

Think India Journal
ISSN: 0971-1260 Vol-22, Special Issue-21



National Conference on
Recent Advances in Commerce, Management
and Computer Science (NRCACMC-2020) sponsored
by
Department of Commerce, VEL TECH RangaSanku Arts College,
Avadi, Chennai-62
Held on 4th January 2020

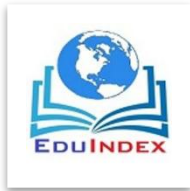
A Study on Customer Preference and Satisfaction Towards restaurants In Bangalore City

Dr.B.N. Suresh Kumar,
Professor & Head, Department Of Business Administration,
VeltechRangaSanku Arts College, Avadi, Chennai-600 062

Dr. V.GOVINDARAJAN,
Asst. Professor, Department of Management Science,
ThiruthangalNadar College, Chennai-600 051

Abstract - India is in the midst of the restaurant revolution. The revenues from hotel and restaurant industry in year 2008-2009 increase of nearly 38% recent days. The eating habits of people are changing, the style of cooking and the ingredients used increased the popularity of Indian food all throughout Indian food had experienced a tremendous change, people started following cooking style and adopted eating habit according to their religion. At present Indian food is recognized all over the country for its service quality is an attitude or global judgment about the superiority of a service, industries must achieve a quality service the exceed customer expectation towards service quality been determine an organization success or failure, the satisfaction is a function of consumer, experience and reaction to provide behavior during the service encounter.

The level of satisfaction may be influence by various attitudes from internal as well external factor. The demand for food away from home is dramatically increasing. According to the 2008-2009 Indian Household Economic Survey, the average weekly household expenditure on meals away from home increased from \$13.80 in 2000/01 to \$28.20 in 2007/08 (Ministry of Health, 2008). The growth of demand for food has prompted an expansion of the Indian food service industry. The national food service industry annual sales rose from \$3,176 million in 2002 to \$5,700 million in 2008- a nominal Growth of 56 percent.

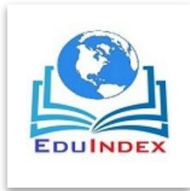


National Conference on
Recent Advances in Commerce, Management
and Computer Science (NRCACMC-2020) sponsored
by
Department of Commerce, VEL TECH RangaSanku Arts College,
Avadi, Chennai-62
Held on 4th January 2020

There was also an analogous trend from 2002 to 2008 in the increase of the number of food service outlets and employees from 8,368 to 10,681 and 59,700 to 78,540 respectively (Restaurant Association of India, 2008). The expansion of the number of food service outlets has led to an intensely competitive food service industry in India (Restaurant Association of India, 2008). This study aims to contribute to the limited research in this area and provide insight into the consumer decision making process specifically for the India food service industry. Also the food and restaurant service industry must achieve a quality service that exceeds customer experience and reaction to provide behavior during the service Rank analysis, Chi-square analysis.

I. Introduction

The Indian Food Market Monitoring Report 2007-2008 showed an increasing trend for dining out as a result of higher incomes, an increase in the dining out is an important part of the lifestyles of Indian number of working women, changes in consumption patterns, and changes in household size and composition (Nimmo-Bell Company Ltd, 2002). India is also facing the pressures of time, particularly in those households with women in the reported that India who dined out more frequently at restaurants were in the younger age group, had smaller or childless families, and were in the professional, managerial and clerical worker families group. Takeaways were popular among young people and families with young children (van Ameyde & Brodie, 1984). Individuals also dine out for different reasons (Lundberg & Walker, 1993). The findings from a study of Auckland consumers on restaurant selection suggested that the majority of Indian dined out for social and special occasions. The dining out habits of several segments was studied, and the group that dined out most frequently was people in the high income, middle aged group (Rammaniya, 1998).



National Conference on
Recent Advances in Commerce, Management
and Computer Science (NRCACMC-2020) sponsored
by
Department of Commerce, VEL TECH RangaSanku Arts College,
Avadi, Chennai-62
Held on 4th January 2020

Research Objectives

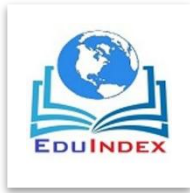
- To identify the factors that influences the decisions of Consumers Preference towards Restaurant.
- To determine the most important factors that affect consumers' choice and satisfaction towards Restaurant.
- To examine the Consumption pattern in Restaurant and choice factors based on their Demographic characteristics and Dining occasion
- To study the opinion about the Service in Restaurant.

Research Methodology

The research is based on primary and secondary data collection methods and the research type is descriptive. A structured questionnaire will be designed to gather information for primary data and, for secondary data-internet, books and websites previous dissertations/research papers, marketing journals, magazines text etc. have been applied.

A five point multi scaling (1- strongly agree and 5- strongly disagree.) will be used for the study. The research will be conducted in Bangalore City. It will involve gathering of information from the customers who visit at restaurant. Convenience sampling method will be used to get the responses from target population.

Sample size of 100 (working and non working) respondents in the age group 18 to 25 year and more than 40 year above will be taken for the survey. To do the research following statistical tools will be used.



National Conference on
Recent Advances in Commerce, Management
and Computer Science (NRCACMC-2020) sponsored
by
Department of Commerce, VEL TECH RangaSanku Arts College,
Avadi, Chennai-62
Held on 4th January 2020

Limitation

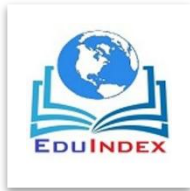
- ❖ The sample size is small, so we cannot determine the accurate result
- ❖ Less time period
- ❖ No of question is not enough for consider the customer preference and satisfaction
- ❖ Area is limit so we do not get the actual satisfaction of the customer towards restaurant

Hypothesis

- H1- HA: There is association between Itemspreferred in Restaurant across Gender
H2- HA: There is association between Itemspreferred in Restaurant across Age
H3- HA: There is association between Itemspreferred in Restaurant across Education
H4- HA: There is no association between Itemspreferred in Restaurant across Income
H5- HA: There is no association betweenCustomer satisfactions across the Gender
H6-- HA: There is no association betweenCustomer satisfactions across the Age
H7- HA: There is no association betweenCustomer satisfactions across the Education
H8- HA: There is no association betweenCustomer satisfactions across the Income.

Research Contribution

This research aims to provide a better understanding of the consumer decision-making process for restaurants in Bangalore city. Understanding restaurant choice behavior can assist restaurant marketers and practitioners when they develop marketing strategies and enable them to select the most salient attributes to attract and retain customers. Furthermore, a theoretical model of restaurant selection behavior in Bangalore city, developed in this study will help to provide a useful framework for future research regarding consumer behavior in the restaurant industry. This contribution is particularly important due to the limited empirical studies on consumers' restaurant selection behavior in India.



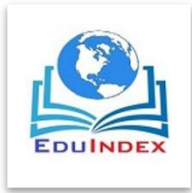
National Conference on
Recent Advances in Commerce, Management
and Computer Science (NRCACMC-2020) sponsored
by
Department of Commerce, VEL TECH RangaSanku Arts College,
Avadi, Chennai-62
Held on 4th January 2020

II. Review of Literature

This part reviews the relevant literature about consumers and services, the consumer decision making Process model and previous studies in consumers' restaurant selection Behavior. Furthermore, the interrelationships between customer satisfaction, food Quality, service quality and behavioral intentions are discussed. Lastly, the restaurant Choice factors, dining occasion, and demographic characteristics are reviewed. Previous studies on consumer behavior in the restaurant context have identified a number of factors that consumers consider important in their restaurant selection.

The Kevel's (1997) results showed that the relative importance of the restaurant choice factors differed considerably by restaurant type, dining occasion, age, and occupation. The studies of consumer behavior in ethnic restaurants are relatively limited. Previous ethnic restaurant studies have focused on consumers' perceptions and attitudes or on a particular cuisine (e.g., Josiam & Monteiro, 2004). Among these studies, the unique characteristics of ethnic cuisine are commonly discussed. However, ethnic restaurateurs cannot compete simply on the uniqueness of the cuisine. The results of past studies have emphasized that, in order to succeed, restaurant operators need to pay attention to the attributes that have the highest regard in relation to consumers' selection behavior. Service providers need to understand how consumers choose and evaluate their Offerings (Zeithaml, 1981). Consumers cannot choose and evaluate services in the same manner they do to physical goods as services have distinctive characteristics and are high in experience quality. Therefore, consumers find it more difficult to evaluate services when compared to physical goods. Several studies

Kotler et al., 1998; Zeithaml, 2008; 2017) suggest that the main characteristics that make services different from physical goods are: intangibility, variability, inseparability, perishability, and lack

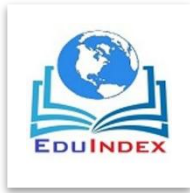


National Conference on
Recent Advances in Commerce, Management
and Computer Science (NRCACMC-2020) sponsored
by
Department of Commerce, VEL TECH RangaSanku Arts College,
Avadi, Chennai-62
Held on 4th January 2020

of ownership. The intangible quality of services is that services constitute performances and they often cannot be seen, felt, tasted, or touched like physical goods (Zeithaml, 1999). When making restaurant choice decisions, Consumers used both tangible and intangible factors. The intangible factors are primarily: food quality, service quality, and value for money the intangible characteristic of services makes these factors difficult to evaluate prior to the actual purchase. Accordingly, restaurant patrons often rely on Tangible clues such as restaurant facilities, décor, and atmosphere to guide them in forming expectations about the restaurants (Bitner, 1990; Wall & Berry, 2017).

Lewis (1981) investigated the influence of the benefit features of advertising on consumers' decision to go to a restaurant. Three types of restaurants: family/popular, Atmosphere, and gourmet were analyzed. Food quality was found as the most important feature determining patronage in restaurants of any type. However, the range of importance of the other features differed by the type of restaurant. Auty (1998) identified the choice factors in the restaurant decision process based on four occasions: a celebration, social occasion, convenience/quick meal, and business Meal. Food type, food quality and value for money were found as the most important Choice variables for consumers when choosing a restaurant. The order of these choices Criteria varied according to dining occasions. The author further suggested that if the consumers perceived that restaurants provide comparable food type, food quality and price, they would take image and atmosphere of the restaurants into account when making a final decision. Family/popular and convenience/ fast-food restaurants.

Most services are not produced and consumed until after they are sold. The production and consumption of a service experience is usually a simultaneous process (Zeithaml & Bitner, 2018). A restaurant service has a high level of contact between diners and service employees.



National Conference on
Recent Advances in Commerce, Management
and Computer Science (NRCACMC-2020) sponsored
by
Department of Commerce, VEL TECH RangaSanku Arts College,
Avadi, Chennai-62
Held on 4th January 2020

Accordingly, the skills and performance of restaurant staff are vital to diners' perception of restaurant experience (Kotler et al., 1998).

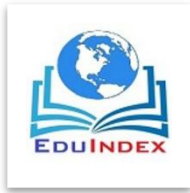
Services cannot be stored. In contrast to physical goods that can be stored and sold at a later time, services cease to exist if they are not sold when they become available (Hoffman & Bateson, 2018). For instance, a customer who does not show up for a reserved table in the restaurant will cause the restaurateur to turn down the chance to serve other diners if the restaurant is full (Kotler et al., 1998).

Service providers often find it difficult to balance the supply and demand of services, given the unpredictable nature of consumer demand for services (Hoffman & Bateson, 2001). Services are an experience. Consumers pay to get access to and experience a service but do not get a tangible ownership of that service (Clemes, Mollenkopf, & Burn, 2000). Accordingly, consumers may feel a lack of control in the purchase of services (Cowell, 1989). Food quality is rated as the most important attribute influencing restaurant decisions in many studies on consumers' restaurant selection behavior

Auty, 2018, Lewis, 2016; Soriano, 2012 Sulek & Hensley, 2014). The elements that constitute food quality proposed in this study are unique tastes and ingredients, menu variety, Appearance and presentation, healthy food options, and familiar food.

III. Analysis and Discussions

In the data analysis there is classification and Frequency of different demographic profile like as "Gender, Age, Education, Income statement. Chi-square test will help to understand the relation between different demographic factors, customer preference and satisfaction. from the

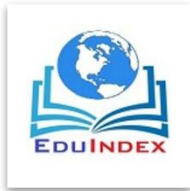


National Conference on
Recent Advances in Commerce, Management
and Computer Science (NRCACMC-2020) sponsored
by
Department of Commerce, VEL TECH RangaSanku Arts College,
Avadi, Chennai-62
Held on 4th January 2020

cross tabulation of different factors I make the relation then apply the chi-square test on the basis of the test result we come to know the Association or No association among different factors.

S.No	FACTORS	SA	A	N	D	SD	St.D
1	Food is served hot and fresh	61	25	3	5	6	1.34
2	The menu has a good variety of item	26	55	12	6	7	1.84
3	The quality of food is excellent	42	39	6	12	1	1.64
4	The food is tasty and according to my test	38	53	16	2	1	1.82
5	The order is taken correctly and there were no discrepancies while serving the item	38	40	18	3	1	11.73
6	Employees are patient when taking order	54	27	14	4	1	1.52
7	The menu was easy to read	45	51	2	1	1	1.58
8	Employees speak clearly and politely	46	49	1	3	1	1.56
9	Employees are friendly and courteous	45	35	15	4	1	1.64
10	The service is excellent	29	53	11	6	1	1.95
11	My restaurant provides value of money and I pay attention to ambience of restaurant	38	51	9	1	1	1.82

SA(1)= Strongly agree, A (2) = Agree, N (3) = Neutral, D(4) Disagree, SD (5) Strongly disagree, StD = Standard deviation



National Conference on
Recent Advances in Commerce, Management
and Computer Science (NRCACMC-2020) sponsored
by
Department of Commerce, VEL TECH RangaSanku Arts College,
Avadi, Chennai-62
Held on 4th January 2020

Chi-Square Test Item Preferred In Restaurant Across The Demographical Factor

Hypothesis 1

Ho : There is no association between Gender and Item preferred in restaurant

HA : There is association between Gender and Item preferred in restaurant

Inference : The above HO : is Rejected (chi-square with 4 degree of freedom=15.44, $p=.0004$)

There is no association Item preferred in restaurant across the Gender

Hypothesis 2

Ho : There is no association between Age and Item preferred in restaurant

HA : There is association between Age and Item preferred in restaurant

Inference: The above HO : is Rejected (chi-square with 4 degree of freedom= 9.85, $p=.043$)

There is no association Item preferred in restaurant across the Age

Hypothesis 3

Ho : There is no association between Education and Item preferred in restaurant

HA : There is association between Education and Item preferred in restaurant

Inference : The above HO : is Rejected" (chi-square with 4 degree of freedom=9.56, $p=.048$)

There is no association Item preferred in restaurant across the Education

Hypothesis 4

HO : There is association between Income and Item preferred in restaurant

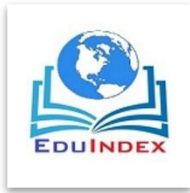
HA : There is no association between Income and Item preferred in restaurant

Inference : The above HO : is accepted. (Chi Square with 4 degree of freedom=7.88, $p= 0.095$).

There is association Item preferred in restaurant across the Income

b) Ranking of factor for preferring a particular restaurant

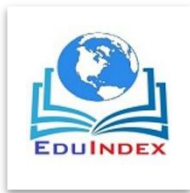
IV. Result, Findings, Conclusion, Limitation



National Conference on
Recent Advances in Commerce, Management
and Computer Science (NRCACMC-2020) sponsored
by
Department of Commerce, VEL TECH RangaSanku Arts College,
Avadi, Chennai-62
Held on 4th January 2020

a) Results and findings

- ❖ Out of all the respondent 73% are male and 27% are female
- ❖ Out of all the respondents 76.4% are of age 18-30 year, 18% are 31-40 year and 5.6 % are more than 40 years
- ❖ Out of all the respondent 31.5% are comes under up to Graduate, 59.6% are post Graduate and 9% are doctorate
- ❖ Out of all the respondent 68.53% comes under less than 30000 Rs., 19.1% are 30000-40000 and 12.35% comes under over 40000 Rs
- ❖ Out of all the respondent 46.1% are comes under once a week, 22.5% are more than once a week, 16.9% once a month, and 14.6 % comes in very rare
- ❖ Out of all respondent 36% are vegetarian, 29.2% Non vegetarian and 34.8% are come under both
- ❖ Out of all the respondent 4.5% are goes for Breakfast, 28.1% Lunch and 67.4% Dinner
- ❖ Out of all the responded 6% Respondent willing to pay 100-200, 23% 300-500, 40% 600-800 and 31% comes in more than 800
- ❖ There is no association item preferred in restaurant across the gender
- ❖ There is no association item preferred in restaurant across the age
- ❖ There is no association item preferred in restaurant across the education
- ❖ There is association item preferred in restaurant across the income
- ❖ The Table gives the distribution of the respondent according to the ranking of the factor for preference towards a particular restaurant.
- ❖ The food quality was ranked 1st, 2nd for rates, 3rd for good taste, 4th for location, 5th for cleanliness, 6th for variety in the menu, 7th for efficiency, and 8th ranked given by the respondent for ambience
- ❖ There is association customer satisfaction across the gender
- ❖ There is association customer satisfaction across the age



National Conference on
Recent Advances in Commerce, Management
and Computer Science (NRCACMC-2020) sponsored
by
Department of Commerce, VEL TECH RangaSanku Arts College,
Avadi, Chennai-62
Held on 4th January 2020

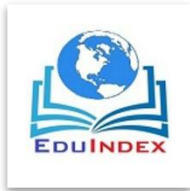
- ❖ There is association customer satisfaction across the education
- ❖ There is association customer satisfaction across the income

b) Conclusion

It is evident from the study that majority of the consumer have visited different restaurant at different times. So the restaurant owner has to take steps to retain the customer and make them a permanent customer. Majority of respondent came to know about the restaurant through their friends and restaurant advertise in local media news paper, magazines to attract more customer. From the study majority of people are male who visit to restaurant are mostly youngsters, their qualification are post graduate income level of respondent is good they mostly visited in restaurant in a week and from the data majority of people like to vegetarian, and around 67% are go for dinner it shows the majority of people who visit have to take dinner. Quality and Taste are the two major factors considered by the respondent in selecting a restaurant, so the restaurant owner, should not compromise on these aspects at any cost. Still they are very conscious about health and other added ingredients which causes ill health, then even for taste and environmental factor and go to restaurant to spend time and gossip with their friends. Still parents are aware of it, every week end at least along with family go to restaurant, to enjoy food, taste, family get together preferable any restaurant now a days at mall has a bit value in weekends.

References

1. Asp, E. H (1999) Factors affecting food decisions made by individual consumers. Food Policy, 24 (2-3), 287-294.
2. Auty, S (1992). Consumer choice and segmentation in the restaurant industry. The Service Industries Journal, 12 (3), 324-339.
3. Bailey, R., & Earle, M (1993). Home cooking to takeaways: Changes in food consumption in India during 1880-1990. Palmerston North, India : Massey University.



National Conference on
Recent Advances in Commerce, Management
and Computer Science (NRCACMC-2020) sponsored
by
Department of Commerce, VEL TECH RangaSanku Arts College,
Avadi, Chennai-62
Held on 4th January 2020

4. Bailey, R., & Tian, R. G. (2002). Cultural understanding and consumer behavior : A case study of Southern American perception of Indian food.
5. Bitner, M. J. (2018). Evaluating service encounters: The effects of physical surroundings and employee responses. *Journal of Marketing*, 54 (2), 69-82.
6. Bitner, M. J. (1992). Servicescape: The impact of physical surroundings on customers and employees. *Journal of Marketing*, 56(2), 57-71.
- Brookes M. (2004). Shaping culinary taste: the influence of commercial operators, We are what we eat, or what we are persuaded to eat?. In D. Sloan (Ed.), *Culinary taste: Consumer behavior in the international restaurant sector*. Oxford: Elsevier Butterworth-Heinemann.
7. Bryman, A., & Cramer, D. (1999). *Quantitative data analysis with SPSS release 8 for Windows: A guide for social scientists*. London: Routledge.
8. Burton, S. (1999). The framing of purchase for services. *The Journal of Services Marketing*, 4(4), 55-66.
- Cadotte, E. R. & Turgeon, N. (1988). Key factors in guest satisfaction. *Cornell Hotel and Restaurant Administration Quarterly*, 28(4), 44-51.
9. Cheng, K. (2016). What consumers need from restaurants: An empirical study on different classes of restaurants in Taiwan and their customer service? *Journal of American Academy of Business*, 8(1),
10. 2012. Neha Joshi. This is a research/review paper, distributed under the terms of the Creative Commons Attribution Noncommercial permitting all non-commercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

E-MAIL : nehachoksi@sify.com

www.google scholar.com

www.tajgroup hotels.com