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A STUDY ON CONSUMER PREFERENCE AND SATISFACTION TOWARDS RESTAURANTS IN COIMBATORE CITY

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Abstract

The global economy has undergone significant upheaval because of globalization, which has also presented several opportunities for businesses and industries. Today's restaurant sector is a heterogeneous blend of different management styles and ownership patterns that provide a range of services. The fundamental product, which is still food and drink, does not change, though. The Indian restaurant business has a bright future because of the rise of weekend culture in metro areas, the rise in the standard of life of individuals in the service class, and the emergence of mall and retail culture. Before selecting a restaurant, patrons typically take several aspects into account. These variables include, but are not limited to, brand name, variety of food offered, flavour, cleanliness, location, charge, payment method, loyalty, and complimentary gifts.

Keywords: Restaurants, Standard of living, loyalty, retail culture.

1.INTRODUCTION

India's economy is among the fastest growing in the world, with growth occurring more in the services than in the manufacturing sector. The presence of a range of cuisines has contributed significantly to the expansion of the restaurant sector in India. India's exposure to western cultures since the liberalization program of 1991 has led to a rise in the number of patrons who eagerly anticipate dining out. India's population has a strong desire for foreign cuisine, which is partly due to the country's expanding tourist sector. Fast-food outlets have been popular among young people, who are an illustration of changing lifestyles. Eating out is becoming more and more important to modern Indians. When

choosing a service, 24% of customers consider the quality of the offering.

2. REVIEW OF LITERATURE

1. Mrs.R. Kalaivani and Mrs.P.Girija (2018)¹, conducted a study titled “A Study on Customer perception and satisfaction towards restaurants with reference to Coimbatore city”. Food industry is one of the fastest growing sectors. However, over a period, with the growth in the number of nuclear families, economic growth and increasing per capita income as well as globalization, food culture gained prominence in India. The objective of the study was to explore about respondents’ perception about various aspects of the restaurant. The data was collected based on the convenient sampling technique. The data collection was based on the Primary data through a structured questionnaire collected from 250 respondents. The Chi-Square test, Average ranking analysis, Average scoring analysis were used for the analysis of data. The study concludes that independent outlets continue to dominate in India and the number is expected to grow rapidly soon.

2. Ms. Latha. K (2014)¹¹, did a study titled “A Study on consumer perception and satisfaction towards restaurants in Coimbatore city”. This study provides guidelines for the marketer to formulate the marketing strategies to maintain the consumer demand. The objective of the study was to analyse the level of satisfaction of the consumers towards the services provided by the restaurants. The data was collected based on the convenient sampling technique. The data collection was based on the primary data through a structured questionnaire collected from 250 respondents. The study analysed the data using statistical tools of Chi-square analysis, Average ranking analysis, Average scoring analysis. The study concluded that today’s customers are price-value oriented, acting on their needs may help the restaurant industry to gain loyalty of the customers.

Objectives of the study

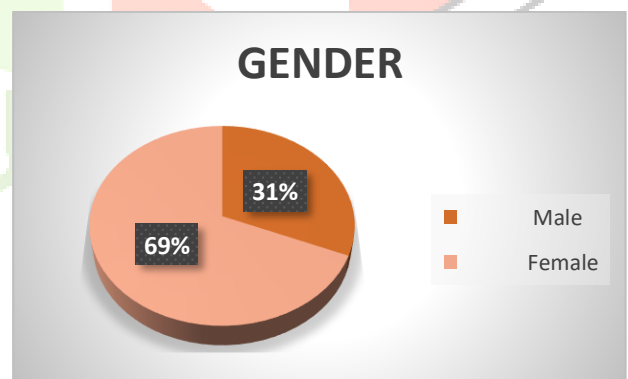
- To study the respondent’s perception about the various aspects of the restaurant.
- To analyse the level of satisfaction of customers towards the services provided by the restaurant.

Area of the study

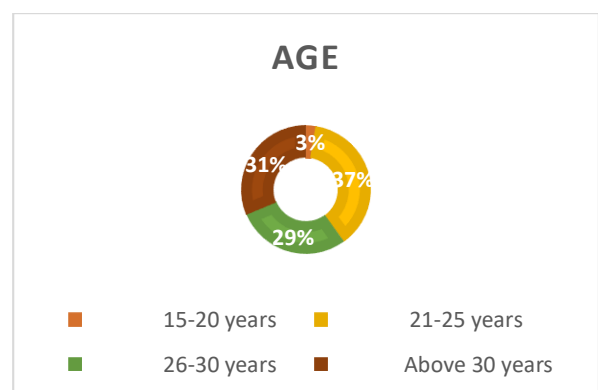
The study was conducted within Coimbatore city only.

3. RESEARCH METHODOLOGY

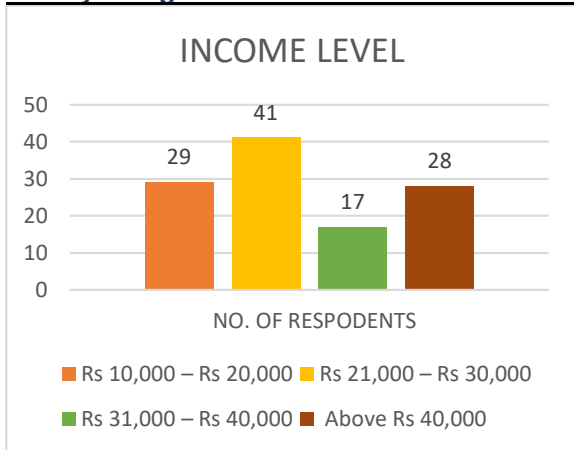
Survey method is implemented for this research work to meet the objectives of the study. The primary data was collected through a structured questionnaire and secondary data is also collected by other sources in the part of the research.



This chart shows that majority (69%) of the respondents are female, eating in restaurants. While the remaining 31% are male.



The chart depicts that 31.7% of the respondents are between the age group of 21 years – 25 years, 31.3% of the respondents are above 30 years and 28.7% of the respondents are between the age group of 26 years – 30 years, 2.6% of the respondents are between the age group of 15 years – 20 years.

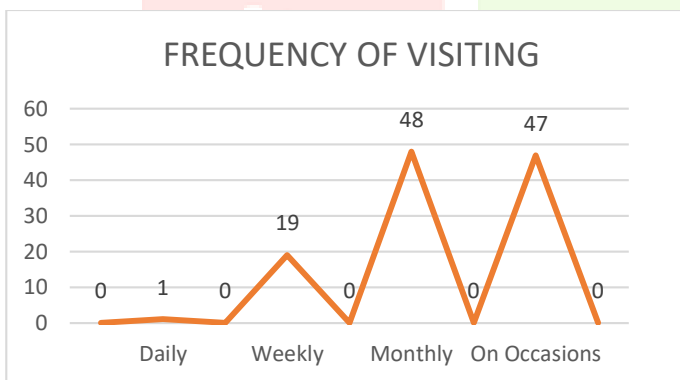


The chart reveals that 35.7% of the respondents are between the income level of Rs 21,000 – 30,000, 25.2% of the respondents are between the income level of Rs 10,000 – Rs 20,000, 24.3% of the respondents are between the income level Above Rs 40,000 and 14.8% of the respondents are between the income level of Rs 31,000 – Rs 40,000.

TABLE 4.1.1 KNOWING A RESTAURANT

KNOWING A PARTICULAR RESTAURANT	NO. OF RESPONDENTS	PERCENTAGE
Google reviews	12	10.4
Food vloggers	45	39.1
Newspapers	11	9.6
Preferred by others	47	40.9
TOTAL	115	100

The above table depicts that 40.9% of the respondents know a particular restaurant as preferred by others, 39.1% of the respondents know a particular restaurant through food vloggers, 10.4% of the respondents through Google reviews and 9.6% of the respondents know a particular restaurant through Newspapers.

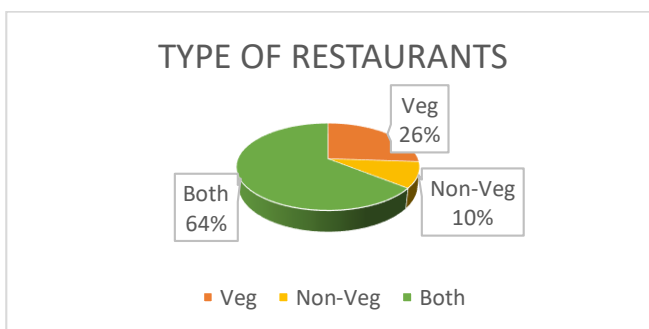


The above chart clearly depicts that 41.7% of the respondents are visiting restaurants Monthly, 40.9% of the respondents are visiting on Occasions, 16.5% of the respondents are visiting weekly and 0.9% of the respondents are visiting daily.

TABLE 4.1.2 FAVOURIRE CUISINE

FAVOURITE CUISINE	NO. OF RESPONDENTS	PERCENTAGE
Indian	81	70.5
Italian	19	16.5
Chinese	12	10.4
Mexican	3	2.6
TOTAL	115	100

The above table clearly depicts that 70.5% of the respondents are preferring Indian cuisine, 16.5% of the respondents are preferring Italian cuisine, 10.4% of the respondents are preferring Chinese cuisine and 2.6% of the respondents are preferring Mexican cuisine.



The above chart clearly reveals that 64.3% of the respondents are visiting both Veg and Non-Veg restaurants, 26.1% of the respondents are visiting only Veg restaurants and 9.6% of the respondents are visiting only non-veg restaurant.

TABLE 4.1.3

REFERENCE

PROBLEM FACED ON EATING IN A RESTAURANT

PROBLEM FACED ON EATING IN A RESTAURANT	NO. OF RESPONDENTS	PERCENTAGE
Ill health	26	22.6
High price	50	43.5
Unpleasant taste of the food	13	11.3
Crowd	26	22.6
TOTAL	115	100

The table depicts that 43.5% of the respondents face high price as a problem, 22.6% of the respondent's face Crowd as a problem, 22.6% of the respondents face Ill health as a problem and 11.3% of the respondents face Unpleasant food taste as their problem.

CONCLUSION

Rapid transformation in the life style of Indians, particularly those living in urban India, has resulted in a 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 the kitchen to get that appetizing food. Growth in the working women population and prevalence of nuclear families with double income are other trends causing this change in the lifestyle of Indians.

The study observed that the customers are satisfied with the quality and taste of food and are willing to try healthy food which opened a new door in the restaurant industry. The study concludes that today's customers are price-value oriented. Therefore, acting on their needs may help the restaurant industry to gain loyalty of the customers.

1. Mrs. K. Kalaivani and Mrs. P. Girija, (2018)¹ "A study on customer perception and satisfaction towards restaurants with reference to Coimbatore city". JETIR, ISSN: 2349-5162, Volume no.5, Issue no.6.
2. Ms. Latha. K (2014)¹¹ "A study on customer perception and satisfaction towards restaurants in Coimbatore city". Journal- Indian Journal of Research, ISSN: 2250-1991, Volume no.3, Issue no.11.