FACTORS INFLUENCING THE DINERS TO VISIT A PARTICULAR RESTAURANT

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Abstract : Casual dining concepts are preferred by a larger number of people as compared to fine dining concepts, largely because India is a price-sensitive market.This empirical article aimed to identify the primary factors that influence diners in selection of various categories of restaurants in the study region. The study has observed that diners were influences by restaurant features like: the food quality, menu varieties, price and value for money, least waiting time and prompt services. The study confirms the fact that food aesthetic considerations now heavily weigh on: tastes, preferences, and consumer choices. Food habits undergo continuous change as they adapt to travel, immigration, working status of couples in a family and their socio-economic environment. In short, the article had concluded that there exists close association between type of restaurant selected by the diner and factors that motivated them to visit the restaurants.

*IndexTerms -. **Restaurant, Causal Dinning, Dine***

I. INTRODUCTION

Indian being land of customs enjoys unique food culture, people in different part of the regional stated enjoys eating gastronomically and spice foods. As per the NationalRestaurant Association of India (NRAI) reports restaurant business values `.337,500 crore i.e.,  U.S. $52 billion and expected to reach `.552,000 crore by 2020. Indian restaurant have designed very attractive layout and ambience, with hand-picked menus and customers care gestures. With more Middle class Indian consumers are patronising causal dine restaurants; it is the true to claim that restaurant sector is experiencing a high evolution in the country. The number of people dining at restaurants is rising in India as more women are working outside the home, busier lifestyles, increasing disposable income to spend on food dining and the improved standard of living. Casual dining concepts are preferred by a larger number of people as compared to fine dining concepts, largely because India is a price-sensitive market.In short, it can be said that the dining which was earlier used to be occasional is fast changing and settling as recourse to quick meals, entertainment, center for social gathering, family-outing etc. In general, the Indian food choices are a gastronomical delight with each region offering its signature cuisine, but with the growth of restaurants in the country has put on the table not only diverse local flavours but huge variety of international cuisines like: Chinese, Italian, Persian, etc.

1.1 Issues Focused in the Study

The issue of how customers select restaurants has been given considerable attention by both researchers and practitioners. However, surprisingly little research has been generated on the criteria customers use in order to select a restaurant to dine-out. Furthermore, previous studies have not considered the extent to which important choice criteria would differ depending on the restaurant type. It is also important to note that customers with different characteristics tend to use different criteria in choosing restaurants. Based on the above discussed issues, it is believed that the information provided in this empirical study will be useful to the restaurants owners and managers to identify the appropriate marketing strategies to attract new customers and retain existing customers and also to know about customers preferences towards food variety, quality and nature of services offered at their restaurants and needed changes to be adopt to earn more satisfied and repeated consumers.

II. REVIEW OF PAST LITERATURE

Few reviews of yester year studies has been summarised in this section:

Malik and Kumar (2012) research paper's results revealed that financial condition of diner, theme of restaurant, guests' spending power and age group, and costs i.e., cost of service and food costs are considered as primary factors while restaurants plan their menu.   Shylaja.S and Eahambaram (2013)study The found that customers were satisfied with service provided by the restaurant offered in Coimbatore city. But they were found to be dissatisfaction with the price of the items, parking facilities, serving time and washing facilities. Srivastava (2015) research work's findings disclosed the fact that the diners select those restaurants that has well appearing ambience, well equipped dining room, rest room, hygiene of the restaurants and its staff, knowledge of the server, personal attention and convenient parking facilities. The study also found that variety in the menu, attentive staff, friendly and helpful employees as act as important attribute in selection of restaurant for dinning by the diners.

Sahniand Mohsin (2017) conducted a study in Haryana to assess the factors that influences the fine dinners in selection of restaurants in Delhi and around New Capital Region (NCR). The study found that diners focus on primary quality of food. The study stated that there significant relationship between purpose stated by the dinners for visiting restaurants and the nature of restaurant selected by them. The study also observed that demographic status of diners significantly influences their dinning habits in the study regions. Verma and Gupta's (2018) study found that quality food, value for money, pleasant decor and

smell inside restaurant, restaurant location, reach conveniences, adequate lighting facilities, restaurant layout etc attract diners more.

Various reviews presented in this section, has supported the article in listing out various factors that influences the diners in selection of specific restaurant in various cities across India, it will support the study in either genralisation or differentiation of its findings.

III. OBJECTIVES FOCUSED

This empirical article aimed to identify the primary factors that influence diners in selection of various categories of restaurants in the study region.

IV. HYPOTHESIS

There no exists close association between type of restaurant selected by the diner and factors that motivated them to visit the restaurants.

V. METHODS AND MATERIALS APPLIED

The current study is both explorative and descriptive in naturei.e, both qualitative and qualitative in nature. This study is focused on restaurant dinners living in Coimbatore city. Samples of six vegetarian hotels were selected for the effective conduct of the study. Six most popular and prominent vegetarian restaurants were chosen for study:Annapoorna's, Anandha's, Arya's, AdyarAnandhaBhavan, SaravanaBhavan and others. Five most popular and prominent non-vegetarian restaurants were chosen for study:Rayappa's, Sampoorna, Haribhavanam, Anjapparand Anjali, as sample.A sample of sixty (60) diners where chose in each category of restaurant, since researcher found it very difficult in identification of restaurant diners and collection of data were restricted on 60 diners from each sample restaurants, which was summed to 600 samples subjects in total. The primary data for this research were collected through a well-structured questionnaire to find answers for the research questions and objectives. The secondary data needed for the study were sourced from various magazines, journals, internet and thesis works. In this research the reliability measure for the whole scale was measured to be 0.902 which fall within acceptable mark.

5.1 Data Discussion and its Results

This empirical study was conducted among 51.40 per cent of female diners and 48.50 per cent of male diners. The demographic and socio-economic status of the diners were found to be : young diners at the age category of below 20 years as 20 per cent, diners in the age group of 40-50 years (23.67 per cent) and others i.e., 43.67 per cent were in the age group of above 20 years and within 40 years i.e., the working population. The study observed that 58 per cent of diners surveyed live in nuclear families consisting of a two adults with their children. Majority of the population surveyed were found to public or private sector employees or professionals' i.e., 54.67 per cent. Over, 33.17 per cent of families surveyed had a income `.10001 to `.20000 per month and 37.50 per cent of the families were observed to be dual income families. The study had a wide variety of diners i.e., 50.67 per cent of both vegetarian and non-vegetarian food diners, 30 per cent of r only non-vegetarian foods diners and 19.33 per cent of purely vegetarian diners. It has been inferred that 41.33 per cent of respondents' prefer to visit restaurants during special occasions, 39 per cent of respondents' have opined that they visit restaurants once in a month and they usually dine out with the entire family and 19.67 per cent of diners prefer to eat in restaurants once in every week. Further, 41 per cent of sample diners prefer to visit restaurants with both family members & friends to have a pleasant dinning. It has been inferred that 36 per cent of diners have said that they visit restaurants at any time as per their wish. Followed by, 24.67 per cent of diners visit restaurants at Sunday's (lunch / dinner) and 15.83 per cent of diners visit hotels on festive seasons with their entire family. Subsequently it has been found that 14.67 per cent of diners make hotel visits on special occasions and the remaining 8.83 per cent of respondents' prefer to dine on Saturday evenings.Moreover, it has been observed that 51.70 per cent of sample diners' had said that they do not fix budgets before visiting restaurants.With the basic information collected about dinning preference of the restaurant customers, following table draws a detailed discussion on the factors that influenced the diners in selection of specific restaurant for dinning.

TABLE: 1
Factors Influencing the Diners to Visit a Particular Restaurant

Service Features	Sum	Mean	Rank
Food Quality	5219	8.70	1
Menu Selection (Variety)	4450	7.42	2
Menu Pricing and Value	4217	7.03	3
Waiting Times	3815	6.36	4
Promptness of Service	3730	6.22	5
Professionalism and Friendliness Of Server(S)	3554	5.92	6
Server's Knowledge Of Menu	3022	5.04	9
Decor (Ambience)	2739	4.57	11
Restaurant Location	3275	5.46	7
Special Places For Kids To Play	2778	4.63	10
Overall Restaurant Experience	3179	5.30	8

Source: Primary Data

It has been found that majority of the diners' have agreed that particular restaurants maintains food quality and so they need not worry about health, so they prefer to visit to the same restaurant again and again. This variable is placed in first

rank with an average score of 8.70, respectively. Followed by the respondents' have said that they are influenced by the features like Menu selection (variety), menu pricing, value and waiting times of particular restaurant. These variables are ranked in second, third and fourth rank with the mean score of 7.42, 7.03 and 6.36, accordingly. Similarly the respondents' have stated that they are impressed by the factors like promptness, professionalism, location and overall restaurant experience. These variables are ranked in fifth, sixth, seventh and eighth place with the mean score of 6.22, 5.92, 5.46 and 5.30, respectively. Subsequently it has been observed that the respondents' are influenced by the staff(s) knowledge about the menu, other special arrangements and are also attracted by the ambience of particular restaurant. These factors are placed in ninth, tenth and eleventh rank with an average score of 5.04, 4.63 and 4.57.

TABLE: 2
Measure of Dispersion & Result of ANOVA
Type of Restaurant Selected vs Factors Influencing them to Visit The Restaurants

Variables	Pure Vegetarian (N:116)		Non-Vegetarian (N:180)		Both (N:304)		F Value	Sig
	Mean	SD	Mean	SD	Mean	SD		
Food Quality	3.16	2.799	3.49	3.037	3.25	3.019	.546	.580
Menu Selection (Variety)	4.33	2.781	4.87	2.845	4.51	2.567	1.621	.199
Menu Pricing and Value	4.95	2.975	5.16	2.946	4.87	2.832	.548	.578
Waiting Times	5.82	3.199	5.69	2.839	5.55	2.657	.428	.652
Promptness of Service	5.85	2.899	5.68	2.829	5.82	2.588	.181	.834
Professionalism and Friendliness of Server(s)	6.23	2.691	5.87	3.169	6.14	2.771	.692	.501
Server's Knowledge of Menu	6.99	2.504	6.89	2.886	6.99	2.842	.078	.925
Decor (Ambience)	7.07	2.861	7.28	2.845	7.66	2.822	2.218	.110
Restaurant Location	6.64	2.994	6.78	2.857	6.37	3.124	1.128	.324
Special Attraction for Kids	7.42	3.110	7.26	3.062	7.42	3.158	.173	.841
Overall Restaurant Experience	7.07	2.855	6.49	3.223	6.69	3.328	1.158	.315

Level of Significance: 5 per cent

From the above table it has been inferred that there exists variations in the sample mean values and the probability value of ANOVA at 5 per cent level does not establish good relationship between the variables tested. Therefore, the hypothesis framed stands rejected and it is concluded that there exists close association between type of restaurant selected by the diner and factors that motivated them to visit the restaurants.

VI. FINDINGS AND CONCLUSION

Vegetarian diners were found to be influenced by the factors like: waiting time, promptness of service, professionalism and friendliness of server(s), server's knowledge of menu, special attraction for kids and overall restaurant experience are the determinants that influenced them to visit popular restaurants.Similarly the non-vegetarian diners have opined that they are motivated by the features like food quality, menu selection (variety), menu pricing and value and restaurant location of famous restaurants in Coimbatore. Further it has been observed that those diners prefer to dine at both vegetarian and non-vegetarian food have stated that they were attracted by the factors such as server's knowledge of menu, special attraction for kids and decor (ambience) of the popular restaurants in Coimbatore.The study has observed that diners were influences by restaurant features like: the food quality, menu varieties, price and value for money, least waiting time and prompt services. The study confirms the fact that food aesthetic considerations now heavily weigh on: tastes, preferences, and consumer choices. Food habits undergo continuous change as they adapt to travel, immigration, working status of couples in a family and their socio-economic environment. In short, the article had concluded that there exists close association between type of restaurant selected by the diner and factors that motivated them to visit the restaurants.

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