



## A study on customer satisfaction towards four season restaurant in Coimbatore city

### KEYWORDS

Restaurant industry, , Service Marketing, Customer Exception

**MS S. SHYLAJA**

Assistant Professor in Commerce with computer Applications, Dr N.G.P Arts and Science College , Coimbatore-48

**MR C. EAHAMBARAM**

Assistant Professor in Commerce with computer Applications, Dr N.G.P Arts and Science College Coimbatore-48

**ABSTRACT** *The market liberalization policies undertaken by the government, India has also become a consumer market with a huge customer base. This has provided a fillip to the restaurant industry in the country. With the high standard of living and the change in the lifestyle of the people, more and more consumers are also flocking various restaurants. It has also led to the growth of restaurants which serve regional and international delicacies. The rate of growth of the restaurant industry in India is expected to be around 4.5 % on an average. A significant number of the workforce in the country is also engaged in the restaurant industry. The overall restaurant industry in the world will employ around 13.3 million people, of which India will have a significant share. However, the main challenge is to enhance the market growth of the industry.*

### Introduction about the study:

**Services marketing:** It is a sub field of marketing, which can be split into the two main areas of goods marketing (which includes the marketing of fast moving consumer goods (FMCG) and durables) and services marketing. A service marketing typically refer to both business to consumer and business to business services, and includes marketing of services like telecommunications services, financial services, all types of hospitality services, car rental services, air travel, health care services and professional services. The range of approaches and expressions of a marketing idea developed with the hope that it be effective in conveying the ideas to the diverse population of people who receive it.

Services are economic activities offered by one party to another. Often time-based, performances bring about desired results to recipients, objects, or other assets for which purchasers have responsibility. In exchange for money, time, and effort, service customers expect value from access to goods, labor, professional skills, facilities, networks, and systems; but they do not normally take ownership of any of the physical elements involved.

The world economy nowadays is increasingly characterized as a service economy. This is primarily due to the increasing importance and share of the service sector in the economies of most developed and developing countries. In fact, the growth of the service sector has long been considered as indicative of a country's economic progress. Economic history tells us that all developing nations have invariably experienced a shift from agriculture to industry and then to the service sector as the main stay of the economy. This shift has also brought about a change in the definition of goods and services themselves.

### Importance of service marketing:

- Given the intangibility of services, marketing them becomes a particularly challenging and yet extremely important task.
- A key differentiator: Due to the increasing homogeneity in product offerings, the attendant services provided are emerging as a key differentiator in the mind of the consumers.

### Objectives of the study:

- To analysis the hygienic food items provided by the restaurant.

- To know about the service provided by the restaurant.
- To study the level of satisfaction of the respondents about the various facilities.
- To know the problem faced by the restaurant.
- To offer suitable suggestion for improving customer satisfaction.

### Scope of the study:

- The study has been undertaken to find out the customer satisfaction of four season restaurant.
- This study mainly focuses on various satisfactory levels like publicity, quality and taste available of the food items, customer satisfaction of the four season restaurant.

### Statement of problem:

Customer awareness about the restaurant has improved considerably in the recent past. Owing to hectic competition in the restaurant industry customer are not in a correct position to identify their right needy foods. Food advertisements are also coming frequently in the medias from almost all the restaurant for selecting the correct food. Customer should be more cautious about their food, in order to find out the quality food and their display. They can also come to know the food by visiting the societies. Among all the customer have to judge the other factors such as price, verities and taste of the food before making their buying decision. After satisfied with the above factors they have to select the right food.

### Limitations of the study:

- The sample size is limited 100 customers only.
- Some of the respondents are non-cooperative.
- Time is one of the major limitations (6 months).
- The research is been restricted to Coimbatore city alone so it may not applicable to the whole.

### Research Methodology

#### Sampling method:

The sampling use for the study is convenient sampling. This sampling is selected by the researcher for the purpose of convenience to access.

#### Sample size:

The sample size is 100 respondents.

#### Data collection method:

In dealing with any real life problem. It is obvious that data

hard are inadequate and hence it becomes necessary to collect the data are appropriate depending on the source of information available, data can be classified as,

- Primary data
- Secondary data

#### Primary data:

The research was done with the help of structured questionnaire that prove to be effective in collection the relevant information.

#### Secondary data:

Secondary data was collected from the company file and website.

#### Tools of analysis:

- Ranking analysis
- Likert's scale

**About the four season restaurant:** Four season restaurant was started in the year of 2001 and the founder of four season restaurant was thamburaj. There working 15-30 workers. Entire restaurant house with in them, a confectionary store selling the Indian sweets, a pastry shop and a take-away counter for drive in order. Four season restaurant, understand better than anyone challenge of keeping best and employers excited by the daily offerings.

The customers can be assured of the quality product served with elegance and grace. They bring experience, programs a style that is more personalized and customer – driven. Their cuisine is prepared to meet the highest standard and to offer a carefully balanced diet. Each day they offer meatless selections, an extensive salad bar, and fresh food. They pledge to select any prime, healthful non- vegetarian ingredients and apply advanced technologies to provide customer with food product that are delightfully tasty, healthful and convenient. They plan their menus to organize and promote special nutritional awareness day.

The products are cooked under extremely hygienic condition. What's more their crew members cooking non-vegetarian food items are identifiable by their green aprons. Four season restaurant has specially developed a range of non-vegetarian food to offer those of you are non-vegetarian, a choice. They taking into account in the Indian plate, they have prepared the choicest of product the choicest of product species favoured by the customers.

#### The branches of four season restaurant in Coimbatore are located in:

- Saravanampatti
- karatumadu

#### Food details about the four season restaurant:

- Protta
- Panner masala
- Tomato dal
- kheema kabab
- Briyani's
- Chicken biriyani
- Plain biriyani
- Butter chicken masala
- Egg masala
- Tandoori
- Sweet corn chicken
- Ghee rice
- Chilli baby corn
- Mushroom biriyani
- Mushroom pepper fry
- Tomato soup
- Masuroom fry etc.,

#### Organisation profile:

Establishment : 2001

Owner of the restaurant : thamburaj

Name of the restaurant : Four season restaurant

Address of the restaurant : 271/1,Sathy Main Road,

(Opp.) Panchayat Office,

Saravanampatti, Coimbatore-35

Mobile No : 0422-2668777

Contact person : Gowtham

Land Mark : Saravanampatti

Food Type : Indian, Chinese, South Indian Tandoori

E-Mail ID : fourseasonrestaurant@gmail.com

City : Coimbatore City

State : Tamil Nadu

#### Review Of Literature

The décor, or ambiance, of a restaurant works simultaneously with the quality of service and the quality of food; both of these variables have received attention in research studies (Okada and Hoch 2004). Kotler (1998) pointed out that a product can be categorized into three distinct but correlated benefit levels: the core benefits (core service/service product), the tangible benefits (servicescapes), and the intangible benefits of a product (human element of service delivery).

Previous studies have been conducted mainly on customer loyalty in the hotel industry (e.g., Bowen and Chen 2001; Kandampully and Suhartanto 2000; Mak, Sim, and Jones 2005; Mason, Tideswell, and Roberts 2006), whereas little research has focused on customer loyalty in the restaurant industry. Other variables found to be related to customer loyalty include service benefits (Kotler 1998; Zeithaml, Berry, and Parasuraman 1996), perceived value (Zeithaml 1988), and customer satisfaction (Fornell 1992).

Economic literature states that the relationship between consumers' willingness to pay and the elasticity for the restaurant attributes is linear. A recent study showed that consumers' willingness to return hinges on quality food at an appropriate cost (Gupta et al. 2007). However, empirical evidence to support this assumption is limited. In the theoretical domain, answering these research questions provides an important understanding of the link between consumer satisfaction, profitability, and consequential customer loyalty.

#### Analysis and interpretation

##### Ranking analysis

##### Table No 1

##### Distribution of sample respondents according to their level of satisfaction

S. No	Factors	Total score	Rank
1	Price	267	V
2	Taste	316	II
3	Quantity	329	I
4	Cleanliness	284	IV
5	Varieties	304	III

Source: Primary data

**Interpretation:** From the above table one can infer that factor "quantity" scored the highest point (329) and ultimately ranked I. This is followed by the rank II, III, IV, V.

**Likert's Scale****Table No. 2****Table Showing Respondents Opinion About Packing Facilities**

S. No	No. of respondents (f)	Likert value (x)	Total f(x)	Likert scale value
Highly satisfied	67	5	335	3.35
Satisfied	26	4	104	1.04
Moderate	6	3	18	0.18
Dissatisfied	1	2	2	0.02
Highly dissatisfied	0	1	0	0
Total				4.59

Source: Primary data

**Interpretation:**The above table shows that of the 3.35% respondents are say that packing facilities is highly satisfied, 1.18 of the respondents are moderate, 1.04% of respondents are satisfied, 0.02% of the respondents are dissatisfied.

**Likert scale:**4.59% which greater than the mean value of 3 show the respondents are highly satisfied with the reason for packing facilities.

**Table No. 5****Table Showing Respondents Opinion About Food Varieties**

S. No	No. Of respondents(f)	Likert value (x)	Total f(x)	Likert scale value
Highly satisfied	32	5	160	1.6
Satisfied	39	4	156	1.56
Moderate	17	3	51	0.51
Dissatisfied	11	2	22	0.22
Highly dissatisfied	1	1	1	0.01
Total	100		390	3.9

Source: Primary data

**Interpretation:**The above table shows that the 1.6% of the respondents are say that food varieties is highly satisfied, 0.56% of the respondents are satisfied, 0.51% of the respondents are moderate, 0.22% of the respondents are dissatisfied, 0.01% of the respondents are highly dissatisfied.

**Likert scale:**3.9% which greater than the mean value of 3 show the respondents are highly satisfied with the reason for food varieties.

**Findings:****(B) Finding of Ranking:**

➤ From the above table one can infer that factor "quantity" scored the highest point (329) and ultimately ranked I. This is followed by the factors taste, varieties, cleanliness and price.

**(C) Findings of Likertscale:**

- 4.59% which greater than the mean value of 3 show the respondents are highly satisfied with the reason for packing facilities.
- 3.85% which greater than the mean value of 3 show the respondents are satisfied with the reason for washing facilities.
- 4.02% which greater than the mean value of 3 show the respondents are highly satisfied with the reason for ventilation/lighting
- 3.9% which greater than the mean value of 3 show the respondents are highly satisfied with the reason for food varieties.

**Suggestions:**

- ❖ Advertisement about the restaurant should be given in the newspapers, FM and local channels.
- ❖ Price of the items should be reduced to some extent.
- ❖ Parking facilities should be improved.
- ❖ Serving time between one item to other items should be minimized.
- ❖ One more wash basin should be installed.

**Conclusion:**

From the research work done in four season restaurant, it is concluded that the customer is satisfied with service provided by the restaurant. But they are having dissatisfaction in price of the items, parking facilities, serving time and washing facilities. The management of the restaurant should take necessary steps to solve these problems. If they do so, that will increase their satisfaction level of customers.

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