

A Study on Customer Preference and Satisfaction towards Restaurant in Dehradun City

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Abstract

India is in the midst of the restaurant revolution. The revenues hotel and restaurant industry in yr.2006-2007 increase of nearly 22

Index terms— ingredients, tremendous, dramatically, superiority, revenues

1 Introduction vans 2006. The Indian Food Market Monitoring

Report 2002/03 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 Indian number of working women, changes in consumptions patterns, and changes in household size and composition (Nimmo-Bell Company Ltd, 2002 India are also facing the pressures of time, particularly in those households with women in the workforce (Nimmo-Bell Company Ltd, 2002). van Ameyde and Brodie Author : (DIT, Dehradun). E-mail : nehachoksi@sify.com ??1984) 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 ??vanAmeyde & 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). 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/researchpapers/marketingjournals/magazines/text etc will be used. A five point multi item likert scale (1-strongly agree and 5-strongly disagree.) will be used for the study.

The research will be conducted in Dehradun. 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 89 (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: revenues hotel and restaurant industry in yr.2006-2007 increase of nearly 22 %...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...service quality is an attitude or global judgment about the superiority of a service, industries expectation .service quality determine an organization success or failure, the satisfaction is a function of consumer, encounter. The level of satisfaction may be influence by various attitudes from internal, external factor. The demand for food away from home is dramatically increasing. According to the2003/04 Indian Household Economic Survey, the average weekly household expenditure on meals away from home increased from \$13.80 in 2000/01 to \$19.20 in 2003/04 (Ministry of ??ealth, 2006). The growth of demand for food has prompted an expansion of the Indian foodservice industry. The national foodservice industry annual sales rose from \$3,176 million in 2002 to \$4,800 million in 2007-a nominal Growth of 51 percent. There was also an analogous trend from 2002 to 2006 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, 2007). The expansion of the number of foodservice outlets has lead to an intensely competitive foodservice industry in India (Restaurant Association of ??ndia, 2006).

47 This study aims to contribute to the limited research in this area and provide insight into the consumer
48 decisionmaking process specifically for the India foodservice industry. must achieve a quality service the exceed
49 customer, experience and reaction to provide behavior during the service percentage analysis, Rank analysis,
50 Chi-square analysis, ANOVA-test T-test c) Hypothesis H1-H A : There is association between Items preferred
51 in Restaurant across Gender H2-H A : There is association between Items preferred in Restaurant across Age
52 H3-H A : There is association between Items preferred in Restaurant across Education H4-H A : There is no
53 association between Items preferred in Restaurant across Income H5-H A : There is no association between
54 Customer satisfactions across the Gender H6-H A : There is no association between Customer satisfactions
55 across the Age H7-H A : There is no association between Customer satisfactions across the Education H8-H A :
56 There is no association between

57 2 Customer satisfactions across the Income d) Research Con- 58 tribution

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

66 3 II.

67 4 Review of Literature

68 This part reviews the relevant literature about consumers and services, the consumer decisionmaking Process
69 model and previous studies in consumers' restaurant selection Behavior. Furthermore, the interrelationships
70 between customer satisfaction, food Quality, service quality and behavioral intentions are discussed. Lastly, the
71 restaurant Choice factors, dining occasion, and demographic characteristics are reviewed.

72 Previous studies on consumer behavior in the restaurant context have identified a number of factors that
73 consumers consider important in their restaurant selection. Following are examples of these studies: Lewis (1981)
74 investigated the influence of the benefit features of advertising on consumers' decision to go to a restaurant. Three
75 types of restaurants: family/popular, Atmosphere, and gourmet were analyzed. Food quality was found as the
76 most important feature determining patronage in tensions to any type of restaurant.

77 However, the range of importance of the other features differed by the type of restaurant Auty (1992) identified
78 the choice factors in the restaurant decision process based on four occasions: a celebration, social occasion,
79 convenience/quick meal, and business Meal. Food type, food quality and value for money were found as the most
80 important Choice variables for consumers when choosing a restaurant. The order of these choices Criteria varied
81 according to dining occasions. The author further suggested that if the consumers perceived that restaurants
82 provide comparable food type, food quality and price, they would take image and atmosphere of the restaurants
83 into account when making a final decision, Family/popular and convenience/ fast-food restaurants. The Kevel's
84 (1997) results Showed that the relative importance of the restaurant choice factors differed considerably by
85 restaurant type, dining occasion, age, and occupation. The studies of consumer behavior in ethnic restaurants
86 are relatively limited. Previous ethnic restaurant studies have focused on consumers' perceptions and attitudes
87 or on a particular cuisine (e.g., Josiam & Monteiro, 2004 ;) Among these studies, the unique characteristics of
88 ethnic cuisine are commonly discussed. However, ethnic restaurateurs cannot compete simply on the uniqueness
89 of the cuisine. The results of past studies have emphasized that, in order to succeed, restaurant operators need
90 to pay attention to the attributes that have the highest regard in relation to consumers' selection behavior.

91 Service providers need to understand how consumers choose and evaluate their Offerings ??Zeithaml, 1981).
92 Consumers cannot choose and evaluate services in the same manner they do to physical goods as services have
93 distinctive characteristics and Are high in experience quality. Therefore, consumers find it more difficult to
94 evaluate services when compared to physical goods. Several studies (e.g., ??otler et al., 1998; ??eithaml, 1981;
95 ??003) suggest that the main characteristics that make services different from physical goods are: intangibility,
96 variability, inseparability, perishability, and lack of ownership.

97 The intangible quality of services is that services constitute performances and they often cannot be seen, felt,
98 tasted, or touched like physical goods ??Zeithaml, 1981)., when making restaurant choice decisions, Consumers
99 used both tangible and intangible factors. The intangible factors are primarily: food quality, service quality,
100 and value for money the intangible characteristic of services makes these factors difficult to evaluate prior to the
101 actual purchase. Accordingly, restaurant patrons often rely on Tangible clues such as restaurant facilities, décor,
102 and atmosphere to guide them in forming expectations about the restaurants (Bitner, 1990; ??all & Berry, 2007).
103 Services cannot be stored. In contrast to physical goods that can be stored and sold at a later time, services cease
104 to exist if they are not sold when they become available (Hoffman & Bateson, 2001). For instance, a customer
105 who does not show up for a reserved table in the restaurant will cause the restaurateur to turn down the chance to

106 serve other diners if the restaurant is full (Kotler et al., 1998). Service providers often find it difficult to balance
107 the supply and demand of services, given the unpredictable nature of consumer demand for services ??Hoffman
108 & Bateson, 2001).

109 Services are an experience. Consumers pay to get access to and experience a service but do not get a tangible
110 ownership of that service (Clemes, Mollenkopf, & Burn, 2000). Accordingly, consumers may feel a lack of control
111 in the purchase of services ??Cowell, 1989).

112 Food quality is rated as the most important attribute influencing restaurant decisions in many studies on
113 consumers' restaurant selection behavior (e.g., Auty, 1992; ??ewis, 1981; ??oriano, 2002; ??ulek & Hensley,
114 2004). The elements that constitute food quality proposed in this study are unique tastes and ingredients, menu
115 variety, Appearance and presentation, healthy food options, and familiar food.

116 5 III.

117 6 Analysis and Discussions

118 In the data analysis there is classification and Frequency of different demographic profile like as "Gender, Age,
119 Education, Income statement. Chi-square test, T-test, ANOVAs help to understand the relation between different
120 demographic factors, customer preference and satisfaction. from the cross tabulation of different factors I make
121 the relation then apply the chisquare test on the basis of the test result we come to know the Association or No
122 association among different factors. Inference : The Table ??4 gives the distribution of the respondent according
123 to the ranking of the factor for preference towards a particular restaurant?.The food quality was ranked 1 st ,2
124 nd for rates,3 rd for good taste,4 th for location,5 th for cleanliness,6 th for variety in the menu,7 th for efficiency,
125 and 8 th ranked given by the respondent for ambience .

126 7 c) T-Test For Analyzing The Customer Satisfaction Across 127 The Gender Hypothesis 5 :

128 H O : There is association between Customer satisfactions across the Gender H A : There is no association
between Customer satisfactions across the Gender ^{1 2}



1

Figure 1: a) Research Objectives 1 .

129

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**7 C) T-TEST FOR ANALYZING THE CUSTOMER SATISFACTION
ACROSS THE GENDER HYPOTHESIS 5 :**

3

1 (a) : Mean value among different measures

Statement	S	A	N	D	S	M	St.
	A				D		D
Food is served hot and fresh	61	25	3			1.34	0.55
The menu has a good variety of item	26	55	5	2	1	1.84	0.72
The quality of food is excellent	42	39	6	2		1.64	0.71
The food is tasty and according to my test	28	53	6		2	1.82	0.75
The order is taken correctly and there were no discrepancies while serving the item	38	40	8	3		1.73	0.77
Employees are patient when taking order	54	27	4	4		1.52	0.78
The menu was easy to read	41	45	2	1		1.58	0.60
Employees speak clearly and politely	46	39	1	3		1.56	0.69
Employees are friendly and courteous	45	35	5	4		1.64	0.79
The service is excellent	29	43	10	6	1	1.95	0.90
My restaurant provides value of money and i pay attention to ambience of restaurant	28	51	9		1	1.82	0.70

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

Interpretation :

Figure 2: Table 3 .

		Levine's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	df	Sig. (2-tailed)
Inference : The above H O : is Accepted, (p=.14> .05, t= 1.48). There is association Customer satisfaction across the Gender		5.02	0.02	87	0.14
d) Anova Test For Analyzing The Customer Satisfaction Across The (Age, Education, Income)					
Hypothesis 6					
H O : There is association between Customer Satisfactions across the Age			Hypothesis 8		
H A : There is no association between the Customer Satisfactions across the Age			Ho : There is association between Customer Satisfactions across the Income		
H A : There is no association between Customer Satisfactions across the Education			H A : There is no association between Customer Satisfactions across the Education		
Table 3.5 (h) : Age					
		Sum of Squares	df	Mean Square	F Sig.
Between		1.16	2	0.58	2.86 0.06
Groups Within		17.48	86	0.2	
Total		18.64	88		
Inference : The above H O : is Accepted (p=.06 p>.05, f=2.86) There is association Customer Satisfaction across the Age					
Hypothesis 7					
H O : There is association between Customer Satisfactions across the Education			H A : There is no association between Customer Satisfactions across the Education		
Table 3.5 (i) : Education					
		Sum of Squares	df	Mean Square	F Sig.
Between		4.5	18	0.25	0.65 0.85
Groups Within		27	70	0.38	
Total		31.5	88		

Figure 3: Table 3 .

**7 C) T-TEST FOR ANALYZING THE CUSTOMER SATISFACTION
ACROSS THE GENDER HYPOTHESIS 5 :**

.1 Year

130
 131 Out of all the respondent 68.53% comes under less than 30000Rs., 19.1% are 30000-40000 and 12.35 % comes
 132 under over 40000 Rs Out of all the respondent 46.1% are comes under once a week, 22.5% are more than once
 133 a week, 16.9% once a month, and 14.6 % comes in very rare Out of all respondent 36% are vegetarian, 29.2%
 134 Non vegetarian and 34.8% are come under both Out of all the respondent 4.5% are goes for Breakfast, 28.1%
 135 Lunch and 67.4% Dinner Out of all the responded 6% Respondent willing to pay 100-200, 23% 300-500, 40%
 136 600-800 and 31% comes in more than 800 There is no association item preferred in restaurant across the gender
 137 There is no association item preferred in restaurant across the age There is no association item preferred in
 138 restaurant across the education There is association item preferred in restaurant across the income The Table
 139 ??4 gives the distribution of the respondent according to the ranking of the factor for preference towards a
 140 particular restaurant?.The food quality was ranked 1 st ,2 nd for rates,3 rd for good taste,4 th for location,5
 141 th for cleanliness,6 th for variety in the menu,7 th for efficiency, and 8 th ranked given by the respondent for
 142 ambience There is association customer satisfaction across the gender There is association customer satisfaction
 143 across the age There is association customer satisfaction across the education There is association customer
 144 satisfaction across the income

.2 b) Conclusion

145
 146 It is evident from the study that majority of the consumer have visited different restaurant at different times. So
 147 the restaurant owner has to take steps to retain the customer and make them a permanent customer. Majority of
 148 respondent came to know about the restaurant through their friends .and restaurant advertise in local media news
 149 paper, magazines to attract more customer. From the study majority of people are male who visit to restaurant
 150 ,and mostly are youngster , their qualification are post graduate income level of respondent is good they mostly
 151 visited in restaurant in a week and from the data majority of people like to vegetarian ,and around 67% are go
 152 for dinner its show the majority of people who visit have to take dinner Quality and taste are the two major
 153 factor consider by the respondent in selecting a restaurant ,so the restaurant owner, s should not compromise on
 154 these aspect at any cost.

.3 c) Limitation

155
 156 The sample size is small, so we cannot determine the accurate result Less time period No of question is not
 157 enough for consider the customer preference and satisfaction Area is limit so we do not get the actual satisfaction
 158 of the customer towards restaurant

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