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EATING BEHAVIOR OF CUSTOMER OF NOIDA AND THEIR BRAND PREFERENCE AND SELECTION OF BRAND WHILE DINING

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INTRODUCTION

What Are Food Courts?

A food court (in Asia-Pacific additionally called food corridor or peddler focus) is by and large an indoor square or normal region inside an office that is adjacent with the counters of various food merchants and gives a typical region to self-serve supper.

Food courts might be found in shopping centers, air terminals, and parks. In different districts (like Asia, the Americas, and Africa), it could be an independent turn of events. In certain spots of learning like secondary schools and colleges, food courts have additionally come to supplant or supplement conventional cafeterias.

Regular Usage:

Food is normally eaten with plastic cutlery, and sporks are once in a while used to keep away from the need of giving the two forks and spoons. There are special cases: Carrefour Laval requires its food court inhabitants to utilize strong dinnerware and cutlery which it gives.

Common North American and European food courts have for the most part cheap food chains like McDonald's and Sbarro, with maybe a couple of more modest private merchants. Berkshire Hathaway is additionally an incessant presence at food courts by means of their Dairy Queen and Orange Julius divisions. Cooking styles and decisions are differed, with bigger food courts offering more worldwide decisions. Asian and African food courts are for the most part private sellers that offer neighborhood cooking. In Singapore, food courts and vendor focuses are individuals' principle eating decision when eating out.

Significance of Food Courts:

We want to have a social occasion where individuals can unwind and plunk down and a gathering where they can go.

Shopping center shopping is basically a social encounter: According to a study by the Glimcher Retail Monitor, around 80% of Americans shop with another person.

What's more, encounters like feasting out, watching a film, and partaking in local area occasions are the principle motivations behind why many individuals actually lean toward the shopping center to internet shopping. In spite of the development of online trade, just 20% of Americans shop solely on the web, the review reports.

History:

The second-floor food court at the Paramus Park shopping center in Paramus, New Jersey, which opened in March 1974, has been credited as the primary fruitful shopping center food court in the

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United States. In any case, a food court at the Sherway Gardens retail plaza in Toronto, Ontario, Canada was built three years sooner. Worked by The Rouse Company, one of the main shopping center structure organizations of the time, it followed a fruitless endeavor at the Plymouth Meeting Mall in 1971, which allegedly fizzled on the grounds that it was "considered excessively little and deficiently shifted."

Advancement:

During the 1990s, food courts turned into a shopping center staple. Food courts have become such a piece of the way of life that schools and colleges have begun to fuse food-court like settings in their cafeteria, and in any event, acquiring name-brand establishments (for example KFC, Taco Bell, Subway, and so on) into organization with the schools. Before long, air terminals, just as numerous places of business, have picked the food court design in their spaces as it considers variety and considering establishments and organizations to acquire a wide range of buyers. Since the food court culture is in effect continually supported, an entire local area of standard inexpensive food devouring has turned into a piece of the North American culture. In 2010, eating out turned out to be more normal for a normal American in contrast with eating at-home dinners. Roughly 47% of their food financial plan would go towards eating out at cafés or at food courts. Because of this, North Americans have started to turn out to be more mindful of wellbeing. With the unexpected explosion of the inexpensive food driven, North American buyer veering off from the food court culture to a more wellbeing cognizant society, numerous organizations are more in danger because of the failure of keeping up with a similar undeniable degree of income. With that, the food court industry has needed to find an answer for keep the purchasers proceeding to return. Food courts are starting to develop into the European motivated food corridors. Many retail outlets are requesting and by changing their food courts into food lobbies, organizations accept that they can draw in the more up to date age of wellbeing cognizant clients.

FOOD INDUSTRY

Government Initiatives: -

To advance food handling ventures, increment level of handling and take advantage of the capability of homegrown and worldwide market for handled food items, Vision Document-2015 was ready by the Ministry of Food Processing Industries. The report imagines trebling the size of interest in the handled food area by expanding the degree of handling of perishables from 6% to 20 percent, esteem expansion from 20% to 35 percent and offer in worldwide food exchange from 1.5 percent to 3 percent by 2015. As indicated by the Ministry, a venture of Rs 100,000 crore (US\$ 14.67 billion) would be needed in 2015 to accomplish these objectives.

A portion of the significant interests in this area in the new past are:

The Government of India assigned Rs 1,500 crore (US\$ 225.7 million) and declared different measures under the Merchandise Exports from India Scheme (MEIS), including setting up of offices for hydroponics and fisheries in waterfront states and commodity motivators for marine items.

Association Budget 2016-17 has proposed 100% FDI through FIPB (Foreign Investment Promotion Board) course in showcasing of food items delivered and fabricated in India.

All of the proportion cards in India have been digitized and 42 percent of the digitized apportion cards are presently connected to Unique Identification (UID) or Aadhaar cards.

Legislature of India intends to permit two Indian dairy organizations, Parag Milk Foods and Schreiber Dynamix Dairies, to send out milk items to Russia for a long time, after these organizations got endorsement for their items by Russian assessment specialists.

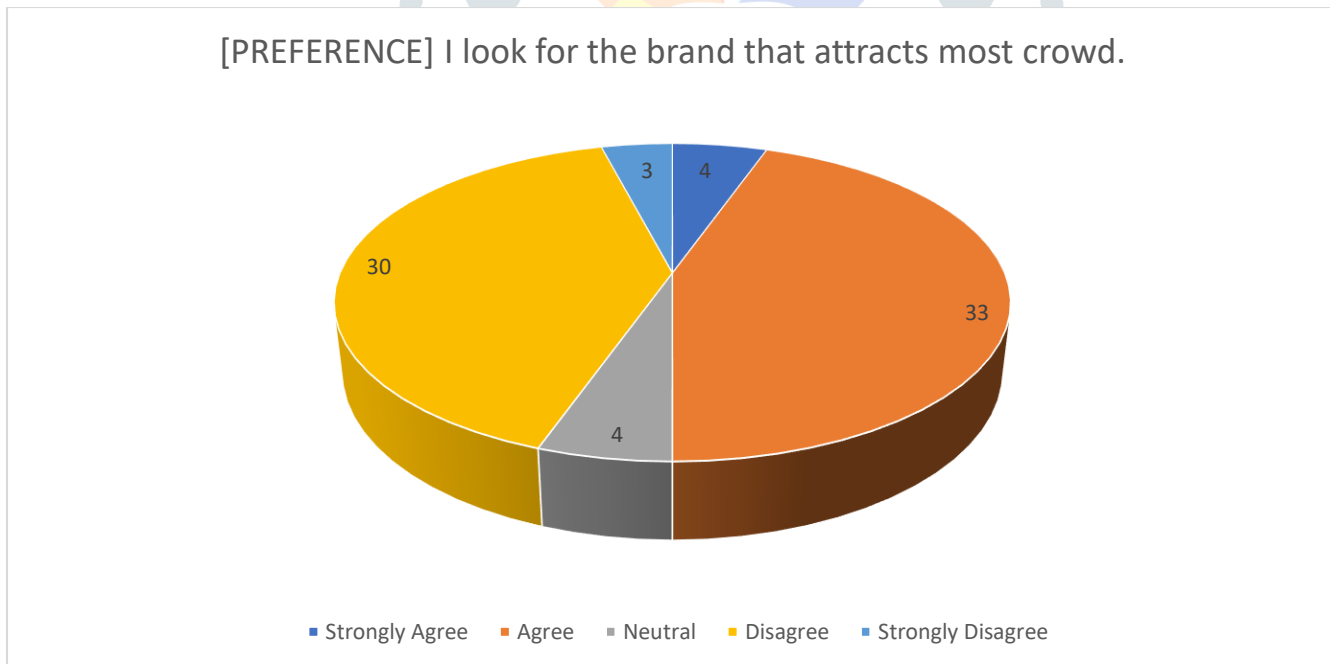
Ms. Harsimrat Kaur Badal, Union Minister for Food Processing Industries, Government of India initiated the first of its sort Rs 136 crore (US\$ 20 million) uber global food park at Dabbawalla Kalan, Punjab.

The target of the theory is to give some fundamental investigation to assemble a dashboard for the food court the board to get what the current situation of the food court is and give experiences with regards to how to further

develop specific viewpoints, for example, worker fulfillment, client fulfillment and eatery fulfillment. Worker fulfillment can be accomplished by ensuring all the worker are not over worked and they are given sufficient breaks to keep them empowered to work to their greatest potential during their movements and an ideal worker plan has been determined to guarantee that no worker works for over 8 hours and there are breaks for each worker during the day to invigorate and re-energize. This ideal worker plan was dictated by utilizing every workers administration rate during every hour of a normal functional day to enhance for greatest assistance of clients. As indicated by the outcomes during the first of the day three individuals should be working, to be specific ANU, PRA and MOH. Consumer loyalty is the most basic one as clients are the driving component for the food court, along these lines ensuring they don't sit around superfluously in lines, when they can stay away from it. This can be accomplished by utilizing the client rundown to prescribe clients on the amount to top off the card or the amount to buy the card for, so they need not return to remain in the top off line again that very day. We can likewise utilize the client outline data to prescribe things for them to attempt dependent on their past buys, or may suggest an eatery that might be running an advancement that they can utilize to set aside some cash. Utilizing the client rundown, we can likewise construct an essential profile for the clients. For instance, for the client depicted in the examination John, is a male, working in an office, having a place with the mid-pay bunch, who visits the food court in some measure once consistently and burns through 70% of the cash in similar three cafés to be specific eateries 2, 7 and 8. This makes a profile for the client which can be additionally evolved utilizing some more client inputs later on. The bunching investigation can be utilized alongside the client synopsis to order the client into one of seven bunches so that designated showcasing can be utilized to move the clients from one gathering to another. Café fulfillment is additionally significant as turnover of cafés can be no picnic for steadfast clients, the brand picture of the food court might be harmed, and it will be a test to get new clients. By positioning the cafés with their opposition, we can isolate the eateries as independent cafés, and eateries that need assistance in drawing in additional clients.

ANALYSIS

Q1.> [PREFERENCE] I look for the brand that attracts most crowd. (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)

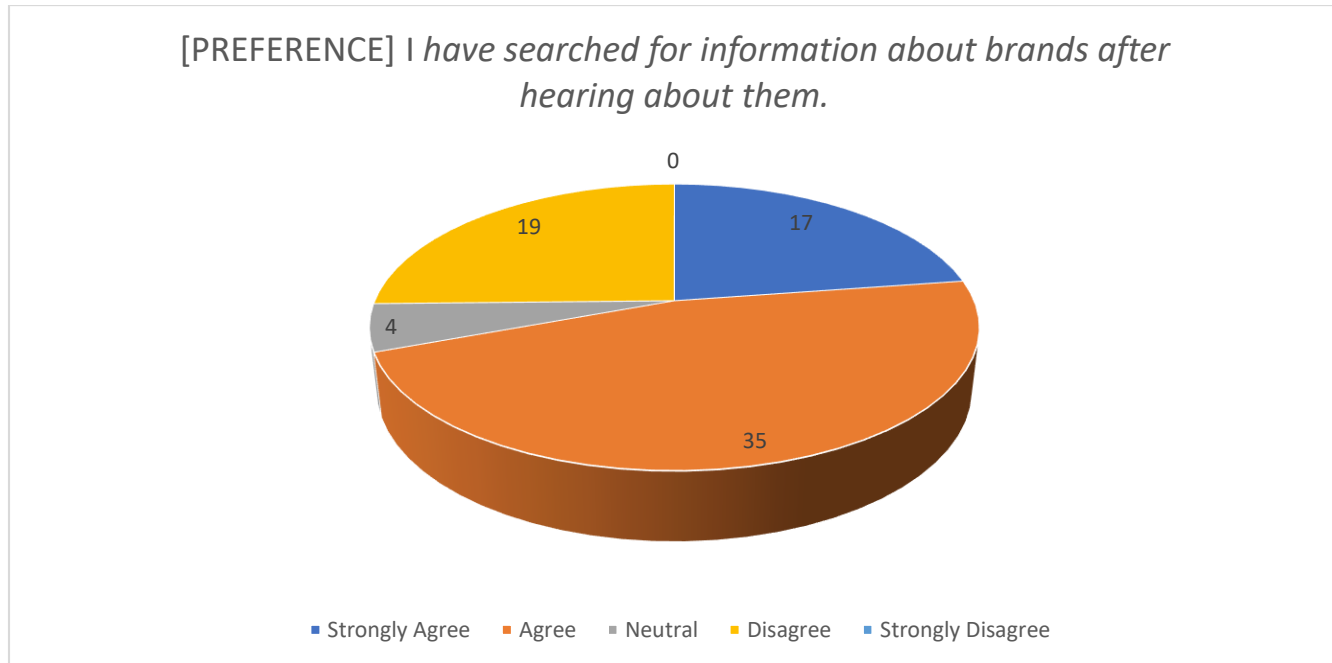


Selection (S.A, A, N, D, S.D)	Percentage (Total 75)
Strongly Agree	3 %
Agree	24 %
Neutral	3 %
Disagree	22.5 %

Strongly Disagree	2.25 %
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According to this data given in the pie chart we can see that there is almost equal amount of people who prefer brands that attract most crowd and who don't prefer brands that attract the crowd. Rest are neutral about this fact or some strongly agree upon this and some strongly disagree

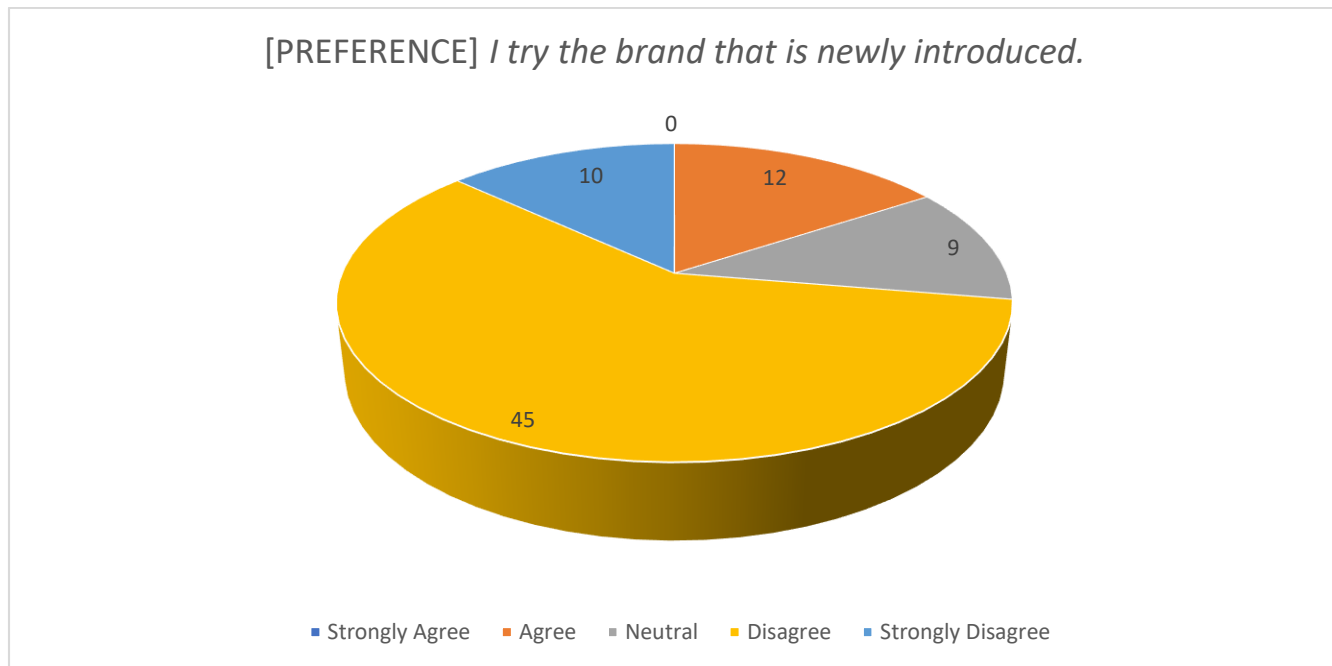
Q2 [PREFERENCE] I have searched for information about brands after hearing about them.



Selection (S.A, A, N, D, S.D)	Customers, Out Of 75
Strongly Agree	17
Agree	35
Neutral	4
Disagree	19
Strongly Disagree	0

This data given in the pie chart tells that most of the people search for the information about new brands at various places including internet after hearing about them, some of the people even disagree with this fact and some are neutral

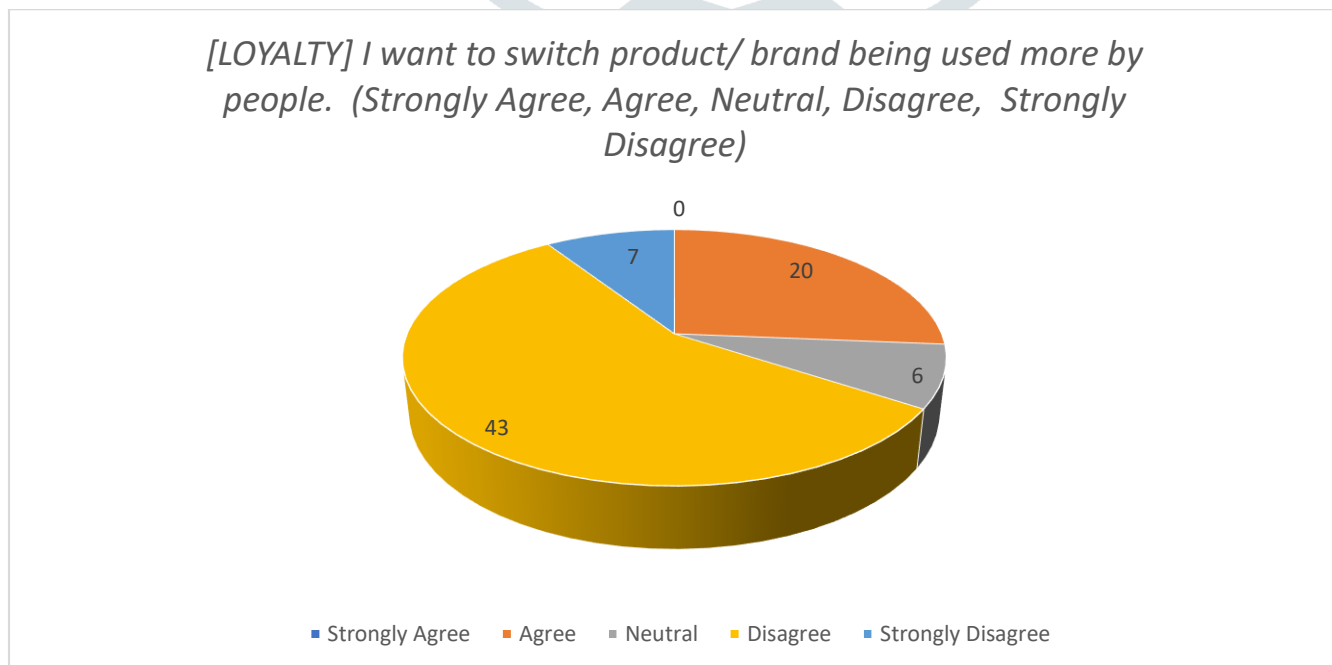
Q3.> [PREFERENCE] I try the brand that is newly introduced.



Selection (S.A, A, N, D, S.D)	Customers (Total 75)
Strongly Agree	0
Agree	12
Neutral	9
Disagree	45
Strongly Disagree	10

The data given above signifies that generally people don't change brands looking at the crowd and prefer sticking to their own brand normally, however there are some people (out of 75) that do prefer going along the crowd also.

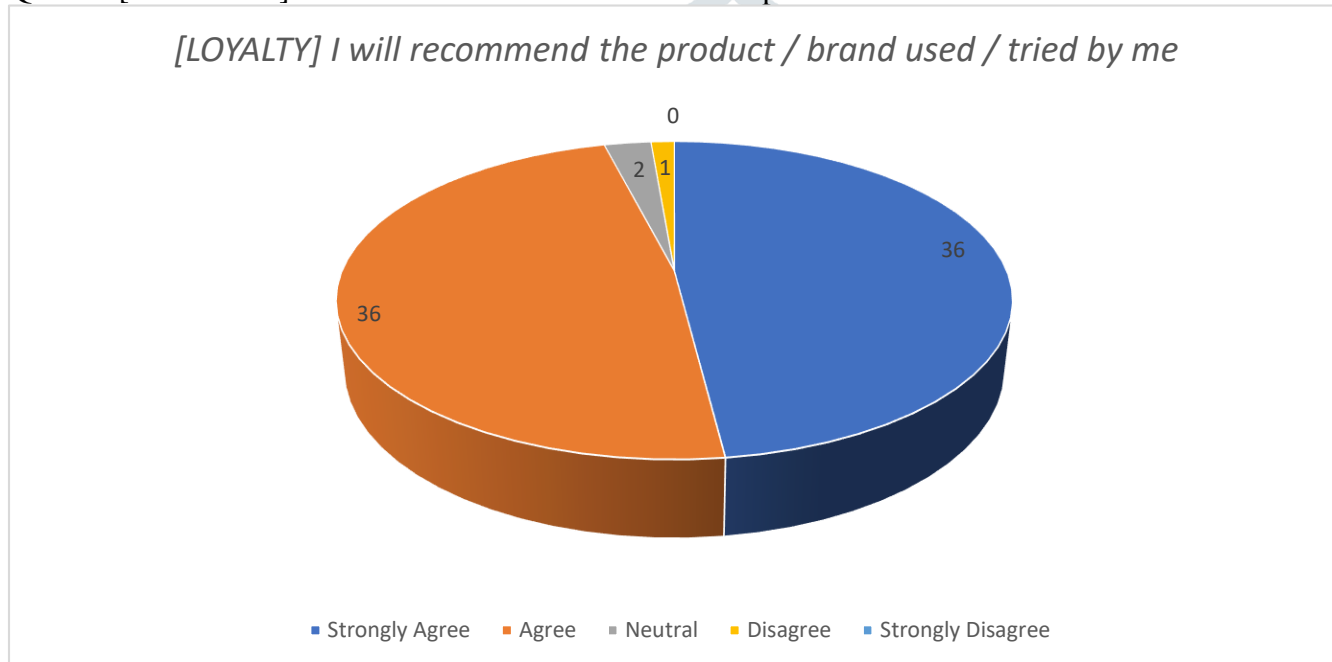
Q4.> [LOYALTY] I want to switch product/ brand being used more by people. (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)



Selection (S.A, A, N, D, S.D)	Customers (Total 75)
Strongly Agree	0
Agree	20
Neutral	6
Disagree	43
Strongly Disagree	7

According to this data given in the pie chart we can see that most of the people do not prefer to switch to other brands that are being used by other people, very few, ie-20 out of 75 prefer changing to brands being used more by other people.

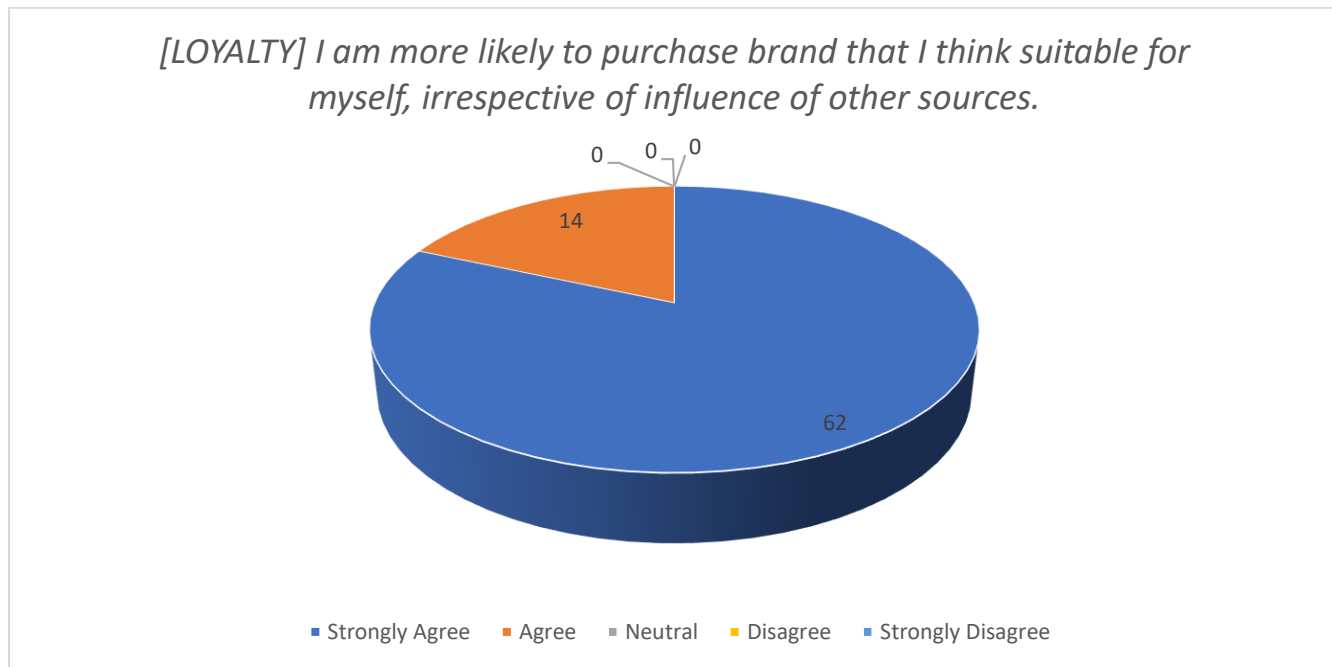
Q5.> [LOYALTY] I will recommend the product / brand used / tried by me



Selection (S.A, A, N, D, S.D)	Customers (Total 75)
Strongly Agree	36
Agree	36
Neutral	2
Disagree	1
Strongly Disagree	0

According to this data given in the pie chart we can see that all the users will recommend the brand they are using to other people as they are completely satisfied with the places they visit to eat, we can also see that very less consumers (out of 75) disagree that they will not recommend the brand they are using as they are not satisfied.

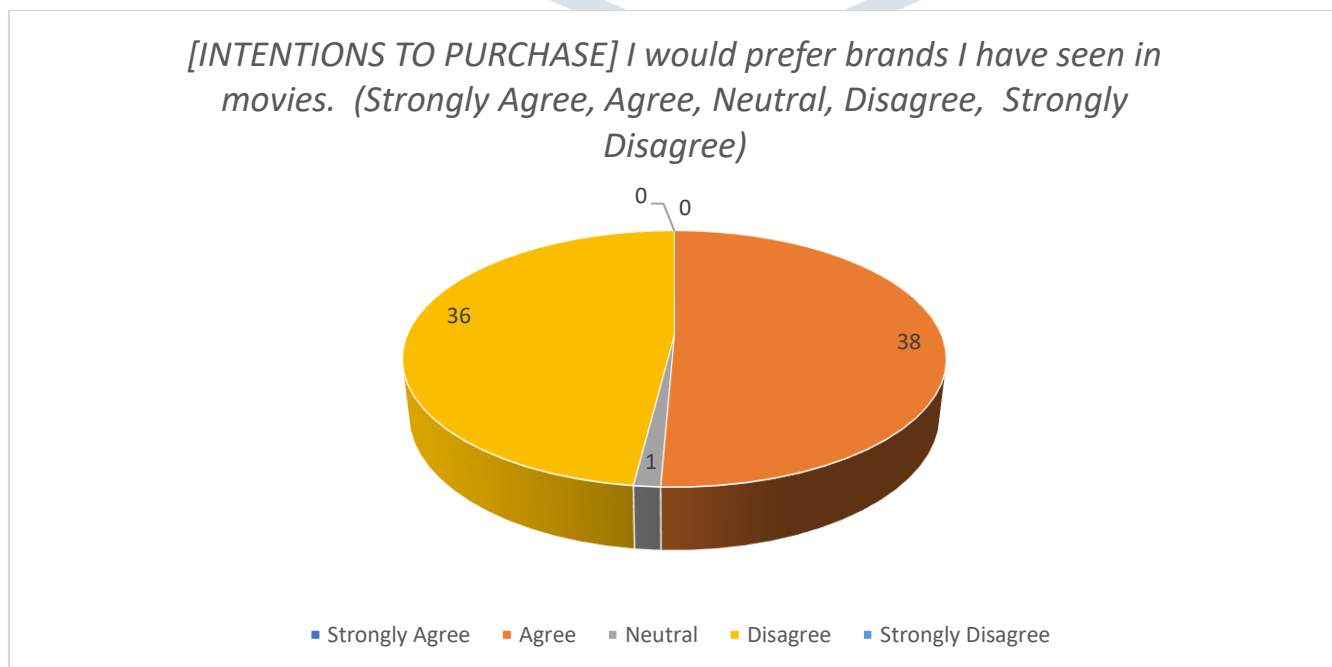
Q6.> [LOYALTY] I am more likely to purchase brand that I think suitable for myself, irrespective of influence of other sources.



Selection (S.A, A, N, D, S.D)	Customers (Total 75)
Strongly Agree	62
Agree	14
Neutral	0
Disagree	0
Strongly Disagree	0

According to this data given in the pie chart we can see that consumers only buy what they think is beneficial for them and do not get influenced by other sources.

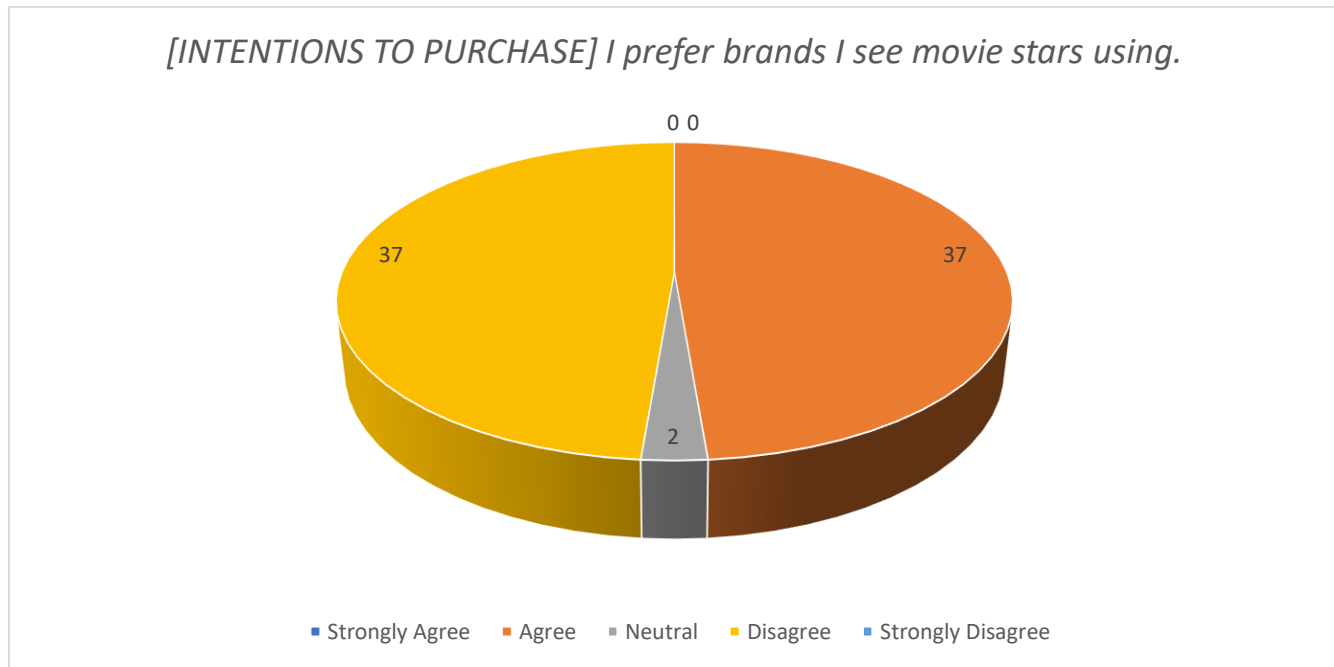
Q7.> [INTENTIONS TO PURCHASE] I would prefer brands I have seen in movies. (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)



Selection (S.A, A, N, D, S.D)	Customers (Total 75)
Strongly Agree	0
Agree	38
Neutral	1
Disagree	36
Strongly Disagree	0

According to this data given in the pie chart we can see that people get attracted towards the brands that are shown in movies and visit more of those eateries that are shown in movies, but there is also a significant number of consumers (out of 75) that disagree with this fact too.

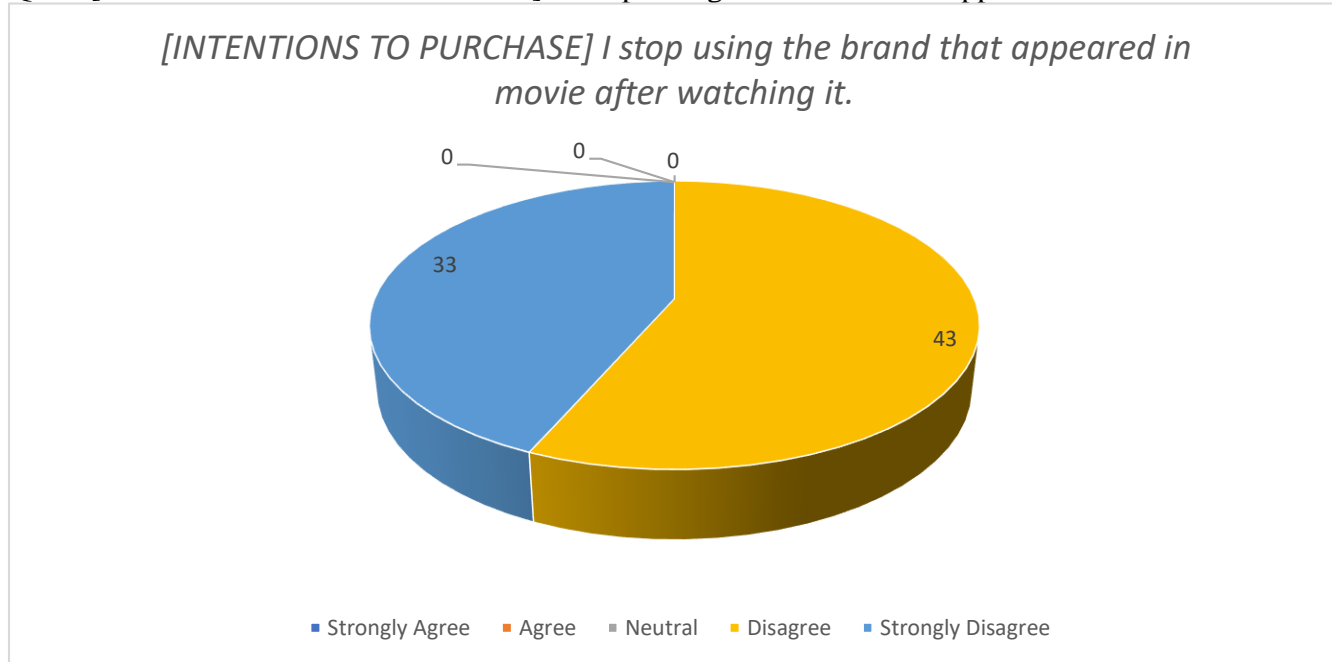
Q8.> [INTENTIONS TO PURCHASE] I prefer brands I see movie stars using.



Selection (S.A, A, N, D, S.D)	Customers (Total 75)
Strongly Agree	0
Agree	37
Neutral	2
Disagree	37
Strongly Disagree	0

According to this data given in the pie chart we can see that there is an equal number of consumers that prefer using the eateries that they see movie stars using and who don't, there are some consumers that are neutral about the fact also.

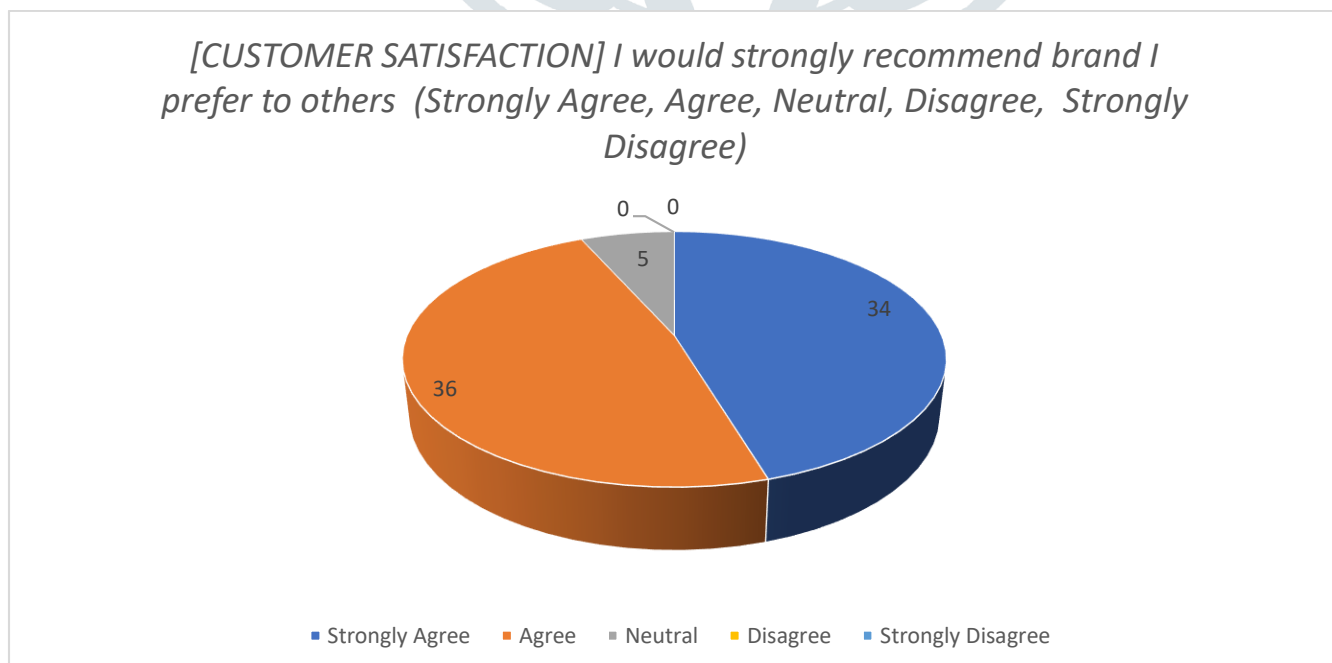
Q9.> [INTENTIONS TO PURCHASE] I stop using the brand that appeared in movie after watching it.



Selection (S.A, A, N, D, S.D)	Customers (Total 75)
Strongly Agree	0
Agree	0
Neutral	0
Disagree	43
Strongly Disagree	32

According to this data given in the pie chart we can see that there is no consumer that agrees with the fact that they would stop using some eateries after seeing them in movies even if they showed a negative effect.

Q10.> [CUSTOMER SATISFACTION] I would strongly recommend brand I prefer to others (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)



Selection (S.A, A, N, D, S.D)	Customers (Total 75)
Strongly Agree	34
Agree	36
Neutral	5
Disagree	0
Strongly Disagree	0

According to this data given in the pie chart we can see that there are no consumers that disagree with the fact that they will recommend the eateries they visit, however there are some consumers that are neutral with this fact.

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