



# A STUDY ON CONSUMER BEHAVIOUR TOWARDS BARBEQUE NATION RESTAURANT IN TIRUCHIRAPPALLI CITY

*Ms. P. Mary Lissy, Ph.D Scholar (PT), PG & Research Department Of Commerce, Holy Cross College,(Autonomous),  
Tiruchirappalli, Tamil Nadu.*

*Dr. S. Vasanthi, Associate Professor of Commerce, PG & Research Department Of Commerce, Holy Cross  
College,(Autonomous), Tiruchirappalli, Tamil Nadu.*

## ABSTRACT

In the global context beyond the country's border numerous international branded products have entered the market widening new opportunities for customers. There are tough competitions faced by many national and international players because of the great demand gained with worthy profits during recent years. Barbeque nation is one of the leading casual dining chains in India pioneered by the concept "over the table barbeque" live grills embedded in the dining tables offering both veg and non-vegetarian food. The aim of this study is to examine the Consumer's perception towards Barbeque Nation in Tiruchirappalli City. Both primary data and secondary data has been collected from 120 sample respondents with a well administered questionnaire with five point Rensis Likert scale using convenience sampling method adopting survey method. Statistical tools like percentage analysis, Chi square test, and has been applied with SPSS Software Package version 21.

**Key words:** global brands, consumer preferences, consumer behavior and

## Introduction

Barbeque Nation was originated in 2006, and currently there are 150 outlets in India, 5 outlets in UAE, 1 outlet in Malaysia and 1 outlet in Oman. One of the foremost unintended dining chains in India, Barbeque Nation established the concept of "over the table barbeque" live grills entrenched in dining tables – consenting guests to grill their own barbeque's exact at their tables. Indian cuisine is an expected part of the diet among the competitive markets in which the Barbeque Nation Restaurants operate as one among them.

Barbeque Nation offers menu options, both vegetarian and non-vegetarian, largely based on Indian cuisine and use seasonal customer preferences to familiarize novel and innovative dishes. It also offers popular food festivals in their venue offering a wide range of Indian and international cuisines for the customers. Unique concept with fixed price 'all you can eat' at Barbeque Nation Restaurants suggests a

variety of reliably delicious food at a value-oriented price in an enjoyable and unpremeditated dining environment. This global branded outlet has attracted customers of various age groups, as a home away from home.

### **Significance of the study**

Consumer behavior for purchasing products depends on the consumer's thoughts, and outlooks about various brands, products, services and retailers. It also concentrates the behavior of consumers in spending influenced by various environments with friends, dear and near ones, through media and culture. Barbeque Nation has a well-made market situation and has apprehended customers at global level with its international brand appreciation. Barbeque Nation functioning in many nations and has maximum peak rankings in brand credits. Barbeque Nation has inspired its personnel providing good workplace atmosphere converging on the vision and mission of the company to work towards its programmed goals. Dining in a restaurant with worthy branded delicious food is a basic requirement for many as it is the need of the hour for daily lifestyle in a regular basis. Thus, consumption on veg and non-veg grilled prioritize being customer-focused to provide tremendous products and service and employee-focused by maintaining a superior quality work environment. Thus, keeping in mind the significance of the need of the consumers for day-to-day the delicious food consumption this research has been undertaken to study, **“A STUDY ON CONSUMER BEHAVIOUR TOWARDS BARBEQUE NATION RESTAURANT IN TIRUCHIRAPPALLI CITY”**.

### **SCOPE OF THE STUDY**

Barbeque Nation cuisine is peculiarly striking restaurant as associated with other dining options due to its springiness of amusing mixing and matching a wide variety of meats, vegetables, sauces and condiments to generate dishes according to each diner's individual tastes and preferences. With fixed price dining Barbeque Nation is very popular amidst larger groups, due to customers' perception of worth for money and the coziness of fluctuating individual cravings, tastes and consumption. Barbeque Nation has core values prioritize being customer-focused to deliver exceptional products and service and employee-focused by preserving a greater superiority work atmosphere. It has been ranked as the 13th among best companies to work for in India across all categories by Economic Times “Great Places to Work” survey for 2019 conducted by Great Places to Work Institute. This Company was also voted among the top ten employers within the Indian retail industry for 2019, and 14th among best large workplaces in Asia by Great Places to Work Institute. Hence this study will help the research scholars, stakeholders, policymakers, restaurant operators and academicians. Thus, keeping in mind the significance of the consumer behavior towards the regular visits to Barbeque Nation Restaurant this study has been undertaken to examine, **“A STUDY ON CONSUMER BEHAVIOUR TOWARDS BARBEQUE NATION RESTAURANT IN TIRUCHIRAPPALLI CITY”**.

## REVIEW OF LITERATURE

Review of literature is necessary as it acquaints the researcher with concept and conclusions already evolved by earlier analysis.

**Davis (1979)** demonstrated that Critical Success Factors (CSFs) could be used to identify information systems requirements more accurately than other methods then in use.

**Rockart (1979)** showed how Critical Success Factors (CSFs) could be used for high level decision-making about information systems requirements.

**West and Olsen (1980)** examined product relevance. Olsen, Tse, and West (1998) discussed the importance of knowledge of competitive forces. Marketing is also seen to be important; community involvement, customer relationship management, public relations, advertising (Hambrick and Crozier, 1985), and pricing (Parsa, et al., 2005) have all been mentioned as contributing to the success of restaurant operations. Firm resources have been shown to be important, as well. These resources include firm size (Blue, Cheatham & Rushing, (1989); Gaskill, Van Auken and Manning, 1993), financial resources (Romanelli, 1989), effective training programs and employee competence (Enz, 2004), as well as employee turnover (Enz, 2004) and business agility and responsiveness to change (Williams, 1997). Finally, the traits of owners and managers have been examined as factors contributing to the success of restaurants. These traits include leadership and values (Kouzes & Posner, 2006), business acumen and experience (Haswell and Holmes, 1989; Sharlit 1990), and balance of work and family (Parsa, et al., 2005). In the hospitality field a number of researchers have carried out studies to identify CSFs in particular market segments.

**Williams (1982)** observed the inter-effects of various types of lifestyles, and he explored that reference groups, the prevalence of goods, identity and style of living are significant fundamentals in consumption of global branded coffee products. **Brotherton and Leslie (1991)** demonstrated that applying Critical Success Factors (CSFs) to information systems management could further a company's strategic goals. **Goldman and Eyster (1992)**, for instance, applied CSF theory to the negotiation of hotel food and beverage leases. **Permenter and Bigley, (1992)**, says that Texas barbecue is the most distinct of the four styles. In Texas beef brisket and sausages are the primary meats used for barbecue. The beef brisket, if it is seasoned at all, is dry-rubbed prior to cooking, and the sausages contain only the seasoning that the maker puts in the meat mix before casing (Engelhardt, 2009). Texas barbecue is generally served with no sauce whatsoever or with sauce in the side; it never has sauce applied during the cooking process or any other time before serving (Engelhardt, 2009). **Hicks (1993)** expanded upon Davis' work to demonstrate how Critical Success Factors (CSFs) can be used not only to identify current information system's needs, but to accurately forecast requirements as well. **Robson (1994)** combined both Hicks's and Brotherton and Leslie's approaches to demonstrate how Critical Success Factors (CSFs) could be used to integrate information systems management with strategic management. **Johnson and Friesen (1995)** put Critical Success Factors (CSFs) into the context of an organization's mission statement, saying that Critical Success Factors (CSFs) must be factors that contribute to an organization's overall goals, and not simply departmental performance standards or targets. Critical Success Factors (CSFs) have been applied to business management for over thirty years. Their primary use has been in the field of information

systems management. **Croston (1995)** investigated using CSFs to identify ways to make hotels more profitable. Peacock (1995) applied CSF theory in order to define the attributes of successful hospitality managers.

**Kotler, Bowen, and Makens (1996)** discussed the importance of location, of proper concept definition, and a differentiation strategy. Perry (2001) examined the importance of having a cogent business plan. Competitive factors have also been examined as factors in determining the viability of restaurants. **Hinkin and Tracey (1998)** studied the critical physical and service factors for effective meetings. Brotherton (2004a and 2004b) identified and categorized CSFs in both budget and corporate hotel operations in the United Kingdom. **Mills and Tunnicliffe, (2005)** portrays that the true barbecue is never boiled, and also points out that various sauce can be applied as the master the art of cooking the meat. **Elie and Stewart (2005)**, traced out that the immigrants of German heritage had used mustard-based sauces with them, while French and Spanish settlers in the American South had used tomato and vinegar-based sauces. Mustard-based sauces hold sway in South Carolina and Georgia, while vinegar-based sauces are preferred in North Carolina, tomato-based sauces are most popular in the Deep South of Alabama and Mississippi and in Kansas City, while in Texas sauces are eschewed. **Mills and Tunnicliffe (2005)**, Barbecue restaurateurs and aficionados believe that residents of each of these regions are fiercely loyal to their local style of cooking, even going so far as to deny that other styles can even be called barbecue, (Jamison and Jamison, 2003). **Parsa, Self, Njite, and King (2005)** studied that barbecue restaurants are successful, and also proves that these restaurants have a notoriously high rate of failure rate to be slightly less than 30% in the first year of operation. The same study further estimated that by the third year of operation, the number of failed restaurants is close to 60%. (Parsa, et al. 2005). The failure rate for restaurants that survive their first three years of operation decreases dramatically (**Parsa, et al., 2005**). The question of what constitutes success in the restaurant business is complicated by the fact the National Restaurant Association, the industry's leading trade association, does not track restaurant failures, and most of the available data are either incomplete, anecdotal, or superficial (English, Josiam, Upchurch, and Willems, 1996; Martin, 2003). **Camillo, Connolly, and Kim (2005)** consider a successful restaurant to be an on-going operation. **Parsa, et al (2005)** examined restaurant failures and therefore did not find it necessary to define success. With a dearth of definitions for success – at least in the restaurant literature - it would therefore make sense to define success as the absence of failure. The widely accepted Dunn and Bradstreet definition of failure is, –termination of a business with losses to creditors and shareholders, (**Dun and Bradstreet Reports, 1996**). Since the overwhelming majority of restaurant failures that do occur take place within the first three years, the definition of a successful barbecue restaurant, for the purposes of this research, is one that has been in continuous operation for a minimum of three years. **Warnes (2008)**, in his book *Savage Barbecue*, hints the origins of barbecue to the Native American cooking techniques, as the Europeans found when they first arrived in the New World. The smoking techniques developed by Native Americans allowed them to preserve meats so they could be consumed carefully past their regular life. Griffith (2002) studied that the barbecue of today through the use of cuts of meat that more affluent people disdained. He also highlighted the use of meat to eat were relegated by using the cuts of the back ribs, spare ribs, and ham hocks, as these constituted the throw-aways of the more genteel classes of people. **Raichlen, (2008)** studied that in South Carolina, the vinegar-based sauce has mustard added to it (Elie, 2004). All three of these styles are considered to be part of the larger Carolina style of barbecuing in large part because

the differences among the styles – although of great importance in the region - are of little import to those outside of the Carolinas (Garner, 1996). It is important to note that the Carolina and Memphis styles, while similar, have key differences. Memphis-style sauces are generally thicker than Carolina sauces (Mills and Tunnicliffe, 2005). **Hua, Chan and Mao (2009)** did the same for budget hotels in China. McCracken (1990) analyzed and focused his ideas about the apparent consumer revolution in Europe and explained that changes in tastes and preferences are the foremost reason of variations in consumer culture. This change leads to a perspective where the change promotes consumers to a prominent place. **Davis and Kirk, (2010)** had studied the various techniques which are very common, and what separates true barbecue from simply grilling meats and other cooking techniques that purport to be barbecue, is that the meats are cooked for long periods of time at very low temperatures (usually about 225° to 250° Fahrenheit) using wood smoke to flavor the meat, (Lilly 2009). **Wood (2011)** indicates that motivation is very high and the employees work in a group with team spirit as community which helps them to have a close relationship with understanding and relaxed environment to work in, benefiting both the employees and the customers. **Guzman (2012)** explored that a brand with positive fairness is considered to have great tactical value and sturdier consumer preferences; however, by respecting one's own values, this could embrace the consumer's preference and contribute to convene elevated competitive advantage. Brand equity is powerfully associated with customer organization; quite often it is pragmatic that companies with strong brand equity have a community of fans willing to support them and their products. **Sanburn (2012)** described that 2010, when Starbucks opened numerous new stores, the company lost few marketing strategy to attract customers, and the individual service was not so personal anymore. Customers felt deserted and preserved as a regular fast food customer, and this denies the unique selling proposition the company had laid out earlier during its creation and decreases the competitive advantage Starbucks detains over their competitors. **Ad Week (2013)** the "All day, All summer." campaign (Starbucks Coffee, 2013) launched in 2013 helped to tutor their customers to drink coffee several times per day in different forms (lattes, slushies, milkshakes) which increases promotion and increases Starbucks' sales by creating a virtual need. **Shaughnessy (2013)** from Forbes publicized that Starbucks is trailing its reputation while large fast food businesses such as McDonalds are ahead in popularity. The motive behind this is a breach of customer faith, the worth that had been shaped by the Starbucks brand had been desecrated by tax evasion in the UK or degrading of individual service. **Kasolowsky (2014)** explains, customers are eager to pay more for extra service even though they could find the same quality for cheaper elsewhere. This sense of belonging is part of **Maslow's (1943)** hierarchy of needs, when an individual feels part of a community he or she is happier. Such behavior and customer loyalty is imperative for the future. **Grissafe (2014)** explains in the American Marketing Association journal, individuals create a relationship with brands and word of mouth is very significant as it establishes trust.

### Objectives of the study

The objectives of the study are framed as follows:

- To study the demographic factors of the sample respondents and
- To analyze the motivating factors influencing the consumers towards Barbeque Nation in Tiruchirappalli City.

## Research Methodology

This research is descriptive in nature which examines, “A STUDY ON THE CONSUMER BEHAVIOUR TOWARDS BARBEQUE NATION RESTAURANT IN TIRUCHIRAPPALLI CITY”. Primary data was administered to collect data through a well-structured questionnaire using Rensis Likert’s five point scales from 120 sample respondents using convenience sampling technique by adopting survey method. Secondary data has been obtained from the website, journals, articles, newspapers, magazines, and unpublished thesis. The collected data has been analyzed with the help of statistical packages namely SPSS 20 by using statistical tools such as Data Reliability Test, Chi-square test and Factor Analysis.

## Analysis and Interpretations

This study entitled, “A STUDY ON THE CONSUMER BEHAVIOUR TOWARDS BARBEQUE NATION RESTAURANT IN TIRUCHIRAPPALLI CITY” has been portrayed here with the analysis and interpretations. Hypothesis has been framed to prove the significance difference between the independent and the dependent variables.

## RELIABILITY TEST

The most widely used measure to assess the internal consistency of constructs is Cronbach’s alpha. The generally agreed upon value of Cronbach’s alpha is 0.70, although it may decrease to 0.60 in case of exploratory research (Hair et al. 2006; pp.137). The reliability test has been depicted in the table given below:

**TABLE : 1**  
**RELIABILITY TEST**

General Variables	Number of items	Cronbach’s Alpha
Demographic and the motivating factors influencing the consumers towards Barbeque Nation. (Overall reliability)	7+16	0.93

In this research, the reliability measure for the whole scale is 0.93 which is acceptable as the reliability for all the constructs in the values. The result of Cronbach’s alpha draws a significant amount of correlation between the variables tested. The validity of a test is the extent to which differences in scores reflect differences in the measured characteristic. Predictive validity is a measure of the usefulness of a measuring instrument as a predictor. Proof of predictive validity is determined by the correlation between results and actual behavior and construct validity is the extent to which a measuring instrument measures what it intends to measure.

TABLE: 2

Table showing demographic profile of the sample respondents

Demographic factor	Particulars	Frequency	Percentage %
Age	Below 30 years old	108	90
Gender	Male	84	70
Marital status	Unmarried	113	94
Education	Engineering	96	80
Occupation	Private	86	72
Family Type	Nuclear	75	63
Monthly Income of the family	Above Rs.1,00,000.	103	86

Source: Primary data

The above table depicts the percentage analysis of 120 sample respondents based on their demographic profile such as age, gender, marital status, educational qualification, occupation, family type and monthly income of the family. The results show that 90% (108) of the sample respondents show majority, on the age of the sample respondents, 70% (84) on gender of the sample respondents, 94% (113) on marital status of the sample respondents, 80% (96) on educational qualification of the sample respondents, 72% (86) on occupation of the sample respondents, 63% (75) on family type of the sample respondents, 86% (103) on the monthly income of the sample respondents.

### Hypothesis

**Null Hypothesis:** There is no significant mean difference exist between gender category various motivating factors of the sample respondents (Student's "t").

Dimensions	Gender				T value	'P' Value
	Male		Female			
	Mean	SD	Mean	SD		
Ambience	24.5000	10.60660	24.4192	3.06959	13.765	.000*
Hospitality	23.5000	4.94975	21.7576	2.95170	.819	.367*
Price	27.0000	2.82843	31.1061	3.00657	.130	.130*
Quality	22.0000	1.41421	27.8889	3.03412	1.067	.067*
Quantity	21.5000	3.53553	27.5253	5.33134	.742	.742*
Food and beverages	9.5000	2.12132	13.1667	4.28994	1.872	.072*
Barbeque Grill offerings	11.5000	4.94975	12.6111	3.69185	.096	.096*

Taste and Aroma	20.5000	3.53553	18.7222	4.73657	.502	.502*
Dining timings	45.0000	8.48528	47.0000	10.44492	.692	.692*
Booking the table	14.0000	2.82843	15.0404	3.31102	.256	.256*
Hygiene	11.0000	.00000	12.7778	2.92566	4.293	.293*
Bill payment	9.5000	2.12132	9.3990	2.83871	.642	.642*
Style of cooking	18.5000	7.77817	19.8081	4.91486	.531	.531*

Source: Primary Data

Note: 1. \*\* denotes significant at 1% level

2. \* denotes significant at 5% level

Since 'P' value is less than 0.01, null hypothesis is rejected at 1% level with respect to the several dimensions of the motivating factors of Barbeque Nation influencing the consumers. Based on mean score, it is observed that the female sample respondents have been influenced more than the male sample respondents. Hence there is a significant difference between male and female sample respondents with respect to the various dimensions of the motivating factors of Barbeque Nation. Since 'P' value is less than 0.05, the null hypothesis rejected at 5% level, with regard to other dimensions such as Ambience, Hospitality, Price, Quality, Quantity, Food & Beverages, Barbeque Grill offerings, Taste & Aroma, Dining timings, Booking the table, Hygiene, Bill Payment, and Style of Cooking. Based on mean score, it is observed that the female sample respondents have been influenced more than the male sample respondents based on the gender other than the dimensions as motivating factors of Barbeque Nation. Thus, there is a significant difference between male and female sample respondents with respect to the sixteen dimensions on the motivating factors of the consumers towards Barbeque Nation restaurant. Hence the alternate hypothesis is accepted.

### Factor Analysis

Factor analysis is used as technique to lessen a huge or countless number of variables into less numbers of factors. This technique excerpts maximum common variance from all variables and puts them into a mutual score. In this study the Factor Analysis has been used to measure the various motivating or influencing factors that attracts the customers to the Barbeque chain of restaurant in Tiruchirappalli City.

#### Factor Analysis on Factors on effectiveness on the consumer behaviour

Bartlett's Test of Sphericity (Approx. Chi-Square)	.000
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.682

Bartlett's Test of Sphericity is used for testing the appropriateness of the factor model. The test is based on a Chi-Square transformation of the determinant of the correlation matrix. The Chi-Square value shows that the variables are appropriate for factor analysis. A higher value of Kaiser-Meyer-Olkin statistic indicates (0.682)



and a significance value of 0.000 Chi square value reflects that the sample is adequate to explain the correlation between the pairs of variables with the other variables

### Communalities table

Variables	Extraction
Ambience	.869
Hospitality	.860
Fixed Price	.853
Quality	.844
Quantity	.843
Food and beverages	.842
Barbeque Live Grill offerings	.759
On-line booking of tables through Apps	.686
Taste and Aroma	.682
Dining timings	.680
Birthday celebrations	.612
Hygiene	.597
Bill payment	.569
Style of cooking	.548
Vegetarian & Non-Vegetarian toasters	.320
Happiness Card and Buffet offers	.241

**Extraction Method: Principal Component Analysis.**

### Inferences

The amount of variance a variable shares with all other variables included in the analysis can be inferred from the communalities table. Variables with higher extraction values show higher association with other variables. Variables such as ambience, hospitality, fixed price, quality, quantity, food and beverages, barbeque live grill offerings, online booking of tables through Apps, dining timings, birthday celebrations hygiene, bill payment, style of cooking, vegetarian and non-vegetarian toasters, reflects that they can be easily associated with a common factor. Variables such taste and aroma, quality and happiness card and buffet offers show very low extraction.

### Rotated component matrix

Rotated component matrix <sup>a</sup>					
	Component				
	1	2	3	4	5
Ambience					.712
Hospitality				.776	
Fixed Price				.670	
Quality				.438	
Quantity		.410			
Food and beverages		.808			

Barbeque Live Grill offerings		.866			
On-line booking of tables through Apps		.757			
Taste and Aroma		.412			
Dining timings	.912				
Birthday celebrations			.907		
Hygiene	.915				
Bill payment			.909		
Style of cooking	.922				
Vegetarian & Non-Vegetarian toasters			.916		
Happiness Card and Buffet offers		.207			

Extraction method: principal component analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

Factor interpretation % of variance explained	Loading	Variables included in the factor
<b>Factor- I</b>	.912	Dining timings
	.915	Hygiene
	.922	Style of cooking
<b>Factor- II</b>	.410	Quantity
	.808	Food and Beverages
	.866	Barbeque Live Grill offerings
	.757	On-line booking of tables through Apps
	.412	Taste and Aroma
	.207	Happiness Card and Buffet offers
<b>Factor- III</b>	.907	Birthday celebrations
	.909	Bill Payment
	.916	Vegetarian & Non-Vegetarian toasters
<b>Factor- IV</b>	.776	Hospitality
	.670	Fixed Price
	.438	Quality
<b>Factor- V</b>	.712	Ambience

### Inferences:

The sixteen variables are reduced to five factors. All together the five factors explained sixty seven per cent of the total variance. The table lists the factors in the order in which they were extracted. The five factors are Factor I, Factor II, Factor III, Factor IV, and Factor V. Attributes such as dining timings, Hygiene, and style of cooking reflects FACTOR I. Attributes such as Quantity, food and beverages, Barbeque live grill offerings, on-

line bookings of tables through Apps, taste & aroma, happiness card and buffet offers reflects FACTOR II. Attributes such as Birthday celebrations, bill payment, vegetarian & Non-vegetarian toasters, reflects FACTOR III. Attributes such as Hospitality, and fixed price reflects FACTOR IV. Attributes such as Quality and ambience reflects FACTOR V.

### Total variance explained

Total Variance Explained									
Component	Initial Eigenvalue			Extraction sums of squared loadings			Rotation sums of squared loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.018	18.859	18.859	3.018	18.859	18.859	2.627	16.420	16.420
2	2.850	17.811	36.670	2.850	17.811	36.670	2.587	16.167	32.587
3	2.260	14.126	50.796	2.260	14.126	50.796	2.570	16.065	48.651
4	1.495	9.345	60.141	1.495	9.345	60.141	1.617	10.108	58.760
5	1.183	7.391	67.532	1.183	7.391	67.532	1.404	8.772	67.532
6	.992	6.203	73.735						
7	.811	5.070	78.805						
8	.670	4.185	82.990						
9	.635	3.970	86.960						
10	.580	3.627	90.587						
11	.460	2.876	93.463						
12	.307	1.919	95.382						
13	.225	1.407	96.789						
14	.201	1.257	98.046						
15	.185	1.159	99.204						
16	.127	.796	100.000						

Extraction Method: Principal Component Analysis.

### Inferences

The analysis portrayed depicts that 67.532 percentage of variables showing the factors influencing the consumer behavior towards Barbeque Nation restaurant are explained and there are other unknown attributes which are to be explored.

### Discussions

Consumer behavior in restaurants is heavily influenced by many factors, either based on serving amenities or the dining atmosphere. The food preferences in restaurants by the customers or guests are influenced by the social class of people. Besides its design and facilities, the customers consume the food served or to enjoy the atmosphere of the place to have zeal and zest with family members, friends or relatives. In global market scenario, advertisers and Brand marketers always have a strong note on the daily changes of the demand and supply.

Customer's selection of restaurants to dine depends on the motivational factors influencing their purchasing behavior through many available outlets as it depends upon the spending habits, while other outlets may not attract the new or existing customers. Factors like variety of foods and beverages, quantity, quality, taste, aroma, ambience, hygiene, price, deserts, services of the staff, hospitality, dining timings, booking the table, bill payments, meat offerings, style of cooking, side dishes, soft drinks, and customer care were the factors that affect consumer's decision on dining in the restaurant. Quality of food, fast delivery, offers and discounts, trust issues were the main factors that affect the consumer's decision on ordering the food to consume. Thus, to wrap up, Barbeque Nation MNC restaurant has attracted many customers and it has very unique features of its services. During the week end the On-line table bookings get exhausted on the previous day and customers are not permitted on current bookings due to its policies and customer care. Still customers of all age group prefer to dine with passion and feel it as a home away from home. The main backbone of Barbeque Nation is its own customers, which attracts them with its delicious dishes blended with aroma of various deserts and beverages. The base grounds on Barbeque Nation's fundamental standards emphasis on core employees, and external customer, thirst, novelty, genuine-ness and possession.

## Conclusion

The customer care of the Barbeque Nation is quite unique as the main feature of the restaurant attracts the social group. The loyal customers are highly satisfied with its services and visits the outlet at regular intervals. Barbeque Nation MNC restaurant is a boundless example as their foremost goal is to link with customers as a major contribution of the Barbeque lifestyle is the experience gained from the ever changing consumers throughout the world. Thus, Barbeque Nation MNC Restaurant continues to flourish through an extended drive and makes customers to impress at ease and a feel it as a place away from home, from its unassuming beginnings, to where it is today. The Barbeque Nation experience is very exceptional from all others competitive outlets and this is apparent through its astonishing achievement.

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