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A study of attributes affecting selection of restaurants by selected customers

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Abstract

The dining which earlier used to be occasional, is fast catching up and setting as recourse to quick meals, entertainment, social gathering, family-outing etc. In India the plausible reasons for this trend are similar to world at large like increasing pattern of more women working outside the home, busier lifestyles and more disposable incomes.

The present study proposes to reveal the customer preferences regarding restaurants where they wish to dine out. The study was carried out at six restaurants where 150 customers were interviewed. The study disclosed that almost 50-60 percent customers selected rest room, dining room, personal hygiene of the staff, knowledge of the server, personal attention and convenience of parking important while selecting restaurants. Many respondents preferred variety in the menu, attentive, friendly and helpful employees as an attribute in selection of restaurant for dining.

Keywords: *Attributes, Restaurant, Hygiene, Sanitation*

1. Introduction

Eating habits differs from one region to the other, eating in restaurants or away from homes eating is currently a common phenomenon that is embraced in many communities. India is a country with many various religious groups as well besides the ethnic groups. The religion differentiation is a major determinant in the food patterns in the country. Eating in restaurant has evolved from a long way; it goes way from just the mere thought of getting ones fill to a form of recreation. People have always gone out to the restaurants and eating places to quench their hunger and desire for food. In the process they always expect to derive pleasure get satisfaction from it all. (www.ukessays.com)

There is a movement towards trying out new and exotic foods, increasing interest in vegetarian items, as well as growing use of spices, herbs, and hot peppers (Bharath and Prema, 2004). The cosmopolitan Indian is now eager to explore new tastes and absorb global trends and is no longer limited by geographical or cultural boundaries. India has several thousand multi-cuisine eateries that dot the cities. (www.bangalorebest.com)

1.2 What is “Restaurant”?

- i. A place where you can buy and eat a meal. Full Definition of RESTAURANT.: A business establishment where meals or refreshments. . (www.merriam-webster.com/).
- ii. That offers fine dining with a wide selection of foods and beverages, and table service. It may also have attached coffee shop ... (www.businessdictionary.com)
- iii. A restaurant is a place usually inside a building where you go to eat food. Which, most of the time, you must pay for. (www.vocabulary.com).

1.3 Why do people dine out? A professional server must understand why people eat out. People eat out for reasons that are both tangible and intangible.

- i. **Hunger** is the basic need for survival. The body needs food for energy and sustenance. People may satisfy this basic need by buying food from a hotdog stall or a fancy restaurant based on their budget. Restaurants meet this need.
- ii. **Convenience** is an intangible factor that forces people to eat out. Many people, who do not have time or resources to prepare meals at home, find restaurants convenient. Working people go to a restaurant that can provide them food within the given time and budget during lunch.

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- iii. **Social occasions** are a great reason why people eat out. Businessmen may want to entertain their clients or families to celebrate birthdays, anniversaries, religious festivals, etc. in a specialty restaurant.
- iv. **Entertainment** is a great reason to eat out. That is why restaurants go beyond food and provide costumes, showmanship, decor, and music to create an amusing environment. Exotic night clubs and specialty restaurants provide sheer entertainment.(Andrews, 2009)

1.4 Justification: Now days due to increasing employment of women outside the home and extensive changes in lifestyle the use of restaurant food and fast food is growing. On the other hand, there are increasing competitions in the restaurant industry. With the increasing competition between restaurants offering new customers can no longer generate profits and success, but rating extensive customers is of more importance a completely environment provide customer with more alternatives to choose from thereby, they can select their

favorite option from several alternatives. In the recent times there are lot of changes and development taking place in Anand and Vallabh Vidhynagar. New restaurants are emerging every day with something novel. Therefore, the need had been realized to study the attributes on which the customers select the restaurants.

1.5 Objectives

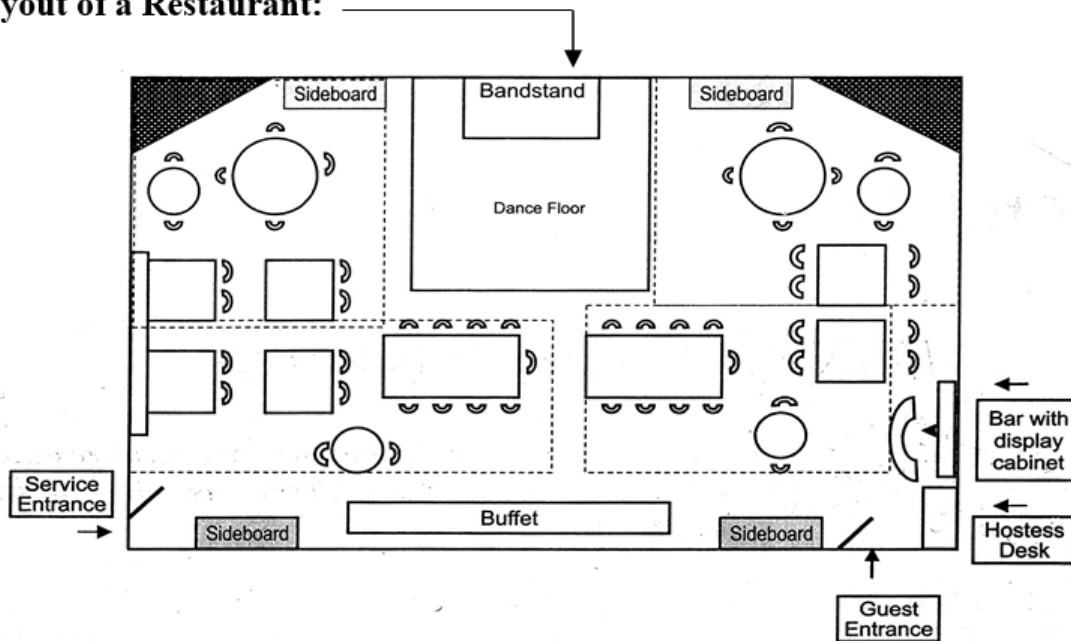
- i. To identify the reasons for going to the restaurants.
- ii. To find out the key quality attributes in selection of restaurants.

1.6 Assumptions

- i. Everyone likes to go to the restaurants.
- ii. People always go to the restaurant to try something new.
- iii. People go to restaurant for enjoyment.

2. Review of Litreature

Basic Layout of a Restaurant:



(Source: Andrews, 2009)

Whether we live to eat or eat to live, food always plays a fundamental role in the lives of human being. The significance of foodstuff cannot be overstated from the physiological viewpoint; food gives us sustenance; while from other psychological point view food is classified as a basic need. Food can also characterize a product used to describe self-actualization. Therefore, individual can quarrel that above and beyond provided that nourishment food plays a variety of roles together at individual and group level (David, 2005).

In the restaurant context, Ryu and Jang (2007) explored the combined effect of multiple atmospheric variables on behavioral intentions in upscale restaurants. Their findings supported that ambience (e.g. music, aroma and temperature) and employee appearance had the most important influence on customers' emotional responses, which in turn affected customers' post-dining behavioral intentions.

Guests have become adventurous. They want total experiences that will trigger emotions. A perfect experience is one that will appeal to all the senses - sight, hearing, touch, smell, and taste. The eyes would like to see new costumes, lighting, decor, and

food presentations that are beautiful and appealing to eyes. This is the reason why showmanship plays a big part in restaurant service now the guests like to hear fusion music as well as the sizzle of dishes. They like to smell unique flavors' especially those that will stimulate their appetite. They would like to pamper their taste buds with new cuisines of quality. It is not surprising that the traditional English public have taken to Indian curry and spices; Mongolian Bar-be- cue has become a rave in many parts of the world; Mediterranean food, with antipastos, Greek kebabs, and traditional folk duos are being relished all over the world; people are willing to taste zebra and alligator meat from the African continent or sand baked camel-meat of the Middle East. (Andrews, 2009)

3. Methodology

3.1 Selection and development of data collection tool: The direct personal interview technique was selected for obtaining information regarding restaurant and customers.

Semi structured questionnaire was prepared by the investigator for obtaining information. The study was attempted to create

pictorial evidence as far as possible, so during personal visit photographs and other information were collected. For making the interview schedule convenient interesting and easily explainable it was categorized as follows.

- (a) Background information.
- (b) Knowledge about restaurant
- (c) Preference of the attributes by the customers in the selection of the restaurant.

3.2. Selection of research area and sample

***Area-** Anand is known as the **Milk Capital** of India. It became famous for Amul dairy and its milk revolution. This city hosts the Head Office of Gujarat Cooperative Milk Marketing Federation Ltd (AMUL), National Dairy Development Board of India, well known Business school-IRMA and Anand Agricultural University. Vallabh Vidyanagar is a town and a municipality in Anand district in the Indian state of Gujarat. It is located between Ahmedabad and Vadodara, 6 km from the town of Anand. V. V. Nagar is known as educational hub of Gujarat. Anand and Vallabh Vidyanagar has seen rapid economic and cultural growth in the recent years.

***Sample-** The sample from Anand and Vallabh Vidyanagar were selected for the interview. Total six restaurants were selected for the study where 25 customers from each restaurant were randomly selected. Total 150 customers were selected for the study. Before selecting the restaurants for study the list of restaurants were preferred.

3.3 Data Analysis: The collected data was transferred on coding sheets by giving each item a code. To get a clear picture of the data coded, they were tabulated and after tabulation data analysis was done by presenting it in terms of frequencies, percentages and graphs.

3.4 Operational Definition

- i. Attributes:** An attribute is a quality or characteristic given to a person, group, or some other thing. Your best attribute might be your willingness to help others, like when you stopped traffic so the duck family could cross the street.
- ii. Restaurant:** A Commercial establishment committed to the sale of food and beverage.
- iii. Hygiene:** Hygiene cleanliness of a person and his/her surroundings.
- iv. Sanitation:** A concern and action to safeguard public health.

4. Results and Discussions

Table 1: Age in years

Age in years	Frequency (No.)	Percentage (%)
18 – 23	69	46
24 – 30	49	32
31 – 45	22	15
More than 45	10	07
	150	100

In the above table the maximum numbers of respondents were from 18-23 years i.e. 46 percent. Thirty two percent falls in the age group of 24-30 years, 15 percent falls in the age group of 31-45 whereas only 7 percent of respondents were more than 45 year of age.

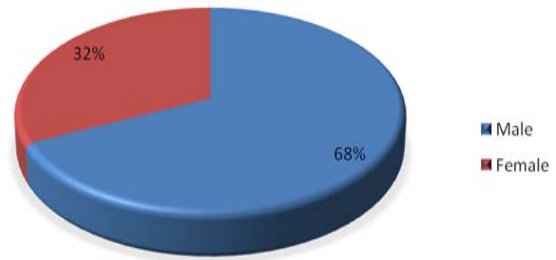


Fig 1: Gender this figure shows the real figure of male and female.

Table 2: Qualifications

Qualification	Frequency (No.)	Percentage (%)
Under graduate	23	15
Graduate	74	49
Post graduate	46	31
Doctorate	07	05
	150	100

The greatest group found visiting restaurant out of 150 customers were of graduates which was 49% and very few were doctorate. The post graduates were 31% and 15% respondents were under graduates.

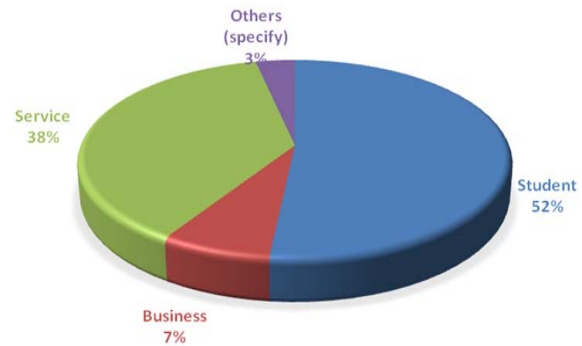


Fig 2: Occupation: There were different groups of respondents like students, business people, service people and others.

Table 3: Monthly Income of the family

Monthly income(Rs.)	Frequency (No.)	Percentage (%)
5000- 20,000	51	34
20,000 - 30,000	37	25
30,000 - 50,000	41	27
50,000 >	21	14
	150	100

It can be seen that 34 percent of the respondents had monthly income of Rs.5000-20,000, 25 percent had income from 20,000-30,000Rs. and 27 percent respondents had income of 30,000-50,000Rs. Only 14 percent respondents had income more than 50,000Rs. per month.

Table 4: Types of household.

Types of Household	Frequency (No.)	Percentage (%)
Single adult	60	40
Married couples without children	23	15
Family with children	62	42
Others	05	03
	150	100

It was discovered that 40 percent respondents were single adult and 15 percent were married couples without children. As graph here shows the greatest number of respondents from married family with children 62 i.e. 42%. It was revealed that 03 percent of respondents were divorced and separate.

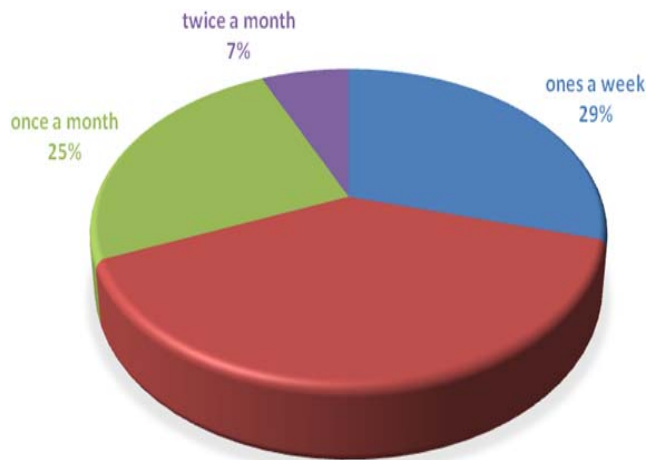


Fig 3: Frequency of dining.

From the above graph it was revealed that 39.0 percent respondents like to dine twice a month, 29.0 percent said once a week they dine at the restaurant. It had been found. Whereas 25 percent respondents go to restaurant once a month. Only 7 percent respondents go to restaurant twice a month.

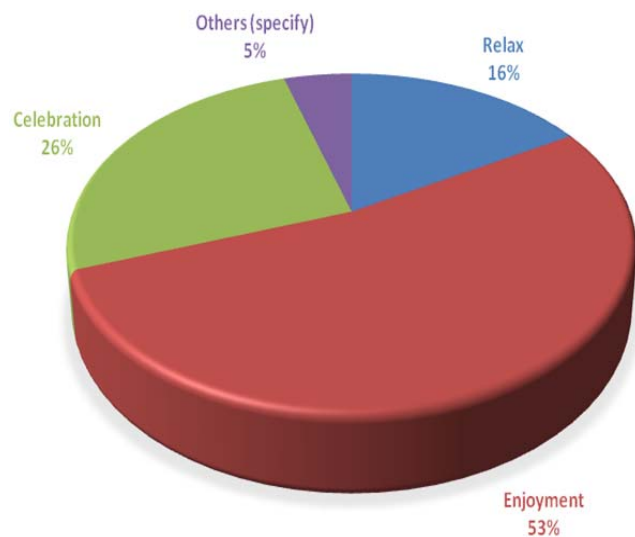


Fig 4: Motive for going to restaurants

The graph shows that majority of the respondents 53 percent go to restaurants for enjoyment. Twenty six percent go for some celebration and 16 percent respondents go for relaxing. only 5 percent respondents go to restaurant for other reasons like if the home maker is not well.

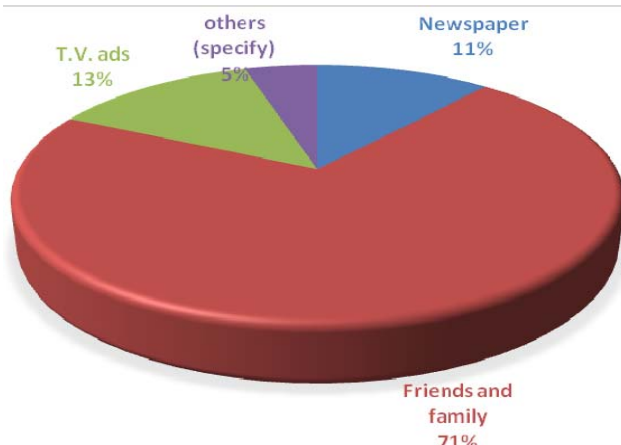


Fig 5: Mode of information about the restaurant

The above graph shows how the respondents come to know about the variety of restaurants.



Fig 6: Purpose of dining

From the figure it can be seen that 44 percent respondents dine at the restaurant to try specialty menu item, 25 percent like just to have a convenient meal, where as 20 percent said they dine for have business purpose. Only 11 percent respondents were reported to dine in the restaurant due to social reasons i.e. marriage, reception party etc.

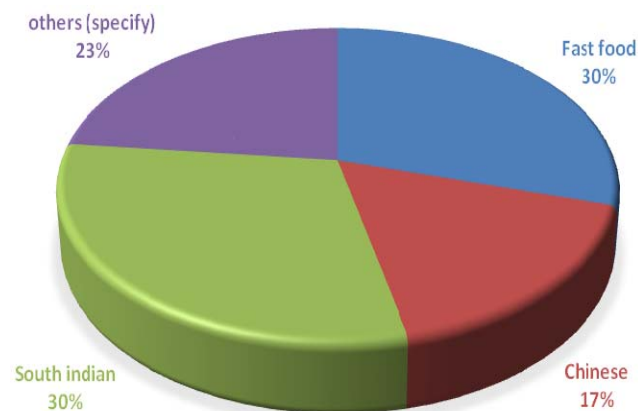


Fig 7: Food preferred at the restaurants

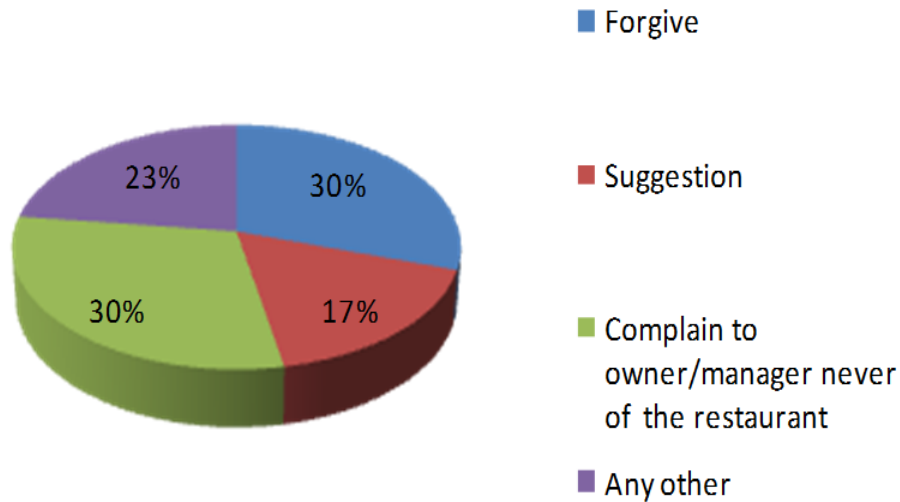
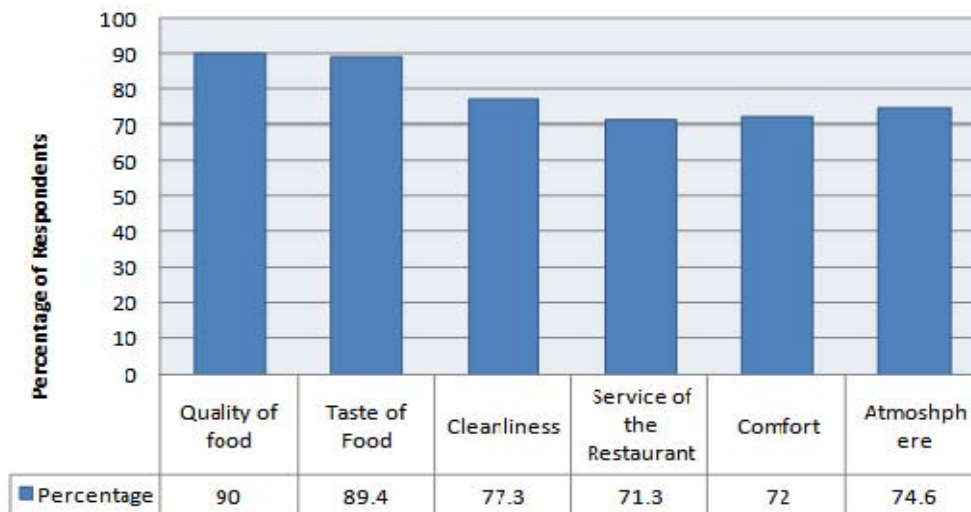


Fig 8: Action taken in case of mistake done by waiter

It was found that 30 percent respondents preferred for fast food and south Indian food respectively, where as 17 percent preferred Chinese food. It had been disclosed that 23 percent respondents gave prefer for other i.e. Italian, Gujarati, Punjabi, Kathiyawadi and Non-Veg food. It was interesting to know that 30 percent respondents said that

they would forgive waiter, 30 percent said they would complaint to the other or manager. Seventeen percent said they would like to give suggestion to the waiter and manager whereas 23 percent said they would not leave the waiter and would fight with owner or the manger for the mistake

Most preferred attributes in selection of restaurants



4.1 Suggestion by the customers

- i. The service should be on time and as fast as possible.
- ii. The waiter should be there as and when guest needs them.
- iii. They should give discount to regular customers.
- iv. Try not repeat menu of dinner.
- v. Proper training for waiter in food serving in needed
- vi. Every customer should be given equal attentions.
- vii. Politeness is also expected.
- viii. Waiting time should be reduced.
- ix. Good behavior of waiter is expected.
- x. The waiter should have food knowledge about the menu.
- xi. Improved parking area with tally marks.

The growing importance of service sector in the world economic context and the need to retain and attract clients to ensure market survival require that the criteria according to which clients evaluate service excellence be Identified Thus,

service providers can prioritize their efforts to meet those attributes considered most important by customers. Although customer perception of price has been considered an essential determinants of purchase behavior and product or service choice. Few researches have studied perceived price. In fact, works found in literature concerning price perception targeted studying the relationship between price, perceived quality, and other determinants of customer satisfaction.

5. Conclusion

As every individual has their own opinion and also have different views, the attributes that affect the selection of restaurants by customer also differs from customer to customer. As per the feedback of the respondents given and the results of the study the conclusion that can be drawn is that hotel industry is now growing vastly and becoming popular among people. The demands of the people are also growing for the standards of food & service. The attributes that customers

look for restaurant usually are the taste of food, comfort, quick service, satisfaction, professional staff as well as environment of restaurant. Therefore in order to experience good hospitality service, selection of good restaurant is important where one can feel relaxed, satisfied and at the same time can enjoy also.

6. Recommendations

- i. It is recommended that the restaurant management take into particular consideration the taste, appearance and presentation of food, healthiness and also try to increase food diversity in order to cover various tastes of different customers.
- ii. It is recommended that the restaurant managers pay particular attention to the quietude of the restaurant environment and contribute to satisfaction and loyalty of customers by creating a peaceful and agreeable space.
- iii. It is recommended that the restaurant managers provide the necessary training on treating customers for staff.
- iv. It is recommended to implement appropriate measures to minimize the time used for serving food and paying bills.
- v. Furthermore, they can investigate prices of rival restaurants and take them into account in their pricing strategies.

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