

Customer Preference Towards Restaurants with Special Reference to Chennai

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Abstract:

In the present focused world, purchaser fulfillment has turned out to be a standout amongst the most key apparatuses for estimating the accomplishment of the firm. This paper goes for investigating the variables affecting buyer's fulfillment towards marked drive-thru food outlets in Chennai city. The factors incorporates variety of item, quality of item, precision of administration, conveyance time, Store area, Staff obligingness, encompassing conditions and by and large satisfaction. It likewise goes for looking at chosen fast administration retail outlets. Illustrative research is received for this examination. Organized poll was utilized to gather information. This industry hugely affects the worldwide economy yet it is influenced by clients' consistently evolving inclinations. Administrators need to pick up and support vital favorable position in this exceptionally aggressive industry, along these lines a nearby client inclination evaluation is critical. This paper shows the measurements of client inclination in the sustenance benefit industry, tried observationally for unidimensionality, unwavering quality and legitimacy utilizing both exploratory and corroborative factor investigation. The universe of populace incorporates respondents from Chennai city who are the clients of KFC, Dominos, Subway, Pizza Hut and Mc.Donalds. The examples were recognized utilizing comfort inspecting. The aggregate example measure is 1450. Here, descriptive analysis is done. The reactions are dissected utilizing SPSS and results were introduced utilizing rate conveyance, cross classification, mean and standard deviation, chi square and ANOVA. The significant discoveries of the investigation are nature of item is more imperative and there is a relationship between marked retail outlets and generally fulfillment. This study found about the customer preference towards restaurants according to the general factors.

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I. INTRODUCTION

Customer preferences is the taste of individual customer in which they get satisfied to purchase them. Customer preferences can be measured by the satisfaction of customers with one product when compared to the cost, quality and quantity of other products. A restaurant is a place where variety of food is prepared and served to the customers. The restaurant is a kind of business where food is served in exchange of money. The main motto of the restaurant is to satisfy their customer. The

infrastructure of the restaurant must possess good ambience and environment, services and tasty food with quality. In Chennai, some restaurant offers gifts to attract customers especially children. Many restaurants offer food delivery services where some other restaurants would not offer any delivery services. Mostly people prefer restaurant with anytime food delivery services. Restaurants in which customers are respected and given equality among all is mostly preferable(Ham 2016). People prefer the restaurant which is low cost and relaxed dining environment which is nearer to them. The

contribution by the restaurants and hotels has increased in all terms. It grew from INR 1084.2 bn in FY14 to INR1211.7 bn in FY15. According to National Restaurant Association of India, this industry contributes around 2.1% of GDP.

II. OBJECTIVES

- To understand about the customer preferences towards restaurants.
- To analyse the association between the preference of dishes and age
- To find the relationship between the affordability of the respondent and income
- To know the factors for preference of food among the age group.

III. LITERATURE REVIEW

Jonathan Cantor, Andrew Breck, and Brian Elbel (2017), found that at a fast food restaurant, children and even adolescents were addicted to the sugar-sweetened beverages. All these kinds of food had a greater number of calories than normal meal. **RachmatAulia, et. al., (2017)**, observed that in restaurants instead of using pens and paper, the use of digital devices makes the work easier. Even one can order the food in their home using their smartphones. **Anna K. Jones, et. al., (2016)**, the *Campylobacter* infection from the chicken liver seems to be very dangerous to eat. When that liver is cooked for about 70°C, then there is no problem.

Sarah A. Rydell, et. al., (2015), described that the fast food restaurant should provide the food with nutrition to reduce the fast food consumption. **Mary J. Scourboutakos and Mary R. L'Abbé, (2015)**, finds that calorie value in the fast food restaurant is high. **Nathan Schiff (2015)**, concluded that cuisine are getting developed where there is increase in the population. **Guillaume Coqueret (2015)**, discusses that the optimal price is driven by the rating parameter. **R An (2015)**, explains about the full-service restaurant and the fast food items eating on nutrient intake. **Abel Duarte Alonso and Martin A O'Neill (2010)**, explored that the open kitchen restaurant is not only providing entertainment but also the way of making food, cleanliness are also considered.

IV. METHODOLOGY

Descriptive research method is used. The researcher used convenience sampling method for collecting the samples. In this study, 1450 samples are used for the analysis. The dependent variables include preference towards dishes, kind of restaurant, price, nearest restaurant, general factors. Statistics tools are Chi Square, Independent t-test, Correlation, and Anova.

V. ANALYSIS AND DISCUSSIONS & RESULTS

- *H1: Preference of Dishes based on the Age*

Table 1: Cross tabulation Preference towards dishes and Age

		Preference towards dishes			Total
		South Indian	North Indian	Others	
Age	Less than 30 years	409	333	118	860
		47.6%	38.7%	13.7%	100.0%
	31-40 years	104	163	36	303

		34.3%	53.8%	11.9%	100.0%
	41-50 years	59	104	29	192
		30.7%	54.2%	15.1%	100.0%
	Above 50 years	39	36	20	95
		41.1%	37.9%	21.1%	100.0%
Total		611	636	203	1450
		42.1%	43.9%	14.0%	100.0%

Table 2: Chi Square test: Preference towards dishes and Age

	Value	df	Sig.
Chi-Square	38.324	6	0.000

Chi square result shows that p value < 0.01 , that is null hypothesis is rejected. Therefore, there the preference towards dishes depends on the age.

Customer preference differ according to the age group. Majority of the respondents prefer North Indian dishes.

- *H2: Preference of Kind of Restaurant*

Table 3: Kind of Restaurant and Gender

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Kind of restaurant	Male	721	2.11	.811	.030
	Female	729	2.12	.788	.029

Source: Primary data

Table 4: Independent Sample test

	Value	df	p-value
Independent Sample test	0.396	1448	0.692

The above test shows that significant value is greater than 0.05, therefore, there is no change towards preference of kind of restaurant between male and female.

H3: Distance of restaurant and the Area they Stay

Source: Primary data

Table 5: Cross tabulation – Nearest Restaurant and Area

		Nearest Restaurant					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Area	North Chennai	11	12	41	64	39	167
		6.6%	7.2%	24.6%	38.3%	23.4%	100.0%
	South Chennai	24	50	116	154	159	503
		4.8%	9.9%	23.1%	30.6%	31.6%	100.0%
	Others	31	47	110	124	125	437
		7.1%	10.8%	25.2%	28.4%	28.6%	100.0%
		9	29	103	105	97	343
		2.6%	8.5%	30.0%	30.6%	28.3%	100.0%
Total		75	138	370	447	420	1450
		5.2%	9.5%	25.5%	30.8%	29.0%	100.0%

Table 6: Chi Square test: Nearest Restaurant and Area

	Value	df	Sig.
Chi-Square	21.409	12	0.045

The result shows that $p \text{ value} < 0.05$, therefore, there is association between nearest restaurant and area of the respondent. Majority of the respondents prefer nearest restaurants.

- *H4: Factors for Preference of Food*

Table 7: ANOVA - Factors for preference of food

		Sum of squares	df	Mean Square	F	Sig.
Price	Between groups	3.270	3	1.090	.850	.467
	Within groups	1855.143	1446	1.283		
	Total	1858.414	1449			

Taste	Between groups	7.781	3	2.594	3.191	.023
	Within groups	1272.417	1446	.813		
	Total	1182.999	1449			
Ambience	Between groups	.463	3	.154	.175	.913
	Within groups	1272.417	1446	.880		
	Total	1272.880	1449			
Service	Between groups	13.914	3	4.638	4.443	.004
	Within groups	1509.524	1446	1.044		
	Total	1523.437	1449			
variety	Between groups	13.651	3	4.550	4.218	.006
	Within groups	1560.073	1446	1.079		
	Total	1573.724	1449			
Nearest Restaurant	Between groups	7.495	3	2.498	1.933	.122
	Within groups	1869.228	1446	1.293		
	Total	1876.723	1449			

The results show that there is significant difference in the mean scores of some factors for preference of food such as taste (0.023), service (0.004) and variety of food (0.006) among the age groups. It means that preference of food differs among the age group especially on the following factors such as taste, service and variety of food.

- *H5: Affordability of Food and Income*

Table 8: Correlation – Price of food and Income

Variable 1	Variable 2	p-value	Correlation coefficient
Income	Price of food	0.043	0.053

Correlation analysis is used to test the relationship between income of the respondent and preference towards price of food. Since $p < 0.05$, null hypothesis is rejected at 5% level of significance. There is significant relationship between the price of food and the income. It infers that based on the income they choose their food.

VI. CONCLUSION

The restaurant is a place where people gather for enjoying with their friends and family members. In today's scenario restaurant have become a place to relax and spend time. The owners also spend too much on infrastructure in order to attract the customers. Customers also choose restaurants based on the area and affordability. These both are the major concern for any customer. They also choose food based on various aspects such as price, taste,

etc. The study concludes that restaurant will play vital role in many lives in the near future.

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