	48
Informal sector	143	36
Student	63	16

Source: Fieldwork, (2018)

With regard to educational attainment, there was a high concentration of Tertiary degree holders (63%), followed by those with senior high education (31%). Only 6 percent of the respondents had basic education. This implies that smartphone use for dining related purpose is an elitist activity. Almost half (48%)

of the respondents were formal sector workers, 36percent were in the informal sector while the rest (16%) were students. These categories of the population are more likely to have less time to prepare food from home. Sometimes there is no other option but to head out of the door to the nearest restaurant. This sort of situation may arise because of the busy nature of city life and vehicular traffic causing people to arrive home late from work.

Dining Characteristics of Respondents

Dining out presents a great opportunity to relax and enjoy a delicious meal in a great atmosphere. While this may be true for most consumers, there are differences amongst consumers in terms of their dining characteristics such as expenditure, party size, and purpose for dining as well as reasons for dining out. Table 3 presents results on the characteristics of diners captured in the study. Variables considered include dining expenditure, the purpose of dining out, dinner party size and reasons for the choice of dining venue.

With regards to dining expenditure, a little less than half (36%) of the respondents indicated expending between GH₵50-99 while 27percent and 25percent of them expend between GH₵11- 49 and above GH₵100 respectively on food. Almost half (47%) of the respondents indicated that they dined out alone while a little more than half (53%) dined in groups. Of those who dined in groups, their dining companions were mostly friends and families (90%). The rest of them (10%) dined with work colleagues. This result suggests an emerging market niche of 'family diners' in the metropolis. This result implies then that, restaurants must consider putting together family-friendly packages including child-friendly

environments to accommodate this market niche of consumers (Table 3). In terms of the purpose of dining out, respondents indicated pleasure (61%), business (24%) and health reasons (27%). The results indicate that the primary motive for dining out is purposely to have fun. Taking family or friends out to a restaurant provides them with a relaxed atmosphere where they can enjoy chatting between themselves. In as much as they may want to have fun, the respondents were also interested in the quality of food (69%) and convenience (46%). These informed their choice of restaurant to dine out.

Table 3: Dining characteristics of respondents (N=400)

Dining characteristics	Frequency	Percentage
Expenditure		
Less than GHS10	48	12
11-49	108	27
50-99	144	36
100 and above	100	25
Dine alone		
Yes	118	47
No	212	53
Party size		
1-3	129	61
4-7	69	32
8-10	14	07
Dining Partner		
Friends & Family	190	90
Work colleague	22	10
Purpose of dining*		
Pleasure	244	61
Health	109	27
Business	99	24
Reasons for choice of restaurants*		
Food quality	274	69
Convenience	184	46
Others	17	03

**Frequency exceeds 400 because of multiple responses*

Source: Fieldwork, (2018)

Smartphone in Pre-Dining Experience

The customer experience at the pre-purchase phase is a crucial factor that can influence then customer decision-making process (Ha, 2002). Past studies on consumer behaviour in the service sector established that consumers engage in a number of activities and processes before the actual purchase. As shown in Table 4, the study established that respondents generally rely on smartphone in pre-dining decisions (60%); from finding places to dine and choosing the right restaurant.

The respondents of the study indicated using the smartphone for a number of dining-related activities. Sixty-nine (69) percent of the respondents agreed using the smartphone to look at pictures of the restaurant (e.g. food, interior décor, exterior, 67 percent use smartphones to get directions to the restaurant, 64percent of them checked out images of the restaurant while 63 percent use the smartphone to find restaurants on the internet. Others also used indicated using the smartphone to make reservations (62%), make online orders (61%) as well as read about deals and offers (60%).

This result as shown in Table 4 indicates that diners in the study area are increasingly relying on smartphones when seeking a restaurant, by turning to online guides and social media platforms for dining related information. They gradually embed smartphones in their dining experience in terms of searching for places to dine, and how to get to the place to dine. More essentially, the diners are looking out for pictures of the restaurant's ambience and menus online to make dining decisions. These results support Lawson's (2014) assertion that diners are leaning heavily on technology for dining related information and decision making.

The convenience provided by a mobile device stands unbeatable in today's world. Restaurants need to increase their visibility to the larger audience. The best way to do so, without losing their unique identity within the large aggregate market, is to choose a platform that suits their best needs. This implies that restaurant managers would have to devise strategies to meet consumers on the net. This includes the provision of menu updates and enticing pictures of the restaurant outlook as well as special offers online.

Table 4: Smartphone use in pre-dining (N=400)

Smartphone use in pre-dining experience	Agreed	Neutral	Disagreed
	%	%	%
Look at pictures of the restaurant (e.g. food, interior décor, exterior)	68.9	10.0	20.8
Get directions to the restaurant	67.0	12.0	21.0
Check out images of the restaurant	63.8	16.0	20.3
Find restaurants on the internet	63.3	11.5	25.3
Make reservations	62.0	11.8	26.3
Make online orders	61.3	13.3	25.5
Read about deals and offers	59.5	17.0	23.5
Review price of items	58.3	15.0	26.8
Read reviews on the restaurant	57.6	16.0	26.3
Make special arrangements	57.5	20.5	22.0
Read professional restaurant reviews	54.8	20.3	25.0
Check out food menu on the internet	51.8	18.5	29.8
Access internet dinning guide	50.8	22.3	27.0
Overage score	*60.0*	*16.0*	*24.0*

Source: Fieldwork, (2018)

Factors Explaining Smartphone Use in Pre- Dining Experience

After the evaluation of respondents' reactions to the 13 variables measuring pre-dining smartphone, the variables were further analysed using Principal Component Analysis (PCA) with Varimax rotation. Prior to performing PCA, the suitability of data for factor analysis was assessed. Inspection of the correlation matrix revealed the presence of many coefficients of 0.5 and above. The Kaiser-Meyer-Oklin value was 0.937, exceeding the recommended value of 0.6 and the Barlett's Test of Sphericity reached statistical significance (0.000), supporting the factorability of the correlation matrix.

As revealed in Table 5, the Principal Components Analysis shows the presence of two components with eigenvalues exceeding 1, explaining 58% of the total variance. Eigenvalues ≥ 1 was used as the criterion for extracting factors, and the threshold for inclusion of a variable was 0.5 (Hair et al., 2010), hence all 13 observed variables were retained. The two factors extracted include dining information search and restaurant review. The factor I, dining information search, consisted of seven (7) items including finding a restaurant, making reservations, making online orders, accessing internet dining guide, reading about deals and offers, making special arrangements and checking out food menu on the internet. With an eigenvalue of 4, the factor accounted for 33percent of the variance in pre-dining smartphone use. Restaurant review constituted the second factor (26%) and elicited issues such as checking out images of the restaurant, looking at the pictures of the food, décor and exterior, review price of menu items, and get directions to the restaurant as well as reading professional reviews.

Table 5: Factors explaining smartphone use in pre-dining

Latent constructs and observed variables	Factor loadings	Eigene value	Variance explored	Cronbach α
Dining information search		4.232	32.555	0.824
Find restaurants on the internet	0.702			
Make reservations	0.842			
Make online orders	0.713			
Access internet dinning guide	0.617			
Read about deals and offers	0.612			
Make special arrangements	0.593			
check out food menu on the internet	0.572			
Restaurant review		3.326	25.587	0.778
Check out images of the restaurant	0.762			
Look at the pictures of the food, décor and exterior	0.757			
Review price of menu items	0.658			
Get directions to the restaurant	0.607			
Read professional reviews	0.521			
Total variance explained			**58.142**	

Source: Fieldwork, (2018)

Smartphone use in pre-Dining and Socio-Demographics of Respondents

This study further explored whether there were associations between smartphone use in pre-dining purposes and socio-demographics of diners. The chi-square statistic was applied on the data and the significance level set at 0.05. Details of the results are presented in Table 6. Socio-demographic characteristic such as sex, age, education, marital status, religion and occupation were cross- tabulated across the two factors explaining smartphone use in pre-dining; information search and restaurant review.

Table 6:Pre-dining smartphone use by Socio demographics Respondents

	Dining Info Search					Restaurant Review				
Characteristics	A %	N %	D %	χ^2	*P-value*	A %	N %	D %	χ^2	*P-value*
Sex										
Male	63.1	21.3	15.6	8.089	0.018	70.5	14.8	14.8	3.794	0.150
Female	76.3	15.4	8.3			74.4	17.3	8.3		
Age										
18-35	68.1	20.2	11.6	13.062	0.011	73.1	15.2	11.6	2.699	0.609
36-50	71.4	21.4	7.1			64.3	21.4	14.3		
50+	68.0	0.0	32.0			60.0	20.0	20.0		
Marital Status										
Single	66.8	22.3	10.9	3.620	0.460	75.5	13.6	10.9	3.128	0.537
Married	68.5	17.1	14.4			68.5	17.1	14.4		
Ever married	74.3	11.4	14.3			71.4	20.0	8.6		
Education										
Primary/Basic	72.7	18.2	9.1	0.459	0.977	72.7	18.2	9.1	1.010	0.908
Secondary	66.9	20.2	12.9			71.0	17.7	11.3		
Tertiary	68.3	18.7	13.1			72.2	14.7	13.1		
Religion										
Christian	66.5	20.1	13.5	2.540	0.638	81.8	12.1	6.1	6.344	0.175
Islam	75.8	15.2	9.1			69.3	16.9	13.8		
Others	73.3	13.3	13.3			86.7	6.7	6.7		
Occupation										
Formal	69.8	17.2	13.0	9.049	0.060	73.4	15.1	11.5	1.346	0.854
Informal	67.1	16.8	16.1			72.0	14.7	13.3		
Student	66.2	29.2	4.6			67.7	20.0	12.3		

Source: Fieldwork, (2018)

The results show that statistically significant relationship exists for sex (0.018) and age cohorts (0.011) in terms of dining information search. For sex and dining information search, a majority (76%) of the females who dined out used the smartphone to search dining related information, while 63 percent of the male diners used the smartphone for such purpose. A similar trend was noticed in relation to smartphone use for restaurant review although there was no statistically significant relationship. In terms of age and dining information search, most (71%) of the respondents, aged 36-50years used the smartphone for information search as compared to respondents aged 18-35years (68%) and those aged 50 years and beyond (68%).

This result suggests that middle-age adults tend to use the smartphone for searching information activities such as finding restaurant, making reservations, making online orders and accessing internet dining guide as indicated in Table 5. From the results, it appears that, although smartphone use and addiction are associated with young adults (Haug, S., Castro, Kwon, Filler, Kowatsch & Schaub, 2015), its use for pre-dining information search and restaurant review is rather prevalent amongst the middle-aged adults in the study area. This result is not unexpected since the sample mostly consists of the working class population, who are usually constrained by time. Their situation forces them to look for quick results to situations, which the smartphone provides in terms of information search. One feature of smartphones that provides more convenience is the fact that it provides access to location-based services that can recognise the current location of the diner and provide relevant suggestions, based on previous enquiries, menu items, and

related services (Räsänen, Kikta, Sorvari, Salmenkaita, Huhtala, Mannila, & Murto, 2009).

Pre-Dining Smartphone Use by Dining Characteristics of Respondents

This section explores whether significant associations existed between pre-dining smartphone use activities and respondents' socio-demographic variables. The chi-square (test of independence) statistic was applied to the data and the significance level set at 0.05. Details of the results are presented in Table 7. A significant difference was found for dining for pleasure and restaurant review (p= 0.005). Seven (7) out of ten (10) respondents who dined out for pleasure used the smartphone for dining information search. These results suggest that pleasure-seeking consumers are more likely to use smartphones to review blogs and comments of previous customers, check out images of the restaurant, look at the pictures of the food, décor and exterior as shown in Table 5. Such information may help them form an expectation while planning to visit the restaurant. A similar result was found for consumers dining for health purpose and restaurant review (p = 0.008). It is expected that respondents dining for health purposes would use their phones to review information about the restaurant. This category of diners are likely to be more measured and more calculated about places to dine and therefore may be interested in reviews from websites, social media platforms to inform dining decision.

Table 7: Pre-Dining Smartphone Use by Dining Characteristics

	Dining Info Search					Restaurant Review				
Characteristics	A %	N %	D %	χ^2	*P-value*	A %	N %	D %	χ^2	*P-value*
Expenditure										
Less than GHS10	70.8	18.8	10.4	1.576	0.954	72.9	18.8	8.3	7.336	0.291
11-49	66.7	17.6	15.7			70.4	14.8	14.8		
50-99	68.8	20.1	11.1			71.5	19.4	9.0		
100 +	68.0	19.0	13.0			74.0	10.0	16.0		
Dine alone										
Yes	71.3	16.5	12.2	1.808	0.405	76.6	12.8	10.6	3.911	0.141
No	65.4	21.3	13.3			67.8	18.5	13.7		
Party size										
1-3	67.4	19.4	13.2	3.290	0.511	70.5	18.6	10.9	3.820	0.431
4-7	61.2	22.4	16.4			61.2	19.4	19.4		
8-10	71.4	28.6	0.0			78.6	14.3	7.1		
Dining Partner										
Friends & Family	63.7	22.6	13.7	4.532	0.104	67.9	18.4	13.7	0.383	0.826
Work colleague	86.4	9.1	4.5			72.7	18.2	9.1		
Purpose of dining*										
Pleasure										
Yes	70.5	19.7	9.8	4.776	0.092	77.9	12.3	9.8	10.71	0.005*

Table 7, continued

No	64.7	17.9	17.3			62.8	21.2	16.0		
Business										
Yes	66.7	22.2	11.1	1.044	0.593	67.7	20.2	12.1	1.999	0.368
No	68.8	17.9	13.3			73.4	14.3	12.3		
Health										
Yes	58.7	23.9	17.4	6.796	0.147	63.3	14.7	22.0	13.66	0.008*
No	71.7	17.2	11.0			75.2	16.2	8.6		
Reasons for choice of restaurants*										
Food quality										
Yes	65.3	21.2	13.5	3.627	0.163	71.9	15.3	12.8	0.294	0.863
No	74.6	14.3	11.1			72.2	16.7	11.1		
Convenience										
Yes	64.7	20.7	14.7	2.117	0.347	70.7	14.7	14.7	1.971	0.373
No	71.3	17.6	11.1			73.1	16.7	10.2		

Smartphone Use in the Actual Dining Experience

The concept 'actual dining' involves a range of activities patrons undertake while at the premise of the restaurant including restaurant-diner interaction and diner- diner interaction. This section explores how smartphone interplay in actual-dining interaction. Percentages in agreement and disagreement were performed for the 10 items measuring smartphone use activities in dining out experience. Details of the results are presented in Table 8. Overall, the results show an increase in smartphone use during actual dining, relative to pre-dining (65%). This means that diners are more likely to use the smartphone during the meal time as compared to using it for dinner planning purposes. During the meal, the smartphone is largely used to respond to messages from social media messages (71%). Also, seven (7) out of ten (10) of the respondents used smartphones to watch videos while waiting for food whereas more than half (67%) used the smartphone to take photos of the food as well as selfies with friends. More than half (60%) of them also indicated sending their location to friends to meet them up at the restaurant.

The results indicate that diners more often, use the smartphone for a myriad of activities during the meal time than for dining planning purposes. A good proportion (6 out of ten) says they use their smartphones to make mobile and electronic payments. Otherwise, phones are largely used for photo-taking and social media sharing. The increasing use of smartphones for mobile money payment as revealed by this study, is in line with Spill-Over theory (Chelsey, 2005), indicating a gradual diffusion of everyday life into the restaurant sector. Obviously, as many city dwellers make transactions online using smartphones, restaurant customers

will ultimately be interested in paying for restaurant meals on their phone, just as they do in other areas of their lives today.

Table 8: Smartphone use in the actual dining (N=400)

Smartphone use in the actual dining experience	Agreement %	Neutral %	Disagreement %
Respond to messages from social media while dining out	71.2	11.3	17.5
Watch videos while waiting for my food	69.9	14.8	15.3
Take pictures of the food with my smartphone	67.4	13.8	18.8
Take selfie with friends and share while dining at the restaurant	67.2	12.8	20.1
Play games while waiting for the food	66.2	14.8	19.0
Take videos of special dining events to share instantly	65.7	13.0	21.3
Stay in connection with friends on social media while dining out	65.7	13.8	20.5
Send the restaurant location from my phone to friends to meet me up	60.9	16.5	22.6
Make mobile payments in the restaurant	60.2	16.5	23.3
Make other forms of electronic payments	57.6	16.5	25.8
Average score	*65.2*	*14.4*	*20.4*

Source: Fieldwork, (2018)

Factors Explaining Smartphone Use in Actual Dining Experience

After the evaluation of respondents' reactions to the 10 variables measuring smartphone in actual dining experience using descriptive statistics, the variables were further analysed using Principal Component Analysis (PCA) with Varimax

rotation. The data satisfied the two most recommended preliminary requirements for using factor analysis: The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy, and Bartlett's Test of Sphericity. The Bartlett's test of Sphericity (1529.799) was found to be significant at $p = 0.000$ and was further confirmed by a KMO coefficient of 0.841. Eigenvalues ≥ 1 was used as the criterion for extracting factors, and the threshold for inclusion of a variable was 0.5. All the variables loaded above 0.50 and the Cronbach's alpha scores for the latent variables ranged from 0.746 to 0.824, suggesting a good level of internal consistency of the factors extracted. Details of the results are presented in Table 9. The results indicate three factors: staying connected on social media, electronic payment and entertainment collectively explained 67percent of the smartphone use in the actual dining experience.

Staying connected on social media consisted of seven (7) items including staying connected with friends, responding to social media messages while dining, taking selfie and videos to share while dining. With an eigenvalue of 3, the factor accounted for one-third (26%) of the variance (Table 9).

Overall, results from the factor analysis imply that patrons of restaurants in the Sekondi-Takoradi metropolis largely use their smartphones for information search and restaurant review related activities. These were the most prominent usages as reported by the data.

Table 9: Factors explaining smartphone use in actual dining

Latent constructs and observed variables	Factor Loading	Eigen value	Variance explored	Cronbach α
Stay connected on social media		*2.592*	*25.921*	*0.824*
Stay in connection with friends on social media	0.821			
Respond to social media messages	0.813			
Take videos of special dining moments to share while dining	0.720			
Take "selfie" with friends to share while dining out	0.665			
Electronic direction & payments		*2.117*	*21.172*	*0.748*
Send restaurant location to friends to meet up	0.804			
Make mobile money payments at the restaurant	0.801			
Make other forms of electronic payments	0.732			
Entertainment		*2.024*	*20.244*	*0.746*
Play games while waiting for the food	0.860			
Watch videos while waiting for the food	0.813			
Listen to music while waiting for the food	0.545			
Total variance explained			**67.337**	

Source: Fieldwork, (2018)

Electronic payment also consisted of three items including staying in connection with friends on social media, respond to social media messages, and take videos of special dining moment and Taking "selfie" with friends while dining out. With an eigenvalue of 2, the factor accounted for one-third (21%) of the variance. Entertainment consisted; playing games while waiting for the food,

watching videos while waiting for the food and taking pictures of the food. With an eigenvalue of 2, the factor accounted for one-third (20%) of the variance.

Overall, the results from the factor analysis imply that, smartphones were predominantly used by patrons from the Sekondi-Takoradi Metropolis to; stay connected on social media while dining, give electronic directions or make electronic payments as well as for entertainment purposes.

Smartphone Use in Actual-Dining and Socio-Demographics

After identifying the various factors explaining smartphone use in the actual dining experience, the study further probed on the extent to which the various smartphone use activities differ across socio-demographic characteristics of the respondents, using Chi-square statistics. Socio-demographic characteristic such as sex, age, education, marital status, religion and occupation were cross-tabulated across the two factors explaining smartphone use in pre-dining. The chi-square statistic was applied to the data and the significance level set at 0.05. Details of the results are presented in Table 10.

The results suggest that with the exception of sex and occupation, no significant association were established for the rest of the socio-demographic variables and smartphone use activities. The result of the Chi-square (test of independence) revealed that there was a significant relationship between sex and smartphone use for staying connected while dining ($p = 0.003$) and entertaining ($p = 0.000$) while dining. In other words, these results indicate that smartphone use to stay connected while dining and for entertainment is related to sex in the population.

While both sex categories admitted using the smartphone to stay connected and entertainment purposes while dining, females were noted to express higher approval for such uses than their male counterparts (Table 10). For example, 81 percent of the female diners used the smartphone to stay connected with friends and family; responding to social media messages, taking pictures and videos to share instantly while dining as against 66 percent of the males involved in the study. A similar trend was observed for entertainment where 87percent of the females in the study said they used the smartphone for entertainment as compared to 68percent of the male counterparts. This result shows that women are more likely to use the smartphone at the restaurant while dining as compared to their male counterparts.

Also, there is a significant relationship between smartphone use activities during actual dining and occupation (P = 0.022). This result indicates that there is a close relation between occupation and smartphone use for entertainment while dining. Formal sector workers were less likely to use the smartphone for entertainment purposes while dining as compared to informal sector workers and students.

Furthermore, although there is no significant statistical relation for age, marital status and education, a peculiar pattern was revealed across smartphone uses in the actual dining experience. The results established that smartphone use to stay in connection with contacts while dining, as well as for entertainment and electronic payment seems to decrease by ageing. The results indicate that younger diners are likely to favor such activities as compared to the older age cohorts. For

marital status, the singles were more likely to use smartphone to stay connected as well as entertainment purposes.

Table 10: Actual-dining smartphone use by Socio demographics

Characteristics	Stay connected					Electronic Payments					Entertainment				
	A %	N %	D %	χ^2	*P-value*	A %	N %	D %	χ^2	*P-value*	A %	N %	D %	χ^2	*P-value*
Sex															
Male	65.8	24.7	9.5	11.784	0.003	65.0	19.3	15.6	1.880	0.391	68.3	21.8	9.9	17.058	0.000
Female	81.4	12.2	6.4			17.2	17.3	11.5			86.5	9.0	4.5		
Age															
18-35	72.8	20.0	7.2	6.003	0.199	68.1	17.8	14.2	4.136	0.388	75.8	16.4	7.8	2.160	0.706
36-50	71.4	14.3	14.3			64.3	14.3	21.4			71.4	14.3	14.3		
50+	60.0	20.0	20.0			60.0	32.0	8.0			72.0	24.0	4.0		
Marital Status															
Single	77.3	14.2	8.7	7.460	0.113	72.1	17.5	10.4	8.112	0.088	82.0	12.0	6.0	8.441	0.077
Married	68.5	24.3	7.2			60.8	21.0	18.2			69.6	21.5	8.8		
Ever married	62.9	25.7	11.4			77.1	11.4	11.4			71.4	17.1	11.4		
Education															
Primary/Basic	77.3	18.2	4.5	5.940	0.204	68.2	22.7	9.1	3.670	0.452	86.4	4.5	9.1	8.944	0.063
Secondary	64.5	23.4	12.1			62.9	23.4	13.7			76.6	12.1	11.3		
Tertiary	75.3	17.9	6.8			69.3	15.9	14.7			73.7	20.3	6.0		

Table 10 continued

Religion															
Christian	73.0	18.9	8.2	4.443	0.349	65.4	19.5	15.1	4.687	0.321	73.9	17.6	8.5	2.849	0.583
Islam	71.2	22.7	6.1			77.3	12.1	10.6			83.3	12.1	4.5		
Others	53.3	26.7	20.0			66.7	26.7	6.7			73.3	20.0	6.7		
Occupation															
Formal sector	69.1	23.6	7.3	4.118	0.390	66.0	20.9	13.1	5.873	0.209	68.1	22.5	9.4	11.437	0.022
Informal	76.2	15.4	8.4			71.3	12.6	16.1			83.2	10.5	6.3		
Student	70.8	18.5	10.8			63.1	24.6	12.3			80.0	13.8	6.2		

Source: Fieldwork, (2018)

The Use of Smartphone During Actual Dining by Dining Characteristics

Table 11 presents results for smartphone use in actual dining experience across dining characteristics of respondents. Variables such as dining expenditure, the purpose of dining, dining party size and dining partner were cross-tabulated across the three factors explaining smartphone use while dining. The chi-square statistic was applied and the significance level set at 0.05 (Table 11). Most (81%) of the respondents who spent less than GHS10 on dining used smartphone more for entertainment purpose as compared to those who spent GHS11-49 (79%), GHS50-99 (80%) and those who spent more than GHS100 (63%). This result indicates that, those who spent less used smartphone for entertainment purposes at the restaurant as compared to those who spent higher. This category of respondents could constitute students who are youthful and entertainment driven.

Also, there was a statistically significant relationship between convenience seeking as a reason for the choice of restaurant to dine and smartphone for purposes of entertainment (P = 0.000). The results show that 65 percent of the respondents seeking convenience said they used the smartphone for entertainment while 81 percent of those who dined for reasons other than convenience used the smartphone for entertainment. In other words, there is a close relation between reasons for dining and smartphone use for entertainment such as playing games while waiting for food, as well as watching videos and listening to music at the restaurant as may be observed in earlier in Table 9.

Although there was no statistically significant relationship for other dining characteristics, there exist some patterns worthy of discussion. In terms of dining

party, more than half (70%) of the respondents who dined with family and friends agreed that they used the smartphone for dining related stay connected, compared to those who dined with work colleagues (Table 11).

Again, most (81%) of the respondents who dined with work colleagues agreed that they used the smartphone for entertainment purposes, compared to those who dined with friends and family (69%). In other words, respondents in larger groups were likely to use the smartphone for entertainment purposes. As observed by Lawson (2009), not only will they use the smartphone to search for information but they are also likely to coordinate and communicate amongst themselves on social media platforms such as WhatsApp with regards to decisions as to what, where and when to dine out together.

Table 11: Actual-dining smartphone use by Dining Characteristics

Characteristics	Stay connected					Electronic Payment					Entertainment				
	A %	N %	D %	χ^2	*P-value*	A %	N %	D %	χ^2	*P-value*	A %	N %	D %	χ^2	*P-value*
Expenditure															
Less than GHS10	64.6	18.8	16.7	11.614	0.071	64.6	22.9	12.5	2.702	0.845	81.3	12.5	6.3	17.528	0.008
11-49	68.5	21.3	10.2			72.2	16.7	11.1			78.7	11.1	10.2		
50-99	79.7	15.4	4.9			67.1	17.5	15.4			79.7	17.5	2.8		
100 and above	68.0	25.0	7.0			64.0	20.0	16.0			63.0	24.0	13.0		
Dine alone															
Yes	75.5	15.4	9.0	3.986	0.136	70.7	18.1	11.2	2.794	0.247	77.1	14.4	8.5	1.404	0.496
No	69.0	23.3	7.6			64.3	19.0	16.7			74.3	18.6	7.1		
Party size															
1-3	65.1	24.8	10.1	4.494	0.343	63.6	18.6	17.8	0.642	0.958	70.5	20.9	8.5	4.987	0.289
4-7	72.7	22.7	4.5			66.7	19.7	13.6			80.3	16.7	3.0		
8-10	85.7	14.3	0.0			64.3	21.4	14.3			78.6	7.1	14.3		
Dining Partner															
Friends & Family	69.8	23.3	6.9	1.299	0.522	64.6	18.5	16.9	0.976	0.614	74.1	18.5	7.4	0.646	0.724
Work colleague	63.6	22.7	13.6			68.2	22.7	9.1			81.8	13.6	4.5		

Table 11 continued

Purpose of dining*															
Pleasure															
Yes	76.5	18.5	4.9	10.699	0.005	71.2	16.9	11.9	4.207	0.122	77.0	14.8	8.2	1.806	0.405
No	64.7	21.8	13.5			61.5	21.2	17.3			73.1	19.9	7.1		
Business															
Yes	65.7	28.3	6.1	6.284	0.043	63.6	20.2	16.2	0.898	0.638	70.7	23.2	6.1	4.138	0.126
No	74.0	17.0	9.0			68.7	18.0	13.3			77.0	14.7	8.3		
Health															
Yes	64.2	24.8	11.0	8.729	0.068	57.8	23.9	18.3	6.707	0.152	75.2	17.4	7.3	5.074	0.280
No	75.1	17.6	7.3			70.9	16.6	12.5			75.8	16.3	8.0		
Reasons for choice of restaurants*															
Food quality															
Yes	69.6	22.0	8.4	2.751	0.253	64.8	18.3	16.8	5.761	0.056	74.0	17.2	8.8	1.494	0.474
No	77.0	15.1	7.9			73.0	19.0	7.9			78.6	15.9	5.6		
Convenience															
Yes	70.0	23.4	6.o	4.445	0.108	66.3	15.8	17.9	5.191	0.075	68.5	25.0	6.5	16.577	0.000
No	73.0	16.7	10.2			68.4	20.9	10.7			81.4	9.8	8.8		

Source: Fieldwork, (2018)

Smartphone Use in the Post Dining Experience

The post-dining stage of the dining experience starts as soon as the diner vacates the restaurant. The post-dining experience has been indicated as most critical for customer loyalty, and revisit and businesses are encouraged to pay much attention to this phase of the customer experience. This study investigated the role smartphone plays in the post dining activities of restaurant patrons in Sekondi-Takoradi metropolis. The results are presented in Table 12. On the whole, there appears to be a dip in smartphone use at the post dining stage of the dining experience relative to the other phases of the dining experience. This result indicates that smartphone use for post dining purposes is not popular among respondents as compared to pre-dining and the actual experience uses. Specifically, for the post dining stage, experience recollection was the most use, with 79 percent of respondents saying they used the smartphone to save memories of the experience for future recollection. Saving memories of the dining experience as rated high amongst the respondents of this study is normal for hospitality service experiences (Lawson, 2015). This is because it is the only thing that customers would carry with them to reminisce their experience, unlike tangible goods.

Also, taking selfie with friends (72%), uploading photos on social media networks (66%) and planning the next dinner with friends (62%) were top rated smartphone uses in the post dining experience. Generally, the results show that consumers' exchange of opinions online is not mainly about retail products but also dining experiences. Diners use their smartphones to share their personal experiences, comments, opinions, reviews, pictures of meals, and suggestions about

their experience. With regards to the potential influence of reviews, it would be good for restaurant managers to encourage their guests to review their good experiences and let the restaurants know directly if things can be improved before it is posted to the general public.

Table 12: Smartphone Use in Post Dining-out Experience

	Agreement	Neutral	Disagreement
Smartphone use in post dining experience	%	%	%
The smartphone helps to save my memories for future recollection through videos and pictures	79.4	7.50	13.0
I take selfie with my friends at the restaurant	71.9	10.5	17.5
I upload photos to social media networks	66.2	14.0	19.8
Smartphone helps to plan the next diner with friends	61.7	22.6	15.8
Smartphone aid sharing information about recipes I find with my friends	61.2	18.3	20.6
I use the smartphone to write and comment on reviews about the restaurant	60.9	16.3	22.8
I update my status on social media about the food and the guest experience.	60.4	14.8	24.8
I interact with restaurant loyalty programs	50.4	24.6	25.1
I blog about the restaurant service	44.6	25.6	29.8
Average score	*61.2*	*17.1*	*21.7*

Source: Fieldwork, (2018)

Factors Explaining Post Dining Smartphone Use

Table 13 presents results for factors explaining smartphone use in post dining experience. The nine (9) items measuring smartphone use in pre-dining were subjected to principal components analysis (PCA). Prior to performing PCA, the

suitability of data for factor analysis was assessed. Inspection of the correlation matrix revealed the presence of many coefficients of 0.5 and above. The Kaiser-Meyer-Oklin value was 0.877, exceeding the recommended value of 0.6 and the Barlett's Test of Sphericity reached statistical significance (0.000), supporting the factorability of the correlation matrix. Principal components analysis revealed the presence of two components with eigenvalues exceeding 1, explaining 65% of the total variance. The Cronbach's alpha scores also indicated each of the explored factors had attained convergent validity (internal consistency), given that none fell below the 0.70 thresholds (Hurtado, 2013).

The two factors included: co-sharing of dining information and interaction with restaurant and loyalty programs. Factor 1, co-sharing of dining information, consisted of five (5) items including taking selfie with friends, uploading photos on social media, updating status about the dining experience, saving memories of the dining experience on phones and sharing the recipe with friends and close ones. With an eigenvalue of 3, the factor accounted for 37percent of the variance in post-dining smartphone use. Interaction with restaurant and loyalty programs constituted (28%), and elicited issues such as interacting with loyalty programs, writing comments and reviews on company websites, blogging about the restaurant service and planning the next dinner (Table 13).

This results show that patrons of restaurants in the Sekondi-Takoradi metropolis use the smartphone to share dining experience with friends and families, as well as to interact with customer loyalty programs offered by restaurants on social media platforms.

Table 13: Factors Explaining Smartphone Use in Post Dining

Latent constructs and observed variables	Factor Loadings	Eigen value	Variance explored	Cronbach α
Sharing of dining experience		*3.304*	*36.715*	*0.775*
I take selfie with my friends at the restaurant	0.834			
I upload photos to social media networks	0.779			
I use the smartphone to save memories of the diner experience for future recollection	0.713			
I update my status on social media about the guest experience	0.643			
Share information about recipes with friends	0.612			
Interaction with loyalty programs		*2.557*	*28.410*	*0.802*
I blog about the restaurant service	0.892			
I interact with restaurant loyalty offers	0.888			
The smartphone helps to plan the next diner	0.549			
I write comments and reviews about the restaurant	0.535			
Total variance explained			**65.125**	

Source: Fieldwork, (2018)

Relationship between Smartphone Use in Post-Dining Experience and Socio-Demographics

This section explores whether significant associations existed between smartphone use activities in post-dining and respondents socio-demographic characteristics. Socio-demographic characteristic such as sex, age, education, marital status, religion and occupation were cross-tabulated across the two factors explaining smartphone use in post-dining. As shown in Table 14, Chi-square statistics was applied to the data and the significance level set at 0.05.

The results revealed a significant association between sex and smartphone use for sharing the dining experience (P = 0.003) and interaction with restaurant loyalty programs (P = 0.002). In other words, the results indicate that smartphone use for dining experience sharing and interaction with a customer loyalty program is related to sex. For sex and sharing of the dining experience, the results demonstrate that more (86%) of the females involved in the study favoured the activity than their male (72%) counterparts. This result suggests that females were more likely to use the smartphone to share their dinner experiences as compared to their male counterparts. The finding that activities such as taking selfie to share with friends on social media and uploading of photos of dining experience (Table 13) are likely to be a feminine thing is not surprising to the Ghanaian context. Generally, women seem to use social media networks more to explicitly foster social connections as compared to men. A study conducted by the Pew Research Centre found that women were more avid users of social media.

Table 14: Post-dining Smartphone Use by Socio Demographic Characteristics of Respondents

Characteristics	Co-sharing of dining experience					Interaction with loyalty program				
	A %	N %	D %	χ^2	*P-value*	A %	N %	D %	χ^2	*P-value*
Sex										
Male	71.6	20.6	7.8	11.619	0.003	51.0	30.5	18.5	12.034	0.002
Female	85.9	11.5	2.6			68.6	19.9	11.5		
Age										
18-35	76.9	16.9	6.1	1.225	0.874	58.1	25.6	16.4	3.873	0.423
36-50	78.6	21.4	0.0			57.1	42.9	0.0		
50+	80.0	16.0	4.0			56.0	28.0	16.0		
Marital Status										
Single	85.3	12.5	2.2	17.434	0.002	64.1	23.4	12.5	17.143	0.002
Married	68.3	22.8	8.9			47.8	32.8	19.4		
Ever married	80.0	11.4	8.6			77.1	8.6	14.3		
Education										
Primary/Basic	77.3	13.6	9.1	1.603	0.808	59.1	27.3	13.6	0.417	0.981
Secondary	75.0	17.7	7.3			59.7	25.0	15.3		
Tertiary	78.1	17.1	4.8			56.6	27.1	16.3		
Religion										
Christian	76.7	17.3	6.0	0.400	0.982	55.0	28.6	16.4	6.348	0.175
Islam	78.8	16.7	4.5			68.2	16.7	15.2		
Others	80.0	13.3	6.7			73.3	20.0	6.7		
Occupation										
Formal sector	75.5	19.3	5.2	2.990	0.560	57.3	24.5	18.2	2.472	0.650
Informal	80.3	14.8	4.9			57.0	29.6	13.4		
Student	75.4	15.4	9.2			61.5	24.6	13.8		

Source: Fieldwork, (2018)

Similar result exists for sex and interaction with loyalty programs. More than half (69%) of the females indicated using the smartphone to interact with customer loyalty programs. From Table 13 presented earlier, interaction with customer loyalty programs includes blogging about the restaurant service, interacting with offers, planning the next dinner and writing comments and reviews about the restaurant.

Marital status has also been found to be closely related to smartphone use for co-sharing dining experience (p =0.002) as well as interaction with customer loyalty programs (p =0.002). For marital status and sharing of the dining experience, singles were more likely to share their dining experience with others on social media as compared to the married couples. However, in terms of interaction with loyalty programs, those who had ever married, either divorced or widowed were more likely to pursue customer loyalty programs as compared to the singles and married couples.

Post-Dining Smartphone Use by Dining Characteristics

Dining characteristic of respondents such as dining expenditure, the purpose of dining, dining party size and dining partner were cross-tabulated across the three factors explaining smartphone use for post-dining related purposes. The chi-square statistics was applied and the significance level set at 0.05. The results are presented in Table 15. The results show a significant association between expenditure on dining out smartphone use and sharing of dining experience (p = 0.023). In other words, these results indicate that expenditure is related to sharing of dining experience. The results indicate therefore that those who expend GHS 50-99 on

dining were likely to share dinner experience. Also, a significant relationship was established for purpose of dining and sharing of the dining experience. About two thirds (69%) of the respondents who dined for business reasons were likely to share their dinner experience as compared to 80 percent of those who dined out for reasons other than business purpose.

Furthermore, the results indicate a close relation between smartphone use for customer loyalty programs and food quality as a reason for the choice of restaurant to dine ($p = 0.000$). A little than half (52%) of the respondents who chose restaurants particularly for quality food, indicated that they used the smartphone for interaction with customer loyalty programs. In addition, the results demonstrate a strong relationship between convenience seeking desires of consumers and smartphone use for co-sharing of dinner experience ($p = 0.013$) and interaction with customer loyalty programs ($p = 0.013$). This result, in other words, suggests that convenience seeking and smartphone use for dinner information sharing and interaction with customer loyalty programs are related. The results suggest that 7 out of 10 convenient seeking customers were likely to use smartphone to share their dining experiences. Also, 50percent of convenience-seeking customers were likely to use the smartphone to interact with loyalty programs.

Table 15: Post dining smartphone use by Dining characteristics

Characteristics	Co-sharing of dining information					Interaction with loyalty program				
	A %	N %	D %	χ^2	*P-value*	A %	N %	D %	χ^2	*P-value*
Expenditure										
Less than GHS10	75.0	14.6	10.4	14.49	0.023	64.6	20.8	14.6	4.345	0.630
11-49	69.4	25.9	4.6			53.7	26.9	19.4		
50-99	83.9	13.3	2.8			59.4	28.7	11.9		
100 +	77.0	14.0	9.0			57.0	25.0	18.0		
Dine alone										
Yes	78.2	165	5.3	0.185	0.912	61.7	22.9	15.4	2.644	0.267
No	76.7	17.1	6.2			54.3	29.5	16.2		
Party size										
1-3	73.4	18.8	7.8	3.449	0.486	51.6	29.7	18.8	2.862	0.581
4-7	79.1	16.4	4.5			55.2	31.3	13.4		
8-10	92.9	7.1	0.0			71.4	21.4	7.1		
Dining Partner										
Friends & Family	77.4	16.8	5.8	0.506	0.777	53.7	30.0	16.3	0.805	0.669
Work colleague	76.2	14.3	9.5			61.9	28.6	9.5		

Table 15 continued

Purpose of dining*										
Pleasure										
Yes	79.1	15.2	5.7	1.597	0.450	58.6	24.6	16.8	1.175	0.556
No	74.2	20.0	5.8			56.8	29.0	14.2		
Business										
Yes	69.4	20.4	10.2	6.331	0.042	52.0	27.6	20.4	2.599	0.273
No	79.7	20.0	5.8			56.8	29.0	14.3		
Health										
Yes	74.3	19.3	6.4	0.978	0.913	61.5	22.0	16.5	4.121	0.390
No	78.2	16.3	5.5			56.7	27.7	15.6		
Reasons for choice of restaurants*										
Food quality										
Yes	75.5	18.6	5.8	1.581	0.454	51.5	29.6	19.0	15.390	0.000
No	80.8	13.6	5.6			72.0	19.2	8.8		
Convenience										
Yes	70.5	21.9	7.7	8.651	0.013	50.3	29.0	20.8	9.591	0.008
No	82.9	13.0	4.2			64.4	24.1	11.6		

Source: Fieldwork, (2018)

Respondents Views on Smartphone Use in the General Dining Experience

Evidence from the reviewed literature and this current study revealed that many of the steps involved in the guest's end-to-end dining experience; researching and selecting, making a reservation, ordering food, capturing the occasion, even paying, can be done using the smartphone. The researcher was curious about what people want, and do not want from smartphone when they dine out. The views of respondents were sharply divided between the positives and negative aspects of the interplay of smartphones in the dining experience (Table 16).

To begin, the respondents shared how they think smartphones ultimately play a bigger role in dining out by helping in making decisions (53%). Contrary to the views of some of the respondents' that smartphones distract consciousness of dining partner (66%), a majority (72%) indicated smartphone enhance social interaction. Seven (7) out of ten (10) respondents indicated that they dislike it when conversing with someone and the other party keeps playing with the phone and responding to messages from social media. Most of them (72%) are of the view that smartphone's presence during dining distracts intimate dining experiences. A majority (68%) of the respondents, however, disagreed largely that smartphone presence makes them pay less attention to the food. While some (62%) are of the view that smartphones help initiate conversations, others posit that it increases time spent during dining.

Table 16: Respondents' Views on Smartphone Use in the Dining out Experience

Respondents' views on smartphone use in dining	Agreement %	Neutral %	Disagreement %
I am not comfortable when in conversation and the other person keeps playing with the phone	73.2	11.8	15.0
The smartphone enhances social interaction	72.2	11.0	16.8
The presence of smartphone can distract intimate dining	71.9	10.5	17.5
During idle times, smartphones help to both fill the void in time and maintain the sense of togetherness	69.8	12.1	18.1
Smartphones help discover new restaurants experiences.	67.4	13.8	18.8
Presence of smartphone distracts consciousness of my dining partner	66.2	11.0	22.8
Sometimes, the presence of smartphones delays the dining time	63.2	13.8	23.1
The smartphone helps initiate conversations	61.7	16.3	22.1
The sounds from social media notifications distracts others	56.4	17.8	25.8
Smartphones serve as an objective and neutral intermediary when making decisions	52.6	25.1	22.3
Because of smartphone I no longer pay attention to the food	41.6	20.3	38.1

Source: Fieldwork, (2018)

From the views expressed by respondents on the interplay of smartphone use, there seems to be a growing consensus that individuals should disconnect from their devices during meals with family and friends. However, a restaurant's place in the disconnection remains less clear. While some restaurants may revere customers who take Instagram photos of their dishes, some customers often worry

that eating dinner with a screen in hand detracts from the overall customer experience. In either case, restaurants offer people a perfect setting to reclaim the lost art of conversation and increased conversation may mean a better experience and more repeat guests.

Chapter Summary

This chapter has presented base-line evidence relating to smartphone use activities in the pre- during and post-dining experience. The chapter began by presenting profile information on the diners in terms of socio-demographic variables and the dining characteristics. Information on how each of the stages of the dining experience was also presented and how some of the smartphone uses vary by respondents, socio-demographic and the dining characteristics. Finally, the chapter shed light on consumers' views on the interplay of smartphone in the dining experience. The next chapter presents a summary of the findings, conclusion, and provided recommendations for practice and research.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Introduction

This chapter presents the conclusions and recommendations of the study. It summarizes the thesis, main findings of the study and draws conclusions based on the results. Recommendations are then made for future research and practice.

Summary of Thesis

The main aim of this study was to assess the role of smartphones in the eating out experience of restaurant patrons in the Sekondi-Takoradi Metropolis. Specifically, the study sought to;

1. Identify the use of Smartphone in planning dining out experience amongst patrons of restaurants in Sekondi-Takoradi- Metropolis.
2. Examine how smartphones contribute to actual dining out experience amongst patrons of restaurants in Sekondi-Takoradi Metropolis.
3. Ascertain the ways through which patrons of restaurants in Sekondi-Takoradi Metropolis use smartphones for post-dining related purposes.
4. Explore patrons' views concerning the usage of smartphone in the dining experience.

The three stages of the tourist experience and transformation by smartphone model adopted from Gretzel et al (2006) and Wang et al (2014) was used to guide this thesis. The framework captured the three main issues based on the objectives of the study which included pre-dining experience, actual dining experience and post dining experience. A cross-sectional data was collected from 400 respondents

using self-administered questionnaires. Descriptive statistics was performed for items measuring smartphone use in all the three- phases of the dining experience as mentioned above. Factor Analysis was also performed to reduce the scale dimensions measuring smartphone use at the three stages of the dining experience into smaller dimensions for further analysis. Chi-Square analysis was further performed on the data to explore relations in terms of socio-demographic and dinning characteristic of respondents.

Summary of Main Findings

The study surveyed 400 diners across restaurants concentrated in the Takoradi Metropolitan area. Majority of them were aged 18 and 35 years. This research confirmed that diners lean heavily on the smartphone to make dining decisions – from finding places to eat and choosing the right restaurant for them, to figuring out how to get there and sharing the experience with others.

The study indicated that, at the pre-dining stage of the dining out experience, smartphones were mainly used for dining information search and restaurant review purposes. Specifically, the items such as looking at pictures of the restaurant (e.g. food, décor), reviewing menu price items, finding a restaurant on the internet, making reservations and reading reviews about restaurants were rated by respondents as top smartphone use activities related to decisions to dine-out. Dining related information search was found to be closely related to sex and age. Females were found to be likely users of smartphone for such purpose as compared to their male counterparts. In relation to age cohorts, diners between the ages 36-50 years favoured smartphone use for dining information search than their

younger and older counterparts. Finally, strong relation was noted for the purpose of dining and restaurant review. A good number of respondents, who dined for pleasure and health purposes, used the smartphone for such purpose.

Also, when it comes to using smartphones for dining–related purposes during the meal, the Factor Analysis discovered that staying connected on social media, electronic payment and self-entertainment while dining was essential smartphone activities for the respondents. Specifically, respondents indicated responding to social media messages while dining, taking videos and pictures of special moments to share instantly while dining. Others listened to music or play games while waiting for the food, as well as paying for restaurant meals electronically or through mobile money. A close association was established between sex and smartphone use to stay connected while dining and entertainment. Females were found to be most users of smartphone for such purposes. A similar result was found for occupation, where informal sectors were found to favour smartphone use for entertainment while dining as compared to students and formal sector workers. Purpose of dining and smartphone to stay connected while dining is related. A good number of pleasure seekers were likely to use the smartphone to stay connected with colleagues and friends while dining as compared to non-pleasure seekers. Business-focused dinners were less likely to use the smartphone to stay connected while dining than those dining out for other purposes than business.

The results further indicated that at the post dining stage, smartphones were largely used to; save memories of the diner experience, take “selfies” to share on

social media, upload photos to social media networks and update status about the food and guest experience. Smartphones were generally used for sharing dining information and interaction with customer loyalty programs. Smartphone use for such purposes in the post-dining experience is linked to sex and marital status. Females were however found to favour such smartphone use for diner experience sharing and interaction with loyalty programs. It was also noticed that singles were likely to share their diner experience while those who were ever-married favoured interaction with loyalty programs.

Finally, the results indicated that respondents' opinions about the use of smartphone in the dining experience are sharply divided. Positive views towards smartphone use in dining include the fact that it enhances social interaction, helping initiating conversations as well as helping to discover new restaurants. In contrasts, the smartphone was regarded as a distractor of the dining experience in terms of consciousness of dining partner, and destruction of an intimate dining experience.

Conclusions

Based on the specific objectives and findings, this study offers a number of conclusions that add to the literature on the interplay of smartphone in the dining experience. The study concludes that smartphone use for dining related purpose is a developing phenomenon amongst those who dine out in Sekondi-Takoradi. The study findings portray that progressively, many of the steps involved in the guest's end-to-end dining experience can be done in a handful of swipes on the smartphone.

With regards to pre-dining smartphone use for pre-dining purposes, the study concludes that diners in Sekondi-Takoradi use the smartphone for diverse dining related activities. While the findings are consistent with other studies (Ictech & Bradley, 2014; Lawson, 2015), the dimension of smartphone use in dining out is peculiar to the Ghanaian context. At the pre-dining stage, the study found on average, a little more than half of the diners used their phones to search restaurants, make reservations and review diner information to inform decision making. With the smartphone, diners also look out for pictures of the restaurant, food and décor. This is particular for diners seeking pleasure and health, as revealed by the Chi-square analysis.

Also, when it comes to using phones for dining–related purposes during the meal, phones are largely used for photo-taking and responding to social media messages. Again, diners often use the smartphone to watch videos and play games while waiting for the food. In as much as these smartphone uses help consumers to relax while waiting for the food, studies in other jurisdictions reveal that some restaurant managers complain that it increases guest's stay time on the tables.

For post dining smartphone use, those who dine out in Sekondi-Takoradi are more likely to use the smartphone to share their dining experience on social media as well as to interact with restaurant loyalty programs. These findings highlight the importance of social media marketing, in the sense that restaurants must recognize and exploit the power of social media.

Finally, from the views expressed by respondents on the interplay of smartphone use, there seems to be a growing consensus that individuals should

disconnect from their devices during meals with family and friends. However, a restaurant's place in the disconnection remains less clear. While some restaurants revere customers who take Instagram photos of their dishes, those same restaurants often worry that eating dinner with a screen in hand detracts from the overall customer experience. In either case, restaurants offer people a perfect setting to reclaim the lost art of conversation and increased conversation may mean a better experience and more repeat guests

Recommendations

All in all, this study highlights the growing role that smartphone plays in driving great dining experiences and calls out some captivating opportunities for restaurant operators. Here are a few recommendations for restaurant managers.

Most of all, Sekondi-Takoradi diners are gradually depending on the smartphone for restaurant discovery. One major thing that restaurant owners and marketers need to do is to ensure that online information is readily available including prices, and special offers should be current. Diners must be able to find businesses online, browse menus, visualize the property, read reviews and include the business in their consideration set. The websites of restaurants must have reviews which are readily available on the webpage, since many of the respondents mentioned that it is something they check before making decisions.

As was mentioned in the findings, many diners use their mobile devices while at the restaurant for mobile payment opportunities and staying connected through taking and sharing of photos. The first recommendation is that restaurants endeavor to provide internet access in their establishment. The study also

recommends that, restaurants that pride themselves with the beauty of their food and ambience should encourage their customers to take and share photos of their food, probably tagging the restaurant on social media. This could help in promoting the restaurant to followers, as well as increasing consumer experience. On the part of the consumer, he or she could get a lot of likes on social media. The study also recommends that restaurants should be moving towards mobile payment platforms.

Finally, from the views expressed by respondents on the interplay of smartphone use, there seems to be a growing consensus that individuals should disconnect from their devices during meals with family and friends. However, a restaurant's place in the disconnection remains less clear. It is important for restaurant managers to note that customers may not want businesses telling them how to live. It may be disheartening to see a family out to dinner and all of them are preoccupied with their phones. Unless their conversations are so loud that they are disturbing other customers, there is no reason for a restaurant to intervene.

Suggestions for Further Studies

This study explored the role of the smartphone at each step of the dining experience, which involves using it instrumentally for coordination as well as expressively to share the experience on social media. Future research may apply this approach and explore how the smartphone is used in diverse ways at each stage of other social events. Exploring people's emotional intent behind their choice of social media platform to share an experience may reveal interesting insights.

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APPENDIX A

UNIVERSITY OF CAPE COAST

COLLEGE OF HUMANITIES AND LEGAL STUDIES DEPARTMENT OF HOSPITALITY AND TOURISM

Dear sir/ Madam

Thank you for agreeing to take part in this study on the role of smartphone in the dining experience of patrons of restaurants. This research is part of requirements for the award of an M.Phil. Degree in Hospitality Management at the University of Cape Coast. I would be grateful if you could spend about 10 munities of your time to fill this questionnaire. This work would be used for academic purpose only. I guarantee your confidentiality and anonymity. To ensure these, please do not write your name or provide any information traceable to you (e.g. contact, address etc.) on this questionnaire.

Thank you

MODULE 1: SMARTPHONE IN THE PRE-DINING EXPERIENCE

*Please tick **[√]** to indicate the agreement or disagreement on the following statements, from a scale of 1 to*

*5, where **1** = **Strongly Agree**, **2** = **Agree**, **3** = **Neutral**, **4** = **Disagree** and **5** = **Strongly Disagree.***

	STATEMENTS **I use the smartphone to:**	**SA 1**	**A2**	**N3**	**D4**	**SD 5**
1	find restaurants on the internet					
2	make reservations					
3	make online orders					
4	read reviews on the restaurant					
5	access internet dinning guide					
6	check out food menu on the internet					
7	get directions to the restaurant					
8	review price of items					

9	look at pictures of the restaurant (e.g. food, interior décor, exterior)					
10	read professional restaurant reviews					
11	read about deals and offers					
12	make special arrangements					
13	check out images of the restaurant					

14. Are there other things you do with the smartphone when searching and planning to dine out?

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MODULE 2: SMARTPHONE USE DURING DINING

*Please tick **[√]** to indicate the agreement or disagreement on the following statements, from a scale of 1 to 5, where **1** = **Strongly Agree**, **2** = **Agree**, **3** = **Neutral**, **4** = **Disagree** and **5** = **Strongly Disagree.***

	STATEMENTS **I use the smartphone to:**	**SA** **1**	**A** **2**	**N** **3**	**D** **4**	**SD** **5**
1	take pictures of the food with my smartphone					
2	play games while waiting for the food					
3	watch videos while waiting for my food					
4	make mobile payments in the restaurant					
5	send the restaurant location from my phone to friends to meet me up					
6	make other forms of electronic payments					
7	take selfie with friends while dining at the restaurant					
8	respond to messages from social media while dining out					
9	take videos of special dining events					
10	stay in connection with friends on social media while dining out					

11. What else do you use the smartphone for when dining at the restaurant?.....
.....
.....
.....

MODULE 3: SMARTPHONE USE IN DINER EXPERIENCE SHARING AND RETENTION

*Please tick **[√]** to indicate your agreement or disagreement on the following statements, from a scale of 1 to 5, where **1** = **Strongly Agree**, **2** = **Agree**, **3** = **Neutral**, **4** = **Disagree** and **5** = **Strongly Disagree.***

	STATEMENTS	**SA 1**	**A 2**	**N 3**	**D 4**	**SD 5**
1.	I update my status on social media about the food and the guest experience.					
2.	I upload photos to social media networks					
3.	I take selfie with my friends at the restaurant					
4.	Smartphone aid sharing information about recipes I find with my friends					
5.	I use the smartphone to write and comment on reviews about the restaurant					
6.	The smartphone helps to save my memories for future recollection through videos and pictures					
7.	Smartphone helps to plan the next diner with friends					
8.	I interact with restaurant loyalty programs					
9.	I blog about the restaurant service					

10. Are there any other things you do in terms of sharing your diner experience using your phone?

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……..
……..

MODULE 4: RESPONDENTS VIEWS ON THE USE OF SMARTPHONE IN THE DINING EXPERIENCE

*Please tick [√] to indicate your agreement or disagreement on the following statements, from a scale of 1 to 5, where **1** = **Strongly Agree**, **2** = **Agree**, **3** = **Neutral**, **4** = **Disagree** and **5** = **Strongly Disagree.***

	STATEMENTS	SA 1	A 2	N 3	D 4	SD 5
1.	Presence of smartphone distracts consciousness of my dining partner					
2.	The smartphone enhances social interaction					
3.	I am not comfortable when in conversation and the other person keeps playing with the phone					
4.	The presence of smartphone can distract intimate dining					
5.	Because of smartphone I no longer pay attention to the food					
6.	The sounds from social media notifications distracts others					
7.	The smartphone helps initiate conversations					
8.	Sometimes, the presence of smartphones delays the dining time					
9.	Smartphones serve as an objective and neutral intermediary when making decisions					
10.	During idle times, smartphones help to both fill the void in time and maintain the sense of togetherness					
11.	Smartphones help discover new restaurants experiences.					

10. What other views do you have about the smartphone use in restaurants?.....
.....
.....
.....

MODULE 5: SOCIO DEMOGRAPHIC CHARACTERISTICS OF RESTAURANT DINERS

1. Sex: 1. Male [ ] 2. Female [ ]

2. What is your age in completed years? .....

3. Marital status:

1. Single	[ ]	4. Separated	[ ]
2. Married	[ ]	5. Divorced	[ ]
3. Widowed	[ ]		

4. What is your highest level of education?

1. Basic / Primary	[ ]	4. Diploma /Degree	[ ]
2. Secondary / High School	[ ]	5. Post graduate	[ ]
3. Vocational / Technical	[ ]	6. Other……..	

5. What is your religion?

1. Islam	[ ]	4. Hindu	[ ]
2. Christianity	[ ]	5. Buddhist	[ ]
3. Tradition Religion	[ ]	6. Other……	

6. What is your current employment status? .....

7. How long have you been dining in this restaurant? .....

8. Do you usually dine out alone? Yes. [ ] No [ ]

9. If No, who do you usually dine with? ……..

Please tick [√] the appropriate responses

MODULE 6: DINING CHARACTERISTICS

1. How often do you dine out in the restaurant?

1. Every day	[ ]	4. Once a while	[ ]
2. Once a week	[ ]	5. Other please specify ……..	
3. Thrice a week	[ ]		

2. When visiting a restaurant what criteria do you look out for? {Please tick all that apply to you.

1. Restaurant location	[ ]	Convenience	[ ]
2. Dining environment	[ ]	Other (Specify)…….	
3. Food quality	[ ]		

3. How much do you spend on dining out at a restaurant?
    1. Less than GHS10 [ ]
    2. GHS 11- 49 [ ]
    3. 50 – 100 [ ]
    4. 100 and above [ ]
4. What is your purpose of dining out
    1. For pleasure [ ]
    2. Business [ ]
    3. Health [ ]
    4. Other (please specify)……
5. How long have you been using smartphone?
    1. Past 3-12 months [ ]
    2. Past 1- 3 years [ ]
    3. 5years and above [ ]

THANK YOU FOR PARTICIPATING