

Critical View on Customer Responses towards Restaurant Behavior regarding Lunch and Dinner

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Abstract

The structure and dynamics of households and families in the India have significantly changed during the past two decades. These changes ultimately affect overall restaurant behavior. The number of households made up of singles and unrelated roommates grew nearly three times faster than family households between 1990 and 2000. A trend developing steadily over the past 10 years that is expected to continue is an increase in single-parent households. Therefore, the present study discussed the customer responses to indentify the reasons behind increasing restaurant dinning. The scope of the present research paper is limited to study the responses of customers regarding restaurant dinning for lunch and dinner. The research area is restricted upto the responses of Dhule District customers only. Therefore the research is based on quantitative in nature, for this purpose both primary and secondary data collection method followed. The primary data collected through questionnaires from 300 respondents on convenient sampling. The changing lifestyles with the increasing nuclear families and a rise in the urbanization in India over the past years have also supported the growth of the restaurant market in India.

Introduction

The structure and dynamics of households and families in the India have significantly changed during the past two decades. These changes ultimately affect overall restaurant behavior. The number of households made up of singles and unrelated roommates grew nearly three times faster than family households between 1990 and 2000. The upsurge in singles should prove to be good newsfor the restaurant industry, since singles dine out more frequently and spend more per person on food away from home than most other household types. Moreover available disposable income often translates into greater spending on restaurant dining. Married couples without children spent the most annually per person on food away from home. The unorganized restaurant market includes the roadside vendors, Dhabas, Chinese vans and trolleys. The organized restaurant market includes the Quick Service Restaurants, Dinning Hall, Hotels, Pubs, Bars, Clubs etc. A trend developing steadily over the past 10 years that is expected to continue is an increase in single-parent households. Therefore, the present study discussed the customer responses to indentify the reasons behind increasing restaurant dinning.

Objectives of the Study

- To review impact of restaurants dinning among the customers.
- To study the reasons of restaurant dinning for Lunch and Dinner.
- To observe the restaurant behavior among the customers.
- To know the customer responses about restaurant dinning.
- To study the growth of restaurant industry in India.

Scope and Methodology

The scope of the present research paper is limited to study the responses of customers regarding restaurant dinning for lunch and dinner. The research area is restricted upto the responses of Dhule District customers only. Therefore the research is based on quantitative in nature, for this purpose both primary and secondary data collection method followed. The primary data collected through questionnaires from 300 respondents on convenient sampling and the secondary data gathered from internet, library, books and journals.

Data Analysis

The data gathered from different questionnaires presented in Table 1 to Table 6 out of which the first table represent the different demographic factors of samples. The different variety of demographic factor shows the accuracy of data analysis.

Table 1 - Distribution of Samples

Particulars	Frequency	Percentage
Gender		
Male	182	60.67
Female	118	39.33
Total	300	100
Age		
18-25	112	37.33
25-35	79	26.33
35-45	62	20.67
Above 45	47	15.67
Total	300	100
Income		
Low	82	27.33
Medium	106	35.33
High	112	37.34
Total	300	100
Education		
H.S.C.	62	20.66
Graduate	164	54.67
Post Graduate	74	24.67
Total	300	100

Table 2 - Special Occasion is the reasons for Dining in Restaurants

Particulars	Frequency	Percentage
Strongly Disagree	7	2.33
Disagree	8	2.67
Undecided	13	4.33
Agree	166	55.34
Strongly Agree	106	35.33
Total	300	100
Mean	4.1867	

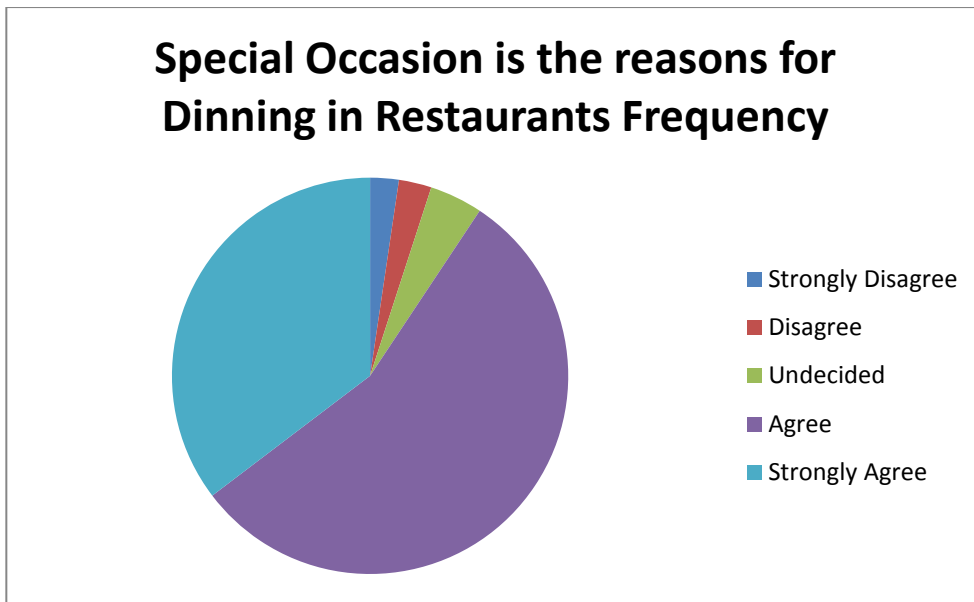


Table 3-No Time to Cook is the reasons for Dining in Restaurants

Particulars	Frequency	Percentage
Strongly Disagree	4	1.33
Disagree	5	1.67
Undecided	22	7.33
Agree	152	50.67
Strongly Agree	117	39.00
Total	300	100
Mean	4.2433	

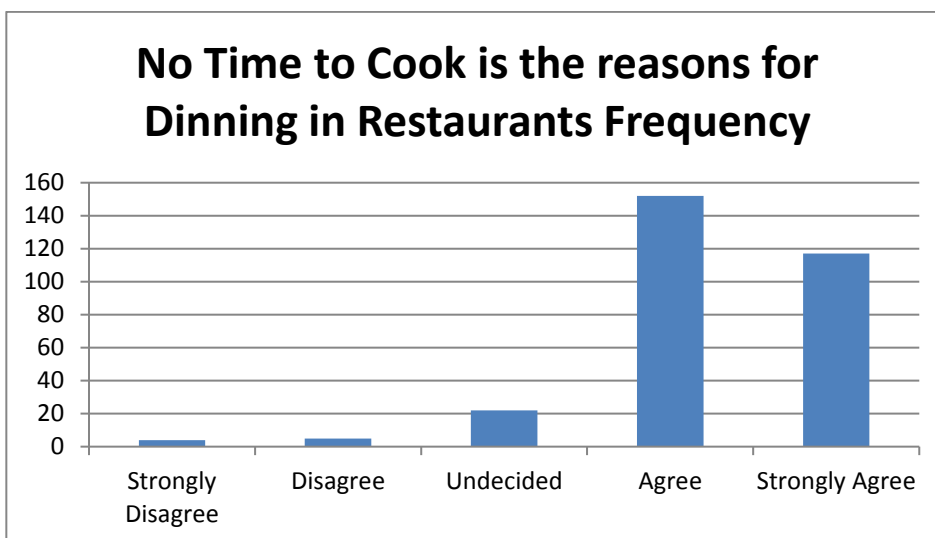


Table 4-Close to residence is the reasons for Dining in Restaurants

Particulars	Frequency	Percentage
Strongly Disagree	1	0.33
Disagree	4	1.33
Undecided	13	4.33
Agree	172	57.34
Strongly Agree	110	36.67
Total	300	100
Mean	4.2867	

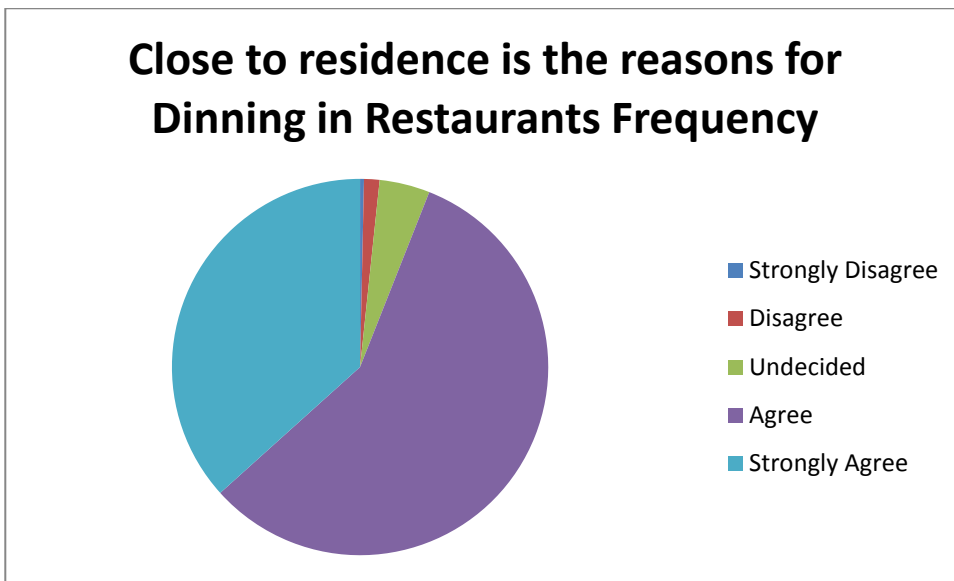


Table 5 - Change of Taste is the reasons for Dining in Restaurants

Particulars	Frequency	Percentage
Strongly Disagree	11	3.66
Disagree	19	6.33
Undecided	32	10.67
Agree	161	53.67
Strongly Agree	77	25.67
Total	300	100
Mean	3.9133	

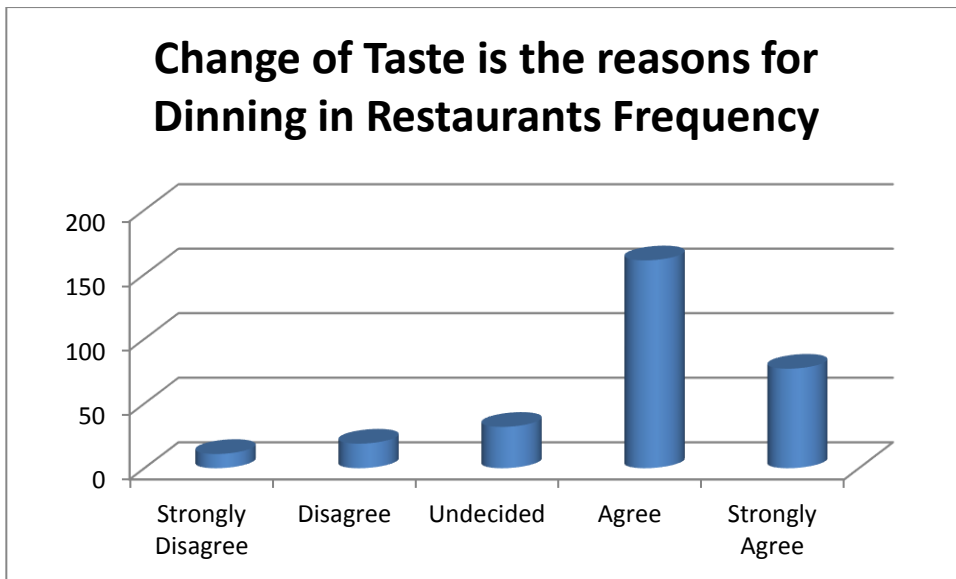
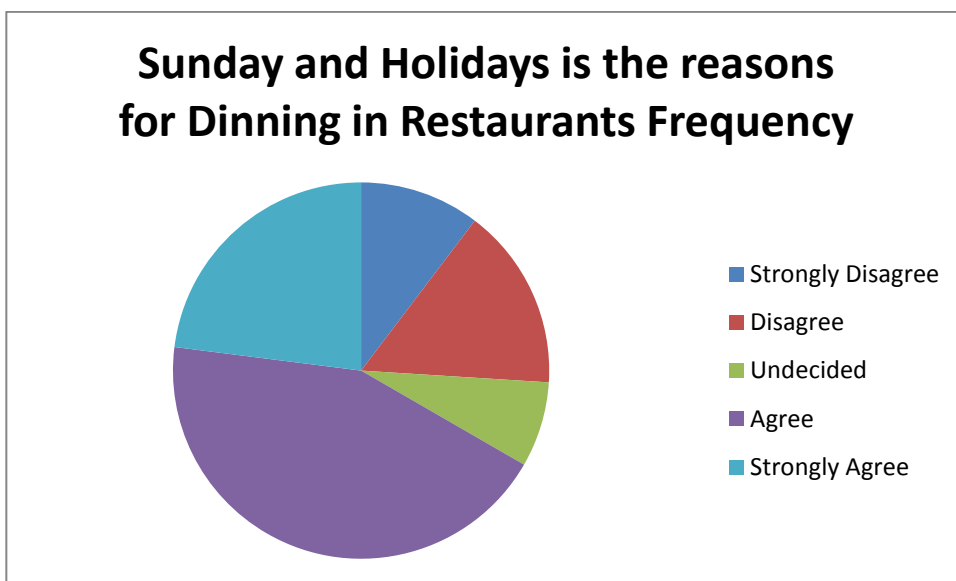


Table 6-Sunday and Holidays is the reasons for Dining in Restaurants

Particulars	Frequency	Percentage
Strongly Disagree	31	10.33
Disagree	47	15.67
Undecided	22	7.33
Agree	131	43.67
Strongly Agree	69	23.00
Total	300	100
Mean	3.5333	



Growth of Restaurant Dinning in India

India is one of the fastest growing economies in the world, which is driven by the changing demographics, stable government, favourable economic policies and a positive sentiment in service industry. The restaurant industry is one of best service industry in India, is mainly driven by the young population aged 15 to 44 years. The changing lifestyles with the increasing nuclear families and a rise in the urbanization in India over the past years have also supported the growth of the restaurant market in India. The customer preference for the cuisine has seen a transition in India from consuming the traditional Indian food to trying out different cuisines such as the Chinese, South Indian, Panjabi and Rajasthani. Due to the growing exposure to the cultures and lifestyles, the Indian population has started developing their tastes and is reaching out to restaurants more often which offer different cuisines apart from their home made. This change in the taste preference of the people in India has motivated due to many reasons regarding which the customer responses gathered.

Findings and Conclusion

This paper investigates the consequences behind the outside dinning. The focus on very close distances and the presence of a large array of controls alleviates issues of fast-food restaurant growth. Our results point to a significant effect of fast food restaurant on customers. The present research study provides the data analysis collected from different customers prefer to dinning outside. The study find out that 90.67% customers agree and strongly agree for reason for dinning in restaurants i.e. Special Occasion. There are 89.67% customers believes that when there was no time to cook, they prefer to dinning outside. The restaurant was close to their home was actually reason for dinning outside said by 94% customers. Maximum number of customers agreed for the different reasons for dinning outsides. The restaurant industry growing day by day, therefore they should remember the customers responses and provide the quality service. According to the survey, most customers dine at the selected restaurant because of like the taste of food. The customers perceived positive dining experience, service quality, taste, cleanliness, dinning environment and entertainment. Therefore it is recommended that other factors also considered for the growth of restaurant industry as well.

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