

A Study On Customer Preference And Satisfaction Towards Restaurants In Coimbatore City

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INTRODUCTION

India is in the midst of a restaurant revolution. Ten years ago, people would calculate how much it costs to make a chicken dish at home (rather than eating out at a restaurant), and on realizing how much cheaper it is, would prepare it at home. These days, well-heeled Indians are much more likely to go out. India represents a tremendous long-term growth opportunity for Restaurants with a population of nearly 1.1 billion people, a strong national infrastructure and a growing middle class. The post 1990 period saw many international food-chains entering the country as it developed into a potential market for restaurant industry. Given India's status as the planet's largest democracy, a middle class the size of the entire U.S. population, and world's second-fastest-growing economy behind China's, restaurant operators say that the country offers growth opportunities as potentially rewarding as those they have pursued in China since the mid-1980s. India's middle class, which is growing rapidly in both size and income, is seeking ways to enjoy the results of their hard work.

The eating habits of the people are changing. In a family, if both the husband and wife are earning, by the time they return from work, the wife is too exhausted to prepare meals for the family and this makes them to go out for eating. This ultimately results in the growth and development of restaurants or hotels. Indian taste buds are demanding more and restaurant industry — one of the most people intensive industry is gearing up to cater to the rising expectations of food lovers. Eating-out has become more of a convenience rather than a fashion and now-a-days, it has become a routine on the weekends. Also, with no domestic help in the house, most people in the city prefer to eat out. Socio-economic changes in the country have brought significant changes in the attitude of middle class. They expect a lot of choice. While 'Generation Next' prefers fast food; old people who also frequent restaurants and food chains, prefer traditional food. Frequent travels of Indian professionals and visual media promoted the habit of eating out and now-a-days, children, who are lured by advertisements, are pushing parents to go out for food. Developing trends demanded diversified customer services and restaurants have begun to do delivery services. This motivates many entrepreneurs both big and small to start restaurants in the name of fast food. These restaurants purposefully serve the busy customers who like to satisfy their hunger in a quick manner and also with huge variety of food items. Thus, dining out in restaurants has been the recent trend. Star hoteliers, with their exquisite and diversified menu and low price, attract clients and the roadside *dhabas* have also improved their ambience and service quality to woo the customers. With a gamut of restaurants and eateries to choose from, the restaurant industry is facing stiff competition.

In 2004 alone, more than 175 mid-to-top-range restaurants opened in New Delhi and Mumbai. And while it's true that the percentage of meals Indians eat out—5%—is still low by international standards (it's 46% in the U.S.), the amount of disposable income going on dining out is rising rapidly: Since 1997, it has more than doubled to 13%. That's a trend that looks set to grow. In 1998, The Times of India's first New Delhi food guide just listed 500 restaurants. The 2003 edition listed 1,000. Revenues of the hotel and restaurant industry in India, primarily driven by foreign tourist arrivals during the financial year 2006-07, was Rs. 604.32 billion, a growth of 21.27% over the previous year. So the study, "**Customer Preference and Satisfaction Towards Restaurants In Coimbatore City**" was conducted to identify the customer perception, taste, factors considered in selecting a restaurant, variety of foods preferred and the restaurants preferred while dining out.

OBJECTIVES OF THE STUDY

- ❖ To analyze the customer preferences towards restaurants.
- ❖ To analyze the factors that influence a customer to choose a particular restaurant.

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- ❖ To study the consumption pattern in restaurants.
- ❖ To study the opinion about the services in restaurants.

STATISTICAL TOOLS

- ❖ Percentage analysis
- ❖ Rank analysis
- ❖ Chi-square analysis
- ❖ ANOVA-test
- ❖ T-test

GENERAL PROFILE OF THE RESPONDENTS

The general profile of the respondents is given in Table No. 1. Out of the 200 respondents taken for the study, 32.5 percent belonged to the age group of 41 - 50 years, 72 percent are male and 79 per cent are married. Regarding the educational qualification, 38 percent are graduates and 44 percent are employed. 34.5 percent have a monthly income of Rs.10, 000 – Rs.15, 000. The number of family members in the case of 51.5 per cent was 4 members and 65 per cent of the respondents live in urban areas and 35 per cent live in rural areas.

Table No. 1 : General profile of the respondents

PARTICULARS	CLASSIFICATION	No.	Percentage
AGE GROUP	Up to 30 yrs	56	28.0
	31-40 yrs	54	27.0
	41-50 yrs	65	32.5
	Above 50 yrs	25	12.5
SEX	Male	144	72.0
	Female	56	28.0
MARITAL STATUS	Married	158	79.0
	Unmarried	42	21.0
EDUCATIONAL QUALIFICATION	School level	69	34.5
	Graduate	76	38.0
	Post Graduate	46	23.0
	Others	9	4.5
OCCUPATION	Business	63	31.5
	Employed	88	44.0
	Professional	13	6.5
	Student	16	8.0
	Home Maker	20	10.0
PLACE OF RESIDENCE	Urban	130	65.0
	Rural	70	35.0
MONTHLY INCOME	Below Rs.5000	19	9.5
	Rs.5001-10000	52	26.0
	Rs.10000-15000	69	34.5
	Above Rs.15000	60	30.0
NO. OF FAMILY MEMBERS	3 members	50	25.0
	4 members	103	51.5
	Above 4 members	47	23.5

AWARENESS AND RESTAURANTS VISITED

The awareness level of the respondents and the restaurants frequented by the respondents is given in Table No. 2. 51 per cent of the respondents do not frequently visit the same restaurant and 49 per cent of the respondents are visiting the same restaurants. 41.8 per cent of the respondents have frequently visited different restaurants at different times and 10.2 per cent of the respondents have frequently visited Rayappas City. 59.5 per cent of the respondents came to know about the restaurants through friends, 31.6 per cent of the respondents are eating at the same restaurant for a period of 1-5 years.

Table No. 2 : Awareness and Restaurants Visited

PARTICULARS	CLASSIFICATION	No.	Percentage
VISIT THE SAME RESTAURANT	Yes	98	49
	No	102	51
FREQUENTLY VISITED RESTAURANTS	Rayappas	10	10.2
	Anjali	7	7.1
	City	10	10.2
	Surya	5	5.1
	Apoorva	5	5.1
	Nilla	3	3.1
	Gayathiri	5	5.1
	Chola	6	6.1
	Anjappar	6	6.1
	Others	41	41.8
SOURCE OF INFORMATION	Family members	62	31
	Advertisement	19	9.5
	Friends	119	59.5
DURATION OF VISITING THE RESTAURANT	Just started	4	4.1
	Under 6 months	21	21.4
	6 months- 1 year	27	27.6
	1-5 years	31	31.6
	Above 5 years	15	15.3

CONSUMPTION PATTERN IN RESTAURANTS

The consumption pattern in Restaurants is given in Table No. 3. Regarding the items preferred in the Restaurants, 44.5 per cent of the respondents have preferred non- vegetarian items, 52.7 per cent of the respondents have preferred chicken in Non-vegetarian item and 31.5 per cent of the respondents have preferred other category of vegetarian items. 56 per cent of the respondents are going to the restaurants with family members and 63 per cent of the respondents place the order by themselves.

63 per cent of the respondents are visiting the restaurants whenever desired, 62 per cent visit the restaurants at dinner time. 36.5 per cent of the respondents spent Rs.301 - 400 each time when they visit a restaurant. 88 per cent of the respondents have opined that the service level is extremely good.

RECOMMENDATION TO OTHERS

The respondent's opinion about the recommendation of the restaurants to others is given in Table No. 4. 69.5 per cent of the respondents opined that they will recommend the restaurant to others and 32.4 per cent of the

respondents opined that they will recommend the restaurant because of tasty food, 28.1 per cent of the respondents will recommend it because of efficient service.

Table No. 3 : Consumption Pattern in Restaurants

PARTICULARS	CLASSIFICATION	No.	Percentage
ITEMS PREFERRED	Vegetarian	50	25
	Non- Vegetarian	89	44.5
	Both	61	30.5
NON- VEGETARIAN ITEMS	Chicken	79	52.7
	Mutton	25	16.7
	Fish	43	28.7
	Others	3	2
VEGETARIAN ITEMS	Naan	14	12.6
	Romali Roti	13	11.7
	Noodles	11	9.9
	Fried rice	20	18
	Mushroom fry	10	9
	Biryani	8	7.2
	Others	35	31.5
GO TO RESTAURANTS WITH	Family members	156	72
	Friends	40	26
	Colleague	4	2
ORDER IS PLACED BY	Alone	126	63
	Husband/wife	20	10
	Children	32	16
	Friends	22	11
FREQUENCY OF VISIT	Daily/Alternative Days	14	7
	Weekly Once	30	15
	Twice in a Month	30	15
	Whenever desired	126	63
TIME OF VISIT	Breakfast	4	2
	Lunch	72	36
	Dinner	124	62
AMOUNT SPENT PER VISIT	Below Rs.200	26	13
	Rs.201-300	39	19.5
	Rs.301-400	73	36.5
	Above Rs.400	62	31
ORDER SERVED PERFECTLY	Yes	176	88
	No	24	12

Table No. 4 : Recommendation to Others

PARTICULARS	CLASSIFICATION	No.	Percentage
RECOMMEND TO OTHERS	Yes	139	69.5
	No	61	30.5
REASON FOR RECOMMENDATION	Ambience	15	10.8
	Food	45	32.4
	Service	39	28.1
	Cost	3	2.2
	Speed	6	4.3
	Cleanliness	31	22.3

FOOD SERVED IS GOOD –WE GET VALUE FOR OUR MONEY

The Table No.5 gives the respondent's rating about "Food served in Restaurants is good value for money".42 per cent of the respondents have given a rating of 5 to their preferred restaurant, 17 per cent of the respondents have given a rating of 4; 16 per cent, 13 per cent and 16 per cent of the respondents have given a rating of 3, 2 and 1 respectively to the restaurant of their choice.

Table No. 5 : Food Is a Good Value for the Amount Paid

Rating	Respondents	Percentage
One	24	12
Two	26	13
Three	32	16
Four	34	17
Five	84	42
Total	200	100

PRICES ARE COMPETITIVE

Respondent's opinion about competitive prices on a 5 point rating scale is given in Table No.6. 31 per cent of the respondents have given a rating of 3 to their preferred restaurant, 22 per cent of the respondents have rated their restaurant as 5, 19 per cent of the respondents have rated their restaurant as 1, 16.5 per cent of the respondents have rated their restaurant as 4, and 11.5 per cent of the respondents have rated their preferred restaurant as 2 on a 5 point rating scale regarding the competitive price factor.

Table No. 6 : Prices Are Competitive

Rating	Respondents	Percentage
One	38	19.0
Two	23	11.5
Three	62	31.0
Four	33	16.5
Five	44	22.0
Total	200	100.0

OPINION ON THE SERVICES OFFERED IN THE RESTAURANTS

Table No.7 gives the opinion of the respondents on the services offered in the Restaurants. 53.5 per cent of the respondents strongly agree that the Food served is hot and fresh, 54 per cent of the respondents agree that the menu has a good variety of items, 46 per cent agree that the quality of food is excellent, 44 per cent agree that the food is tasty and well-suited to their culinary tastes and 62.5 per cent of the respondents agree with the fact that the service of the restaurant was efficient and their order was taken and served accurately. 55.5 per cent of the respondents agree that the restaurant staff are patient at the time of taking orders, 60 per cent of the respondents agree that the menu card was easy to read, 50.5 per cent of the respondents agree that the employees speak clearly

and 53.5 per cent of the respondents agree that the employees have a friendly and courteous behaviour. 55 per cent of the respondents agree with the excellent service, 43.5 per cent of the respondents agree with value for price paid and 48 per cent of the respondents agree that the restaurants have a good ambience.

Table No. 7 : Opinion On The Services Offered In the Restaurants

Particulars		SA	A	N	DA	SDA	Total
Food is served hot and fresh	No	107	80	13			200
	%	53.5	40	6.5			100
The menu has a good variety of items	No	71	108	19	2		200
	%	35.5	54	9.5	10		100
The quality of food is excellent	No	72	92	36			200
	%	36	46	18			100
The food is tasty and according to my taste	No	82	88	25	5		200
	%	41	44	12.5	2.5		100
The order was taken correctly and there were no discrepancies while serving the items.	No	47	125	24	3	1	200
	%	23.5	62.5	12	1.5	.5	100
Employees are patient when taking orders	No	38	111	43	8		200
	%	19	55.5	21.5	4		100
The menu was easy to read	No	40	120	35	5		200
	%	20	60	17.5	2.5		100
Employees speak clearly	No	37	101	53	8		200
	%	18.5	50.5	26.5	4		100
Employees are friendly and courteous	No	36	107	98	9		200
	%	18	53.5	24	4.5		100
The service is excellent	No	43	110	43	4		200
	%	21.5	55	21.5	2		100
Value for money	No	51	87	56	5	1	200
	%	25.5	43.5	28	2.5	2.5	100
Ambience	No	68	96	35	1		200
	%	34	48	17.5	.5		100

SA – Strongly agree, A – Agree, N - Neutral, DA – Disagree, SDA – Strongly Disagree

RANKING OF FACTORS FOR PREFERRING A PARTICULAR RESTAURANT

The Table No.8 gives the distribution of the respondents according to the ranking of the factors for preference towards a particular restaurant. The food quality and taste was ranked first by the customers. Second rank was given to quantity of food items served, third rank was given to the variety of dishes offered in the menu and fourth, fifth, sixth ranks were given to cleanliness, amount charged, efficient service and the seventh rank was awarded to the location and ambience.

Table No. 8 : Ranking of factors for preferring a particular Restaurant

Factors	Mean	Rank
Good taste	2.0900	1
Quality /Quantity	2.9200	2
Rates	4.8950	5
Variety in the menu	4.0650	3
Efficiency	5.6400	6
Cleanliness	4.6150	4
Location	5.8850	7
Ambience	5.8850	7

PERSONAL FACTORS AND ITEMS PREFERRED IN THE RESTAURANT

Hypothesis

There is no significant relationship between the personal factors and items preferred in the Restaurants.

The chi-square test shows that there exists no significant relationship between personal factors and items preferred in the Restaurants.

Table No. 9 : Personal factors and Items preferred in the Restaurant

Personal Factor	Chi-square value	Chi-square table value	Significant / Not-significant
Age	5.778	12.592	Not Significant
Gender	.194	5.991	Not significant
Educational Qualification	11.711	12.592	Not significant
Occupation	9.884	15.507	Not Significant
Income level	9.632	12.592	Not Significant
No. of members in family	7.207	9.488	Not Significant
Place of Residence	10.784	5.991	Not Significant
Visit the same restaurants	2.105	5.991	Not Significant

Table No. 10 : Personal Factors and Occasion of visiting the restaurants.

Personal Factor	Chi-square value	Chi-square table value	Significant / Not-significant
Gender	5.713	7.815	Not significant
Educational Qualification	12.594	16.919	Not significant
Occupation	27.215	26.217	Significant
Income level	8.686	16.919	Not Significant
No. of members in family	2.535	12.592	Not Significant
Place of Residence	5.296	7.815	Not Significant
Visit the same restaurant	5.628	7.815	Not Significant

PERSONAL FACTORS AND OCCASION OF VISITING THE RESTAURANTS.

Hypothesis

There is no significant relationship between the personal factors and occasion of visiting the restaurants.

It is evident from the Table No.10 that the hypothesis is accepted (Not significant) in six cases and in only one case, the hypothesis is rejected (significant). It is concluded that there exists a significant relationship between occupation and occasion of visiting the restaurants and all other personal factors are not significant.

ANOVA - PERSONAL FACTORS AND LEVEL OF SATISFACTION SCORE

Hypothesis

There is no significant difference among the personal factors in the average satisfaction score.

ANOVA was applied to find out the level of satisfaction between the independent variables Viz age, educational qualification, occupation, income level, number of members in the family and items preferred and the results are depicted in Table No.11. From the Table, it can be inferred that there is no significant difference among various personal factors on the level of average satisfaction score.

Table No. 11 : ANOVA - Personal Factors and level of satisfaction score

Personal Factor	F ratio	ANOVA table value	Significant / Not-significant
Age	.253	2.651	Not Significant
Educational Qualification	.244	2.651	Not significant
Occupation	.894	2.418	Not Significant
Income level	1.261	2.651	Not Significant
No. of members in family	.032	3.042	Not Significant
Preference for items	.817	3.042	Not Significant

't' TEST - PERSONAL FACTORS AND LEVEL OF SATISFACTION SCORE

Hypothesis

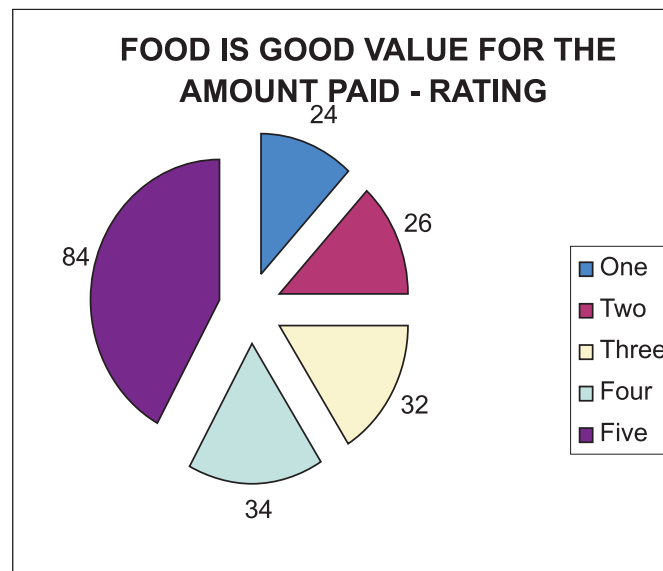
There is no significant difference between the personal factors in the average satisfaction score.

't' - test was applied to find whether there is significant difference between dependent variable and independent variable. From the Table No.12 it is inferred that there is no significant difference between Male and Female, Urban and Rural respondents in the average satisfaction score and there is significant difference between the respondents "visiting the same restaurant or not" in the average satisfaction score.

Table No. 12 : 't' Test - Personal Factors and level of satisfaction score

Personal Factor	T	Difference	Significance
Gender	1.406	198	Not Significant
Place of Residence	1.730	198	Not Significant
Visit the same restaurant	3.090	198	Significant

Chart No. 1



CONCLUSION

It is evident from the study that majority of the consumers have visited different restaurants at different times. So the restaurant owners have to take steps to retain the customers and make them a permanent customer. Majority of the respondents came to know about the restaurants through their friends. Hence, the restaurants can advertise in the local medias like Radio, Newspaper, Magazines etc. to attract more customers. Quality and Taste are the two major factors considered by the respondents in selecting a Restaurant and so the restaurant owners should not compromise on these aspects at any cost. Customers are more discerning and demanding. And they always want to experiment with the money they spend. They look for new endeavors and experiences and it has become a challenge to keep them loyal to a particular eat-out. With rapidly shifting loyalties, customers who are ready to experiment look for variety and do not have any specific likes or dislikes. The Indian restaurant industry has come of age by diversifying its services and is trying to cater to the Indian taste buds and is staying in the competitive arena amongst international giants and is able to provide better services to the customers.

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