A study on tourist's and consumer's various dine-in options with special focus in Varanasi

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Abstract

This research study is being conducted on restaurants and main objective of this research is to study the preferences of customers and the level of satisfaction towards restaurants in Varanasi city.

Introduction

Service quality and consumer loyalty have been distinguished as key components of the administration benefit chain. More elevated levels of administration quality produce more elevated levels of consumer loyalty, which in go lead to more elevated levels of client support and deals income. Client assistance quality is a pivotal wellspring of unmistakable ability and regularly thought to be a key achievement factor in supporting upper hand in administration businesses. Along these lines, thoughtfulness regarding conveyance of a more significant level of administration quality is a significant procedure by which administration associations can position themselves more adequately in the marketplace. The significant connections of administration quality, consumer loyalty, and acquiring conduct have consequently been a significant territory of research.

India's amazing economic development rate expanded more than six-overlay during the most recent two decades. The relentless salary development of the individuals in India has given an open door for expanded spending in eateries. The city of Bangalore, for instance, has achieved the most elevated normal extra cash in India. As per the National Bureau of Statistics of India (2002), Bangalore's inhabitants burn through US$307.70month to month on nourishment, of which 35.5% is spent in eateries. Cooking administration arrangement, a blasting industry in India, became 16.6% in 2002.

There was an aggregate of 3.8 million restaurants, utilizing 18 million specialists. Deals esteem came to or US$65.26 billion, representing 5% of complete creation esteem and speaking to 12.5% of the absolute retail esteems. The interest for good quality cooking administration is relied upon to develop relentlessly (Yang, 2004). In the Indian culture, eateries are a typical scene for parties also, business diversion. Nourishment utilization in eateries gives an encounter of fervor, festivity, and building up social associations.

LITERATURE REVIEW

This part reviews the relevant literature about consumers and services, the consumer decision-making Process model and previous studies in consumers' restaurant selection Behavior. Furthermore, the interrelationships between customer satisfaction, food Quality, service quality and behavioral intentions are discussed.

Lastly, the restaurant Choice factors, dining occasion, and demographic characteristics are reviewed. Previous studies on consumer behavior in the restaurant context have identified several factors that consumers consider important in their restaurant selection. Following are examples of these studies: Lewis (1981) investigated the influence of the benefit features of advertising on consumers' decision to go to a restaurant. Three types of restaurants: family/popular, Atmosphere, and gourmet were analyzed. Food quality was found as the most important feature determining patronage in tensions to any type of restaurant.

However, the range of importance of the other features differed by the type of restaurant Auty (1992) identified the choice factors in the restaurant decision process based on four occasions: a celebration, social occasion, convenience/quick meal, and business Meal. Food type, food quality and value for money were found as the most important Choice variables for consumers when choosing a restaurant.

The order of these choices Criteria varied according to dining occasions. The author further suggested that if the consumers perceived that restaurants provide comparable food type, food quality and price, they would take image and atmosphere of the restaurants into account when making a final decision, Family/popular and convenience/ fast-food restaurants. The Kevel's (1997) results Showed that the relative importance of the restaurant choice factors differed considerably by restaurant type, dining occasion, age, and occupation. The studies of consumer behavior in ethnic restaurants are relatively limited. Previous ethnic restaurant studies have focused on consumers' perceptions and attitudes or on a particular cuisine (e.g., Josiam & Monteiro, 2004 ;) Among these studies, the unique characteristics of ethnic cuisine are commonly discussed. However, ethnic restaurateurs cannot compete simply on the uniqueness of the cuisine. The results of past studies have emphasized that, in order to succeed, restaurant operators need to pay attention to the attributes that have the highest regard in relation to consumers' selection behavior. Service providers need to understand how consumers choose and evaluate their Offerings (Zeithaml, 1981).

Consumers cannot choose and evaluate services in the same manner they do to physical goods as services have distinctive characteristics and Are high in experience quality. Therefore, consumers find it more difficult to evaluate services when compared to physical goods. Several studies (e.g., Kotler et al., 1998; Zeithaml, 1981; 2003) suggest that the main characteristics that make services different from physical goods are: intangibility, variability, inseparability, perishability, and lack of ownership. The intangible quality of services is that services constitute performances and they often cannot be seen, felt, tasted, or touched like physical goods (Zeithaml, 1981)., when making restaurant choice decisions, Consumers used both tangible and intangible factors. The intangible factors are primarily: food quality, service quality, and value for money the intangible characteristic of services makes these factors difficult to evaluate prior to the actual purchase. Accordingly, restaurant patrons often rely on Tangible clues such as restaurant facilities, décor, and atmosphere to guide them in forming expectations about the restaurants (Bitner, 1990; Wall & Berry, 2007).

CUSTOMER SATISFACTION

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.

CUSTOMER SATISFACTION MODELS
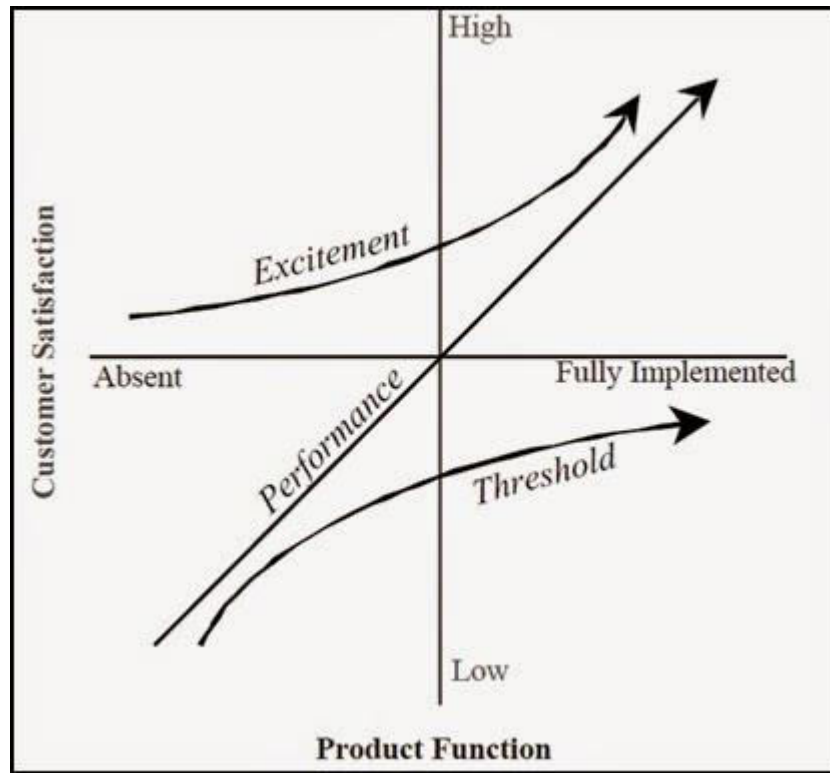
The Kano Model of Customer Satisfaction classifies product attributes based on how they are perceived by customers and their effect on customer satisfaction. These classifications are useful for guiding design decisions in that they indicate when good is good enough, and when more is better. The model divides product attributes into four categories: threshold, performance, excitement and indifferent.

Threshold Attributes
: These are the attributes that are expected by the customers and therefore are the "musts" of a product or service. These are the points of parity and do not provide an opportunity for product differentiation. Improving the performance of these attributes do not guarantee increased customer satisfaction and may only add to the cost of product. What is important is the absence or even poor performance of these attributes would cause great dissatisfaction.

Performance Attributes:

Performance attributes are those for which more is merrier. The better fulfilment leads to linear increment of customer satisfaction and absence or poor performance of these attributes will diminish the customer satisfaction. Most data from Voice of the Customer (VOC) will reflect these attributes. The price for which customer is willing to pay for a product is closely tied to performance attributes. For example, customers would be willing to pay more for a car that provides them with better fuel economy.

Excitement Attributes:

These attributes are not expressed by the customers explicitly and are generally unexpected by the customers. The presence of these attributes delights the customer and results in high satisfaction. The absence of these attributes however does not cause dissatisfaction. The excitement attributes are seen to meet the latent needs of the customers. The marketers can build on these attributes to delight the customers and gain competitive advantage. A point to be noted here is that today's excitement attribute would evolve into performance attribute in near future and finally could end up as a threshold attribute. An example could be power steering in a car.

Indifferent Attributes:

There are some attributes of products that do not exactly fall into any of the above three categories discussed above. This is because of their little or no importance to the customer. They do influence the decision making. Take the example of a plate listing part numbers which can be found under the hood on many vehicles for use by repairpersons. Similar attributes are termed as 'Indifferent Attributes'.

An ideal product should have all the basic attributes, maximize the performance attributes, and incorporate as many "excitements" attributes as possible at a price that is affordable.

INDUSTRY ANALYSIS

The Indian Restaurants and Food Services Industry has continued to expand at a healthy pace, aided by y-o-y growth in the incomes and largely unaffected by the prevalent economic scenario that has slowed growth in sectors like manufacturing and infrastructure. The market size of the Indian restaurants and food services industry stands at Rs 3.7 trillion as of 2018 registering a y-o-y growth of about 10% and a CAGR growth of 8.4% between 2013 and 2018.

The Indian restaurant and food service industry comprises two distinct segments: organized and unorganized. The organized segment accounts for about 30-35% of the industry, while the unorganized segment accounts for the remaining 65-70%. The organized segment is characterized by an organized supply chain with quality control and sourcing norms with multiple outlets having standardized designs. The unorganized segment lacks technical standardization and a structured supply system or business practices. The unorganized segment of the industry consists of individuals or families selling ready to eat food through roadside vendors, dhobis, food carts, street stalls, etc. However, in line with the evolving consumer preferences and increasing innovation by the organized formats, the industry has experienced a rapid shift towards the organized segment in the recent past.

The shift is further fueled by the foray of large global international brands into the organized food service sector. Quick services restaurants (QSRs) and casual and fine dining restaurants account for about 75-80% of the organized segment, followed by cafes & bakery and pubs, clubs, bars, and lounge (PBCL) accounting for about 8-10% and institutional catering and kiosks with 13-15% share in the organized market.

Research Methodology: -

Objective

- ▯ To study about popular restaurants inVaranasi.
- ▯ To study the preference of choice of restaurants by the customers in Varanasi city.
- ▯ To study customer behavior related to satisfaction derived from restaurants.

Region of Research

The geographical location for the study is the city of Varanasi, India. The city has a large percentage of population who habitually eat out of home and the city life is so fast, that Fast foods outlets have come to play a very critical role in their lives. Under such circumstances a study of how supply chain management can play a critical role in customer satisfaction of fast foods outlets becomes very important. So, for the study the city of Varanasi can become a very appropriate location choice.

Research Design

The research conducted is Exploratory in nature. The research design and the steps to be adopted in the research methodology would keep in focus the objectives set for the study and the general hypothesis of the study.

Population and Sampling

The population for the study consists both the fast foods service providers at one end and consuming public at the other end.

— The sample size is 61 due to cost and time constraint

— On a basis of 10 customer per each of these 20 outlets a total of 200 customers would be covered in the survey.

 — The sampling method incorporated is Convenience Sampling method for the fast foods' outlets and Simple Random Sampling Method for the customers of such outlets for measuring satisfaction levels.

Collection of Data

The collection of data will consist of both primary data and secondary data. The primary data shall be collected by

Primary Data

(50) Interviewing fast food outlet owners or managers depending upon the structure of the organization regarding their current supply chain methods and practices. This interview will give indications regarding their strengths as well as vulnerability. By cross tracking, the different outlets indications

will come about further studies that may be necessary to get at supply chain criticality in delivering customer values.

(ii) Using a structured questionnaire among fast foods outlet users to get their opinion about what me constitute satisfying services in the fast foods scenario. Before finalizing the structured questionnaire, the questionnaire shall be subjected to pilot testing.

(iii) Google forms are also floated to tap responses among tourists.

The secondary data

Secondary data shall be collected from the following sources:

a) Literature available on the subject.

b) Literature available on similar subject.

c) Literature available on consumer insights and behavior.

d) The websites of organized fast foods chains.

e) Economic data indicative of future trends in the business of fast foods

f) Economic indicators in the fields of transportations and warehousing particularly cold storages.

Processing of Data

Quantitative and qualitative methods will be used to analyze the data collected to draw inferences and make conclusions. Depending upon the response and amount of information gathered the processing will be fine tuned

Statistical Methods

Excel tools are used to calculate responses.

Method of reporting

Apart from texts charts and diagrams (excel based) to illustrate and support the findings will be used.
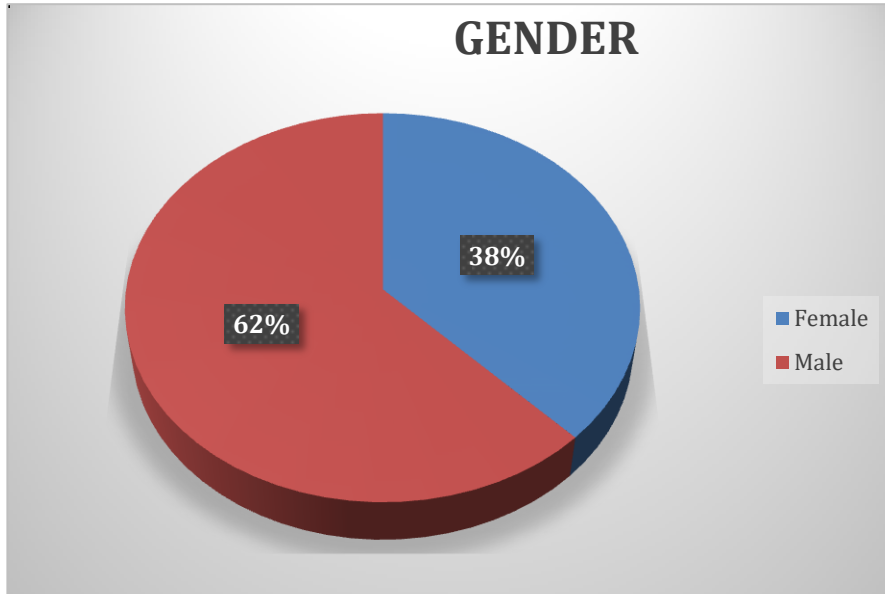
DATA ANALYSIS

GENDER .

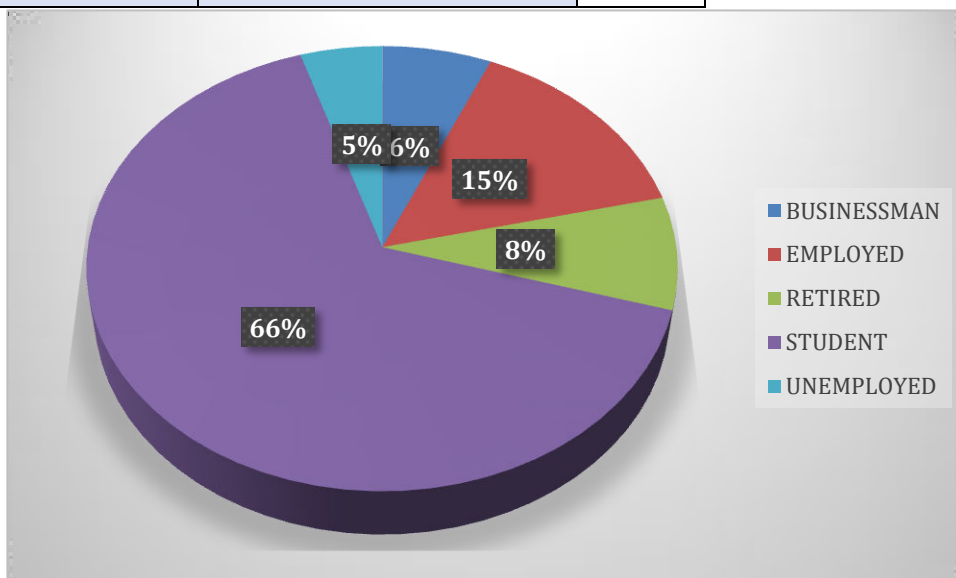| GENDER	COUNT	%
Female	23	38
Male	38	62
Grand Total	**61**	100

INTERPRETATION-

Females are 38% and Male are 62%. This concludes that More male customers are visiting the restaurants in Varanasi.


Education

EDUCATION	COUNT	%
BUSINESSMAN	4	5
EMPLOYED	9	15
RETIRED	5	8
STUDENT	40	67
UNEMPLOYED	3	5
Grand Total	**61**	100

Overall, most people who are visiting the Restaurants are students from college and school (67%) , rest all are from business class (5%), Private Service(15%) and rest from govt. jobs and unemployed sector.

Count of AGE GROUP

| Row Labels	Count of AGE GROUP	%
20-30 YRS	38	62
30-40 YRS	17	28
40 -50 YRS	1	2
50-60 YRS	1	2
ABOVE 60 YRS	4	6
Grand Total	**61**	100
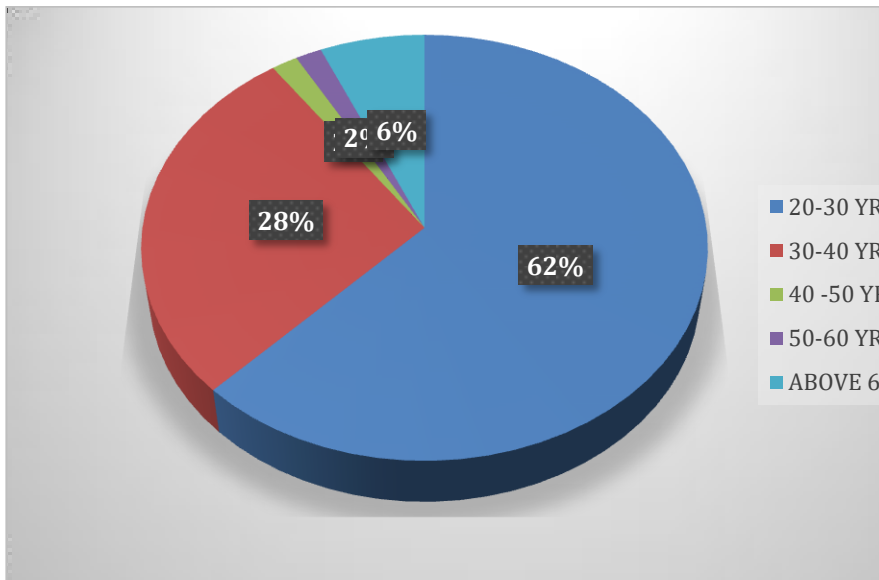
INTERPRETATION-

Most of them belong to 20-30 yrs. (62% of crowd) and rest all people come from age group of 30-40(28%), 40-50 and above 60.

Count of income

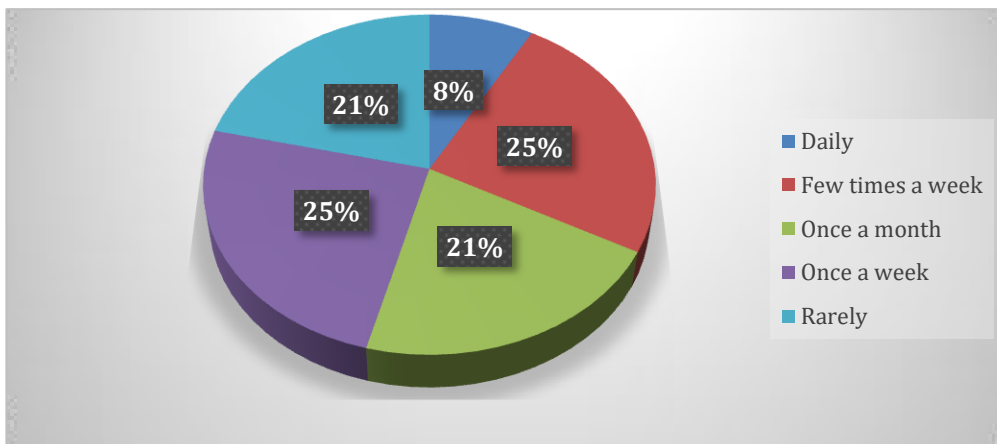| Row Labels	Count of INCOME	%
Above 15 Lakhs PA	22	36
Below 5 lakhs p.a	16	26
Between 10-15 lakhs P.a	14	23
Between 5 – 10 lakhs p.a	9	15
(blank)		100
Grand Total	**61**	
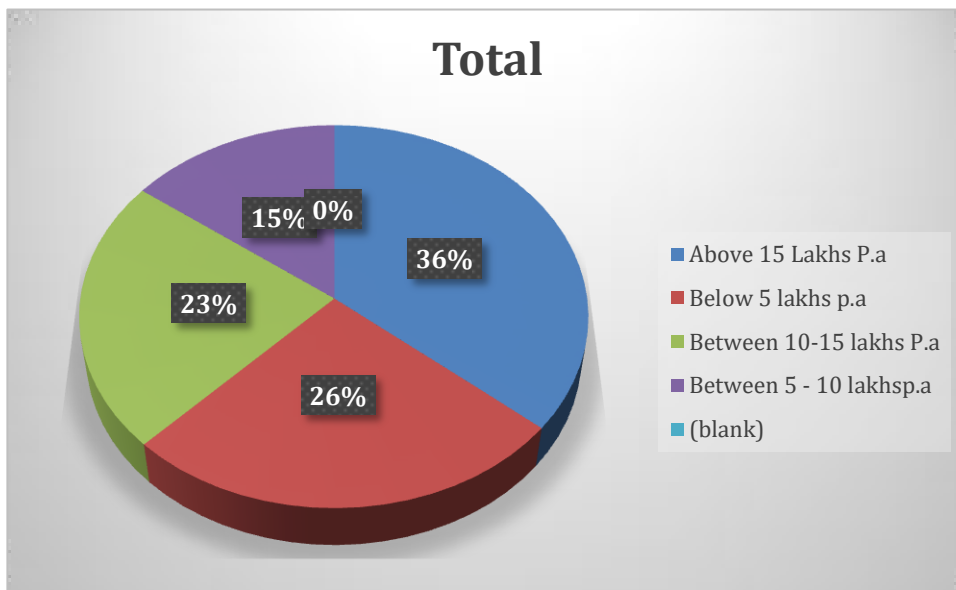
INTERPRETATION

People who have income above 15 Lakhs per annum (36%) are more frequent visitor top restaurant and rest people come from below 5 lakhs (26%), between 5-10 lakhs (15%) and 10-15 lakhs (23%).

Count of How often do you visit restaurant in Varanasi

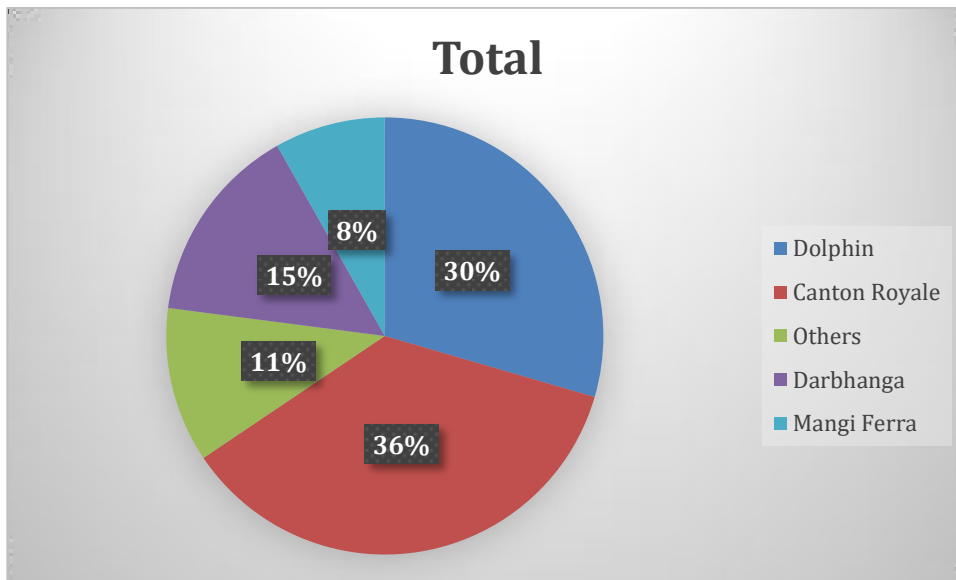| Row Labels	Count of How often do you visit restaurant in Varanasi	%
Daily	5	8
Few times a week	15	25
Once a month	13	21
Once a week	15	25
Rarely	13	21
Grand Total	**61**	100

INTERPRETATION-

Mostly people visit restaurant in Varanasi few times a week (25%) and rest monthly (21%).

Count of Which restaurant you prefer the most in Varanasi?

| Row Labels	Count of Which restaurant you prefer the most in Varanasi?	%
Dolphin	18	30
Canton Royale	22	36
Others	7	11
Darbhanga	9	15
Mangi Ferra	5	8
Grand Total	**61**	100

INTERPRETATION-

Most people visit Canton Royale (36%), restaurant in Varanasi than followed by Dolphin (30%), Darbhanga (15%) and Mangi Ferra (8%).

Count of What are the factors you keep in mind while choosing a restaurant?

| Row Labels	Count of What are the factors you keep in mind while choosing a restaurant?	%
Affordability	12	20
Ambiance and Environment	4	6
PARKING FACILITIES	15	25
Menu	6	10
Other factors (If any, please specify)	3	5
Quality Service	21	34
Grand Total	**61**	100
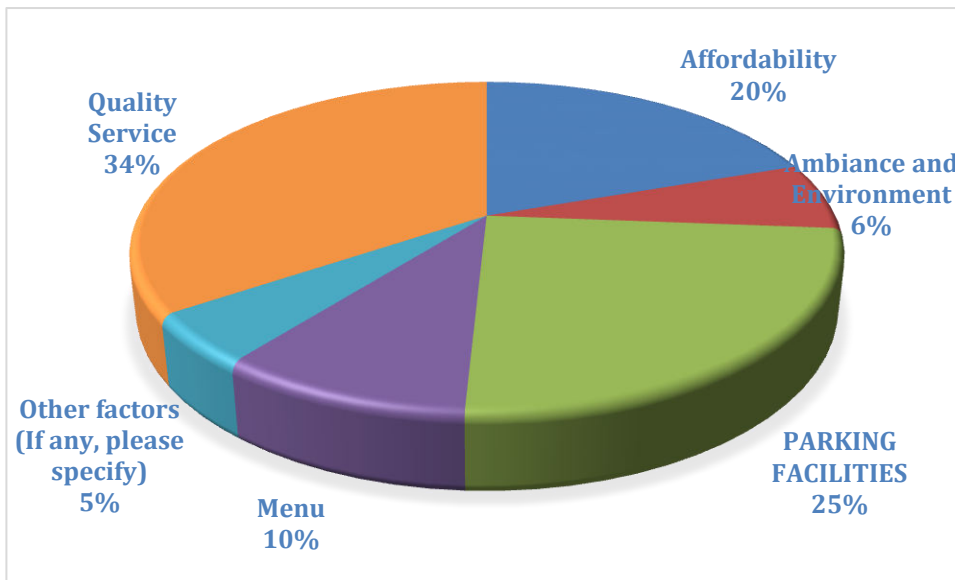
INTERPRETATION-

Most people who visit restaurant see parking facility (25%) as an important factor followed by affordability (20%) quality service (34%) followed by variety in menu (10%) and ambience (5%)

Count of How do you come to know about existence of restaurant in the city?

| Row Labels	Count of How do you come to know about existence of restaurant in the city?	%
Ads in newspaper	2	3
Others	5	8
Search by our own self.	10	17
Through Family members	5	8
Through Friends	38	64
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Grand Total	**60**	100
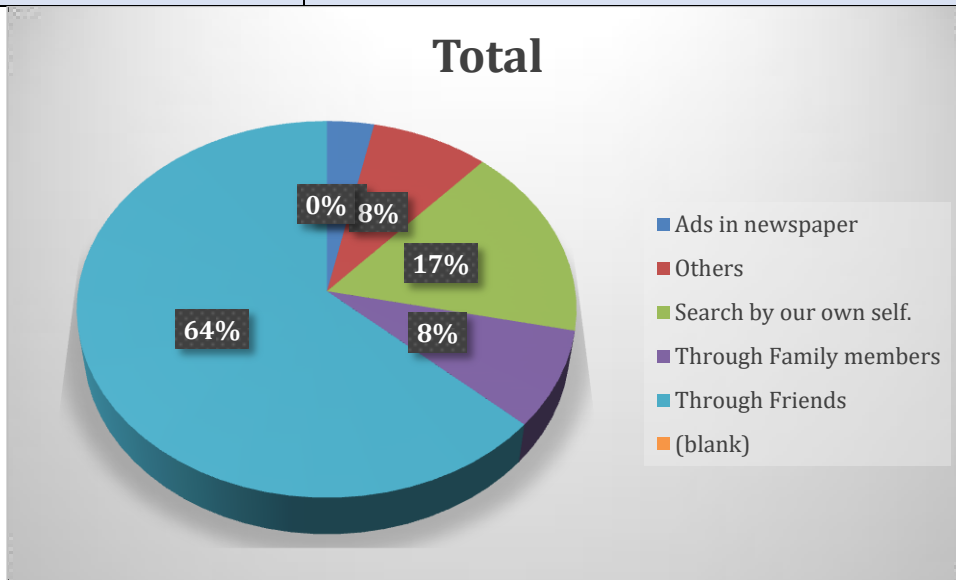
INTERPRETATION

Most people in Varanasi are come to know about restaurant through their friends (64%) followed by search through their own self (17%) followed by ads in newspaper (3%) and other factor (8%).

Count of How much amount would you like to spend while dining in restaurant?

|	Count of How much amount would you like to spend while dining in restaurant?	%
Rs 1000-Rs 2000	22	36
Rs 2000-3000	5	8
Rs 3000- Rs 5000	3	5
Rs 500- Rs 1000	29	48
Rs 5000 &Above.	2	3
(blank)		
Grand Total	**61**	100
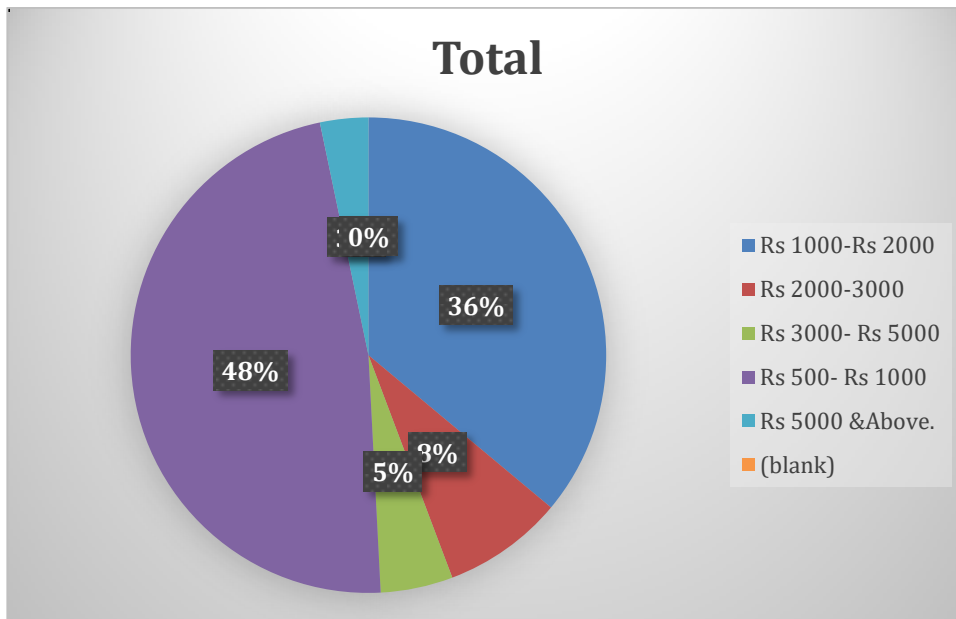
INTERPRETATION-

Most of the who visit restaurants they spend around 500-1000 In purchasing food (48%) followed by people spending around 1000-2000(36%) followed by people 3000-5000(5%).

Count on what occasions people would like to go for dining

| Row Labels	Count of on what occasion, you would like to for dinning?	%
Birthday Treats	15	25
Or any other reason	14	23
Weekends	32	52
(blank)		
Grand Total	**61**	100
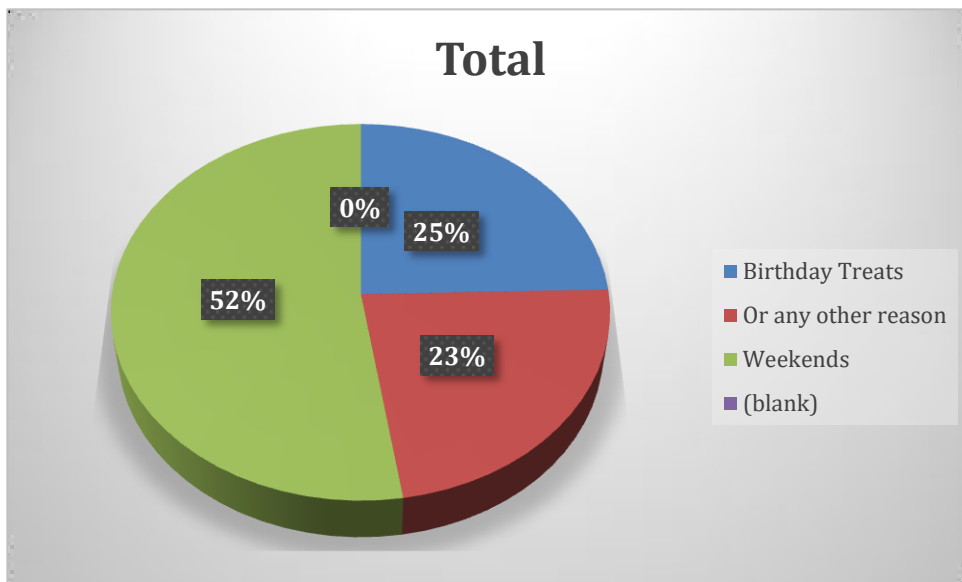
INTERPRETATION-

Most of the people who visit restaurant go on the occasions of weekends (52%) followed by birthdays treats (25%) and rest go for any other reasons.

MODE OF PAYMENT

| Row Labels	Count of What is your mode of Payment while paying bills in restaurant?	%
Cash	17	28
Debit/Credit Card	21	34
Gpay/Paytm / Phone Pay	19	31
Other methods.	4	7
(blank)		
Grand Total	**61**	100
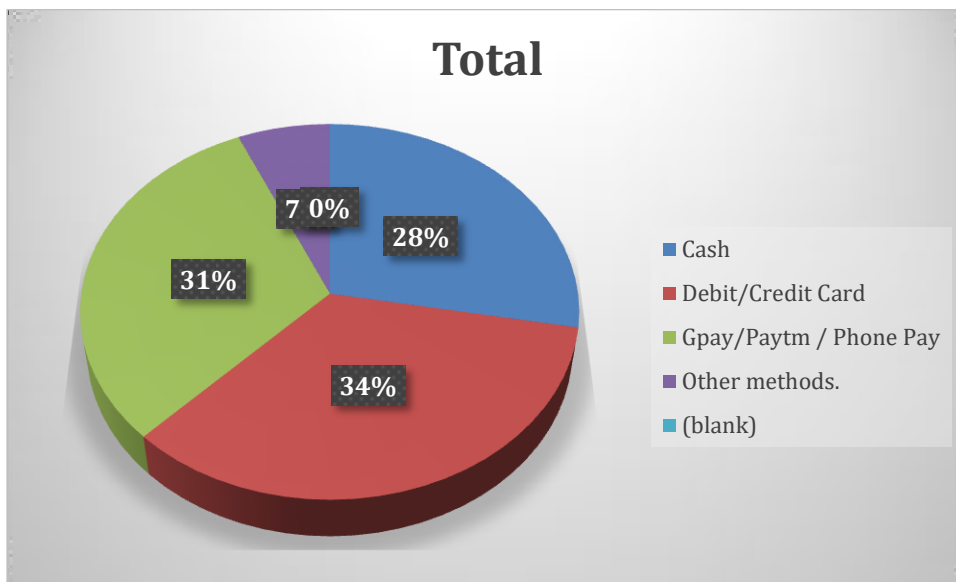
INTERPRETATION

It is hereby interpreted that 34% of the respondents pay through debit card and rest all use methods like gpay , cash and other payments methods.

FACTORS FOR RETENTION

Row Labels	FACTORS OF RETENTION	%
Excellent Customer Service	6	10
Other Factors.	5	8
Proximity to your workplace/home.	6	10
Quality Food	36	59
Special Discounts offered	8	13
(blank)		
Grand Total	**61**	100
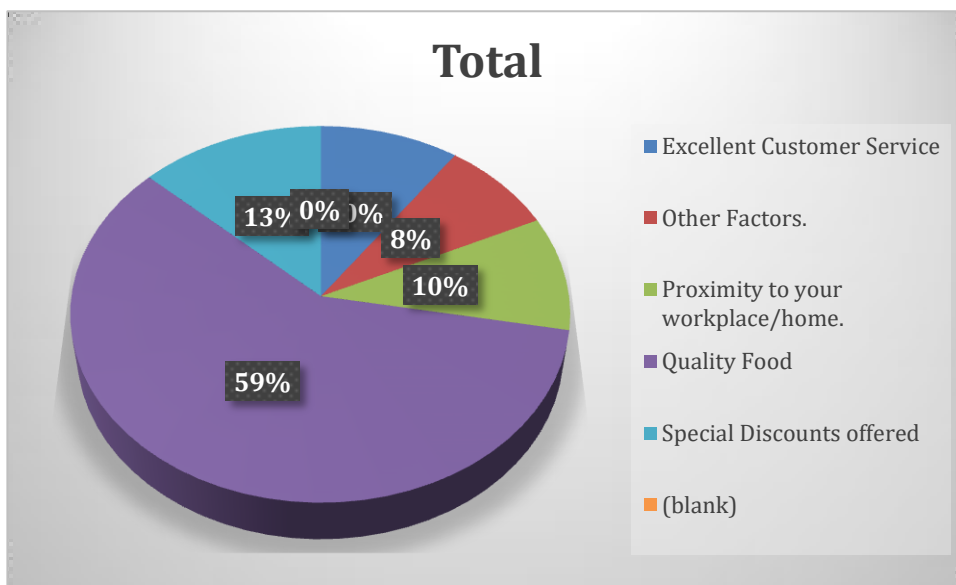
INTERPRETATION-

The factors due to which most of the people who visit restaurants who visit in Varanasi for them most important factors retention in quality food followed by excellent customer service Proximity from their workplace and home and discount offer(13%).

CONCLUSION

- It is hereby seen observed through analysis that more males are visiting restaurants than females. hence restaurants must have strategies to formulate plans to attract females.
- It has been observed that most of the customers who visit restaurants are students, so restaurants should focus on students and formulate strategies to build in awareness to them.
- The most preferred restaurant in Varanasi is Canton Royale restaurant as it provides good quality services and food to its customers.
- It has been found out that food is the most preferred option of customer retention in restaurants.

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