



A CASE STUDY ON ANALYSING THE CUSTOMER ATTRactions TOWARDS RESTAURANTS IN BHUBANESWAR

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ABSTRACT

The eating habits of people and the cooking style of people using different ingredients are changing day by day. In earlier days people were not aware of the different styles, ambiences of lightings, colour, interior decoration etc. they only cared about the food quality. Nevertheless, the trend has changed to a great extent. Bhubaneswar, the capital city of Odisha has become cosmopolitan in nature. With rising malls, market complexes, Inox movie complexes, it has become a tourist destination for people all over Odisha. In Bhubaneswar many restaurants have come up even the big multi-national restaurant chains like KFC, Yo! MOMO, Barbeque have started opening up their branches. Restaurants expand from reasonable, casual uptakes and modest nourishment served in basic settings at low prices, to expensive foundations serving refined nourishment and fine wines during a typical setting. Attempt has been made to analyze important factors that attract customers to a restaurant and to look for dependencies between age and factors of attraction, age and choice of restaurants, income and frequency of visit to a restaurant.

Keywords: Eating habits, Restaurants, Factors of attraction, Choice of restaurants, Nourishments.

INTRODUCTION

India is in the midst of a restaurant revolution. In the very first instance, the word restaurant refers to a public venue where one can order food. Antoine Beau Villiers founded the first restaurant in 1782 -1786. According to Brillart Savarin, this was the first to combine the essentials of a room, waiters and smart cooking.

The eating habits of people and the cooking style of people using different ingredients are changing day by day. In earlier days people were not aware of the different styles, ambiences of lightings, colour, interior decoration etc. they only cared about the food quality. Nevertheless, the trend has changed to a great extent. A restaurant or an eatery is an entrepreneurship that prepares and serves foods and drinks to customers. Suppers are for served and eaten on the restaurants, but today many restaurants offer take away and home delivery services. Restaurants differentiate extraordinarily in appearance and contribution, including different types of cooking styles and governance models going from cheap drive through joints and cafeterias to mid evaluated family cafes, to costly extravagant foundations.

In western countries, most mid to high range restaurants serve alcoholic beverages. Some restaurants serve meals like breakfast, lunch and dinner. Moreover, some restaurants serve only lunch and dinner. Restaurants are classified based on many factors. The primary factor is food. Different restaurants provide different types of cuisines. Beyond this, restaurants may differ on factors like location, cost and service.

Eateries expand from reasonable, casual uptakes and modest nourishment served in basic settings at low prices, to expensive foundations serving refined nourishment and fine wines during a typical setting. While in the previous case shoppers generally wear forward motion clothes, in the latter case, contingent upon culture and neighbourhood conventions, shoppers wear semi easy going, semi-formal or formal wear. Ordinarily at mid-to expensive eateries, shoppers sit at tables, their request are being taken by the server or KOT (Kitchen Order Taker), who brings the nourishment once it is ready. Beyond uptake, the shoppers at that time pay attention to their table.

In certain cafe, for example, work eco-cafeterias, there are no servers; the clients use utensils on which they place cold things that they take from a chilled compartment and hot things, which they demand from cooks, and afterward they pay a clerk before they plunk down. Another cafe approach, which barely utilizes any servers or KOT, is the smorgasbord eatery. Clients self-serve nourishments onto their own plates and then pay after finishing the dinner. Smorgasbord eateries ordinarily still have servers to serve beverages and mixed refreshments. Drive-thru eateries are additionally viewed as an eatery.

People who are travelling long distances by train or their own vehicles take food in the roadside refreshments in small restaurants or Dhabas for convenience. This is a new experience of blending journey with dining in the roadside. In many countries, the world over, they take into account the requirements of explorers by giving rail route refreshment rooms, a type of cafe, at rail route stations. The affection for such "refreshment rooms", nevertheless, might be social, as not one reviving piece of them has ever been seen in the United States. During the 2000s, various voyaging cafes, explicitly intended for vacationers, had been made.

Customer satisfaction may be a business technique, which tends to creation important for patrons, matching and managing their expectations and showing capability and responsibility to satisfy their needs, the key for achieving advantage is by delivering good quality service which can satisfy the dinners and that they are going to be attracted towards the restaurants.

Consumer loyalty is a big worry in the restaurant and eatery business and various investigations have been completed in a similar setting by various analysts. Customer loyalty has become a significant execution marker for the cordiality business/business, as it shows the quality of connection between the client and the business entity. With the change in the ways of life of the Customers, a huge move is seen in the requests and desires for the clients. Off late the friend-shipness between business and consumers has appeared to be a noteworthy development for expansion of businesses.

Bhubaneswar, the capital city of Odisha has become cosmopolitan in nature. With rising malls, market complexes, Inox movie complexes, it has become a tourist destination for people all over Odisha. Even the big multi-national restaurant chains like KFC, Yo! MOMO, Barbeque have started opening up their branches in Bhubaneswar and later they plan to move on to the other cities of Odisha depending upon the scope for expansion. Endless diners visit various cafes out of fashion or recreation each and every day in the Bhubaneswar. "Chase the flavours", "expect the best", "stop eat and go", so on and so forth. These are basically the key points or the slogans that attracts the customers towards the restaurant. Traditionally in every assert there is a restaurant, which has vast variety i.e.

fine dining, fast food, cafe, buffet, family style, food trucks, pop-up restaurants. Here, fine dining refers to the special occasions like wedding, anniversary, and birthday. Fast food refers to the KFC, Mc Donald's, Subway where the food is served in plastics, paper food tray, and disposal items. Cafes usually bring up with coffee, pastries for breakfast and lunch and many customers utilize their time in cafe for work.

Hence, restaurant is a business that prepares and serves food and drinks to the customers. The restaurant can get attracted by the concept, focus on customer, cleanliness, lighting, music, the menu, crockeries, dishes, linens, glassware, decors inside the premises which attracts the customers with ambiance, the quality of food, variety of cuisines, the service made by the butlers. Making additional efforts towards the customers so that they can keep on coming or having good judgement towards everything that has been provided to them.

Some of the factors that attract customers of Bhubaneswar towards a restaurant

- Catchy Headline
- Taking amazing photo of the dish
- Offering free Wi-Fi
- Keeping a live food counter
- Live music performance or dance
- Offering gifts or discounts during special events like anniversary, birthdays via email
- Get to know your regular customers
- Offer online ordering of food
- Get reviews regarding food to improve it
- Active in social media
- Capitalizing the hours
- Offering packages to the local business
- Taking advantages during holidays (proving special menu or can set a menu)

LITERATURE REVIEW

Ryu, K., & Han, H. (2010) examined that three important elements namely price, satisfaction and behaviour determine the food service quality of a restaurant.

Asp, E. H (1999) has explored in his research that consumers sometimes take decision by Food Guide Pyramid that guides which food to eat and at what frequency. That has an impact on the success or failure of food products in the market.

Bailey R, & Earle, M (1993) inferred in their research that there is a change in the pattern of food consumption due to food processing, food marketing, human nutrition, and home economics.

Andaleeb, C. (2006) has concluded in his research that along with price and quality, the hospitality of the front line employees are also crucial for this business. That delights the customer because they enjoy the company of these staffs.

Auty, S. (1992) has found in her research that the restaurant diners are segmented in to different categories like students, middle aged and older people. These groups are attracted more by the factors like the style and atmosphere of the restaurants.

Chia-Hsin Cheng, Shih-Yen Lin, Chia-Ching Tsai(2014) have analysed that because of health consciousness mostly people choose non spicy and non-oily Chinese style foods, organic foods etc. which prevents the weight gain and obesity.

Gilbert, R. (2004) has explored in his research that in food industry, cross-cultural factors play a key role. This cross-cultural food satisfaction is very much dependent on two aspects like personal service and service setting.

Haghighi, M, Dorosti Ali, Rahanama Afshin and Hoseinpour Ali (2012) have opined in their findings that as far as food industry is concerned the customers are very particular about the factors like taste and quality of food, swift and rapid service and affordability of price, which make them satisfied.

Majid, M. A. A., Samsudin, A., Noorkhizan, M. H. I., Zaki, M. I. M., & Bakar, A. M. F. A. (2018) have concluded in their research that restaurant industry is very volatile in nature and very difficult to sustain in the long term. The business can only continue if there is footfalls in the hotels frequently. For this there has to be some loyal customers who would come to the restaurants regularly and also help in the promotion of the restaurants through word-of-mouth publicity.

Hyun, S. S. (2010) has inferred in the research that in order to win the trust and faith of the customers the restaurant has to give importance to five dimensions e.g. quality of service and food, perceptual price, location and environment.

OBJECTIVE

The objective of this study is to analyze

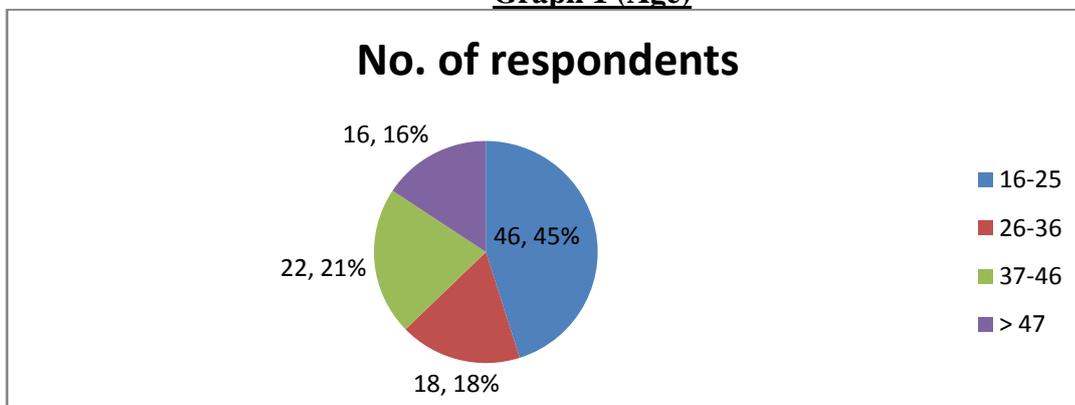
- Association between age and Factors attracting individual to a restaurant
- Association between age and choice of restaurant
- Association between income and frequency of visiting a restaurant

RESEARCH METHODOLOGY

A sample of 102 respondents has been taken for this study. The study is undertaken in the city of Bhubaneswar in Odisha. Respondents are selected from different age groups and income groups using a random sampling method. Chi-square analysis is used to know whether there is association between age and choice of restaurant, age and factors attracting an individual towards a restaurant, Income and frequency of visit to a restaurant.

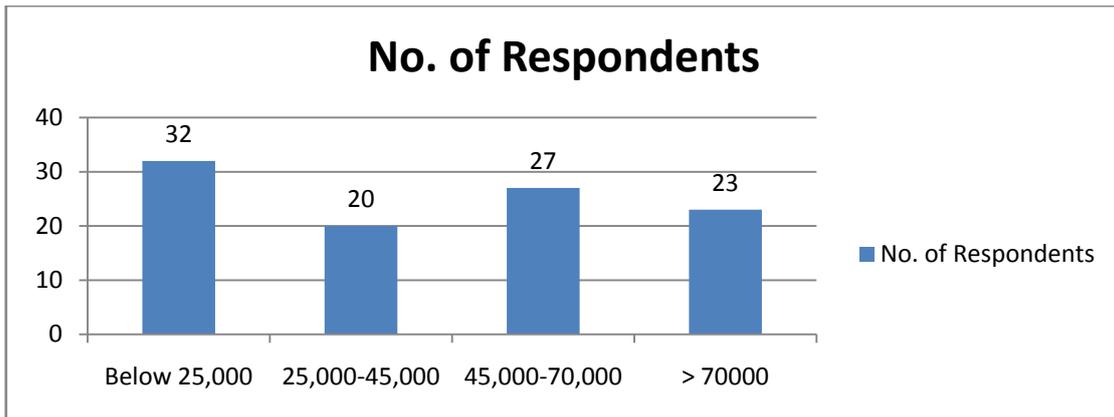
ANALYSIS AND INTERPRETATION

Graph 1 (Age)



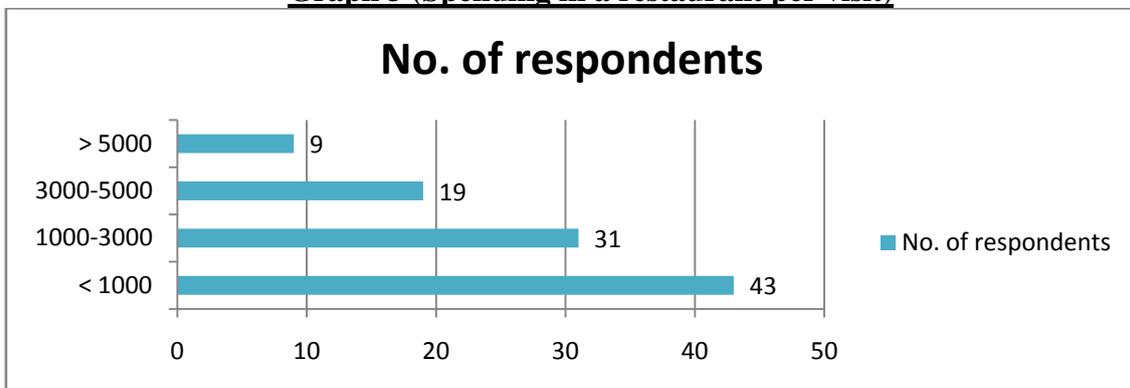
Graph 1 depicts 45% of the respondents belong to the age group 16-25. 21% respondents belong to the age group 37-46. 18% respondents belong to the age group 26-36 and 16% respondents belong to the age group 'more than 47' age group .

Graph 2 (Income)



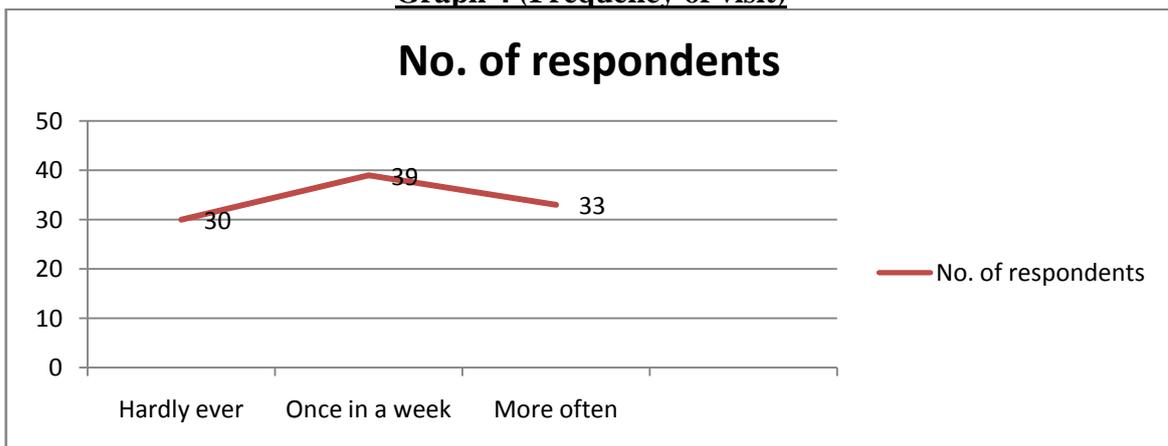
Graph 2 shows 32 of the respondents belong to the income group 'below 25000'. 27 respondents belong to the income group 45000-70000. 23 respondents belong to the income group 'more than 70000' and 20 respondents belong to the income group 25000-45000 income group.

Graph 3 (Spending in a restaurant per visit)

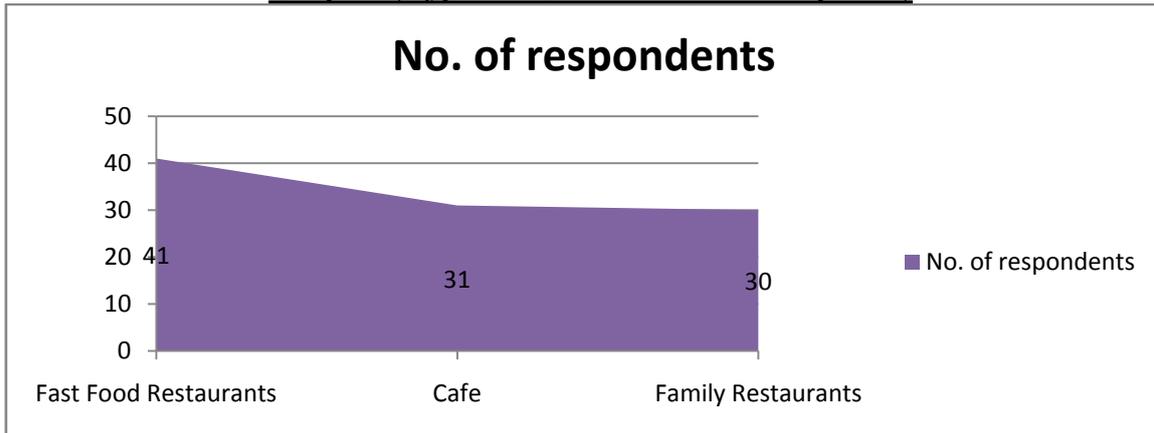


Graph 3 depicts 43 of the total respondents spend 'less than 1000' per visit to a restaurant. 31 respondents spend Rs1000-3000 per visit to a restaurant. 19 respondents spend between Rs 3000-5000 per visit. 9 respondents spend 'more than Rs 5000' per visit to a restaurant.

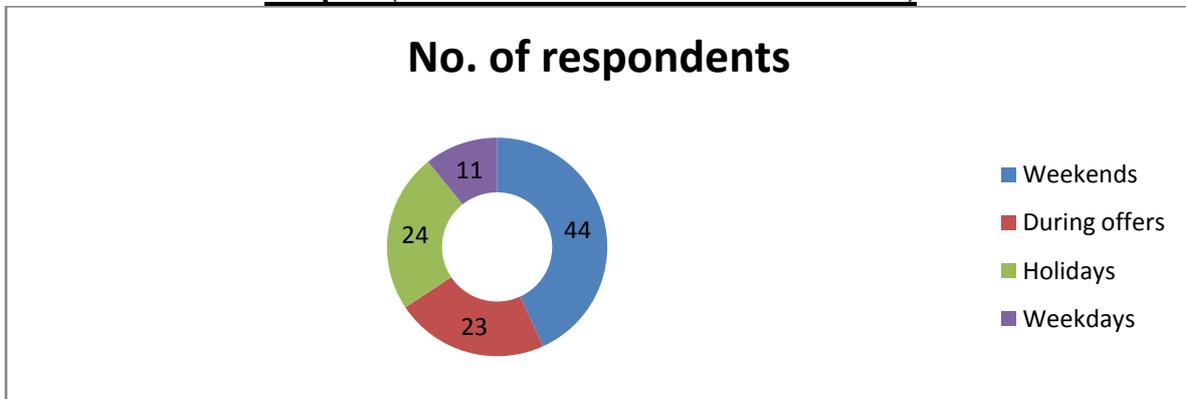
Graph 4 (Frequency of visit)



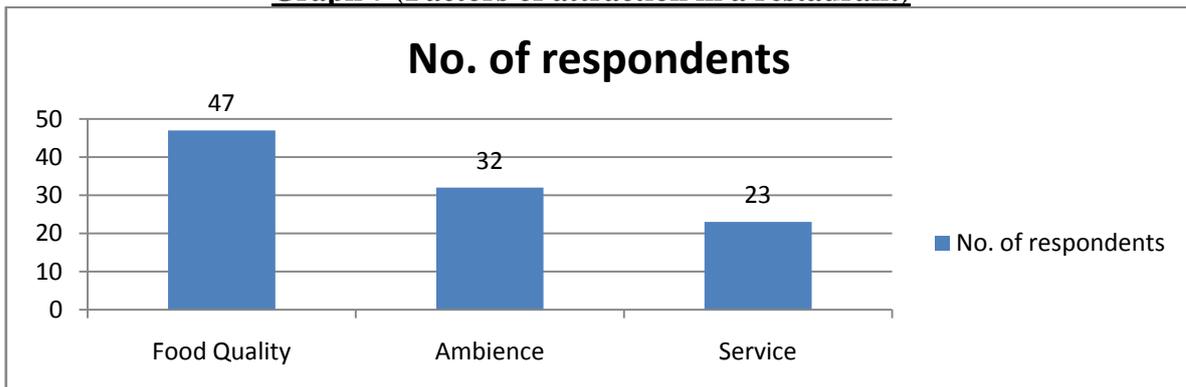
Graph 4 shows 39 of the total respondents visit once in a week to a restaurant. 33 respondents visit more often to a restaurant while 30 respondents visit hardly to a restaurant.

Graph 5 (Type of restaurant customers prefer)

Graph 5 depicts 41 of the total respondents prefer going to a fast food restaurant. 31 respondents prefer going to a cafe while 30 respondents prefer visiting to a family restaurant.

Graph 6 (Preferred time of visit to a restaurant)

Graph 6 shows 44 of the total respondents prefer weekend to visit a restaurant. 24 respondents prefer holidays to go to restaurants. 23 respondents prefer visiting a restaurant during offer. 11 respondents prefer weekdays to visit a restaurant.

Graph 7 (Factors of attraction in a restaurant)

Graph 7 shows 47 of the total respondents give importance to food quality. 32 respondents prefer ambience to a great extent while 23 respondents prefer service offered by the restaurant.

Chi-square Analysis

Null Hypotheses

H_{0a}: Age and factors for attraction towards a restaurant are independent of each other

H_{0b}: Age and choice of restaurants are independent of each other

H_{0c}: Income and frequency of visit to a restaurant are independent of each other

Alternate Hypotheses

H1_a: Age and factors for attraction towards a restaurant are dependent of each other

H1_b: Age and choice of restaurants are dependent of each other

H1_c: Income and frequency of visit to a restaurant are dependent of each other

Table 1 shows the observed data of age and factors that attract customers to a restaurant. It shows that 30 respondents in the age group of 16-25 prefer a restaurant because of food quality. It can be seen that in higher age groups ambience and service becomes important factor while choosing a restaurant than food quality.

Table 1 (Observed data)

Count of Age Group	Column Labels			
Row Labels	Ambience	Food Quality	Service	Grand Total
16-25	9	30	7	46
26-36	7	5	6	18
37-46	10	7	5	22
47 or Above	6	5	5	16
Grand Total	32	47	23	102

Table 2 (Expected data with p value of chi-square test)

Count of Age Group	Column Labels			
Row Labels	Ambience	Food Quality	Service	
16-25	14.43137255	21.19607843	10.3725	
26-36	5.647058824	8.294117647	4.05882	
37-46	6.901960784	10.1372549	4.96078	
47 or Above	5.019607843	7.37254902	3.60784	
p	0.039785862			

Table 2 represents the expected data for age and factors attracting customers to a restaurant along with the p value for the chi-square test. The p value is 0.039, which indicates the null hypothesis is rejected as it is less than 0.05. Hence it can be concluded that age and factors that attract customers to a restaurant are dependent on each other. It is also visible in Table 1 that food quality is important for respondents in the age group of 16-25 where as in higher age groups ambience and service offered is more important.

Table 3 shows the observed data of age and choice of restaurants. It shows that 26 respondents in the age group of 16-25 prefer a fast food restaurant. It can be seen that in 26-36 age group café is preferred the most. In 37-46 age group family restaurants is preferred the most and in 47 or above age group family restaurant is preferred mostly.

Table 3 (Observed data)

Count of type of Restaurants do you visit?	Column Labels			
Row Labels	Cafe	Family Restaurants	Fast Food Restaurants	Grand Total
16-25	12	8	26	46
26-36	8	5	5	18
37-46	6	11	5	22
47 or Above	5	6	5	16
Grand Total	31	30	41	102

Table 4 (Expected data with p value of chi-square test)

Count of Age group	Column Labels		
Row Labels	Cafe	Family Restaurants	Fast Food Restaurants
16-25	13.98039216	13.52941176	18.49019608
26-36	5.470588235	5.294117647	7.235294118
37-46	6.68627451	6.470588235	8.843137255
47 or Above	4.862745098	4.705882353	6.431372549
p	0.042148051		

Table 4 represents the expected data for age and choice of restaurant along with the p value for the chi-square test. The p value is 0.042, which indicates the null hypothesis is rejected as it is less than 0.05. Hence it can be concluded that age and choice of restaurant are dependent on each other.

Table 5 shows the observed data of income and frequency of visit to restaurants. It shows that 18 respondents in the income group of below Rs.25000 prefer not to visit restaurant. 13 respondents in the income group of Rs.45000-Rs.70000 visit a restaurant once in a week. 11 respondents visit a restaurant more often having income more than Rs.70000.

Table 5 (Observed data)

Count of How much do you spend in a Restaurant per visit?	Column Labels			
Row Labels	Hardly ever	Once in a week	More often	Grand Total
25,000-45,000	10	5	5	20
45,001-70,000	6	13	8	27
Above 70,000	5	7	11	23
Below 25,000	18	7	7	32
Grand Total	39	32	31	102

Table 6 (Expected data with p value of chi-square test)

Count of How much do you spend in a Restaurant per visit?	Column Labels			
Row Labels	Hardly ever	Once in a week	More often	Grand Total
25,000-45,000	7.647058824	6.2745098	6.078431373	
45,001-70,000	10.32352941	8.47058824	8.205882353	
Above 70,000	8.794117647	7.21568627	6.990196078	
Below 25,000	12.23529412	10.0392157	9.725490196	
p	0.032489664			

Table 6 represents the expected data for income and frequency of visit to restaurants with the p value for the chi-square test. The p value is 0.032, which indicates the null hypothesis is rejected as it is less than 0.05. Hence it can be concluded that income and frequency of visit to a restaurant are dependent on each other.

CONCLUSION

The eating habits of people and the cooking style of people using different ingredients are changing day by day. In earlier days people were not aware of the different styles, ambiances of lightings, colour, interior decoration etc. they only cared about the food quality. Nevertheless, the trend has changed to a great extent. Customer satisfaction may be a business technique, which tends to creation important for patrons, matching and managing their expectations and showing capability and responsibility to satisfy their needs, the key for achieving advantage is by delivering good quality service which can satisfy the dinners and that they are going to be attracted towards the restaurants.

We have found in this article that a majority of the respondents who love to go to restaurants are young and belong to the age group of 16-25 years and having income below Rs.25000. A majority of the respondents in this survey found to be spending less than Rs.1000 and visit once in every week to a restaurant. A large chunk of the respondents prefer a fast food restaurant and chose to go on weekends. Regarding factors of attraction towards a restaurant 47% of the respondents look for food quality where as 53% of the respondents look for ambience and service offered at a restaurant.

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