

A Study on consumer perception and satisfaction towards restaurants with reference to Coimbatore city

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ABSTRACT

Food industry is one of the world's fastest growing sectors. However, over a period of time, with a growth in the number of nuclear families, economic growth and increasing per capita income as well as globalization, food culture gained prominence in India. The purpose of this to investigate the different elements which affect the customer's satisfaction or which can increase the customer satisfaction, such like promotion is one variable through which you can enhance the satisfaction level in promotion through personal selling and public relation ,advertising. This research is mainly based on hotels in Coimbatore, a major city of Indian state of Tamil Nadu. Coimbatore which is known as Manchester of South India is the fastest growing cities in India and a major hub for various industries. Coimbatore cuisine is predominantly south Indian with rice as its base. Most local restaurants still retain their rural flavour, with many restaurants serving food over a banana leaf. Coimbatore has an active food culture and various cuisine options for dining.

Keywords: Food, Consumer perception, promotion and satisfaction

INTRODUCTION

Globalization has made drastic changes in world economy and it has offered lots of opportunities for business houses and industries. The Restaurant industry today is a diverse composite of ownership patterns and varying management structures which offer a variety of services. However, the basic product, which is the Food - Drink remains the same. With the emergence of weekend culture in metros, increment in standard of living of service class people, emergence of mall and retail culture, the Indian restaurant industry has a profitable future. Customers usually consider various factors before making a choice of a restaurant. These factors may be understood as service, taste, cleanliness, location, charge, payment mode, loyalty, free gifts, variety in terms of food available, brand name etc. These are the reasons due to which identification of customer preference becomes a needy element for restaurant management.

The present study found links between consumers preference towards the restaurant attributes and satisfaction. This study depicts (by analysis of various factors) how consumers get attracted towards a

restaurant. This study provides guidelines for the marketer to formulate the marketing strategies to maintain the consumer demand.

A restaurant is an establishment that serves prepared food and beverages to be consumed on the premises. The term covers a multiplicity of venues and a diversity of styles of cuisine. Restaurant means a business whose principal purpose is the sale of food or beverage served in paper, plastic or other disposable containers for immediate consumption inside, outside or away from the building, including businesses that provide delivery of food for immediate consumption. A restaurant owner is called a **restaurateur**; both words derive from the French verb **restaureur**, meaning "to restore". Professional artisans of cooking are called chefs, while prep staff and line cooks prepare food items in a more systematic and less artistic fashion. In the restaurants, products and suppliers are used on a "first-in, first-out" basis to ensure freshness. All restaurants provide warm and inviting environment and a variety of comfortable seating arrangements to accommodate anyone – from a single individual to a large family.

STATEMENT OF THE PROBLEM

The diverse culinary habits, wide range of cuisines and the diverse cooking techniques are some of the main factors behind the growth of restaurants in India. With the high standard of living and the change in the lifestyle of the people, more and more consumers are also flocking various restaurants. Recent surveys have shown that there has been a growing trend among the Indians to taste various types of gastronomical delights. This has also led to the growth of restaurants which serve regional and international delicacies.

According to recent surveys, the rate of growth of the restaurant industry in India is expected to be around 4.5% on an average. A significant number of the workforce in the country is also engaged in the restaurant industry. According to recent survey, by the end of the year 2012, the overall restaurant industry in the world will employ around 13.3 million people, of which India will have a significant share.

A restaurant takes a basic drive-the simplest act of eating-and transforms it into a civilized ritual involving hospitality, imagination, satisfaction, graciousness, and warmth. Physiological and social needs are listed in Maslow's hierarchy of needs. Hunger is a need that produces physiological discomfort, which can be satisfied by eating. Restaurants can satisfy this physiological need and can also satisfy a person's higher level needs. Going to a restaurant is a social experience, an opportunity to meet old friends, amazed by exciting food presentations, and to even be entertained by a small musical ensemble or a chef preparing the meal at the table in front of the customers.

The demand for food away from home increases due to changing demographics, more disposable income and increasing standard of living. Dining out also is considered a leisure activity. So people are visiting a restaurant to entertain friends and relatives, celebrate a birthday or special occasion, or do not want to cook. These consumers are concerned with satisfaction for themselves or for that group with whom he/she is dining. At this juncture it is felt by the researcher that it is pertinent to study the opinion and level of satisfaction about the various service aspects in the restaurant industry.

SCOPE OF THE STUDY

The Indian restaurant industry worth ₹43000 Crore is growing at the rate of 5-6 percent annually, although the majority of these restaurants fall in the unorganized segment which comprises 84 percent, as of 2010. The key drivers of the industry are the changing demographics of the country, increasing prosperity, greater exposure to various lifestyles, and the willingness to experiment with various cuisines. The restaurants are having wide opportunities to serve in airports, railways stations, bus terminals, medical institutions, educational institutes and office complexes. The restaurant industry posted modest job growth last year, and that growth is expected to accelerate in 2011. This year, the industry will add jobs at a rate of 2.4%, compared with the 1.8% expected for the national economy. In the next decade, the industry will add 1.3 million positions. According to the National Restaurant Associations 2011 Restaurant Industry forecast, consumers today spend 49% of their food budget in the restaurant community, compared with 25% in 1955.

In today's world there is more number of working population among us. Women are also equally engaged in outside work and are playing an active role in their career development. In such a scenario the demand for the restaurants has grown exponentially.

The number of restaurants in Coimbatore has seen a phenomenal increase in the past few years. This study mainly concentrates on the reasons of why people prefer restaurants, the attributes of restaurants that attract people and the differences in consumer expectations and what actually is being delivered.

So the findings will help the restaurant industry to adopt themselves to the changes in order to meet the consumer demand.

OBJECTIVES OF THE STUDY

The following are the objectives formulated for the purpose of the study

- To examine the awareness of respondents about the Restaurants in the selected city.
- To study the respondents perception about the various aspects of the restaurants.
- To find out the reasons for preferring a particular restaurant.

- To analyze the level of satisfaction of consumers towards the services provided by the Restaurants.

RESEARCH METHODOLOGY

Methodology is a way to solve the research problems systematically by appealing the various research techniques along with the logic behind the problem. Research methodology is a collective term for the structured process of conducting research. There are many different methodologies used in various types of research and the term is usually considered to include research design, data gathering and data analysis. The methodology planned for the purpose of the study as follows,

AREA OF THE STUDY

The area of the study is Coimbatore city. Coimbatore, popularly known as Manchester of South India, is situated in western part of the state Tamil Nadu. The district was ruled successively by several dynasties of South India. Under the Cholas during the 11th century, the present-day Coimbatore came into existence as a jungle village under an Irula chieftain.

Coimbatore district lies in the western part of Tamil Nadu, part of the Kongu Nadu region. The district borders with Palakkad district of Kerala in the West, Nilgiris district in the north, Erode district in the North East and East, Idukki district of Kerala in the South and Dindigul district in the south east. The district has an area of 7,649 square kilometers. The South Western and Northern parts are hilly, part of the Western Ghats, and enjoys pleasant climate all throughout the year with heavy rainfall.

Coimbatore is known for its pleasant climate, textiles, electric motors, pumps, automobile spares, iron steel and aluminum costing from major exports from Coimbatore, due to which it has earned the title "Detroit of the South". The per- capita income of consumer was comparatively higher and their expenditure level was also be higher.

The people in Coimbatore are friendly and very courteous, their openness and hospitality make them a pleasure to talk and be with the city and the regions owe its prosperity to this quality of its people. It is also known for its educational institutions of great repute and hence based on these advantages the study has been conducted in Coimbatore

DATA SOURCES

Both primary data and secondary data have been used for the study purpose. The primary data are collected from the customers of restaurants with the help of a structured questionnaire. The questionnaire was prepared in such a way that they are simple and understandable so as to enable the respondents to

express their views and opinions freely and frankly. The secondary data has been collected by referring to Journals, Articles, and Magazines and various relevant websites.

SAMPLE SIZE AND SAMPLING METHOD

The sample of 250 respondents was chosen for the study. For purpose of the study, convenient random sampling technique has been adopted. The customers who made a visit to the restaurants form the sample unit and among them 250 respondents were selected for the study purpose.

STATISTICAL TOOLS USED IN THE STUDY

The data collected were analyzed on parallel with the objectives of the study on hand. Conventional tools like descriptive tables and percentages were used for the purpose of analysis. The graphs and charts have also been made use of where ever necessary. Further, the following specific tools were used.

- Chi – square test
- Average ranking analysis
- Average Scoring analysis

LIMITATIONS OF THE STUDY

The study is subject to the following limitations

- This study is restricted to Coimbatore city only. Its findings and suggestions may not be applicable to all other regions.
- Time and cost are the factors which have limited the size of sample as 250.

REVIEW OF LITERATURE

Molly Thompson; April 16, 2018, Article named How to Improve Customer Service in a Restaurant, In his article he concluded that, A restaurant's managers and its employees all share the responsibility for ensuring the customers are treated well and left with an overall positive impression of their dining experience.

Rezende and Avelar (2012) attempted to describe the eating out habits of consumers in Brazil. The study revealed that a 'search for variety' was a motivator for eating outside the home. The desire for 'convenience' was an important element on many occasions of consumption. The younger people and people with higher incomes possessed more intensive consumption and more favorable attitudes towards eating out. The study also revealed that although eating out was a very popular trend, many of the consumers did not voice any intention of eating out more frequently. An attitude towards eating out was not

all so positive, with certain levels of suspicion or mistrust on the part of the consumers' frequency of buying.

Anand (2011) explored the impact of demographics and psychographics on young consumer's food choice towards fast food in Delhi, India. The key determinants impacting consumers food choice were found out to be passion for eating out, socialize, ambience and taste of fast food and convenience for dual-income families in urban India. Findings indicated that fast food companies can no longer rely on convenience as USP in India, unless the implication of same on consumer's health is given equal importance in the years to come.

TABLE No: 1

Age group of the respondents and type of restaurant chosen to dining

Hypothesis

There is no significant association between age group of the respondents and type of restaurant chosen for dining.

Age group	Kind of restaurant				Total
	Vegetarian restaurant	Both vegetarian & Non – vegetarian	Multi cuisine restaurant	Chinese restaurant	
Less than 20 years	17	12	2	9	40
20 to 40 years	16	70	50	16	152
40 to 60 years	13	26	7	4	50
Above 60 years	4	2	1	1	8
Total	50	110	60	30	250

Chi – Square test result

Factor	Degree of freedom	Level of significance	Chi Square Value	Table value	Significant/Not significant
Age	9	5%	42.927	16.919	Significant

Inference

Since the calculated value of χ^2 is greater than the table value, the hypothesis is rejected.

Hence it can be concluded that there is a significant association between age group of the respondents and type of restaurant chosen to dining. So it can be concluded that age is influencing while choosing the restaurants.

TABLE No: 2

Age group of the respondents and frequency of dining at the restaurants

Hypothesis

There is no significant association between age group of the respondents and frequency of dining at the restaurants.

Age group	Frequency of dining at the restaurants						Total
	Daily	Once a week	Twice a week	Once a month	Twice a month	Occasionally	
Less than 20 years	3	8	7	5	4	13	40
20 to 40 years	4	22	38	36	28	24	152
40 to 60 years	1	5	5	15	11	13	50
Above 60 years	0	0	0	1	4	3	8
Total	8	35	50	57	47	53	250

Chi – Square test result

Factor	Degree of freedom	Level of significance	Chi Square Value	Table value	Significant/Not significant
Age	15	5%	27.366	24.996	Significant

Inference

Since the calculated value of χ^2 is greater than the table value, the hypothesis is rejected.

Hence it can be concluded that there is a significant association between age group of the respondents and frequency of dining at the restaurants.

TABLE A.4**Age group of the respondents and items enjoyed at the restaurants****Hypothesis**

There is no significant association between age group of the respondents and items enjoyed at the restaurants.

Age group	Items enjoyed at the restaurants					Total
	Breakfast items	Lunch items	Dinner items	Beverage items	All items	
Less than 20 years	7	13	16	4	0	40
20 to 40 years	19	55	48	26	4	152
40 to 60 years	2	22	18	7	1	50
Above 60 years	2	0	5	1	0	8
Total	30	90	87	38	5	250

Chi – Square test result

Factor	Degree of freedom	Level of significance	Chi Square Value	Table value	Significant/Not significant
Age	12	5%	13.712	21.026	Not significant

Inference

Since the calculated value of χ^2 is lesser than the table value, the hypothesis is accepted.

Hence it can be concluded that there is a no significant association between age group of the respondents and items enjoyed at the restaurants.

TABLE A.6**Gender and type of restaurants chosen to dining****Hypothesis**

There is no significant association between gender and type of restaurants chosen to dine at the restaurants.

Gender	Type of restaurants choose for dining				Total
	Vegetarian restaurant	Both vegetarian & Non – vegetarian	Multi cuisine restaurant	Chinese restaurant	
Male	25	62	24	24	135
Female	25	48	36	6	115
Total	50	110	60	30	250

Chi – Square test result

Factor	Degree of freedom	Level of significance	Chi Square Value	Table value	Significant/Not significant
Gender	3	5%	13.468	7.815	Significant

Inference

Since the calculated value of χ^2 is greater than the table value, the hypothesis is rejected.

Hence it can be concluded that there is a significant association between gender and type of restaurants choose to dine at the restaurants.

TABLE A.7

Family monthly income and amount spent per visit to dine at the restaurant

Hypothesis

There is no significant association between family monthly income of the respondents and amount spent per visit to dine at the restaurant.

Family monthly income	Amount spent to dine at the restaurant				Total
	Below Rs. 500	Rs. 501 – 1000	Rs. 1001- 1500	Above Rs. 1500	
Below ₹20000	19	20	13	6	58
₹20000 – 40000	9	36	27	3	75
₹40000 – 60000	5	13	27	12	57
Above ₹60000	4	34	13	9	60

Family monthly income	Amount spent to dine at the restaurant				Total
	Below Rs. 500	Rs. 501 – 1000	Rs. 1001- 1500	Above Rs. 1500	
Below ₹20000	19	20	13	6	58
₹20000 – 40000	9	36	27	3	75
₹40000 – 60000	5	13	27	12	57
Above ₹60000	4	34	13	9	60
Total	37	103	80	30	250

Chi – Square test result

Factor	Degree of freedom	Level of significance	Chi Square Value	Table value	Significant/Not significant
Family monthly income	9	5%	43.484	16.919	Significant

Inference

Since the calculated value of χ^2 is greater than the table value, the hypothesis is rejected.

Hence it can be concluded that there is a significant association between family monthly income of the respondents and amount spent per visit to dine at the restaurant.

Occupational status of the respondents and type of restaurants chosen to dining

Hypothesis

There is no significant association between occupational status of the respondents and type of restaurants chosen for dining.

Occupational status	Type of restaurants choose for dining				Total
	Vegetarian restaurant	Both vegetarian & Non – vegetarian	Multi cuisine restaurant	Chinese restaurant	
Agriculture	3	6	4	2	15

Business	10	19	9	5	43
Employed	14	31	24	8	77
Professional	7	19	16	10	52
Others	16	35	7	5	63
Total	50	110	60	30	250

Chi – Square test result

Factor	Degree of freedom	Level of significance	Chi Square Value	Table value	Significant/Not significant
Occupational status	12	5%	15.796	21.026	Significant

Inference

Since the calculated value of χ^2 is lesser than the table value, the hypothesis is accepted.

Hence it can be concluded that there is a significant association between occupational status of the respondents and type of restaurants chosen to dining.

A. Average Ranking Analysis

In this section, average ranking analysis is used to analyze the ranks given by the respondents for various factors. The weights have been assigned to various ranks and total scorings are calculated. The average ranking scores are calculated based on the total scores and then the ranks are allotted.

- Ranks assigned by the respondents for choose a restaurant

TABLE B. 1

Average Rank Analysis – Factors influencing to choose a restaurant

S. No	Promotion	Rank I	Rank II	Rank III	Rank IV	Rank V	Rank VI	Rank VII	Rank VIII	Total	Mean	Ranks
	Value	8	7	6	5	4	3	2	1			

1	Availability of food items	No	8	27	60	82	45	13	12	3	250		
		score	64	189	360	410	180	39	24	3	1269	35.25	V
2	Variety of items	No	65	65	50	27	15	13	7	8	250		
		score	520	455	300	135	60	39	14	8	1531	42.53	II
3	Quality of food	No	107	62	40	13	18	7	3	-	250		
		score	856	434	240	65	72	21	6	-	1694	47.06	I
4	Reasonable price	No	30	58	35	40	52	18	7	10	250		
		score	240	406	210	200	208	54	14	10	1342	37.28	III
5	Service	No	32	25	40	55	60	22	8	8	250		
		score	256	175	240	275	240	66	16	8	1276	35.44	IV
6	Infrastructure	No	3	5	10	13	17	50	80	72	250		
		score	24	35	60	65	68	150	160	72	634	17.61	VII
7	Parking facility	No	-	-	5	5	15	65	75	85	250		
		score	-	-	30	25	60	195	150	85	545	15.14	VIII
8	Popularity	No	5	8	10	15	28	62	58	64	250		
		score	40	56	60	75	112	186	116	64	709	19.69	VI
Total			250	250	250	250	250	250	250	250	9000	250	

From the data collected, Average Ranking Scores have been calculated for the factors which influence the respondents to choose a restaurant.

From the analysis it was understood that the respondents were given first rank to quality of food, second rank to variety of items, third rank to reasonable price, fourth rank to service, fifth rank to availability of food items, sixth rank to popularity, seventh rank to infrastructure and eighth rank to parking facility.

Hence it can be concluded that quality of food has been given priority by the majority of the respondents.

A. Average Scoring Analysis

In order to use this technique first the qualitative information is converted into quantitative one through a 5 point scaling technique. After converting into scores the average score is calculated mainly to assess the level of opinion / satisfaction of the different categories of respondents on various aspects.

TABLE C.1

Level of satisfaction towards the service aspects of the restaurants

Aspect	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	Total	Mean
	5	4	3	2	1		
Food portion size	32	127	68	15	8		
Score	160	508	204	30	8	910	3.68
Temperature of food	15	105	82	43	5		
Score	75	420	246	86	5	832	3.328
Variety of food/ beverage	43	150	40	12	5		
Score	215	600	120	24	5	964	3.856
Quality and taste of food	52	155	35	5	3		
Score	260	620	105	10	3	998	3.992
Cleanliness of the dining area	40	97	95	15	3		
Score	200	388	285	30	3	906	3.624
Value you received for the price paid	32	113	87	13	5		
Score	160	452	261	26	5	904	3.616
Comfortable and welcoming feeling	22	120	80	20	8		
Score	110	480	240	40	8	878	3.512
Convenience of washroom	20	107	90	28	5		
Score	100	428	270	56	5	859	3.436
Timeliness of service	20	120	80	30	0		
Score	100	480	240	60	0	880	3.52
Accuracy of order – taking	32	138	65	12	3		
Score	160	552	195	24	3	934	3.736
Communication skills of the staff	27	120	80	20	3		
Score	135	480	240	40	3	898	3.592
Attentiveness of the staff	20	115	75	37	3		
Score	100	460	225	74	3	862	3.448
Payment of bill	30	162	45	13	0		
Score	150	648	135	26	0	959	3.836
Working hours	32	165	42	8	3		
Score	160	660	126	16	3	965	3.86
Working of parcel section	22	127	80	20	1		

Score	110	508	240	40	1	899	3.596
Total Score	2195	7684	3132	582	55	13648	

From the above analysis it was understood that the respondents are satisfied towards food portion size, variety of food/ beverage, quality and taste of food, cleanliness of the dining area, value received for the price paid, comfortable and welcoming feeling, timeliness of service, accuracy of order – taking, communication skills of the staff, payment of bill, working hours, working of parcel section and the respondents are neutrally satisfied towards temperature of food, convenience of washroom, attentiveness of the staff.

CONCLUSION

Rapid transformation in the lifestyle of Indians, particularly those living in urban India, has resulted in dramatic increase in the demand for processed food. The main reason why processed food is luring the urban Indians is the convenience that it offers to cooking, as they do not need to spend hours in kitchen to get that appetizing food. Growth in working women's population and prevalence of nuclear families with double income are other trends causing this change in the lifestyle of Indians. Food culture in India is as complex as the tapestry of its heritage. The diverse culinary rituals, wide range of cuisines and the varied cooking techniques make for layer upon layer of an overwhelming yet enriching experience. No holiday is complete without good food and India makes sure it offers a wide selection. Growth of restaurants in the country has put on the table not only diverse local flavors but a huge variety of international cuisines. Indian food choices are a gastronomical delight with each region offering its signature cuisine. Eating out today is considered an experience; it has always been a way of life for Indians. Independent outlets therefore continue to dominate the industry in India. There are a total of 1.5 million eating outlets in India and the number is expected to grow very rapidly in the near future. Today's customers are price – value oriented. Therefore acting on their needs may help the restaurant industry to gain loyalty of the customers.

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