

# “FACTORS INFLUENCING CUSTOMERS REVISITING INTENTION TO SELECT RESTAURANTS IN COIMBATORE CITY”

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## ABSTRACT

The food industry in India has been booming in the recent times, owing to the rising disposable income of the middle class. The Indian restaurant market was valued at Rs 20,400 crore in 2016 and is expected to grow to Rs 51,000 crore by 2021, according to industry body National Restaurant Association of India (NRAI). Customers usually have many alternatives. Therefore, it is important for companies to improve the value of existing consumers, and take effective steps to attract their repurchase behaviors besides attracting new customers. At this juncture, the article specifically concentrates to analyze the factors influencing customers intentions to revisit select restaurants in Coimbatore city exploring literature relevance, problem identification, main aim or the subject focus, methodology adopted, framework of hypothesis and limitations. Loyalty is the major task plays significant role in the restaurant market considered by the researcher to identify what are the reasons influencing customers to revisit the select restaurant in Coimbatore city? Aim of the study is to study the factors influencing customers in revisiting select restaurants in Coimbatore city. he study proposes to ascertain the factors influencing revisiting intention among customers towards select restaurants. Coimbatore city was selected by the purpose of this study. Primary data taking customers making minimum 3 and more visits in a month considered as respondents for survey Using the convenience sampling technique, the researcher collected the responses from 120 respondents. Statistical tools used are Percentage Analysis and Chi-square Test. Findings shows that gender of customers and reasons for their revisiting intention to the restaurants are statistically significant, followed by frequency of visit by customers to the restaurants and reasons for their revisiting intention are statistically significant and finally, time of visit by customers to the restaurants and reasons for their revisit intention. Food industry is growing on a fast pace with many people employed in this sector. More migrant employees from various parts of the country settling for their livelihood in Coimbatore invokes the idea of starters to emerge into the restaurant market. Proper government support and adequate funding from financial institutions will help towards the growth of restaurant industry.

**Key Words:** Food Industry, Restaurant, Customers, Revisiting Intention, etc...

## 1. INTRODUCTION

The food industry in India has been booming in the recent times, owing to the rising disposable income of the middle class. The Indian restaurant market was valued at Rs 20,400 crore in 2016 and is expected to grow to Rs 51,000 crore by 2021, according to industry body National Restaurant Association of India (NRAI). Knowledge of the most updated Restaurant market situation helps to lay the foundation for studying the research trends of the same subject matter. There have been numerous research studies of quality restaurants during the past 20 years. While the industry reports concentrate on data that imply on the market situation and predict future development of this sector, academic studies focus on more diversified and specific aspects.

When a company offers a product or service, it is possible that there are many similar goods or services on the market provided by competitors. Customers usually have many alternatives. Therefore, it is important for companies to improve the value of existing consumers, and take effective steps to attract their repurchase behaviors besides attracting new customers (Hanai et al. 2008). Among the factors influencing repeat visits, considerable studies support that satisfaction is a determinant factor of customer revisit intention (Campo-Martínez et al. 2010).

At this juncture, the article specifically concentrates to analyze the factors influencing customers intentions to revisit select restaurants in Coimbatore city exploring literature relevance, problem identification, main aim or the subject focus, methodology adopted, framework of hypothesis and limitations.

## 2. LITERATURE REVIEW

Behavioral intention is often used as a vicarious indicator for actual behavior (Fishbein and Ajzen 1975). Existing research have proven that customer satisfaction is an antecedent of behavioral intention and actual behavior (Westbrook and Oliver 1991). As for revisit intention, it is always related with customer satisfaction, and the higher satisfaction a restaurant delivers, the higher the possibility that customers will revisit (Oh 2000; Han et al. 2009).

Xiangbin Yan & Jing Wang & Michael Chau (2015) stated that one of the generally recognized marketing principles is that retaining customers is more profitable than winning prospective customers. Therefore, how to retain existing customers and improve their repeat purchases is an important consideration for practitioners to gain profit. The purpose of this study is to investigate factors influencing customer revisit intention to restaurants by analyzing online reviews. We used regression analysis to analyze quantitative scores of 10,136 restaurant reviews collected from an online life community in China, and found that food quality, price and value, service quality, and atmosphere are the antecedents of restaurant customers' revisit intention, and that restaurant type moderates the effect of customer satisfaction with service quality, atmosphere, and price and value on revisit intention. We also used text mining technology to identify detailed evaluation indicators in each dimension and explore customers' evaluation behavior characteristics. We found that food quality and, price and value have four indicators while service quality and atmosphere have two indicators. The results are useful for restaurant operators to take effective actions to attract more customers to revisit.

## 3. PROBLEM STATEMENT

Present economic situation globally and locally (India) making the situation critical for companies to compete from every front and restaurant industry is not exceptional. Food market in India achieving tremendous growth in recent periods, in this connection, customers are becoming centre of focus for every restaurant to attract and retain their prospective customer for a food time period. Therefore, loyalty is the major task plays significant role in the restaurant market considered by the researcher to identify what are the reasons influencing customers to revisit the select restaurant in Coimbatore city?

## 4. OBJECTIVE

- To study the factors influencing customers in revisiting select restaurants in Coimbatore city.

## 5. RESEARCH METHODOLOGY

The study proposes to ascertain the factors influencing revisiting intention among customers towards select restaurants. Coimbatore city was selected by the purpose of this study. Primary data taking customers making minimum 3 and more visits in a month considered as respondents for survey, Questionnaire method was used and distributed among customers revisiting restaurants in Coimbatore. Using the convenience sampling technique, the researcher collected the responses from 120 respondents. Secondary sources helped to explore literature review, theoretical perspective and general overview of food sector. Statistical tools used are Percentage Analysis and Chi-square Test.

## 6. FRAMED HYPOTHESIS

- H<sub>0</sub>1:** There is no significant association between gender and reasons for revisit intention  
**H<sub>0</sub>2:** There is no significant association between frequency of visit per month and reasons for revisit intention  
**H<sub>0</sub>3:** There is no significant association between time of visit and reasons for revisit intention

## 7. ANALYSIS AND RESULTS

### DEMOGRAPHIC VARIABLES

Demographic variables of the customers revisiting restaurants are classified based on their gender, age, marital status, type of family, size of family and monthly family income are presented in Table 1.

**Table 1: Demographic variables of the respondents**

Sl. No.	Demographic Variable	Frequency (120)	Percent (100)
<b>1.</b>	<b>Gender</b>		
	Male	84	70.0
	Female	36	30.0
<b>2.</b>	<b>Age</b>		
	Below 25 years	25	20.8
	26 to 40 years	52	43.3
	41 to 55 years	43	35.8
Sl. No.	Demographic Variable	Frequency (120)	Percent (100)
<b>3.</b>	<b>Marital Status</b>		
	Married	101	84.2
	Single	19	15.8
<b>4.</b>	<b>Type of Family</b>		
	Joint	99	82.5
	Nuclear	21	17.5
<b>5.</b>	<b>Size of Family</b>		
	Upto 4 members	14	11.7
	4 to 6 members	77	64.2
	More than 6 members	29	24.2
<b>6.</b>	<b>Income</b>		
	Upto Rs.25000	65	54.2
	Rs.25000 to Rs.50000	49	40.8
	More than Rs.50000	6	5.0

Table 1 shows majority (70%) are male and 30% are female. Less than half (43.3%) are in the age between 26 and 40 years, 35.8% are in the age of 41 to 55 years and the remaining 20.8% are in the age category below 25 years. Majority (84.2%) are married and 15.8% are unmarried respondents. Majority (82.5%) live in joint type of family and 17.5% are in nuclear type of family. Most (64.2%) respondents stated medium (4 to 6 members) size family, 24.2% indicated large (more than 6 members) size family and the remaining 11.7% opined small (upto 4 members) in their family. More than half (54.2%) respondents earning upto Rs.25000 per month, 40.8% are earning between Rs.25000 and Rs.50000 per month and very few (5%) are earning more than 50000 per month.

## 8. INFLUENCING FACTORS

Influencing factors based on customers revisiting restaurants are classified viz. frequency of visit, time of visit and reasons for revisiting restaurants are presented in Table 2.

**Table 2: Influencing factors among customers revisiting restaurants**

Sl. No.	Factors	Frequency (120)	Percent (100)
<b>1.</b>	<b>Frequency</b>		
	Upto 3 times	76	63.4
	3 to 6 times	22	18.3
	More than 6 times	22	18.3
<b>2.</b>	<b>Time of Visit</b>		
	Weekdays	47	39.2
	Weekends	73	60.8
<b>3.</b>	<b>Reasons for revisiting</b>		

Ambience and Location	47	39.2
Taste, Quality and Hygiene	47	39.2
Service quality	26	21.7

Table 2 shows most (63.4%) respondents indicated upto 3 restaurant visit in a month and equal number of respondents (18.3%) stated 3 to 6 times and more than 6 times of restaurant visit in a month. Majority (60.8%) respondents indicated time of visit during weekends and 39.2% opined during weekdays. Equal distribution (39.2%) of respondents stated ambience and location as the major reason for their revisit intention and 21.7% revisited specific restaurants for the quality of service provided to the customers.

## 9. CHI-SQUARE TEST

### 9a. GENDER OF VISIT AND REVISIT INTENTION

When analyzing other demographic variables resulted statistically insignificant whereas, gender and revisit intention observed to be significantly associated. It is found that male respondents preferred taste, quality and hygiene as the most preferred reasons for revisiting the restaurants followed by service quality and finally, ambience and location. While, female respondents highly considered service quality followed by taste, quality and hygiene and finally ambience and location. Both male and female equally considered service quality and further chi-square test employed to predict significance.

**Table 3: Association between time of visit and reasons for revisit intention**

Gender	Revisit Intention			Total
	Ambience and Location	Taste, Quality and Hygiene	Service quality	
Male	40	31	13	84
	85.1%	66.0%	50.0%	70.0%
Female	7	16	13	36
	14.9%	34.0%	50.0%	30.0%
<b>Total</b>	<b>47</b>	<b>47</b>	<b>26</b>	<b>120</b>

Calculated Value : 10.426  
Degree of Freedom : 2  
Table Value : 5.991  
Significance : 0.005  
Result : Null hypothesis rejected

Result shows the calculated chi-square value (10.426) is more than the table value (5.991) which means that there is association between gender of customers visit to the restaurant and reasons for revisit intention are statistically significant to reject null hypothesis ( $H_0$ ) at 5% level.

### 9b. FREQUENCY OF VISIT AND REVISIT INTENTION

Low frequency (upto 3 times a month) observed to be high among customers revisiting restaurants based on ambience and location, taste, quality and hygiene and last comes the service quality, while moderate frequency (3-6 time a month) gained momentum based on service quality (42.3%) , whereas high (more than 6 times a month) increased the visit based on taste, quality and hygiene followed by service quality and finally ambience and location.

**Table 4: Association between frequency of visit and reasons for revisit intention**

Frequency	Revisit Intention			Total
	Ambience and Location	Taste, Quality and Hygiene	Service quality	
Upto 3 times	34	32	10	76
	72.3%	68.1%	38.5%	63.3%
3 to 6 times	6	5	11	22
	12.8%	10.6%	42.3%	18.3%
More than 6 times	7	10	5	22
	14.9%	21.3%	19.2%	18.3%
<b>Total</b>	<b>47</b>	<b>47</b>	<b>26</b>	<b>120</b>

Calculated Value : 14.310  
 Degree of Freedom : 4  
 Table Value : 9.488  
 Significance : 0.006  
 Result : Null hypothesis rejected

Result shows the calculated chi-square value (14.310) is more than the table value (9.488) which means that there is association between frequency of customers visit to the restaurant and reasons for revisit intention are statistically significant to reject null hypothesis ( $H_0$ ) at 5% level.

### 9c. TIME OF VISIT AND REVISIT INTENTION

Customer time of visit during weekdays highly gained momentum based on service quality, followed by taste and hygiene and finally, ambience and location. Whereas, the results are found exactly reverse with respect to opinion of customers visit during weekends highly stated the reasons for revisit based on ambience and location, followed by taste, quality and hygiene and finally, the service quality.

**Table 5: Association between time of visit and reasons for revisit intention**

Time of visit	Revisit Intention			Total
	Ambience and Location	Taste, Quality and Hygiene	Service quality	
Weekdays	12	21	14	47
	25.5%	44.7%	53.8%	39.2%
Weekends	35	26	12	73
	74.5%	55.3%	46.2%	60.8%
<b>Total</b>	<b>47</b>	<b>47</b>	<b>26</b>	<b>120</b>

Calculated Value : 6.618  
 Degree of Freedom : 2  
 Table Value : 5.991  
 Significance : 0.037  
 Result : Null hypothesis rejected

Result shows the calculated chi-square value (6.618) is more than the table value (5.991) which means, that there is association between time of visit customers to the restaurant and reasons for revisit intention are statistically significant to reject null hypothesis ( $H_0$ ) at 5% level.

## 10. SUMMARY OF RESULTS

### 10a. DEMOGRAPHIC VARIABLES

- Majority (70%) are male
- Less than half (43.3%) are in the age between 26 and 40 years
- Majority (84.2%) are married
- Majority (82.5%) live in joint type of family
- Most (64.2%) respondents stated medium (4 to 6 members) size family
- More than half (54.2%) respondents earning upto Rs.25000 per month

### 10b. INFLUENCING FACTORS

- Most (63.4%) respondents indicated upto 3 restaurant visit in a month
- Majority (60.8%) respondents indicated time of visit during weekends
- Equal distribution (39.2%) of respondents stated ambience and location as the major reason for their revisit intention

### 10c. HYPOTHESIS RESULTS

- Male respondents considered revisiting restaurants based on taste, quality and hygiene followed by serviced quality, whereas female respondents first considered service quality followed by taste, quality and hygiene. Further, it is concluded that the prediction is statistically significant between gender of customers and reasons for their revisiting intention to the restaurants are statistically significant and associated to reject null hypothesis ( $H_01$ ).
- Customer visit more frequently and less frequently based on taste, quality and hygiene provided by the restaurants, while, moderate frequency gained momentum based on service quality. Further, it is concluded that the prediction is statistically significant between frequency of visit by customers to the restaurants and reasons for their revisiting intention are statistically significant and associated to reject null hypothesis ( $H_02$ ).
- It is observed that time of visit either weekend or weekdays and customers perception towards revisit intention was found to be high with respect to taste, quality and hygiene followed by service quality and finally, ambience and location. Further, it is concluded that the prediction is statistically significant between time of visit by customers to the restaurants and reasons for their revisit intention are associated to reject null hypothesis ( $H_03$ ).

## 11. SUGGESTIONS

- Revisiting intention basically considered by customers of select restaurants in Coimbatore are for the taste and quality they provide. It is recommended to stamp their presence in the competitive food market where, giants are floating their money to turn more profit, a signature dish of specific restaurant gains more impact among customer makes them revisit for the taste of the food, however, empathy based customer service, ambience and cleanliness helps the restaurant to gain momentum and retain their existing customers, also attracts more new customers into their fold.
- It is observed that weekends gain more presence of customers into the restaurants than during weekdays therefore, it is recommended that promotional effectiveness can be elevated to bring in customers during weekdays that can help the restaurants to drive their business into more profitable situation.

## 12. CONCLUSION

Food industry is growing on a fast past with many people employed in this sector. There is lot more improvement in this sector, mushrooming in every corner, either small, medium or large size restaurant happening in the developing areas all over the country and Coimbatore is not an exemption, because, more migrant employees from various parts of the country settling for their livelihood in Coimbatore invokes the idea of starters to emerge into the restaurant market. Proper government support and adequate funding from financial institutions will help towards the growth of restaurant industry.

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