



## A Study on Consumer Perception and Satisfaction Towards Restaurants in Coimbatore City

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### ABSTRACT

Globalization has made drastic changes in world economy and it has offered lots of opportunities for business houses and industries. The Restaurant industry today is a diverse composite of ownership patterns and varying management structures which offer a variety of services. However, the basic product, which is the Food - Drink remains the same. With the emergence of weekend culture in metros, increment in standard of living of service class people, emergence of mall and retail culture, the Indian restaurant industry has a profitable future. Customers usually consider various factors before making a choice of a restaurant. These factors may be understood as service, taste, cleanliness, location, charge, payment mode, loyalty, free gifts, variety in terms of food available, brand name etc.

### KEYWORDS

Restaurants, Standard of living, retail culture, loyalty

### INTRODUCTION

One consumer would in general have different consumption behaviors or preferences from another. He may spend money on computers and technical books, while the other may spend on clothing and food. Availability of this information on consumer perception will be of great value to a marketing company, a bank, or a credit card company who can use this information to target different groups of consumers for improved response rate or profit. By the same token, information on consumption preference of the residents in one specific region can help business in planning their operations in this region for improved profit. Therefore, it is very important to have a tool that can help to analyze consumer's behaviors and forecast the changes in purchase patterns and changes in purchase trend.

The present study found links between consumer's perception towards the restaurant attributes and satisfaction. This study depicts (by analysis of various factors) how consumers get attracted towards a restaurant. This study provides guidelines for the marketer to formulate the marketing strategies to maintain the consumer demand.

### STATEMENT OF THE PROBLEM

The diverse culinary habits, wide range of cuisines and the diverse cooking techniques are some of the main factors behind the growth of restaurants in India. With the high standard of living and the change in the lifestyle of the people, more and more consumers are also flocking various restaurants. Recent surveys have shown that there has been a growing trend among the Indians to taste various types of gastronomical delights. This has also led to the growth of restaurants which serve regional and international delicacies.

The demand for food away from home increases due to changing demographics, more disposable income and increasing standard of living. Dining out also is considered a leisure activity. So people are visiting a restaurant to entertain friends and relatives, celebrate a birthday or special occasion, or do not want to cook. These consumers are concerned with satisfaction for themselves or for that group with whom he/she is dining. At this juncture it is felt by the researcher that it is pertinent to study the opinion and level of satisfaction about the various service aspects in the restaurant industry.

### SCOPE OF THE STUDY

In today's world there is more number of working population among us. Women are also equally engaged in outside work and are playing an active role in their career development. In

such a scenario the demand for the restaurants has grown exponentially. The number of restaurants in Coimbatore has seen a phenomenal increase in the past few years. This study mainly concentrates on the reasons of why people prefer restaurants, the attributes of restaurants that attract people and the differences in consumer expectations and what actually is being delivered.

So the findings will help the restaurant industry to adopt themselves to the changes in order to meet the consumer demand.

### OBJECTIVES OF THE STUDY

The following are the objectives formulated for the purpose of the study

- To examine the awareness of respondents about the Restaurants.
- To study the respondents perception about the various aspects of the Restaurants.
- To find out the reasons for preferring a particular restaurant.
- To analyze the level of satisfaction of consumers towards the services provided by the Restaurants.
- To provide suitable suggestions on the basis of results of the study.

### RESEARCH METHODOLOGY

#### Area of the study

The area of the study is Coimbatore city. Coimbatore, popularly known as Manchester of South India, is situated in western part of the state Tamil Nadu.

#### Data sources

Both primary data and secondary data have been used for the study purpose. The primary data are collected from the customers of restaurants with the help of a structured questionnaire. The secondary data has been collected by referring to Journals, Articles, and Magazines and various relevant web-sites.

#### Sample size and Sampling method

For purpose of the study, convenient random sampling technique has been adopted. The customers who made a visit to the restaurants form the sample unit and among them 250 respondents were selected for the study purpose.

#### Statistical tools used in the study

Conventional tools like descriptive tables and percentages

were used for the purpose of analysis. The graphs and charts have also been made use of where ever necessary. Further, the following specific tools were used.

- Chi – square analysis
- Average ranking analysis
- Average Scoring analysis

### ANALYSIS AND INTERPRETATION BASED ON AVERAGE SCORING ANALYSIS

In order to use this technique first the qualitative information is converted into quantitative one through a 5 point scaling technique. After converting into scores the average score is calculated mainly to assess the level of opinion / satisfaction of the different categories of respondents on various aspects.

**TABLE .1**  
**Level of satisfaction towards the service aspects of the restaurants**

Aspects	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dis-satisfied	Total	Mean
	5	4	3	2	1		
Food portion size	32	127	68	15	8		
Score	160	508	204	30	8	910	3.68
Temperature of food	15	105	82	43	5		
Score	75	420	246	86	5	832	3.328
Variety of food/ beverage	43	150	40	12	5		
Score	215	600	120	24	5	964	3.856
Quality and taste of food	52	155	35	5	3		
Score	260	620	105	10	3	998	3.992
Cleanliness of the dining area	40	97	95	15	3		
Score	200	388	285	30	3	906	3.624
Value you received for the price paid	32	113	87	13	5		
Score	160	452	261	26	5	904	3.616
Comfortable and welcoming feeling	22	120	80	20	8		
Score	110	480	240	40	8	878	3.512
Convenience of washroom	20	107	90	28	5		
Score	100	428	270	56	5	859	3.436
Timeliness of service	20	120	80	30	0		
Score	100	480	240	60	0	880	3.52
Accuracy of order - taking	32	138	65	12	3		
Score	160	552	195	24	3	934	3.736
Communication skills of the staff	27	120	80	20	3		
Score	135	480	240	40	3	898	3.592
Attentiveness of the staff	20	115	75	37	3		
Score	100	460	225	74	3	862	3.448
Payment of bill	30	162	45	13	0		
Score	150	648	135	26	0	959	3.836
Working hours	32	165	42	8	3		
Score	160	660	126	16	3	965	3.86
Working of parcel section	22	127	80	20	1		
Score	110	508	240	40	1	899	3.596
Total Score	2195	7684	3132	582	55	13648	

From the above analysis it was understood that the respondents are satisfied towards food portion size, variety of food/ beverage, quality and taste of food, cleanliness of the dining area, value received for the price paid, comfortable and welcoming feeling, timeliness of service, accuracy of order – taking, communication skills of the staff, payment of bill, working hours, working of parcel section and the respondents are neutrally satisfied towards temperature of food, convenience of washroom, attentiveness of the staff.

### RECOMMENDATIONS

The recommendations based on the results of the study and the opinion given by the respondents with during the conduct of the study are presented in the following pages.

#### 1. Quality of food

While selecting a particular restaurant majority of the respondents are giving more priority for the quality of the food offered there. At the same time from the study it is understood that the majority of the respondents are not highly satisfied with the quality and taste of the food by adding proper, harmless ingredients.

#### 2. Temperature of food

It is understood that in most of the restaurants the food is served in low temperature. Normally people will like to have the food at good temperature. So, it is suggested to the restaurant owners to offer the food at the optimum temperature, so that it will increase the taste of the food.

#### 3. Cleanliness at dining area

Hygienic factors in the dining area and in the rest room are the most important factors that must be kept in mind while offering services to the customers. From the study it is understood that majority of the respondents though satisfied, they are not very much satisfied with this factor. So, it is suggested to the restaurant management to put more attention in this aspect to give maximum satisfaction to their customers.

#### 4. Parcel Section

Most of the customers felt that the service offered in parcel section is average. The customers faced problems of delayed service, low quantity in packed items and poor packing. So, the restaurant management should pay more attention to improve the parcel service.

### CONCLUSION

Rapid transformation in the lifestyle of Indians, particularly those living in urban India, has resulted in dramatic increase in the demand for processed food. The main reason why processed food is luring the urban Indians is the convenience that it offers to cooking, as they do not need to spend hours in kitchen to get that appetizing food. Growth in working women's population and prevalence of nuclear families with double income are other trends causing this change in the lifestyle of Indians. Food culture in India is as complex as the tapestry of its heritage. No holiday is complete without good food and India makes sure it offers a wide selection. Growth of restaurants in the country has put on the table not only diverse local flavors but a huge variety of international cuisines. Independent outlets therefore continue to dominate the industry in India. There are a total of 1.5 million eating outlets in India and the number is expected to grow very rapidly in the near future. Today's customers are price – value oriented. Therefore acting on their needs may help the restaurant industry to gain loyalty of the customers.

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