Customer Preference Towards Restaurants With Special Reference To Coimbatore

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Abstract- *Fundamental necessities of life are the food, clothing, and shelter. The importance of food in man's life is primary. In other words, man seeks protection from the environment elements only after he has satisfied the need for food and clothing. In order to be successful in the market it is not sufficient to attract new customers, managers must concentrate on remaining existing customers implementing effective policies of customer preference & loyalty. In restaurants, customer preference is largely based upon quality of services provided. The study deals with the attitude & behavior of people's choice of food & environment outside the home.*

I. INTRODUCTION

Food industry is one of the world's fastest growing sectors. However, over a period, with a 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 purpose of this to investigate the different elements which affect the customer's satisfaction, or which can increase the customer satisfaction, such like promotion is one variable through which you can enhance the satisfaction level in promotion through personal selling, public relation and advertising.

A restaurant is an establishment that serves prepared food and beverages to be consumed on the premises. The term covers a multiplicity of venues and a diversity of styles of cuisine. Restaurant means a business whose principal purpose is the sale of food or beverage served in paper, plastic or other disposable containers for immediate consumption inside, outside or away from the building, including businesses that provide delivery of food for immediate consumption.

STATEMENT OF THE PROBLEMS:

Now a days, the restaurant industries have a rapid growing in the India because of the population growth. The main challenge for the restaurants is to create the customers' loyalty by quality, taste, and freshness of the food. Customers has expected good services (quality, taste, quantity, cleanliness, packaging etc.,) provided by the restaurants at

every time. Customer loyalty is important if a business want to build recurring business, if restaurants doesn't meet customer's expectations the restaurant will lose the loyal customers. Hence, the study seeks to analyze the reason for problems related to the services of the restaurants and to find out the suggestions. This study also analyzes the customers expect that what kind of demand from the restaurants.

OBJECTIVES

1. To examine the awareness of respondents about the Restaurants.
2. To analysis the level of preference of customers towards the services provided by the restaurants.
3. To provide suitable suggestions on the basis of results of the study.
4. To identify the demands of the customers

II. REVIEW OF LITERATURE:

Darby and Karni (1973) have argued that quality is generally classified into three dimensions which are search, experience and credence. Search dimensions are related to the quality which can be determined by the customer at the time of purchase while experience dimensions are related to the quality which can be determined only after the purchase. Lastly, credence dimensions are related to the quality which customers can never determine neither upon nor post-purchase but with no choice, they have to trust the comments of others **(Bech-Larsen & Grunert, 2001)**

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.

SCOPE:

In today's world there a greater number of working populations among us. In such a scenario the demand for the

restaurants has grown highly. The large number of restaurants in Coimbatore city has been a phenomenal increase in the past few years. This study mainly concentrates on the reason of why people prefer restaurants, the attributes that attract the people & the differences in consumer expectations.

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

III. METHODOLOGY USED IN THIS STUDY

SAMPLE SIZE:

The sample size is 120 respondents

AREA OF THE STUDY:

This study is conducted in the Coimbatore city.

DATA COLLECTION:

Data are facts may be derived from several source. Data is of two types Primary and Secondary.

PRIMARY DATA

Primary data have been obtained by administering a structured questionnaire to Women's in Coimbatore

SECONDARY DATA

Secondary data was collected with help of internet, newspaper, magazines, research paper, journals, books and respective websites were also used to gather the data and information.

TABLE: Simple percentage analysis

Factors	Options	No. of Respondents	Percentage
Age	Below 18	21	17.5
	18-25	97	80.8
	25-40	2	1.7
	Above 40	-	-
Marital status	Married	5	4.2
	Unmarried	115	96.8
Occupation	Student	110	91.7
	Employed	6	5
	Business	3	2.5
	Others	1	0.8
Monthly income	Below 10000	77	64.2
	10000-30000	28	23.3
	30000-50000	5	4.2
	Above 50000	10	8.3
The food prefer by the respondents	Vegetarian	11	9.1
	Non-Vegetarian	44	36.7
	Both	65	54.2
The preference towards like to going to Restaurant	Yes	113	94.2
	No	7	6.8

Types of Restaurants that the respondent choose	South Indian	84	70
	North Indian	8	6.7
	Continental	12	10
	Others	16	13.3
Choose the restaurant on the basis of internet	Rating	39	32.1
	Variety	48	40
	Popularity	23	19.7
	Others	10	8.2
The satisfaction of servers behaviour	Yes	108	90
	No	12	20
Attraction of the restaurant that the respondents choose	Price	15	12.5
	Ambience	32	26.7
	Quality and Cleanliness	63	52.5
	Others	10	8.3
Payment mode of the respondents	Cash	65	54.2
	Google Pay	42	35
	Paytm	4	3.3
	Cards	9	7.5
Barriers of the restaurants faced by the respondents	Delay on orders	68	56.7
	Worst Ambience	8	6.7
	Unsanitary vessels	19	15.8
	Affording high of cost	25	20.8
Satisfaction level of paying GST	Yes	48	40
	No	72	60
	Maybe	-	
The suggesting the restaurants to others by the respondents	Yes	103	85.8
	No	17	14.2

option and 5.8 percent of the respondents are no option. It is clear from the table that 70 percent of the respondents are South Indian, 6.7 percent of the respondents are Nouth Indian, 10 percent of the respondents are Continental and 13.3 percent of the respondents are others. It is clear from the table that 32.1 percent of the respondents are rating, 40 percent of the respondents are Variety, 19.7 percent of the respondents are Popularity and 8.2 percent of the respondents are others. It is clear from the table that 32.1 percent of the respondents are Rating, 40 percent of the respondents are Variety, 19.7 percent of the respondents are Popularity and 8.2 percent of the respondents are Others. It is clear from the table that 90 percent of the respondents are yes option and 10 percent of the respondents are no option. It is clear from the table that 12.5 percent of the respondents are Price,26.7 percent of the respondents are Ambience,52.5 percent of the respondents are Quality and Cleanliness and 8.3 percent of the respondents are others. It is clear from the table that 54.2 percent of the respondents are Cash, 35 percent of the respondents are Google Pay, 3.3 percent of the respondents are Paytm and 7.5 percent of the respondents are card. It is clear from the table that 56.7 percent of the respondents are Delay on Orders,6.7 percent of the respondents are Worst Ambience, 15.8 percent of the respondents are and 20.8 percent of the respondents are affording High of cost. It is clear from the table that 40 percent of the respondents are yes option and 60 percent of the respondents are no option. It is clear from the tablethat 85.2 percent of the respondents are yes option and 14.2 percent of the respondents are no option.

INTERPRETATION:

It is clear from the table that 17.5 percent of the respondents are in the age category below 18 years, 80.8 percent of the respondents are in the age category 18 – 25 years and 1.7 percent of the respondents are in the age category of 25 -40 years and there are no responses in the age of above 40. It is clear from the table that 95.8 percent of the respondents are unmarried and 4.2 percent of the respondents are married. It is clear from the table that 91.7 percent of the respondents are students, 5 percent of the respondents are employed, 2.5 percent of the respondents are business and 0.8 percent of the respondents are engaged in other occupation. It is clear from the table that 64.2 percent of the respondent monthly income is below 10000, 23.3 percent of the respondent monthly income is 10000 – 20000, 4.2 percent of the respondent monthly income is 30000 – 50000 and 8.3 percent are above 50000. It is clear from the table that 9.1 percent of the respondents are vegetarian, 36.7 percent of the respondents are non-vegetarian and 54.2 percent of the respondents are both vegetarian and non- vegetarian. It is clear from the table that 94.2 percent of the respondents are yes

IV. SUGGESTIONS

1. The restaurants should improve the quality of the food. It is one of the attraction things for people to visit the restaurants again without any hesitation.
2. Restaurants can change their prices of the food to be more affordable. The affordable price will help the restaurants to get a greater number of customers. The customer also enjoys the food with reasonable price.
3. The restaurants should make sure the foods are served/delivered the orders without any delay. Because, most of the restaurants are losing their customers for delay on orders. The restaurants should keep the correct time for serving/delivering the food to the customers.
4. The restaurants have to maintain the good ambience for attracting the customers.
5. The restaurants should ensure the vessels are clean and clear. They should check the vessels are clean on the regular basis
6. The restaurants should provide South Indian food with good taste, good quality& good quantity to the customers.

In the Coimbatore, most of the people are likes to South Indian food.

V. CONCLUSION

This study was conducts in Coimbatore city with a broad objective of customer preference towards restaurants for this purpose. 120 customers/respondents were selected and obtained the various responses based on the questionnaire method. The data was collected and consolidated using simple percentage method, charts, tables were used for representation to achieve the objective of the study. It is evident from the study that majority of the consumer have visited different restaurant at different times. So, the restaurant owner has to take steps to retain the customer and make them a permanent customer.

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