CUSTOMER PERCEPTIONS FOR EXPECTATIONS AND
ACCEPTANCE OF AN AUTHENTIC DINING
EXPERIENCE IN THAI RESTAURANTS

by

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ABSTRACT

Multiculturalism is an intrinsic part of the historical formation and development of the United States. The U.S. is also a multiethnic and multilingual society, a trend that will increase in the future (US Census Bureau, 1990). One of the important components of ethnicity is expressed in the manner in which ethnic groups prepare and serve their food. Every group uses a distinct method of cooking and traditional ingredients in their dishes. Ethnic foods represent a dynamic and evolving category.

Over time foods that were considered ethnic, like pizza, have become a part of the mainstream in the American diet. Most recently, restaurateurs are beginning to mix and combine the influences and traditions from a variety of ethnic origins in a fusion of cuisines and flavors.

Today, Thai food is very popular. Many Thai restaurants open each year in the U.S. to meet the needs of the Thai population and others. Today in the U.S., Westerners are more accepting of international cuisines than before. Most Thai restaurant owners are Thais who may or may not have experience in the restaurant business. It is important for restaurateurs to know consumer demand before opening a restaurant due to the high rate of restaurant failures.

Sometimes the ambience of the restaurant will greatly effect customer preferences because they are not familiar with the new setting, so they may feel

uncomfortable while dining. An example is eating with chopsticks at a Chinese restaurant or sitting on the floor to eat in a Japanese restaurant.

The purpose of this study is to investigate: 1) customers' authentic expectation for food, as well as the overall experience 2) the amount of authenticity customers can accept in a future Thai restaurant experience and 3) what customers want Thai restaurants to provide them with when they go for the dining experience.

A total of 250 questionnaires were distributed to guests in five Thai restaurants in the United States. A total of 247 completed questionnaires were returned (98.8%). The majority of the respondents were between the ages of 21-30 years old (25.5%). Seventy-six percents of survey responses identified themselves as White Americans. Fifty-four percents of the subjects were married. The majority of survey respondents indicated that they had achieved at least a college degree and 35.6% of subjects had an annual income of more than \$80,000.

A descriptive analysis indicated subjects who had higher incomes and were well educated scored higher having a practical and positive attitude on an authentic Thai restaurant. An additional portion of the survey indicated that the majority of customers did not have a higher expectation of employees and traditional Thai influences like decorations and atmosphere while the taste of the cuisine are indicated to be the most important component in their dining experience at a Thai restaurant.

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CHAPTER I

INTRODUCTION

Multiculturalism is an intrinsic part of the historical formation and development of the United States. According to 1990 U.S. Census data there are 135 U.S. ethnic groups using 150 languages in the United States. In addition, there are hundreds of thousands of foreign students, tens of thousands of foreign businesspeople, millions of legal aliens working for U.S. companies, and visitors from all over the world staying in the United States (US Census Bureau, 1990). The U.S. is a multiethnic, multilingual, and multicultural society, which is projected to increase in the future. In fact, the United States is able to represent the entire world virtually with all races, ethnic groups and languages (Wertsman, 1996). These immigrants try to simulate an environment much like their own origins in some aspects of their lives. Culture along with their own ethnic foods help immigrants adjust to the United States. When Italians came to the America they brought along their foods such as pizza and pasta. Today pizza and pasta have become American favorites.

One of the important components of ethnicity is expressed in the manner in which ethnic groups prepare and serve their food. Every group has a distinct way of cooking and they use specific ingredients in their dishes. Each ethnic group has preserved distinct features, which make their cuisine unique. Ethnic foods represent a dynamic and evolving category. The term "Ethnic Food" is

difficult to define because it has a different meaning for each individual (National Restaurant Association, 1995).

Over time items that used to be distinctly ethnic, like pizza, have become a part of mainstream in the American diet. Many American consumers have become far more interested in foods with different strong taste profiles. International cuisines are becoming more acceptable. Most recently, restaurateurs are beginning to combine the influences and traditions from a variety of ethnic origins in a fusion of food and flavors.

Current Market

According to the National Restaurant Association (2004), the U.S. restaurant industry predicts sales will reach \$440.1 billion and is expected to continue to grow. In 1999, \$2,116.00 was spent on food away from home by the average American household while each person individually spent around \$846.00. These numbers show that people are dining out more with projected sales continuing from 2003-2004 of 4.6 percentages. This indicates consumers are willing to spend money for entertainment and experiences. Families, who have more discretionary income, are more likely to enjoy spending money on food (National Restaurant Association, 2003).

Today, ethnic food is very popular. Many ethnic restaurants open every year around the U.S. In the past, ethnic restaurants were opened to serve ethnic people and other cultures to meet their needs. However, today in the U.S.,

Westerners are more accepting of international cuisines. Most ethnic restaurant owners are internationals who may or may not have any experience or background in the restaurant business. It is important for restaurateurs to know consumer demand before opening a restaurant due to restaurant failures. From 1996 through 1999 failure rate was 57 to 61 percent for the first three-year period after opening (Human Ecology News, 2003).

Purpose of the Study

There are many food service operations in the US and there are also many different kinds of cuisines in the restaurant industry. Since the majority of customers are U.S. consumers and will likely be the ones to try new cuisines, it would be good for the restaurant owners/managers to know what people want and what they are looking for; beginning with the environment, the interior design, and the menu of the restaurant. The main reasons customers choose where to dine may depend on the authenticity of the restaurant. Or customers may desire to experience a cuisine blended like Asian Fusion.

Most customers never experience the authenticity of a cuisine. They may not know the difference between what is authentic and what is a blended cuisine of Western styles. Therefore, most people expect their first experiences of the taste and texture of the food to be consistent in every ethnic restaurant.

Sometimes the ambience of the restaurant will have a great effect on the preference of customers because they are not familiar with the new setting, so

they may feel uncomfortable while dining. Also, customs of the culture like eating with chopsticks at Chinese restaurants or sitting on the floor at Japanese restaurants may also seem awkward for customers.

The purpose of this study is to investigate: 1) a customers' overall expectations of a ethnic cuisine restaurant 2) customers' authentic expectation for the food, as well as the overall experience 3) the amount of authenticity customers can accept in a future ethnic restaurant experience and 4) what customers want ethnic restaurants to provide them when they go for the dining experience.

Statement of Problem

Ethnic cuisine has evolved over the centuries and now ethnic food has become popular due to its' exotic flavors and healthy preparation method. Most Americans misunderstand the difference between an authentic dining experience and a traditional food experience.

Authentic and traditional foods do not necessarily mean the same thing. Cooking done by international immigrants in the U.S. is not truly authentic but it is very traditional. Another important factor influencing authentic Thai cooking is the availability or lack there of finding authentic ingredients. The lack of these certain ingredients like herbs and spices make cooking some ethnic dishes impossible (Friedland, 2002). Most ethnic restaurants in the U.S. do not have professional chefs, but highly trained kitchen staff.

The purpose of this research is to present authentic ethnic food from a more understandable and comprehensive perspective. This project will investigate and study the degree of authenticity customers can expect and enjoy through traditional facets of ethnic cuisine. The goal of this research is to provide information for ethnic restaurant owners/managers based on customer expectations of an authentic ethnic cuisine experience. Outcomes of this project will allow current or future restaurateurs to produce authentic ethnic food prepared the way that most patrons' expect. Also, the results of this project may encourage researchers in other Hospitality programs to pursue other ethnic cuisines and restaurants. Professionals in the food industry may also use the results of this research to develop strategic plan for their organizations.

CHAPTER II

REVIEW OF LITERATURE

Eating Out America

For the past several years, people have begun to eat out more than ever before. Today consumers spend 46% of their food dollar at restaurants. This figure is expected to increase to 53% by 2010. There are many factors affecting this including: an increasing amount of single households, more families having double income providers, a need for companionship, dieting fads, and health issues (Kalmar, 2001). Restaurants are constantly adjusting to fit the needs of customers and to keep up with the changing times. They continue to provide the best possible service for everyone. There will always be people who need and want to go to restaurants. Businesses will continue to send their employees on business trips and people will continue to want food cooked for them on special occasions or after a long hard day. Vacationers must have a place to dine out while on the road.

Movements of Ethnic Cuisines

In the United States, ethnic cuisines have existed for several decades. European influenced restaurants like Italian, French, Spanish, English, German, Swiss and Greek were among the first ethnic cuisines and had a great impact on American society. During the 1950s to 1970s, additional ethnic cuisines like

Mexican, Cuban, Jamaican, and Polynesian were introduced. As the turn of century approached, new cuisines gained enormous acknowledgment. These are Chinese, Japanese, Korean, Thai, Indian, and Middle-East (Ladki & Nomani, 1996).

In 1989, the National Restaurant Association (NRA) reported that Thai cuisine ranked 16th in ethnic foods being consumed at restaurants (Riehle, 1989). It also stated that Thai cuisine was ranked behind other ethnic cuisines because the cuisine was consumed by a small segment of the population. Olsen, Warde, and Martens (2000) stated that most Thai restaurant's customers were well educated, live alone and had high incomes. The National Restaurant Association also stated that Thai cuisine is becoming more popular because it offers very flavorful dishes. However, Thai cuisine is not easy for individual to try and prepare at home.

According to Macey (2001), American customers are more willing to try new things and are open to new flavors. Customers are willing to try new ethnic flavors, so the demand for ethnic cuisines is increasing rapidly. The increase in ethnic populations in the U.S is reflected in the number of restaurants that offer these groups a taste of home. For example, casual dining Asian restaurants increased by 800 units all over the U.S. during the past 3 years (Macey, 2001). Gordon (1991) reported that 67% of Asian restaurants received the most business at dinnertime and another 33% from lunch.

Most Americans no longer consider Italian, Mexican, and Chinese a foreign food but are mainstream. Kruse (2000) reported that Japan, Southeast Asia, and India would become prime sources of new ethnic menu items. Today there are many ways that restaurants present ethnic cuisines to customers, such as through authenticity and fusion. Fusion food is one of the most important foodservice trends. Fusion cooking is a great way to introduce many consumers to an ethnic cuisine. It is the combining of characteristic ingredients and/or cooking techniques of two or more ethnic cuisines to create fusion meals (Ohr, 2000). However, many customers do not know what the differences are between authentic and fusion. Authentic cuisine is features distinct cooking methods, using specific ingredients and traditional kitchen utensils use by each ethnic group when presenting dishes in their own way. Fusion food on the other hand is to combine the elements of various culinary traditions, which do not fit specifically into any particular style on type of cuisine (Wertsman, 1996).

Thai Food at Glance

Thai food is known the world over as a unique cuisine. It is also recognized as a health food because of its richness in nutritional value. Herbs also play an important part in the Thai diet. Thai food is famous all over the world, whether chili-hot or comparatively bland, harmony is the guiding principle behind each dish. Thai cuisine is essentially a blend of centuries-old Eastern

and Western influences harmoniously combined into something uniquely Thai (The History of Thai Food, 2003).

Originally, Thai cooking reflected the characteristics of a waterborne lifestyle. Aquatic animals, plants and herbs were the major ingredients. Subsequent influences introduced the use of sizeable chunks to Thai cooking. Large chunks of meat were eschewed.

With their Buddhist background, Thais avoided the use of large animals in big chunks. Large cuts of meat were shredded and laced with herbs and spices. Traditional Thai cooking methods were stewing, baking, and grilling. Chinese influences saw the introduction of frying, stir-frying and deep-frying. Culinary influences from the 17th century onwards included Portuguese, Dutch, French and Japanese. Portuguese missionaries introduced chilies to Thai cooking during the late 1600s (The History of Thai Food, 2003).

Thai cooking is very different than modern western cooking. Where in western cooking particularly baking, ingredients are measured exactly. With Thai cooking however, measurement is much more lenient. In Thai cooking there are four flavors: sour, sweet, creamy and spicy. Heat sits on top of the four flavors. The secret of a good dish is the right balance of the flavors. The National Restaurant Association (1995) compared Thai cuisine with others and found that Thai cuisine provided hot and spicy food, which was a unique flavor; not found in other cuisines. They also found that Thai cuisine used mostly fresh ingredients and was beautifully presented.

One of the challenges to cooking Thai food away from Thailand is having the right ingredients. The majority of the ingredients are not common to Westerners and are difficult to find. Even though Thai flavors come together in a system that is very different from American or western flavor systems, this system can be easily learned.

Fortunately, Thai ingredients are now more widely available. However, when the ingredients are not available in the United States, substitutions may be suggested; but only if it does not compromise the dish. While what people see in a Thai restaurant outside of Thailand may not be what they eat in Thailand there are comparable substitutions. For example, carrots are rare in Thai dishes in Thailand but are very popular additions to Thai dishes in the United States.

The ideal Thai meal is a harmonious blend of the spicy, the subtle, the sweet and the sour tastes, and is meant to be equally satisfying to eye, nose and palate. A typical dinner menu might include a clear soup, a steamed dish, a fried dish, a hot salad and a variety of sauces into which food is dipped. Sweet desserts and/or fresh fruits such as mangoes, durian, jackfruit, papaya, grapes or melon would follow the main course or meal.

Thai food is eaten with a fork and spoon. Even single dish meals such as steamed rice topped with pork, are served in bite-sized slices to prevent the need for a knife. The spoon is used to convey food to the mouth.

Customer Perceptions

Upon entering a restaurant, customers will have certain perceptions of the dining experiences they are about to encounter. A study by Sommerville (1995) divided restaurant diners into 3 categories: culture-oriented customers, restaurant-oriented customers, and preparation-oriented customers. Each of these groups was separated by using demographic characteristics, attitudes, and the amount of knowledge, interest, and experience with ethnic cuisines.

The culture-oriented customers were mostly age between 40 to 59 years old with a 50/50 ratio of men to women and a mean household income of \$52,600. This group of customers looked for the new and different, and wanted to taste untried dishes and exotic flavors. They also desired a challenge and enjoyed trying new cuisines as a hobby. This group of customers found an authentic cuisine with evocative décor provided by natives to be interesting. They also liked trying special native beverages.

The next group in the study is restaurant-oriented customers mostly between the ages of 40 to 59 years old, a 49/51 ratio of men to women and a mean household income of \$ 48,200. This group represented 40 percent, which is the largest segment of restaurant patrons (Papadopoulos, 1995). However, they had less experience with ethnic food than the culture-oriented customers. They looked for good food in a warm comfortable atmosphere. Dining in an ethnic restaurant was just another dining experience for them. This group also

liked the friendly and attentive service and was big fans of take-out and delivery services.

The last of these groups are preparation-oriented customers, with 37% being 60 years old or older and 73% being female and 27% male. The household income for this group averaged \$ 36,200. This group likes to learn how to cook new food but is least interested in exotic foods especially hot and spicy. They preferred restaurants that offered cooking classes, gave away recipe cards, and had in-house ingredients available for sale (Sommerville, 1995).

Customer Selection of Ethnic Restaurants

There are many factors that help customers select their restaurants. Most people believe that high quality and good tasting food is the first priority of restaurant selection. This is one reason new ethnic entrees are becoming more popular because they meet the growing demands for flavorful, healthy meals. Americans desire a more healthful lifestyle, but also want to indulge in tasty foods (Ladki & Nomani, 1996).

The study by Castelo and Salay (2001) showed that price and convenience are the major factors in the decision to eat out. Other important factors were the hygiene and cleanliness of the restaurant, fast and friendly service, and the ambience of the facility.

Restaurant design may effect a restaurant's environment. The dining area should be comfortable for example, using chairs instead of stools. Also the decoration of the restaurant should suite the restaurant theme.

Other studies have shown that the most frequent factors affecting consumers' satisfaction are speed of service, hour of operation, food eye appeal, and restaurant reputation. The study of MacLaurin and MacLaurin (2000) of Hard Rock Café in Singapore also agreed that service is very important in the restaurant business. The restaurant required all employees to attend the complete customer service-training program before performing the job.

Additional factors like recommendation from friends, availability of nutrition information, appropriate selection of regional ethnic dishes, and employee courtesy are also important. While Thorns study (2003) indicated that the taste of the food was the main factor that would bring back the customers. Additionally, portion size and reliability of portion size were found to be one of the main factors to bring back customers (MacLaurin & MacLaurin, 2000).

According to Papadopoulos (1995), some customers may find it discomforting when ethnic restaurants listed the menu in foreign names without descriptions and some ethnic restaurants still use their native language to name dishes. The National Restaurant Association (1995) states that, the most helpful thing an ethnic restaurant should do is to provide information about the ingredients and preparation of dishes on the menu. This allows customers to

have a clear understanding of the ingredients in the dish then they are able to make an appropriate menu choice.

The menu is furthermore capable of influencing customer's satisfaction. MacLaurin and MacLaurin (2000) stated that the menu should be simple to understand while fitting with the theme of the restaurant. In addition, a well-done menu must be attractive to customers as well as should offer a number of foods.

The study by Papadopoulos (1995) also stated that the customers do not care for the authenticity of the restaurant when compared to the flavor. Most of the time, the decision to go back to ethnic restaurant relies on the first time visit. If the customers have positive impressions they are more likely to go back to the restaurant. However, there are some customers who really want to experience a real authentic food just like it is served in the country of origin however; it is hard for the restaurateurs to prepare the real authentic dishes because of the lack of ingredients (Friedland, 2002).

There are some concerns among customers toward ethnic restaurants. Riehle (1989) stated that ethnic cuisines are more accepted among adults. However, when families with children go out to eat, the kids may influence where to dine out. Because of this conflict, some customers hope to see more family style ethnic restaurants so they can dine out more often with their families. The study by the National Restaurant Association (1995) stated that a Thai restaurant was not good for parents to bring along their children to dine out.

CHAPTER III

MATERIALS AND METHODS

Subjects

The information concerning consumer perceptions was obtained by surveying certain U.S. populations in the United States. Subjects were recruited from Thai restaurants in Amarillo, Dallas/Ft.Worth and Lubbock, Texas, San Francisco, California, and St. Louis, Missouri. The three different types of restaurants that were surveyed were as follows: fast food, buffet, and table service. This survey was conducted during the summer of 2004.

Texas Tech University Institutional Review Board approved the protocol for this study for the Protection of Human Subjects. Before distributing a questionnaire, each restaurant manager was contacted by telephone (Appendix A). They were given details about this research and asked to participate.

A total of 250 subjects were asked to participate in this study. These were divided into 50 subjects per restaurant. The researcher was acquainted with the owners of these particular restaurants who agreed to allow the questionnaires (Appendix B) to be distributed to their customers. The subjects who participated in the study were at least 21 years of age.

All potential participants were informed that their participation was voluntary and their responses were kept confidential. They had the right to refuse to answer any questions and withdraw any time without penalty.

Questionnaires were mailed to each restaurant where they were distributed to customers. Customers were asked to return questionnaires to wait staff or were returned to the researcher. The restaurant managers were asked to mail the questionnaires back to researcher within a week. Two weeks after mailing the questionnaires, the researcher contacted by telephone any restaurant managers who did not return questionnaires.

The questionnaire asked general information about consumer perceptions, consumer expectations, consumer acceptance, and demographic characteristics. Customers were informed that their participation was voluntary and responses were to be kept confidential. Each questionnaire was coded by location.

Pilot Test

Before the questionnaire was finalized, a pilot test was conducted on 20 volunteers. The pilot test consisted of each participant completing the questionnaire and providing the comments about the questionnaire. The time each participant used to complete the questionnaire was noted. Comments from participants were used to revise the questionnaire for use in the actual survey.

In the pilot study, participant names were kept confidential. However for the survey, participant names were not kept, only the contact names of restaurants are being retained after the data collection.

Questionnaire

Format of the questionnaire (Appendix B) was multiple choice, 10-point Likert scale and fill in the blank. The questionnaire was modified from the study of "Ethnic Cuisines: A Profile" by National Restaurant Association (1995). The questionnaires were numerically coded to protect the subjects' privacy. There were four parts to the questionnaire, which asked for information regarding customer decisions to use restaurants, personal preferences, perceptions of characteristics for an authentic Thai restaurant experience, and demographic characteristics.

Part one of the questionnaire generally asked about who the decision maker is to eat out for the household, what their favorite cuisine is and about the use of Thai restaurants. Part two asked participants about their personal preferences and experiences with ethnic cuisines. Part three of the questionnaire concentrates on the characteristics of authentic Thai restaurants experiences. Questions asked in this part related to taste/flavors, design setting, environmental, atmosphere, and employees. Part three of the questionnaire also focused on demographic information such as age, gender, education, and annual income.

Statistical Analysis

All statistical analyses were performed using the SPSS program "the Statistical Package for the social sciences" for Windows Version 11.5.

Statistical influences were based on 2-tailed test with significant level set at 0.05.

Means and standard deviation were determined for personal references, characteristics of an authentic Thai restaurant experience, and demographic characteristics.

Factor analysis was used to separate the components on personal references and characteristics of an authentic Thai restaurant experience.

Correlation analysis was used to determined relationship between demographic characteristics and factor analysis's components. Factor analysis is a mathematical tool, which can be used to examine a wide range of data sets. It reduces attribute space from a larger number of variables to a smaller number of factors and as such is a "non-dependent" procedure (Williams, 1992).

Factor analysis is also a data reduction procedure used to combine many variables into simpler more comprehensive variables. SPSS allows for many items to be combined based on their similarities to form a construct. In this study factor analysis was performed to determine if the statements used in the survey instrument form underlying constructs. If underlying constructs exist about the statements of the survey instrument they will be discussed based on their relationships to one another (Green & Salkind, 2003).

To summarize, the information concerning consumer perceptions was obtained by surveying certain populations in the United States. The questionnaires were available only in English. Subjects had two weeks to complete questionnaires and return to the researcher. The questionnaire asked

general information of subjects on consumer perceptions, consumer expectations, and consumer acceptance of ethnic restaurant experiences. The questionnaire can be used in future research projects as a guideline concerning consumer perceptions.

CHAPTER IV

RESULTS AND DISCUSSION

A total of 250 questionnaires were distributed to customers in five Thai restaurants in the United States. Customers returned 247 completed questionnaires (98.8% response rate), 50 from Amarillo, Dallas/Ft. Worth, and St. Louis, 49 from San Francisco, and 48 from Lubbock.

Demographic Characteristics of Subjects

A demographic profile of the 247 respondents is provided in Table 1. There were 142 males (57.5%), 102 females (41.3 %), and 3 participants who were unidentified (1.2%) due to lack of information. The results from this study showed that the number of male consumers was higher than those female consumers. However, study by Gordon (1991) found that the percentage of female consumers (53%) of ethnic cuisine was higher when compared to the ratio of male consumers (47%).

According to Table 1 most of the subjects were aged range 21-30 years old (25.5%), 41-50 years old (22.7%), 31-40 years old (22.3%), 61-70 years old (4.0%), others (2.0%), over 70 years old (2.0%). The demographic for the participants of this study were these: over 76% indicate themselves as White American, almost 11% indicated themselves as Asians/Pacific Islanders, almost

Table 1. Demographic characteristics (n = 247).

Variable	Number	%
Gender		
Female	102	41.3
Male	142	57.5
Age range		
21-30	63	25.5
31-40	55	22.3
41-50	56	22.7
51-60	54	21.9
61-70	10	4.0
Over 70	4	1.6
Other	5	2.0
Race		
White	188	76.1
Hispanic	17	6.9
African American	7	2.8
Asia/Pacific Island	27	10.9
Others	6	2.4

Table 1. Continued.

Variable	Number	%
Marital status		
Single	85	34.4
Married	134	54.3
Windowed	5	2.0
Divorced/Separated	19	7.7
Not available	4	1.6
Education		
Some high school	3	1.2
High school graduate	21	8.5
Some college	56	22.7
College graduate	38	15.4
Bachelor's degree	58	23.5
Graduate school	66	26.7
Other	3	1.2
Annual income before taxes		
Less than \$20,000	22	8.9
\$20,000 to less than \$30,000	13	5.3
\$30,000 to less than \$40,000	30	12.1

Table 1. Continued.

Variable	Number	%
\$40,000 to less than \$50,000	14	5.7
\$50,000 to less than \$60,000	21	8.5
\$60,000 to less than \$70,000	15	6.1
\$70,000 to less than \$80,000	16	6.5
More than \$80,000	88	35.9
Not available	28	11.3

7% identified themselves as Hispanics, almost 3% identified themselves as African American, while the remaining 2.4% of the participants indicated no race.

Marital status of subjects were as follows: 54.3% married, 34.4% single, 7.7% divorced/ separated, 2.0% widowed and remainder 1.6% no indication of marital status. The level of education indicated that the subjects were well educated which agreed with the study of the National Restaurant Association (1995). Over 65% of subjects surveyed indicated they were college degreed. While the remaining 22.7% indicated they had some college education, 8.5% were high school graduate and the reminding 1.2% did not indicate a level of education.

The results of this study show that the subjects ate out at Thai restaurants an average of 26 times per year. The annual incomes of the subjects were relatively high. Many of the subjects had annual incomes before taxes over \$80,000 (35.9%). The next highest percentage was in the \$30,000 to less than \$40,000 group (12.1%), less than \$20,000 (8.9%), \$50,000 to less than \$60,000 (8.5%), \$70,000 to less than \$80,000 (6.5%), \$60,000 to less than \$ 70,000 (6.1%), \$40,000 to less than \$50,000 (5.7%), \$20,000 to less than \$30,000 (5.3%), and data for this question were not provided by 11.3% of respondents. The results of this study on annual incomes of consumers supported the study of Olsen, Warde, and Martens (2000) and the National Restaurant Association (1995) that the consumption of ethnic food is positively related to high personal

income and the higher the income, the more often the customers eat out at these restaurants.

Information about How the Subjects Use the Restaurant

Table 2 showed information about the use of Thai restaurants. The study found that the majority (92.7%) of the subjects were responsible for the decision to eat out for the household. When asked about their favorite cuisine, most of the subjects agreed that Thai cuisine was their favorite (26.7%), followed by Mexican cuisine (19.0%), American (18.2%), Chinese (13.0%), Italian (4.1%) and others (18.6%).

The survey indicated a large number of subjects had heard about Thai food (99.2%) and had eaten Thai food in the past (98.4%). However, a few of the subjects (0.8%) had never heard about Thai food or had never eaten Thai food in the past (1.6%). Furthermore, about 242 (98.0%) of the subjects had eaten out at Thai restaurants while 5 subjects (2.0%) had never eaten out at a Thai restaurant.

Personal Preferences

The Mean and standard deviation of personal references toward the attitudes and behavior related to eating ethnic or regional cuisines in restaurants are shown in Table 3. Each of the statements asked in the survey were based on a scale from 1 (does not describe me) to 10 (describes me very well).

Table 2. Information about the use of Thai restaurants (n = 247).

Variable	Number	%
Responsible for the decision to eat out for the household		
Yes	229	92.7
No	18	7.3
Favorite cuisine		
American	45	18.2
Chinese	32	13.0
Italian	10	4.1
Mexican	47	19.0
Thai	66	26.7
Other	46	18.6
Heard about Thai food		
Yes	245	99.2
No	2	0.8
Eaten Thai food		
Yes	243	98.4
No	4	1.6

Table 2. Continued.

Variable	Number	%
Eaten out at Thai restaurants		
Yes	242	98.0
No	5	2.0

Table 3. Mean and standard deviation of personal preferences toward the attitudes and behavior related to eating ethnic or regional cuisines in restaurants (n = 247).

Variable	Mean	Std.
I am constantly looking for new tastes and cuisines to try.	7.19	2.49
Going to an ethnic restaurant is a great way to learn about a different culture.	7.69	6.74
I usually wait to try a new cuisine until after I have heard something good about it.	5.09	2.82
I do not like it when a menu only gives a foreign name without explaining the ingredients/preparation.	7.87	2.47
Sometimes I feel uncomfortable when using different eating utensils like chopsticks in a restaurant.	3.89	3.01
I feel more comfortable dining out on blended cuisine like Asian Fusion than authentic cuisine.	3.78	2.33
I enjoy ethnic restaurants partly because I can eat somewhat inexpensively.	5.21	2.67
I get food from ethnic restaurants more for convenience than for an "authentic experience."	3.59	2.44
I want to experience authentic ethnic cuisines.	8.28	1.95

Table 3. Continued.

Variable	Mean	Std.
I like to go to restaurants where natives of that cuisine eat.	8.04	2.23
I often find it intimidating to order food in an ethnic restaurant.	3.00	2.21
A restaurant's atmosphere isn't important as much as food quality.	5.97	2.82
Flavor for cuisine is more important to me rather than authentic cooking.	6.16	2.41

Std. = standard deviation.

Scale from 1 (does not describe me at all) to 10 (describes me very well).

The mean of the subjects who were constantly looking for new tastes and cuisines to try was 7.19, which explains that most of subjects were looking for new tastes and cuisines. This supports the findings of Sommerville (1995), which found that the customers wanted to taste new dishes and exotic flavors.

The mean score of 7.69 showed that subjects agreed with the question that going to ethnic restaurants is a great way to learn about different cultures. However the mean score of 5.09 suggests subjects may try to avoid unfamiliar cuisines regardless of recommendations from others. The mean score of 7.87 showed that subjects did not like it when menus only gave a foreign name without explaining the ingredients or preparation method. Papadopoulos (1995) supports this finding by stating that some customers find it difficult to order when ethnic restaurants listed menu items in a foreign language without descriptions.

The mean score of 3.89 demonstrated that most of the time subjects felt more comfortable when using different eating utensils, like chopsticks in a restaurant. Most subjects felt uncomfortable dining out on blended cuisine like Asian Fusion, than eating in authentic restaurants (3.78).

The mean score of 5.21 showed that subjects were fairly neutral in their opinions to the question about enjoying ethnic restaurants because they could eat relatively inexpensively. The mean score of 3.59 showed that subjects did not get food from ethnic restaurants for their convenience of purchase, but for the authentic experience. This finding refutes the results of Castelo and Salay (2001), which found that most of the participants in their study made their food

purchasing decisions based on the price and convenience of the cuisine being purchased.

The mean scores of 8.28 and 8.04 showed that subjects wanted to experience authentic ethnic cuisines and liked to go to restaurants where natives of the cuisine dine. In addition, most of the subjects found that ordering food in an ethnic restaurant was not an intimidating experience. The subjects somewhat agreed that a restaurant's atmosphere was not as important as the food quality (5.97). According to Sommerville (1995), a group of restaurant-oriented customers between 40 to 59 years of age were looking for good food in a warm comfortable atmosphere. Robson (1999), also states that some of the ambient factors such as color, sound, lighting, and scent could help produce a restaurant environment that offers a positive guest experience. A study conducted by Papadopoulos (1995) stated that customer's prefer flavor to the authenticity of the restaurant. The mean of 6.16 supports the findings of Papadopoulos that subjects prefer the flavor of the cuisine rather than authentic cooking.

Characteristics of an Authentic Thai Restaurant Experience

The mean and standard deviation of characteristics of an Authentic Thai restaurants experience are shown in Table 4. Each of the statements asked in the survey were based on a scale from 1 (not important) to 10 (very important). The mean score of 4.07 indicated that real authentic Thai exterior design was not important for authentic Thai restaurants as well as real authentic Thai interior

Table 4. Mean and standard deviation of characteristic of an Authentic Thai restaurants experience (n = 247).

Variable	Mean	Std.
Real authentic Thai exterior design	4.07	2.50
Real authentic Thai interior décor	4.89	2.58
Hearing authentic Thai music played	4.40	2.80
Seeing wait staff wear Thai clothing	4.37	6.00
Traditional Thai greeting	4.05	2.71
Thai style tableware/ silverware	4.06	2.61
Thai style menu design including Thai language on the menu	4.61	2.67
Traditional hot and spicy tastes	7.02	2.70
Real authentic Thai dishes using authentic Thai ingredients	7.76	2.42
Only Thais preparing Thai food	4.96	3.01
Only Thai wait staff	3.84	2.73
Employees communicating with each other in the Thai language	3.26	2.54

Std. = Standard deviation

Scale: 1 (not important) to 10 (very important).

décor (4.89), hearing authentic Thai music played (4.40), seeing waitstaff wear Thai clothing (4.37), traditional Thai greeting (4.05), Thai style tableware/silverware (4.06), Thai style menu design including Thai language on the menu (4.61), only Thais preparing Thai food (4.96), only Thai wait staff (3.84), and employees communicating with each other in the Thai language (3.26).

However, According to the study performed by George (2001), customers of Chinese restaurants prefer the restaurant to have an authentic appearance, which includes a traditional Chinese uniform, decorations, and music. Out of the three features described, customers preferred authenticity in decoration over uniform and music. Maclaurin & Maclaurin (2000) found that the uniform of service employees should match the theme of the restaurant.

The study by George (2001), stated that despite customers preferring authentic decorations over music and uniforms, patrons still considered food to be the most important element in their dining experience which agreed with the results of this study that traditional hot and spicy taste (7.02) and real authentic Thai dishes using authentic Thai ingredients (7.76) were important to the subjects.

Factor Analysis

Customer Perceptions

The customer perceptions section of the survey was designed to measure the perceptions toward the ethnicity of the ethnic Thai restaurant. In an effort to further define customer perceptions, the data reduction procedure of factor analysis was employed using SPSS. This was done to see if there were underlying factors within the overall construct of customer perceptions. Two tools were used to determine if there were underlying constructs within the customer perceptions section of the survey. A scree plot and the total explainable variance were examined to determine the number of potential constructs that existed. The scree plot (Figure 1) shows a three factor solution is appropriate. This assessment was confirmed using the results of the total explainable variance table provided by SPSS, which may be seen in Figure 2. Figure 2 shows that three variables account for over 48% of the variance within the consumer perception component of the survey. After examination of the scree plot and the total variance explained table provided by SPSS a three factor solution was tested using Varimax rotation. The rotated solution may be seen in Table 5, and confirms that there were three separate and distinct components, which make up consumer perceptions of dining in Thai restaurants.

Scree Plot

Figure 1. Scree plot for personal preferences.

Total Variance Explained						
Component	Initial Eigenvalues		Extraction Sums of Squared Loadings			
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.099	22.138	22.138	3.099	22.138	22.138
2	2.419	17.281	39.420	2.419	17.281	39.420
3	1.313	9.381	48.800	1.313	9.381	48.800
4	.998	7.128	55.928			
5	.971	6.933	62.861			
6	.933	6.665	69.526			
7	.857	6.119	75.645			
8	.696	4.968	80.613			
9	.659	4.708	85.321			
10	.593	4.239	89.561			
11	.575	4.108	93.668			
12	.524	3.745	97.413			
13	.361	2.577	99.991			
14	.001	.009	100.000			

Extraction Method: Principal Component Analysis.

Figure 2. Total variance explained of personal preferences.

Table 5. Factor analyses testing for the personal preferences (n = 247).

Item	Factor 1 ¹	Factor 2 ²	Factor 3 ³
Learn about a different culture	.472		
Look for new tastes and cuisines	.676		
Want to go to restaurants that native eat	.767		
Want to experience authentic cuisines	.787		
Find it intermediating to order food		-.555	
Authentic restaurants are inexperience		.518	
Flavor is more important than authentic cooking		.522	
Food is more important than atmosphere		.532	
Eat ethnic food because of the convenience		.593	
More comfortable with fusion		.600	
Uncomfortable with different utensils			.436
Try new cuisine when heard good thing			.637
Do not like foreign names in menus			.796

¹Factor 1 = searching for authentic cuisine

²Factor 2 = practical concern about authentic cuisine

³Factor 3 = Novelty seeking in authentic cuisine

An examination of the items which make up the three factor solution led the researcher to name Factor 1 searching for authentic cuisine, Factor 2 practical concern about authentic cuisine, and Factor 3 to be named novelty seeking in authentic cuisine.

The three factor solution for the first set (Table 5) of statement shows that Factor 1 of the first set of statement was grouped together as searching for authentic cuisine: learn about a different culture, look for new tastes and cuisines, want to go to restaurants that native eat, and want to experience authentic cuisines.

Another six statements of factor 2 were clustered together as practical concern about authentic cuisine: find it intimidating to order food, authentic restaurants are inexpensive, flavor is more important than authentic cooking, food is more important than atmosphere, eat ethnic food because of the convenience, and more comfortable with fusion. Finally, the third factor was determined. It included uncomfortable with different utensils, try new cuisine when heard good thing, and do not like foreign names in menus these loaded together and were called novelty seeking in authentic cuisine.

Characteristics of Authentic Thai Restaurant Experience

The procedures used to examine if underlying constructs existed in the characteristics of authentic Thai restaurant experiences were the same as those employed to examine the customer perceptions section of the survey. The scree

plot (Figure 3) provided by SPSS suggested the use of a two factor solution, but an examination of the total variance explained table (Figure 4) provided by SPSS suggested a three factor solution. Based on the contradictory results of the scree plot and the total variance explained table a two and three factor solution using Varimax rotation was examined. Based on the results of the three factor solution it was determined by the researcher that the three factor solution provided by SPSS was superior. The rotated solution may be seen in Table 6, and confirms that there were three separate and distinct components, which make up characteristics of authentic dining experience in Thai restaurants. An examination of the items which make up the three factor solution led the researcher to name Factor 1 environmental concerns, Factor 2 food concern, and Factor 3 employee concern.

The first factor for the second set of statements was environmental concern, which were grouped together: Thai style uniform, Thai style menu design using Thai language, traditional Thai greeting, Thai style tableware/silverware, authentic Thai music, and real authentic Thai exterior and interior design. Factor 2 was clustered together as food concern: using authentic ingredients in dishes and Traditional hot and spicy tastes. The last factor for the second set of statement was employees concern: only Thais preparing food, using Thai language for communication, and only Thais wait staff employees.

Scree Plot

Figure 3. Scree plot for characteristic of an authentic Thai restaurant experiences.

Component	Total Variance Explained									
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings			
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	
1	6.564	50.490	50.490	6.564	50.490	50.490	4.332	33.322	33.322	
2	1.489	11.451	61.940	1.489	11.451	61.940	2.955	22.733	56.055	
3	1.006	7.738	69.678	1.006	7.738	69.678	1.771	13.623	69.678	
4	.839	6.454	76.132							
5	.692	5.322	81.454							
6	.496	3.812	85.266							
7	.467	3.594	88.859							
8	.384	2.952	91.811							
9	.345	2.655	94.466							
10	.304	2.335	96.801							
11	.257	1.974	98.775							
12	.159	1.225	100.000							
13	-3.19E-16	-2.455E-15	100.000							
Extraction Method: Principal Component Analysis.										

Extraction Method: Principal Component Analysis.

Figure 4. Total variance explained the characteristic of an authentic Thai restaurant experiences.

Table 6. Factor analyses testing for characteristic of an authentic Thai restaurant experience (n = 247).

Item	Factor 1 ¹	Factor 2 ²	Factor 3 ³
Thai style uniform	.594		
Thai style menu design by using Thai language	.607		
Traditional Thai greeting	.632		
Thai style tableware/silverware	.677		
Authentic Thai music	.735		
Real authentic Thai exterior design	.828		
Real authentic Thai interior design	.863		
Using authentic ingredients in dishes		.845	
Traditional hot and spicy tastes		.852	
Only Thais preparing food			.733
Using Thai language for communication			.806
Only Thais wait staff employees			.814

¹Factor 1 = environmental concern

²Factor 2 = food concern

³Factor 3 = employees concern

CHAPTER V

CONCLUSIONS

Findings

The findings of this research should be of interest to Thai restaurant businesses. This study showed that the respondents eat out at Thai restaurants more than 26 times per year. Most of the respondents also agreed that their favorite cuisine is Thai. More than half of the study's respondents were male (57.5%) with most of the respondents being with age range 21-30 years old (25.5%). The findings in this research also indicate that White Americans (76.1%) represent to majority of Thai restaurant customers.

A small percentage of subjects surveyed indicated they had never heard of or tried Thai dishes. However, most of the subjects (99.2%) had heard of Thai food while 98.4% of subjects had eaten Thai food. In addition, the majority of those surveyed indicated that they have eaten at Thai restaurants.

One of the most interesting findings of this study indicate that most of the subjects have incomes of or higher than \$80,000 (35.9%) and have graduate degrees (26.7%). These groups of customers are more open minded about ethnic cuisines. They also have more disposable income to spend for entertainment or for new experiences.

The result of this study finds that there are three groups of factors that influence customer's preferences about Thai restaurant experiences. Those

three groups are designated as searching for authentic cuisine, practical concern about authentic cuisines, and seeking novelty in authentic cuisines. From those three groups, the highest mean score for these subjects fall into the group most often searching for authentic cuisine. The indication is that this group is open to experiencing authentic ethnic cuisines. The survey also pointed out that these participants are likely to go for an authentic experience rather than select a restaurant for conveniences.

Results of this project indicated that subjects have three concerns related to the characteristic of an authentic Thai restaurant experience. These concerns involved the environment, the cuisine, and the employees. Subjects tended to be concerned primarily with the authenticity of Thai dishes that use authentic Thai ingredients. For Thai cuisine, traditional hot and spicy tastes are important and may help to attract customers who are looking for the authentic taste. However, they seem to have the least interest with employees being dressed authentically or having other native characters.

The research indicated subjects are more concerned with the food being authentic in flavor rather than the overall atmosphere being authentic. Additionally where customers want to learn about different cultures, they go to ethnic restaurants such as Thai for this experience. In conclusion, convenience, service, price, employees, and authentic design of a restaurant are still components that draw in customers into the restaurant however, the most important component is still to meet with customer's needs is the taste of

cuisine. In contrast, Castelo and Salay (2001) stated that price and convenience are the major factors for customers to choose restaurants.

Implications

Implications of these findings can be derived from the consumer attitude perspective and from the ethnic restaurant appeal segmentation perspective. Due to the popularity of ethnic cuisine in the United States, this study will be useful to increase current knowledge of customer's perceptions and expectations while dining at ethnic restaurants.

The results of this study may be used in future research for the Hospitality Industry. Also this study will be of value to restaurateurs, as they can use this study to apply to their own establishment to meet customers' satisfactions. Each ethnic cuisine may influence customer perceptions and expectations differently. The U.S. consumer will always be looking for more restaurant experiences through different ethnic cuisines. To appeal to these consumers, ethnic restaurants will need to focus on the basics: good tasting food, service, atmosphere, and convenience.

The possibilities for follow-up to this research seem unlimited. In the future, additional research is needed to provide an even better understanding of customer perceptions, expectations, acceptance and preferences of authentic dining experiences. The future studies may expand this research by comparing the results of surveys from each location. At each restaurant location, the future

research may compare each group of customers by income, age, education, and gender. For future studies, more restaurants may be included to increase the reliability of the research. These results along with the results from this study will allow the foodservice industry to better serve consumers.

Limitations

The customers in different locations may have different attitudes. Awareness and knowledge of ethnic cuisines of each customer may differ. This may have caused diverse responses in the study.

The number of participants might not truly be representative of the population of the United States. Demographic characteristic of subjects can cause varying results due to location of restaurants in the selected areas.

This study surveyed at three different types of Thai restaurants, which are full service, buffet, and fast food. It might be possible that this research could cover other segments of customers, type of services and geographical locations. Those customers may have diverse experiences and this may cause changes in outcomes for the different types of restaurants.

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APPENDIX A
TELEPHONE SOLICITATION

Date: _____

Restaurant Name: _____

Restaurant Address: _____

Phone Number: _____

Hello,

May I speak to the restaurant manager?

My name is Piyavan Sukalakamala. I am a graduate student in Restaurant, Hotel, and Institutional Management at Texas Tech University. I am working on a thesis research of Customer Perceptions for Expectations and Acceptance of an Authentic Dining Experience in Thai Restaurants with Dr. Janice Boyce who is my chairperson. The purposes are to obtain information about customer preferences, characteristics, and demographics.

Within two weeks, I will send you 50 questionnaires with self-address stamped return envelop. The questionnaires will be distributed to the customers one table per one questionnaire. Their response is voluntary but very important and will be kept confidential; only a code number is on the questionnaire. They may refuse to answer any question and may withdraw at any time. The questionnaire will ask general information, preferences, and characteristics about dining experiences in Thai restaurants.

Thank you so much for your cooperation and support for this research project.

APPENDIX B
SURVEY QUESTIONNAIRE

Customer perceptions for expectations and acceptance of an authentic dining experience in Thai Restaurants

Code #: _____

A survey of "Customer Perceptions for expectations and acceptance of an authentic dining experience in Thai Restaurants" is being conducted as a partial requirement for a Master's Thesis in the Restaurant/ Hotel Institutional Management Program of Texas Tech University. The purpose of this study is to obtain information about customer perceptions of an authentic ethnic dining experience. Your responses and participation are very important and is entirely voluntary. If you are willing to participate, fill out the enclosed questionnaire and return it to the researcher. All responses to these questions will be kept confidential. You may refuse to answer any question and withdraw without penalty. Thank you.

Please complete and return this survey to:
Piyavan Sukalakamala
Dr. Janice Boyce

College of Human Science
Box 41162
Texas Tech University
Lubbock, TX 79409-1162

Customer Perceptions Survey

Section I: Demographic Information

1. Are you responsible for the decision to eat out for the household?
☐ Yes ☐ No
 2. What is your favorite cuisine? (Select the only one that applied)
☐ American ☐ Chinese ☐ Italian ☐ Mexican ☐ Thai ☐ Other (specify): _____
 3. What kind of cuisine do you usually eat when dining out? (Select the only one that applied)
☐ American ☐ Chinese ☐ Italian ☐ Mexican ☐ Thai ☐ Other (specify): _____
 4. Have you heard about Thai food?
☐ Yes ☐ No
 5. Have you eaten Thai food?
☐ Yes ☐ No
 6. Have you eaten out at Thai restaurants?
☐ Yes ☐ No
- If you answered YES to question 6, please respond to question 7.
7. How often do you eat out at Thai restaurants?
 _____ times/ 12 months

Section II: Personal Preferences

Please rate each of the following statements on a scale from "1" to "10" in terms of how well they describe your own attitudes and behavior related to eating ethnic or regional cuisines in restaurants. Use the scale below where "10" means the statement describes you very well and "1" means the statement does not describe you at all. (Please write in ONE number for each)

Does Not Describe Me <u>At All</u>		<div style="display: flex; align-items: center; justify-content: center;"> ← → </div>						Describes Me <u>Very Well</u>	
1	2	3	4	5	6	7	8	9	10

1. I am constantly looking for new tastes and cuisines to try..... 2. Going to an ethnic restaurant is a great way to learn about a different culture..... 3. I usually wait to try a new cuisine until after I have heard something good about it..... 4. I do not like it when a menu only gives a foreign name without explaining the ingredients/preparation.... 5. Sometimes I feel uncomfortable when using different eating utensils like chopstick in a restaurant..... 6. I feel more comfortable dining out on blended cuisine like Asian Fusion than authentic cuisine..... 7. I enjoy ethnic restaurants partly because I can eat somewhat inexpensively..... 8. I get food from ethnic restaurants more for convenience than for an "authentic experience"..... 9. I want to experience authentic ethnic cuisines..... 10. I like to go to restaurants where natives of that cuisine eat..... 11. I often find it intimidating to order food in an ethnic restaurant..... 12. A restaurant's atmosphere isn't important as much as food quality..... 13. Flavor for cuisine is more important to me rather than authentic cooking.....	(Write In)

Section III: Characteristics of an Authentic Thai Restaurant Experience

Please rate each statement on the scale from "1" to "10" that indicate how these characteristics while dining out at Thai restaurants. Use the scale below where "10" means the statement is very important and "1" means the statement is not important. (Please write in ONE number for each)

Not Important	1	2	3	4	5	6	7	8	9	10	Very Important
---------------	---	---	---	---	---	---	---	---	---	----	----------------

1. Real authentic Thai exterior design.....	(Write In)
2. Real authentic Thai interior décor.....	_____
3. Hearing authentic Thai music played.....	_____
4. Seeing wait staff wear Thai clothing.....	_____
5. Traditional Thai greeting.....	_____
6. Thai style tableware/ silverware.....	_____
7. Thai style menu design including Thai language on the menu.....	_____
8. Traditional hot and spicy tastes.....	_____
9. Real authentic Thai dishes using authentic Thai ingredients.....	_____
10. Only Thais preparing Thai food.....	_____
11. Only Thai wait staff.....	_____
12. Employees communicating with each other in the Thai language.....	_____

Section IV: General Information

1. Age range:

☐ 21-30	☐ 31-40	☐ 41-50	☐ 51-60	☐ 61-70	☐ Over 70
--------------------------------	--------------------------------	--------------------------------	--------------------------------	--------------------------------	----------------------------------
2. Gender:

☐ Male	☐ Female
-------------------------------	---------------------------------
3. Race:

☐ White	☐ Hispanic	☐ African American
☐ Asian/Pacific Islander	☐ Others (specify): _____	
4. Marital Status:

☐ Single	☐ Married	☐ Widowed	☐ Divorced/Separated
---------------------------------	----------------------------------	----------------------------------	---
5. Education:

☐ Some High School	☐ High School Graduate
☐ Some College	☐ College Graduate
☐ Bachelor's Degree	☐ Graduate School
☐ Others (specify): _____	
6. Annual income before taxes (for you if you live alone and for family if you with your family):

☐ Less than \$20,000	☐ \$20,000 to less than \$30,000
☐ \$30,000 to less than \$40,000	☐ \$40,000 to less than \$50,000
☐ \$50,000 to less than \$60,000	☐ \$60,000 to less than \$70,000
☐ \$70,000 to less than \$80,000	☐ More than \$80,000

Thank you for your cooperation

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Date

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Date