Volume 22 Issue 18
Originally issued as F2

Global Journal of Management and Business Research: F
Real Estate, Event and Tourism Management
Volume 22 Issue 2 Version 1.0 Year 2022
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

A Study on Planning and Application of Strategies used for Menu Designing of "SPICE ART" Restaurant

By Ninni Kumari, Himanshu Sharma & Prof. (Dr.) Rajiv Mishra
Galgotias University

Abstract- Customer preference is ever changing yet it is very integral in hospitality industry. In a restaurant, a menu is a list of dishes that are available for sale in a food & beverage outlet or that can be served at a meal.

Menu is a detailed list of food & beverage offered at the food service establishment. A good menu should highlight the variety that the restaurant has to offer. After all, we all have different tastes so the menu should make it clear that there are many different dishes that can accommodate that. A good menu should highlight the different qualities of each dish and offer plenty of variety for every course, to ensure that nobody feels like they have to order something that they don't want to eat. Plus, the experimental foodie may enjoy exploring dishes they have never heard of before, which can only be done if there is enough variety on the menu in the first place.

Keywords: *customer preference, menu design, menu layout, customer satisfaction.*

GJMBR-F Classification: *DDC Code: 572.2 LCC Code: QK861*



Strictly as per the compliance and regulations of:

© 2022. Ninni Kumari, Himanshu Sharma & Prof. (Dr.) Rajiv Mishra. This research/review article is distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0). You must give appropriate credit to authors and reference this article if parts of the article are reproduced in any manner. Applicable licensing terms are at https://creativecommons.org/licenses/by-nc-nd/4.0/.

A Study on Planning and Application of Strategies used for Menu Designing of "SPICE ART" Restaurant

Ninni Kumari [α], Himanshu Sharma [σ] & Prof. (Dr.) Rajiv Mishra [ρ]

Abstract- Customer preference is ever changing yet it is very integral in hospitality industry. In a restaurant, a menu is a list of dishes that are available for sale in a food & beverage outlet or that can be served at a meal.

Menu is a detailed list of food & beverage offered at the food service establishment. A good menu should highlight the variety that the restaurant has to offer. After all, we all have different tastes so the menu should make it clear that there are many different dishes that can accommodate that. A good menu should highlight the different qualities of each dish and offer plenty of variety for every course, to ensure that nobody feels like they have to order something that they don't want to eat. Plus, the experimental foodie may enjoy exploring dishes they have never heard of before, which can only be done if there is enough variety on the menu in the first place.

Keywords: customer preference, menu design, menu layout, customer satisfaction.

I. Introduction

My research is also related to menu designing, which is very important for any restaurant, because a good menu attracts customer and it is a source of restaurant revenue, in a restaurant a menu is a tool, which help us to run the restaurant profitably. So, in "Spice Art" restaurant the old menu was not too much attractive and informative, and our regular guest was getting bored with the old menu, they were seeing same dishes, in same format at their every visit, and it was happening with our most of the regular guest, in our old menu we haven't mentioned currency details and government taxes, so some of our foreigner guest was facing problems, so I have start noticing these things like some customers are looking for pictures in the menu as well, which we haven't mentioned in our old menu, then these small things get started become obstacles of our revenue. So, I have started doing my research, after consulting my managers, chef and my Head of the department. And I have start taken feedback of our all guests regarding designing of menu. Which help us a lot. After getting the customer's feedback, we have designed our new menu.

In the new menu of "Spice Art" we have mentioned the price of the items, on the right side of the menu with symbol of currency (INR). We have mentioned @ the footnote, the currency of the price & that the prices are excluding, government taxes (18%) and service charge (5%).

Also, we have made a note that the guest should inform their dietary needs or allergies. Menu is also playing a role to introduce the restaurant, the colour, design, font and logo emphasis the image of the restaurant. The menu description, help the customers to understand the items it describes method of preparation, what are the ingredients used for making the particular dish. The pages of the menu should be of eco-friendly material

II. Objectives

- To understand about the difference between old menu and new menu.
- To acquire the strategies this is used in menu designing.
- To acquire the guest reaction and implication on the basis of guest feedback.

III. Literature Review

As per Bahattin Ozdemir and Osman Caliskan (2008) in order to understand the restaurant menus: specifying the managerial issues. strategic management helps you provide a better understanding about the importance of the menu. The strategies include menu planning and innovative which brings about new dishes and variety of dishes on the menu. Menu pricing, and positioning of food items on menu as a management strategy helps Influence customers choice.

As discussed by Mr. Seytoğlu "A conceptual study on menu planning and the selection of menu items" (2016) there are stages in menu management these include pricing, analysis, designing and planning. The selection of items on the should first meet the needs of the customer then meet the demands in terms of flavor profile, nutrition then last the financial aspects which is to ensure profitability. Factory affecting

Author α: Researcher, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: ninni_kumari.gsohbsc@galgotiasuniversity.edu.in
Author σ: Associate Professor (Corresponding Author), School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh. e-mail: himanshu.sharma@galgotiasuniversity.edu.in
Author ρ: Dean & Professor, School of Hospitality & Tourism, Galgotias University, Greater Noida- 201310, Uttar Pradesh.
e-mail: dean.soh@galgotiasuniversity.edu.in

© 2022 Global Journals

selection of items on menu include, the religion, culture, age, economic status of customers. The type and size of establishment, the skill of staff and quality standards of the establishment and competition from other food and beverage establishment also affect menu item selection.

As explained by _Michael M. and Ann Lynn (2008) _ on the topic of "Effect of restaurant menu item description on perceptions of quality, price and purchase intention", the pricing of menu correlates to the quality and reason for purchasing the item, this intern affects the selection of the item. Menu acts as physiological tool as it influences customers choice. Menu analysis is Integral part of marketing strategies used by restaurant.

IV. Methodology

a) Introduction

The study will indicate the research design, population, and sample size, sampling procedure, data collection instruments, data collection procedures, and finally data analysis and presentation.

b) Research design

This study will use a descriptive research design. A descriptive research design allows researchers to gather information and summarize, present and interpret data for the purpose of clarification. Therefore, descriptive approach is the best to understand the comparative analysis between fine dining restaurants and quick service restaurants.

c) Study area

The study will be undertaken at Crowne Plaza, Greater Noida. Crowne Plaza is a 5-star hotel located at Greater Noida in India. The study involved customers as the study participants.

d) Study population

The population of this study will be customers from Crowne Plaza, Greater Noida. The target population will be the customers that will be present at the hotel during collection of data. The respondents will be 58 participants from Crowne Plaza. The participants must be proficient in English, are above 18 years old, and the participants who gave informed consent.

e) Sampling and Sample Size

Sampling is the procedure of choosing elements such as people or organization from a population of interest. Through the studying of a sample, researchers may impartially generalize their results on the entire population from the sample. A sampling design stipulates the population frame, sample size and its selection, as well as the process of estimating the sample size. Stratified sampling will be used to select the sample of the study. It will involve dividing the population into homogeneous subgroups and then taking a simple random sample in each subgroup. The sample size will be 50% of the target population. Therefore, the sample size will be 58 participants.

V. Data Collection Methods and Procedure

Questionnaire was prepared and participated were asked questions related to which the preferred fine dining or quick service restaurants. Questions about factors affecting their choice was asked such as, quality of food and service, quantity, cost and value for money, the ambience.

A total of 58participants filled the questionnaire. Likert scale was used to ask participants to rate their satisfaction of Cleanliness of quick service restaurant and fine dining restaurants, to rate the ambience of Quick Service Restaurant, and to rate their overall experience in Fine dining restaurants of Hotel Crowne Plaza Greater Noida.

VI. Data Analysis

The collected data in this study was first grouped, edited and checked for completeness. Quantitative data and descriptive statistics were used to analyze the data. The accuracy, reliability and validity of the data collected was done before the data analysis. The data collected was then analyzed and presented in graphs and pie chart along a descriptive analysis of the same findings.

VII. Conclusion

The research was conducted to study on planning and application of strategies used for menu designing of 'Spice Art' restaurant menu. In a restaurant a menu is a detailed list of food and beverage offered at the food service establishment. In this research, I have learned about the strategies, used for the menu designing for a restaurant, what the points should be remembered, so the menu designed looks beautiful and attractive.

We all know that in a resturants. Menu is playing a role of hidden sales person so, it is a restaurant's manger 's responsibility to make the menu attractive and informative, as a sales tools. Menu designing is very difficult to design, accordingly to your customers experience, what they will like, what they will dislike, its font size is suitable for all types of customers or not, font's color isn't eye appealing. Menu is comfortable to hold or not, is it taking too much of space, is it too heavy or light weight. In the menu we have mentioned all the dishes or not, in the menu all the vegetarian and non-vegetarians dishes separately mentioned or not. Beverages are mentioned with the price and quantity or not.

The sheet material of the menu is good or not, customers like the whole designing of the menu or they

© 2022 Global Journals

want to give some suggestions, so finding out all these points, I have conducted a survey around 60 people, who came in 'Spice Art', I have created Google form, in this form Ihave given some questions regarding the menu designing, so we can get an idea what, will be our customer's feedback for our menu designing. According to the survey the majority of the people was liked our menu design. They were satisfied with our menu, as we were mentioned all the required details.

In the menu customers liked our color theme, font size, font color, all the details like, dishes, price allergic, vegetarian and non-vegetarians' item with symbols, price with currency symbols, which very helpful for the foreigners guest. In our designed menu, we have also mentioned the tax details, which is very helpful for our customers.

Few things people disliked in the menu which we have discussed with our team, we have tried to change those things on the basis of guest's feedback. I looked into survey outcome and as per the survey result, I have shared my geographical representation, sample questions, and guest's filled google form as well.

In this research, I have also understood about the difference between old menu and new menu. Old menu was very simple and not too much informative, but the new menu is totally different from another one. In new menu they have mentioned all the information like dishes with short description.

References Références Referencias

1. Faruk Seyitoglu(183, 2016) "A conceptual study on menu planning and the selection of menu items". https://books.google.com/books/about/Proceedings_of_The_7th_MAC_2016.html?id=dQA4DAAAQBAJ#v=onepage&q&f=false.
2. BahattinOzdemir and Osman Caliskan (2008), "Restaurant menus: specifying the managerial issues" https://www.sciencedirect.com/science/article/pii/S1878450x13000231).
3. Michael McCall & Ann Lynn (2008) "The effect of restaurant menu item description on Perceptions of Quality, price and purchase intention". (https://www.tandfonline.com/doi/full/10.1080/15378020802519850).

© 2022 Global Journals