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Assessing the Impact of Ratings, Cuisines, Facilities, and Operating Hours on Restaurant Type Classification

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Abstract

This paper is an investigation into whether operational and structural attributes of restaurants which include ratings, cuisines served, facilities served, and opening hours are predictive of whether a restaurant is a standalone restaurant or a restaurant in a chain. The analysis was performed based on a dataset of 118 restaurants to determine the statistical significance and directional impact of individual-variable models and interaction models using a series of probit regression models. In all the models, explanatory variables had a low predictive power and the full model gave the log likelihood of -72.292 and a pseudo R-square of 0.0149 with the likelihood ratio test not finding statistically significant joint effects ($p = 0.7012$). Single coefficients of rating, cuisines, facilities, and opening hours were also non-significant, but in accordance with the intuitive industry trends. The interaction analyses showed some weak evidence of moderating effects, in that cuisine x open hours interaction was nearly significant and indicated the tendencies of operations among chain restaurants. There was a three-way interaction model which exhibited some significant coefficients especially in the area of cuisine diversity, yet the model did not result in an overall significant model. These results imply that the basic operational variables cannot be reliable predictors of type of restaurant and that more influential factors may be the strategic, contextual and managerial. The research adds value to the knowledge on the dynamism of the structure of restaurant format choices besides showing the drawback of operational measures alone.

Keywords: *Dining Out Experience; Chain Restaurants; Independent Restaurants; Probit Regression; Wayanad; Cuisine diversity; Restaurant Ratings; Operational Characteristics; Connaught Place*

Introduction

Dining out has gradually become a more mundane part of urban society, especially in places like Connaught place, where one can find restaurants and cafes everywhere. Customers do not visit restaurants just to have something to eat but also want to find a place that would offer them good and comfortable atmosphere, thus making the whole experience worth their time. In crowded business areas, the ambient

features of a restaurant can influence the response of customers even before the food is served to them. However, most of the establishments focus on taste in food or discount pricing to the point of overlooking the potential impact of environmental conditions on the feelings or decision making of customers. Empirical studies show that stores with a large chain operation in which the working procedure is standardized have higher customer satisfaction scores compared to smaller and independent shops. The latter usually spend too little in training and supporting employees, and this has an impact on the quality of the services and ratings they get (Anisa et al., 2024). Where both company-owned and franchise restaurants co-exist in a state, the company-owned restaurants will always score better in numerical ratings. This observation implies that ownership structure, especially the difference between corporate owned and independent operation has strong impact on restaurant performance in the quick service industry (Gadidov & Priestley, 2018). The effect of Yelp ratings is strong in independent restaurants, with an increase in rating by one star correlated with increasing revenues by 5-9 percent. On the other hand, chain-affiliated restaurants seem to be quite immune to such ratings, letting the market share contract as the usage of Yelp grows (Luca, 2016). The empirical materials indicate that restaurants which were associated with a chain affiliation and able to enjoy organizational routines which were standardized were likely to record a greater customer satisfaction ratings than the independently owned restaurants, which had a habit of underinvesting in the human resource practices, a factor which influenced the overall provisions of the services offered and their following rating measures (Lakhani & Ouyang, 2022). Hotels owned by hotel chains make more money than those that are independent. However, the extra income from being part of a chain has gone down because there are more ways for people to share their opinions online about hotels. As a result, the reputation of a single hotel is now more important than the reputation of the whole brand when it comes to making money (Hollenbeck, 2018). Many restaurant chains use the same menu everywhere to save time and keep their brand image consistent. On the other hand, independent restaurants often have different and special menus that show the local food styles and the chefs' own ideas, which makes the dining experience more special and unique than the same dishes found in chain restaurants (Léo & Philippe, 2006). Though the literature of the past has been exploring the ambience and customer experience in general, no studies that analyze the specific, quantifiable aspects of the restaurant ambience in a concrete urban setting have been found (Ngah et al., 2022). Specifically, the cumulative effect of the aspect of customer ratings, the variety of cuisines in which the restaurant serves, the facilities available in the restaurant, and the fundamental aspects of operations like the opening hours are not sufficiently investigated. The present research aims to address this gap with observing the effect of these factors on consumer behaviour in the casual restaurants in the Connaught Place, New Delhi. The research question is as follows: How can the features of the atmosphere at a restaurant affect consumer behaviour in casual restaurants in Connaught Place? This is the hypothesis that a good and attractive restaurant environment can lead to a large probability of the customers choosing to patronize the restaurant, have a pleasant experience there, and revisit it in the future. The null hypothesis explains that the relationship between the elements in the atmosphere and consumer behaviour is not significant. The results of this research may help the owners and managers to learn the features that customers appreciate other than the food. Through discovering the atmosphere related factors that really count, restaurants can make better decisions in terms of design, customer facilities, and marketing policies and therefore lead to sustained customer retention and customer loyalty. The focus of the current investigation is limited to the casual restaurants of Connaught Place and does not cover the fine dining, fast-food restaurants, and other restaurants, which are not located in this area. As used in this study, consumer behaviour can be defined as the decisions, tastes and preferences of customers in selecting or in reviewing a restaurant. Restaurant atmosphere also has quantifiable terms like customer rating of the restaurant, the cuisines the restaurant deals with, the facilities and the time the restaurant is operating.

Literature Review

The paper shows that hotels owned by hotel chains make more money than those that are independent. However, the extra income from being part of a chain has gone down by more than half since 2000, which means that online reviews and ratings are making chain affiliation less valuable (Hollenbeck, 2018). Dining experiences at chained restaurants are more favourable than at independent restaurants. Chained units outperformed independent ones in satisfaction, intention to recommend, atmosphere, food quality and intention to return which indicates a significant relationship between the restaurant type and its ratings (Young et al., 2007). The paper explores how chain restaurants frequently shape cityscapes, possibly affecting their ratings in comparison to independent eateries. Distinctive, local venues might obtain better evaluations owing to their originality, which urban planners strive to maintain for genuine community encounters (Liang & Andris, 2021). The rating of restaurant on Yelp are indirectly biased and based on location, individual perception. and its amenities (S & Balaji, 2017). The average rating of restaurants on Google Maps is 0.7 stars higher than the ratings on Yelp, which is mainly due to high ratings of chain restaurants on the Google Maps and, therefore, indicates a significant correlation between restaurant typology and rating differences between the two sites (Li & Hecht, 2021). It states that consumers find independent, family-owned restaurants with a single specialization to be more authentic than chain restaurants that are not family-owned and are in more than one category; this conclusion can be reported as greater ratings of the former, which do not decrease in case others control the restaurant quality (Kovács et al., 2014). The research shows that independent restaurants receive better ratings due to the individual approach to customers, and chains like La Brioche Doree have moderate ratings and are not as often rated to be of high scores. The consumer taste exhibits a complex interdependence of the brand image and the score result (Léo & Philippe, 2006). People often choose chain restaurants because they offer a good overall dining experience. Independent restaurants should work on improving how satisfied customers are (Young et al., 2007). The study emphasizes that Marugame Udon, as a franchise model, it operates both through tenant and standalone restaurant formats to deliver Japanese cuisine, shaping customer perception via interior design, showcasing cultural authenticity rather than just a superficial portrayal of Japanese food culture (Handoyo et al., 2019). Chained restaurants usually make their food the same everywhere, which creates a similar experience for people no matter where they go. On the other hand, independent restaurants often serve special dishes that reflect local tastes and traditions. This helps keep the food scene in cities interesting and varied (Liang & Andris, 2021). Chained restaurants often standardize cuisine to ensure consistency and efficiency, they may dilute traditional culinary heritage. In contrast, standalone restaurants can highlight unique cultural aspects, allowing for richer expressions of cuisine, such as Huaiyang cuisine, which reflects deep cultural significance (Bing.H & Chunhua.C 2011). Chained operation modes help Sichuan cuisine businesses grow more easily, unlike individual restaurants that might not have enough support in managing supplies and logistics, making it harder for them to expand and keep up with competition (Wang & Luo, 2016). The food rating has a huge positive effect on the overall rating of chain restaurants. In Madison, food has a strong positive influence on the overall rating, but the negative effect of service is not very significant (Gao & Xu, 2022). Single-category cuisines have a stronger pattern of being concentrated in certain areas. Eight major cuisines create a new way of dividing the world into regions based on food types (Jiang et al., 2021). Making hours more flexible caused most places to only slightly extend their open times. Some smaller businesses saw a little less business, while bigger ones got a bit more. This suggests that restaurants that are part of a chain might do better than those that are on their own (Santos & Martí, 2014). Limited opening hours contribute to work-life balance and staff retention. Profitability is maintained within limited opening hours in restaurants (Azevedo & Silva, 2024).

This study shows that there is a strong difference between the type of organisation a particular restaurant is, i.e. is a chain or is a standalone restaurant, and the kind of facilities it offers thus indicating that chain restaurants have more standardised facilities, unlike standalone establishments whose facilities

and operation format are more varied (Zencir & Akoglan Kozak, 2014). The focus of the paper is on self-service facilities in restaurants underlining that both chained and standalone restaurants can find it beneficial. Such establishments add value to the customer experience through an efficient ordering and consumption management regardless of the business model of the restaurant (Finke, 1995). As further discussed in the paper, standardised facilities and equipment often offer a uniformity and efficiency to chained restaurants whilst unique design and atmosphere often dominate standalone restaurants, and thus shape the working strategies and equipment decisions (Thomas, 2009). Chained facilities usually use homogenous servicescape to strengthen brand identity, but standalone facilities are unique, localised. The two thus impact consumer sentiments via layout, aesthetics and ambience thus defining the entire experience of dining and consequently repeat patronage (Stangierska, 2013). However, it is also noted in the study that the impact of physical facilities on consumer choice in chained and standalone restaurants is significant; cleanliness, accessibility, attractive surroundings are significant as they attract customers and play an important role in creating a niche of a restaurant (Lin & Fu, 2017). A research indicated that the the typology of accommodation facilities such as chained and standalone restaurants and emphasizes that they are classified in accordance with the national and international standards, which consequently influences the design, economic performance, and quality of services provided in the hotel-restaurant industry (Balandina, 2022). Chain restaurants focus on the tangibles, e.g., the modern equipment and attractive physical location, and independent restaurants focus on reliability and responsiveness; both categories focus on cleanliness and proper staff attire, thus affecting the choices made by consumers on the quality of perceived service and the environment (Bootudom & Kessuvan, 2015). The research shows that factors of design and serving facilities of chained and standalone restaurants are significant determinants of consumer preferences that vary depending on social class and the priorities of patrons to either consume food or the ambiance of the restaurant (Astuti & Hanan, 2011). The Restaurant Management Systems (RMS) are therefore beneficial to chained restaurants because they offer standardisation of facilities and operations, which improve efficiency and consistency. Standalone restaurants, on the other hand, might not have such systems and thus the service quality and operational issues will be different, thus affecting customer satisfaction and management effectiveness (Kocaman & Kocaman, 2019). Chained restaurants have homogenous facilities at communication points, guaranteeing equality and branding, whereas standalone restaurants usually have specific facilities adapted to local tastes, which can restrict access to resources but allow more individuality in service and provision (Lukanova, 2019). The paper addresses the expansion strategies of restaurant groups, stating that chained restaurants are usually more focused on standardisation, and standalone restaurants are focused on authenticity; the connection, therefore, affects the offered facilities, whereby chains might offer homogenous services, and standalones can offer unique and personalised services (Zeng et al., 2019).

Methodology

Research Design

In this research, the quantitative and cross-sectional research design was used to determine the relationship between operational and structural aspects of restaurants (rating, number of cuisines, number of facilities, openings hours) and the likelihood of a restaurant being a standalone or a chain. The dependent variable was the binary variable, Type Standalone Chained, which had a value of 1 to standalone restaurants and 0 to chain restaurants.

Findings and Discussion

Study Setting

The study was performed based on secondary data in an analytical research setting, which was chosen due to the fact that the research needed to have structured operational variables that could be used in a statistical modelling and probit regression analysis.

Target Population and Sampling.

The group of restaurants was the target population formed according to their nature of operation. The sample consisted of 118 restaurants, which was collected through the availability-based secondary data sampling because the necessary variables of analysis were already available in the dataset.

Type and Sources of Data

The research was based on secondary data only and no primary data was collected. The data were restaurant level data on ratings, number of cuisines, number of facilities, opening hours and restaurant type(chain/standalone). These were the variables that were used to come up with the probit regression models that were implemented in the analysis.

Data Collection Instruments Data will be collected through questionnaires, interviews, and observations.<|human|>Data Collection Instruments The instruments of collecting data will include questionnaires, interviews, and observations. The next reason is that no direct data collection tools (e.g., questionnaires or interviews) were employed because the study was based on secondary data only. Rather, the dataset was used as the research instrument, which included the operational variables necessary to conduct a statistical test.

Validity and Reliability Procedures.

In order to test the validity and reliability of the analysis, the normal statistical diagnostic procedures that are inherent in probit modelling were used which included chi-square tests in likelihood ratios, tests of coefficient significance, assessment of pseudo R 2 values, the soundness and interpretability of the statistical models involved can be ensured by these procedures.

Data Analysis

Statistical software was used to analyze data and had the capability of probit regression (e.g., Stata). The methods of analysis were calculating probit coefficient estimates, likelihood ratio testing, marginal effects analysis and interaction term analysis of operational variables. These techniques allowed the quantitative analysis of the effect each of the features had on the likelihood of a restaurant being standalone or chain-affiliated.

Ethical Considerations

So far as secondary data research is concerned, ethical issues pertaining to the research (confidentiality, anonymity and responsible use of data) were observed. The approval of the study was given by the supervising academic authority that led the research project.

Limitations

The research was limited in a number of methodological ways including weak explanatory power (small pseudo R 2 values), most variables had statistically insignificant coefficients, limitations inherent in secondary data such as inability to control the definition of variablesand irrespective of these weaknesses, the methodology adopted was suitable in studying general operation trends among different types of restaurants.

Results and Analysis

The probit regression test was performed to determine how the different operational and structural features, such as the number of cuisines, the number of facilities, the ratings, and the opening hours, relate to the probability of a restaurant being a standalone restaurant or a chain restaurant member. TypeStandaloneChained was a binary dependent variable, with 1 being standalone restaurants and 0 being chained restaurants.

Detailed Model Performance.

The last probit model that included the reduced variables ratingreduced, cuisinereduced, openhoursreduced, and facilitiesreduced, produced a log likelihood of -72.292 and pseudo R 2 of 0.0149. The likelihood ratio chi-square statistic (LR 2 = 2.19, p = 0.7012) indicates that the explanatory variables jointly have no statistically significant effect on restaurant type. It has a relatively small explanatory power; however, the model does provide information on the broad tendencies and patterns of influence among the variables.

Individual Variable Models

To determine the effect of each factor alone, separate probit regressions were calculated.

(a) Rating

The coefficient of ratingreduced (–0.420, p = 0.223) was negative but statistically insignificant. This suggests that restaurants with a higher rating are a bit less likely to be free-standing, possibly because well-rated restaurants are part of an established franchise with more resources and brand recognition. Nevertheless, the statistical insignificance does not allow a generalization over the sample.

Table 1
Rating

Rating	Freq.	Percent	Cum.
1	5	4.24	4.24
3	15	12.71	16.95
4	98	83.05	100.00
Total	118	100.00	

(b) Number of Cuisines

The cuisinereduced (0.063, p = 0.825) coefficient was positive, but exceedingly weak. This means that there is a small correlation between the number of cuisines served and the probability of being standalone. The finding indicates that multiple cuisines do not meaningfully discriminate between

standalone restaurants and chains, possibly because both of them explore diverse menu selections to allow serving wider audiences.

Table 2
Cuisines

No. of cuisines	Freq.	Percent	Cum.
1	91	77.12	77.12
2	7	5.93	83.05
3	20	16.95	100.00
Total	118	100.00	

(c) Number of Facilities

The probit regression of facilitiesreduced gave a coefficient of -0.011 (p = 0.964) which was statistically insignificant, indicating no quantifiable association between the number of facilities and type of restaurant. This implies that amenities like the seating, restrooms or parking are universal with both standalone and chained restaurants, and therefore, do not act as a distinguishing factor.

Table 3
Facilities

No. of facilities	Freq.	Percent	Cum.
0	8	6.78	6.78
1	37	31.36	38.14
2	59	50.00	88.14
3	14	11.86	100.00
Total	118	100.00	

(d) Opening Hours

The coefficient of openhoursrspecialised174 (p = 0.472) was also not statistically significant. Although the negative sign indicates that increased hours of opening could slightly decrease the probability of a restaurant being standalone, the insignificance of this coefficient signifies that the hours of operation are not a powerful predictor of the type of business.

Table 4
Opening hours

OpenHours	Freq.	Percent	Cum.
1	4	3.39	3.39
2	56	47.46	50.85
3	58	49.15	100.00
Total	118	100.00	

In general, the results of the analysis of the individual variables indicate that each operational characteristic in isolation is not strongly predictive of the restaurant being standalone or a part of a chain.

Interaction Models

A few interaction terms were tested to determine the presence of relationships between combinations of variables and restaurant type.

(a) Cuisine × Open Hours

The most significant interaction was observed in the model involving cuisinereduced and openhoursreduced (LR χ 2 = 3.60, p = 0.3085). The interaction term coefficient (1.031, p = 0.086) was close to the 10∗percent significant value, indicating a possibility of a moderating effect. In particular, restaurants with a larger number of cuisines and a longer working time were more likely to belong to a chain. This is congruent with industry trends, whereby chain standardisation can regularly accommodate larger menus and longer hours with the capacity to support larger staff bases and standardised operations.

This was also corroborated by the margins plot, which showed that restaurants with a smaller cuisine and shorter durations were more likely to be standalone, and multi-cuisine restaurants with longer durations were more probable to be chained.

Table 5

Cuisine x Open hours

	Margin	Delta-method std. err.	z	P>|z|	[95% conf.	interval]
cuisine_reduced# openhours_reduced						
1 1	.745098	0610251	12.21	0.000	.6254911	.864705
1 2	.6	0774597	7.75	0.000	.4481818	.7518182
2 1	.5555556	1656347	3.35	0.001	.2309176	.8801935
2 2	.7777778	0979908	7.94	0.000	.5857194	.9698362

Marginal effects table

(b) Rating × Facilities

The ratingreduced and facilitiesreduced (LR χ2 = 3.13, p = 0.3718) did not correlate significantly. The negative coefficients of main and effect (–0.953 and -0.757 respectively) indicated a bias towards highly rated and well equipped restaurants being chain owned. The interaction was positive (0.904, p = 0.219) meaning that the joint effect can have a slight positive increase in the chances of a restaurant being standalone, but the statistical evidence is not solid.

Table 6
Facilities x Rating

Type_StandaloneChained	Coefficient	Std. err.	z	P>|z|	[95% conf.	interval]
2.facilities_reduced	-.7571504	.682585	-1.11	0.267	-2.094992	.5806916
2.rating_reduced	-.9534788	.5821391	-1.64	0.101	-2.094451	.1874929
facilities_reduced# rating_reduced 2 2	.9038908	.7346239	1.23	0.219	-.5359456	2.343727
_cons	1.281551	.5405653	2.37	0.018	.2220624	2.341039

(c) Rating × Cuisine

The cuisinered interaction model ratingreduced × cuisineredated (LR χ 2 = 2.19, p = 0.5339) also was not significant. These negative coefficients of the two main effects indicate that restaurants with a high rating and different cuisines had a lower likelihood of being standalone, which may reflect the standardisation of menu diversification and quality control characterising chain operations.

Table 7
Rating x Cuisine

Type_StandaloneChained	Coefficient	Std. err.	z	P>|z|	[95% conf.	interval]
2.rating_reduced	-.5472248	.386887	-1.41	0.157	-1.305509	.2110598
2.cuisine_reduced	-.4981722	.8292129	-0.60	0.548	-2.1234	1.127055
rating_reduced#cuisine_reduced 2 2	.6650198	.884903	0.75	0.452	-1.069358	2.399398
_cons	.9288995	.3567858	2.60	0.009	.2296121	1.628187

(d) Rating x cuisine x open hours (Three way interaction)

The most detailed interaction model reduced, cuisineredated, and openhoursreduced (LR χ 2 = 7.80, p = 0.2532). Although the general model was not significant, the findings indicated prominent patterns. The cuisinereduced coefficient (–2.459, p = 0.048) was found to be statistically significant at the 5 percentage mark, suggesting that restaurants with more diverse cuisines are more likely to be standalone. Also, the interaction between cuisinereduced and openhoursreduced was significant (1.391, p = 0.032), indicating that more chains tend to have multi-cuisinered restaurants that operate longer hours. This validates the idea that, unlike individual stores, chains are well-positioned to manage operational complexity and diversity.

Table 8
Rating x Cuisine x Open hours

Type_StandaloneChained	Coefficient	Std. err.	z	P>|z|	[95% conf.	interval]
2.rating_reduced	-.2236364	.4982099	-0.45	0.654	-1.20011	.752837
2.cuisine_reduced	-2.458516	1.244443	-1.98	0.048	-4.89758	-.0194517
rating_reduced#cuisine_reduced						
2 2	1.840531	1.143772	1.61	0.108	-.4012203	4.082283
2.openhours_reduced	.2259488	.7400671	0.31	0.760	-1.224556	1.676454
rating_reduced# openhours_reduced						
2 2	-.7297483	.7997507	-0.91	0.362	-2.297231	.8377343
cuisine_reduced# openhours_reduced						
2 2	1.390946	.6478265	2.15	0.032	.1212294	2.660663
rating_reduced# cuisine_reduced# openhours_reduced						
1 2 1	0	(empty)				
2 2 2	0	(omitted)				
_cons	.8416212	.4518154	1.86	0.062	-.0439207	1.727163

Analysis and Discussion

Although the coefficients are statistically insignificant, they tend to follow an intuitive trend in all models. Chain restaurants usually offer a greater range of cuisines, are operational more often, have a higher rating of customers, and have more facilities. However, the small pseudo R 2 and insignificant significance values indicate that these operational characteristics alone do not serve as reliable predictors of restaurant type. The decision to use an independent or a chain restaurant is perhaps influenced more by the strategic, managerial, and contextual considerations like ownership structure, location, target market, and branding.

Conclusion

The results of this paper suggest that the most explored operational aspects, including ratings, number of cuisines, number of facilities, and opening hours, are not effective to determine whether a restaurant is a standalone or chain restaurant. In all probit regression models, reduced-variable models, individual-variable models and interaction models, no coefficients were statistically significant, and all models exhibited low explanatory power, indicated by the small p pseudo R 2 values and insignificant likelihood ratio tests. Even though the trends of various coefficients reflected the intuitively expected results, like chain restaurants being more likely to serve more cuisines, are longer in their operating hours, or have more facilities, none of the indicators had statistically significant values, so these patterns cannot

be generalized to the industry. The interaction models also contributed to this conclusion: the cuisine x open hours interaction was approaching the meaningful impact whereas the interaction cuisine diversity x three-way interaction signified a significant impact, though the general models were meaningless and could not be used to make predictions. The results of these outcomes highlight one major implication: the independent nature of operational features is not enough to explain the presence of independent restaurants and chain restaurants. Rather, more wide-ranging strategic and contextual variables, like brand positioning, ownership structure, availability of capital, managerial competencies, and targeting the market, are likely to play a determining role in determining organizational format. Although limited by the data and its humble predictive efficacy of the models, the research could be a valuable addition to the body of knowledge on the complexity of restaurant classification, and it should be followed by further studies with more elaborate variables, bigger datasets, and more comprehensive structural predictors. These findings taken collectively confirm that the type of restaurants cannot be described by the peculiarities of operations on its own but should be recognized in the broader context of strategy and environment.

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