

Factors Influencing Consumers' Satisfaction with Street Restaurants: A Study of Selected Restaurants in Asaba, Delta State

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ABSTRACT

The growth of urban populations and changing lifestyles have contributed to the rising patronage of street restaurants in Nigeria. This study examines the factors that influence consumer satisfaction with street restaurants in Asaba, Delta State. Using a structured survey instrument, data were collected from 320 respondents and analyzed using descriptive and inferential statistics, including correlation analysis. The study specifically assessed the impact of four variables which are food quality, price, service promptness, and store environment on customer satisfaction.

The findings reveal that food quality, including taste, freshness, and variety, has a strong positive correlation with consumer satisfaction. Service promptness and store environment also showed strong positive correlations, indicating that the speed of service and a clean, appealing ambiance significantly affect customer preferences. In contrast, price exhibited a moderate negative correlation, suggesting that although cost matters, customers may prioritize quality and experience over affordability.

The study concludes that maintaining high food quality, prompt service, and a clean, inviting environment are critical for sustaining consumer satisfaction in street restaurant businesses. The findings provide strategic insights for food vendors, hospitality entrepreneurs, and policy stakeholders aiming to enhance informal food service delivery in urban Nigerian settings.

INTRODUCTION

In recent years, the rapid growth of urbanization, increasing work demands, and changing lifestyles have significantly altered consumer eating habits in Nigeria. Many individuals now rely on ready-made meals from restaurants, particularly street restaurants, as convenient alternatives to home-cooked food. This shift has contributed to the expansion of informal food service providers, especially in densely populated cities like Asaba, Delta State. As the demand for such services rises, so too does the need for vendors to understand and meet the evolving expectations of their customers.

Street restaurants ranging from informal food stalls to traditional "mama put" outlets play a crucial role in providing affordable and accessible meals to a broad segment of the population. Despite their informal nature, these restaurants compete intensely to attract and retain customers. Success in this environment depends not only on availability and affordability but also on the ability to satisfy customers through quality food, fast service, appealing environments, and fair pricing. Consumers are increasingly selective and quality-conscious, making satisfaction a key determinant of repeat patronage and long-term business sustainability.

Previous studies have identified several factors influencing customer satisfaction with restaurants, including food quality, service efficiency, pricing, and ambiance. However, much of this research has been concentrated in developed economies, with limited empirical evidence from developing regions such as Nigeria. In the context of Asaba, understanding these factors becomes even more vital due to the city's growing food service industry and diverse customer base.

This study, therefore, investigates the key determinants of consumer satisfaction with street restaurants in Asaba. By exploring how food quality, price, service promptness, and store environment influence customer experiences, the study aims to offer practical insights for food vendors, marketers, and policymakers seeking to improve service delivery and customer retention in the informal food sector.

MATERIALS AND METHOD

Research Design

This study adopted a descriptive survey research design, which is appropriate for obtaining data on perceptions, preferences, and satisfaction levels among consumers. The survey approach allowed for the collection of firsthand quantitative data from street restaurant patrons in Asaba, Delta State, to examine the relationship between selected variables—food quality, pricing, service promptness, and store environment—and customer satisfaction.

Study Area

The study was conducted in Asaba, the capital of Delta State, Nigeria. Asaba is a growing urban center with a high concentration of street food vendors and a diverse population, making it an ideal location for assessing consumer satisfaction with street restaurants.

Population of the Study

The target population comprised all patrons of street restaurants in Asaba. Given the lack of a comprehensive sampling frame for these informal dining establishments, the general population of Asaba (estimated at 149,603 at the time of the study) was used as a reference for sample determination.

Sample Size and Sampling Technique

The sample size was determined using **Taro Yamane's formula** for finite populations:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

- n = Sample size
- N = Population size (149,603)
- e = Margin of error (0.05)

$$n = \frac{149,603}{1 + 149,603(0.0025)} \approx 400$$

Thus, a total of **400 questionnaires** were distributed using a **random sampling method**, specifically **mall-intercept and street-intercept techniques**. Respondents were approached at various street restaurants across Asaba to ensure diversity and representation.

Data Collection Instrument

Primary data were collected using a **structured questionnaire**, divided into two sections. The first section captured demographic information (e.g., age, gender, marital status), while the second section contained **Likert-scale questions** assessing consumer satisfaction levels based on key variables. The instrument was pre-tested and refined for clarity and reliability.

Sources of Data

Both **primary and secondary sources** were utilized:

1. **Primary data:** Responses from the structured questionnaire administered to street restaurant patrons.
2. **Secondary data:** Sourced from journals, textbooks, online databases, and previous studies related to consumer behavior, service quality, and retail food marketing.

Method of Data Analysis

Data were analyzed using both **descriptive** and **inferential statistics**. Descriptive statistics (frequency distributions, means, and percentages) were used to summarize demographic data and response trends. **Pearson's correlation analysis** was employed to test the relationships between the independent variables (food quality, price, service promptness, store environment) and the dependent variable (customer satisfaction). The Statistical Package for the Social Sciences (**SPSS**) was used for data processing and analysis.

RESULTS

Data Presentation and Analysis

Instrument Administration and collection.

This section explains the analysis of the copies of the questionnaire returned with usable data, as well as the response, frequencies and percentages in line with this survey questionnaire.

Table 3.1.1 Questionnaire distribution

Response	Questionnaire distributed	Percentage (%)
Number distributed	400	100
Number returned	320	80
Number lost	80	20

Source: Field survey 2019

The above shows that 80% of the respondent returned their questionnaire while 20% were either not returned or returned invalid.

Data Presentation

In the chapter, only the data related to the study were presented and analyzed. All the information and the data were presented as they were collected from the various sources, **Table 3.2.1 Age**

Response	Frequency	Percentage (%)
Less than 30	81	25.3
31-60	164	51.3
61 – above	75	23.4
Total	320	100

Source: Field survey 2019

It shows that 25% of the respondents are less than 30, while 51% are between 31-60 years, and 23% represent the age of 61 year and above.

Table 3.2.2 Sex of respondent

Response	Frequency	Percentage (%)
Male	157	49.6
Female	163	50.9
Total	320	100

Source: Field survey 2019

Majority, of the respondents are female (51%) while male are 49%.

Table 3.2.3 Response on marital status

Response	Frequency	Percentage (%)
Married	190	59.4
Single	130	40.6
Total	320	100

Source: Field survey 2019

Most of the respondents are married (59%) while 41 per cent of them are single.

Table 3.2.5 Responses on food taste.

Response	Frequency	Percentage (%)
Strongly agree	No	34.4
Agree	120	38
Undecided	20	6.3
Strongly disagree	30	9.3
Disagree	40	12.5
Total	320	100

Source; Field survey 2019

The above table shows that 34.4% strongly agree that food served in restaurant must have a good taste, 38% agree, 6.3% of the respondent are undecided about the taste of the food. 9.3% strongly disagree while 12.5% disagree on the opinion that the food served in restaurant must have a good taste.

Table 3.2.6 Response on the freshness of food.

Response	Frequency	Percentage (%)
Strongly agree	154	48.1
Agree	140	43.8
Undecided	20	6.3
Strongly disagree	-	-

Disagree	6	1.9
Total	320	100

Source: Field survey 2019

The table shows that 48.1% strongly agree that food must be fresh, 43.8% agree, 6.3% are undecided about the freshness of the food, while 1.9% disagree on their opinion on freshness of food.

Table 3.2.7 Response on maintaining food quality.

Response	Frequency	Percentage (%)
Strongly agree	208	65.0
Agree	110	34.4
Undecided	2	0.01
Strongly disagree	0	0
Disagree	0	0
Total	320	100

Source: Field survey 2019

It shows that 65% of the respondent strongly agrees, 34% agree that street restaurants must maintain food quality and less than 1% are undecided.

Table 3.2.8 Response on food Variety

Response	Frequency	Percentage (%)
Strongly agree	130	40.6
Agree	140	43.8
Undecided	7	2.2
Strongly disagree	10	3.1
Disagree	33	10.3
Total	320	100

Source: .Field survey 2019

From the table above 40.6% of the respondent strongly agree on food variety, 43.8% agree, while 2.2% are undecided. The response on strongly disagree is

3.1% and disagree 10.3%

Table 3.2.9 Response on price means quality food

Response	Frequency	Percentage (%)
Strongly agree	180	56.3
Agree	90	28.1
Undecided	50	15.6

Strongly disagree	–	-
Disagree	-	-
Total	320	100

Source: Field survey 2019

180 respondent, representing 56.3% strongly agree that price means quality food, 90 respondent representing 28.1% agree on that while 15,6% were undecided.

Table 3.2.10 Response on the concern for prices

Response	Frequency	Percentage (%)
Strongly agree	37	11.6
Agree	50	15.6
Undecided	3	0,9
Strongly disagree	130	40.6
Disagree	100	31.3
Total	320	100

Source' Field survey 2019

1.6% of the respondent strongly agree that they are not concerned on the price, 15.6 agree. 0.9% are undecided, 40.6% strongly agree, the remaining 31.3% disagree.

Table 3.2.11 I consider speed/efficiency of staff

Response	Frequency	Percentage (%)
Strongly agree	100	31.3
Agree	130	40.6
Undecided	18	5.6
Strongly disagree	32	10
Disagree	40	12.5
Total	320	100

Source: Field survey 2019

31.3% strong]y agree, 40.6% agree, 5.6% undecided, 10% strongly agree, while 12.5% disagree that they consider speed/efficiency of staff. Table 3.2.12 Response on helpfulness of staff

Response	Frequency	Percentage (%)
Strongly Agree	145	45
Agree	120	37.5
Undecided	30	9.4
Strongly disagree	14	4.4
Disagree	11	3.4
Total	320	100

Source: Field survey 2019

63% of the students agree that they can travel distance to patronize local food vendors, 10.9% are undecided, 45.3% strongly disagree while 37.5% disagree

Table 3.2.13 Response on appealing store decoration

Response	Frequency	Percentage (%)
Strongly agree	170	53.1
Agree	145	45.3
Undecided	-	-
Strongly disagree	-	-
Disagree	5	1.6
Total	320	100

Source: Field survey, 2019

170 of the respondent strongly agree that appealing store decor motives them to patronize restaurants, 145 of the respondent agree whereas 5 of the respondents disagree.

Table 3.2.13 Response on clean environment

Response	Frequency	Percentage
Strongly agree	208	65
Agree	100	31.3
Undecided	12	3.8
Strongly disagree	-	-
Disagree	-	-
Total	320	100

Source: Field survey 2019

In the table above 65% of the respondent strongly agree, 31.3% agree and 3.8% are undecided **Table 3.2.14 Response on neatness of the restaurant**

Response	Frequency	Percentage(%)
Strongly Agree	270	84.4
Agree	40	12.5
Undecided	10	3.1
Total	320	100

Source: Field survey, 2019

The table shows that 270 respondents of 84.4% consider neatness of the restaurant. 40 respondents of 12.5% agree, while 3.1% are undecided.

Table 3.2.15 Response on the rate of restaurant patronage

Response	Frequency	Percentage (%)
Can't say	5	1.6
Rarely	45	14.1
Usually	70	21.9
Occasionally	85	26.6
Always	115	35.9
Total	320	100

Source: Field survey, 2019

In the above table 36% of the respondents always patronize restaurants whereas 27% occasionally patronize them.

Hypotheses Testing

The stated hypotheses were the relationship between customers' restaurant preference and each of the determinants of food quality, price, and promptness of service and store environment. The null hypotheses were accepted when no relationship was found otherwise, it was rejected and the alternate accepted indicating presence of relationship between the dependent variable and the independent.

Table 3.3.1 shows the correlation results.

Variables	Restaurant Preference	Food Quality	Price	Service	Store Environment
Restaurant Preference	1.000				
Food Quality	0.833**	1.000			
Price	-0.642**	0.930**	1.000		
Service	0.868**	0.906**	0.871**	1.000	
Store Environment	0.846**	0.860**	0.765**	0.788**	1.000

All correlations are significant at the 0.01 level (2-tailed).

r values above ± 0.70 indicate strong relationships; ± 0.40 – 0.69 is moderate.

3.3.1 Test of Hypothesis I

HO: Food quality will have a strong and positive correlation with Customer satisfaction with streets restaurants

HI: Food quality will have a weak and negative correlation with customers' satisfaction with street restaurants

The result indicate that a positive and strong relationship exist between food quality and *customers' satisfaction* [$r^2(320) = 0.83$, $p < 0.00$] for hypothesis I. Thus, the null hypothesis was rejected and the alternative accepted. It can be concluded however; food quality has a positive and strong relationship with

customers' satisfaction. In other words, restaurant patrons consider the taste of food, freshness of food, variety of food on the menu and the quality maintenance of food in choosing street restaurant to patronize.

3.3.2 Test of Hypothesis II

HO- Price will have a strong and positive correlation with consumers' Customer satisfaction with streets restaurants

HI- Price will have a weak and negative correlation with Customer satisfaction with streets restaurants

For hypothesis II, the result shows a negative and moderate relationship between price and customer restaurant preference [$r(320) = -0.64$, $p = 0.00$]. The null hypothesis was accepted and the alternate rejected. It was therefore concluded prices of items in street restaurants will determine customer satisfaction towards the restaurant.

Test of Hypothesis III

Ho: Promptness of service will have a strong and positive correlation with Customer satisfaction with streets restaurants.

R,: Promptness of service will have a weak and negative correlation with Customer satisfaction with streets restaurants.

The result indicate that a positive and strong relationship exist between promptness of service and customer restaurant preference [$r^2(320) = 0.87$, $p < 0.00$] for hypothesis III. Thus, the null hypothesis was rejected and the alternative accepted. It can be concluded however, promptness of service has a positive and strong relationship with customer satisfaction. In other words, restaurant patrons consider the speed and efficiency of service and, helpfulness of staff choosing street restaurant to patronize.

Test of Hypothesis IV

HO- Store environment will have a strong and positive correlation with Customer satisfaction with streets restaurants

HI- Store environment will have weak and negative correlation with Customer satisfaction with streets restaurants

Finally, a positive and strong relationship exist between store environment and customer restaurant preference [$r^2(320) = 0.85$, $p = 0.00$] for hypothesis IV. Thus, the null hypothesis was rejected and the alternate accepted. It was therefore concluded store environment relate strongly and positively with customer satisfaction. In other words, customers consider the store decor, cleanliness of the restaurant environment and the neatness of the restaurant itself in choosing restaurant to dine.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Given the current increase in demand of food made in the restaurants, it is expedient to note that there is every tendency that a lot of business-oriented individuals will likely involve themselves in restaurant business in the nearby future. Based on the above findings, it is therefore concluded that competition will result in provision of quality food as food quality will strongly and positively determine customer preference for traditional restaurants to patronize. Specifically, customers' will prefer to patronize restaurants that serve fresh food, tasty food, and a variety of food while maintaining its quality.

It can also be concluded that prices of food and drinks item will moderately and negatively determine customer preference for traditional restaurants to patronize. In other words, an increase in the prices of food and drinks items may lead to a decrease in customer patronage though to a moderate extent.

Also, it can be concluded that promptness of service will determine customer restaurant preference. The speed and efficiency of the staffs and how helpful they are in assisting customers will determine if customer will prefer to patronize a particular restaurant.

Finally, the store environment includes how appealing the store decor is, the cleanest of its environment and the neatness of the restaurant will determine customers' preference to a restaurant. Store decor could include the lighting, music, ambience, layout, furniture layout and quality.

Recommendations

The result of these findings provides valuable information to restaurant operators to position itself, attract and retain profitable customers. Consistent with the findings, we therefore recommendations that:

1. Restaurant patrons should provide quality food at all times and should endeavor to maintain the quality of food served to customers with respect to its freshness and taste.
2. They should also offer a good variety of food in their menu to attract and retain customers.
3. Restaurant operators may have to pay attention to its store atmosphere and environment by provide innovative and exciting design in its layout, and also provide comfortable and sophisticated furniture, lightings, music with employees appearing professionally.
4. Finally, it is important that restaurant operators train their service and kitchen staff to provide customers with nutritious, tasty and fresh meals while serving them presentable in an attractive and timely manner.
5. That there should be a measure to checkmate the feelings of customers who patronize restaurants, given the differences in choice making of different customers.

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