

A STUDY ON THE CUSTOMERS PREFERENCE TOWARDS THEMED RESTAURANTS

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade “A++” by NAAC I 12B Status by UGC I Approved by AICTE
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SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
CATEGORY - 1 UNIVERSITY BY UGC**

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **LAKSHMANAN S 42410543** who carried out the project entitled **“A study on the customers preference towards themed restaurants”** under my supervision from September 2023 to November 2023.

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DECLARATION

I **LAKSHMANAN S (42410543)** hereby declare that the Project Report entitled “**A STUDY ON THE CUSTOMERS PREFERENCE TOWARDS THEMED RESTAURANTS**” done by me under the guidance of **Ms. Shahina Begum** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

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ABSTRACT

Restaurants vary greatly in appearance, offerings, including a wide variety of cuisines and service models. Restaurants industry may include waiter staff, counter service staff and some buffet style service staff in the restaurant. Restaurant design always starts with a “bright idea.” These bright restaurant design ideas come from varied sources. Successful restaurant design ideas are bred with an understanding of the types of experiences the customer is looking for, and the type of menu items the consumer craved.

The restaurant design ideas create an atmosphere that welcomes the consumer time and time again. Implementing restaurant design trends concept of the restaurant takes priority over everything else, influencing the architecture, food, music and overall 'feel' of the restaurant. The food usually takes a backseat to the presentation of the theme and the restaurant attracts customers solely on the premise of the theme itself. The restaurants have become a common feature for an outing or a social gathering in the metropolitan and large cities.

These restaurants mainly focus not only on food but also an overall ambience, looks and interiors. It is quite natural that the human mind changes. This has led to noticeable changes in the restaurant industry and the emergence of theme restaurants which is a revolutionary trend in the interior of the restaurants. Today, the restaurant industry is developing very rapidly. Theme restaurants have an instantly recognizable, easily articulate concept that can be summed up in a few words as an exaggeration of an idea in their interiors reflecting a specific culture or environment.

Most successful restaurants are designed around a theme. The design is worked out from architectural features and interior design point of view to furniture, to layout, to materials employed, to cutlery and crockery used, to graphic design (like sign board, signage, interior graphics, menu cards, visiting cards, table cards and cash memo, etc). For successful accomplishment in this direction, colour and light are very significant factors. This study is conducted mainly to know the preferences and attitude of customers towards themed restaurants.

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CHAPTER-1

INTRODUCTION

INTRODUCTION

THEME RESTAURANT:

“Theming is a word for evocative design that is narrative and transports you to another time and place.” -David Rockwell in an interview by Kaplan. Today’s society has become all about the other “time and place” through escapism. “Players see powerful forces at work, particularly a growing public appetite for fantasy and escape from life’s increasingly mundane reality” (Russell, 1997). Today’s idea of escapism is being provided with another time, space, place, atmosphere or environment that transcends one’s every day experience within any given medium. These mediums range from the privacy of one’s own home to a crowded theme park or from a television show or commercial to an entertainment venue or rock concert.

These mediums can be anything that provides some degree of escapism, large or small. A variety of mediums for escapism have become popular because of their therapeutic properties. Approaches for escapism have also been provided throughout history. The Romans escaped through their Coliseum events, some of which portrayed battles in faraway lands. The medieval streets had many distractions, such as storytellers and street actors, to take attention away from the everyday filth they lived in. During the renaissance, people of all status types escaped through Shakespearean plays.

In our modern society, a popular form of escapism occurs frequently with dining out. More and more restaurants are being designed or are changing their designs to provide another time, space, place, atmosphere or environment for everyday users. In 1997, “according to Michael Rubin of MRA International, Philadelphia, which consults and does venture development in entertainment retail, ‘themed and theatrical dining represents one or two percent of restaurants, and will go to maybe 10 percent by early next century’” (Russell, 1997). Dining out has either become the easily affordable, quick little escape that releases the tensions of the day or the entertainment desired by those living an un stressful, mundane life.

Theme and experiential entertainment restaurants have become one of the more popular areas of design that users like to “escape” to. Theme and experiential entertainment restaurants

provide not only another time, space, place, atmosphere or environment, but also a memorable experience for the user to take away with them. All restaurants provide an experience to any user; however, theme and experiential entertainment restaurants use design concepts, along with marketing strategies, to create an “out of the ordinary” environment.

To further explain the idea of a themed environment, I would like to provide the reader with a foundation of understanding the subject, and to understand the numerous sensual aspects involved with theme design. Therefore I would like to immerse the reader into an intentionally themed environment and allow the space to be thought of as a physical experience as much as possible.

Imagine yourself entering a rainforest themed restaurant; you become enveloped by the over abundance of lush foliage and vines forming solid walls of greenery. The temperature changes and the humidity of the rainforest start to envelope you. Passing through the dense vegetation brushing against your arms and legs, a clearing opens.

All of sudden there is the sound of a high pitched Shriek—a chimpanzee screams above you. Below him, a gorilla turns his head in your direction. Looking at you the gorilla blinks twice then turns his head the other way. Continuing on your journey, there is a smell of rain. Lightning suddenly strikes overhead and thunder starts to roar. Crash!!! Lightning strikes again and the sound of rain starts to pour all around you. Finding a large mushroom cap, you seek shelter from the raindrops as they bounce off nearby mossy covered rocks.

The deep roars of thunder and the bright flashes of lightning are still seen and heard in the distance as you wait out the storm. After the brief monsoon shower, the sun appears and creates shafts of hazy light through the canopy. A vine-swinging toucan seems to guide you in the right direction when all of a sudden the sounds of a jaguar can be heard off to your left. You turn your head to hear where the sound is coming from only to realize that there is a jaguar perched in a branch just a few feet away, swinging its tale. As it turns its head in your direction, readying itself to attack, the hostess announces “here’s your table. Your waitress will be right with you.”

HISTORY OF THEMED RESTAURANTS

Modern restaurants date back to eighteenth century France. By the early nineteenth century, they had been introduced in America. In the late 1800s, restaurants began using theming to differentiate themselves from increasing competition. In the 1890s, at least three different elaborately themed nightclubs were operating in Paris, using themes of death, hell, and heaven. Similar restaurants soon opened in New York City.

In the early twentieth century, so-called “programmatic” or “mimetic” style structures became popular for restaurants, including buildings shaped like vehicles, animals, and even the food they served.^[12] This theming was largely a response to the growing popularity of the automobile, as the buildings themselves became advertisements aimed at passing motorists.^[13] Beginning in the 1920s, a number of [novelty architecture](#) buildings were constructed in and around Hollywood, including the famous [Brown Derby](#) restaurants and Bulldog Cafe.

Restaurants such as [Clifton's Cafeteria](#) also started playing with grand decorations based on non-traditional "kitschy" themes,^[15] and movies helped fuel the desire by the average American to travel the Pacific. Ernest Raymond Beaumont Gantt opened [Don the Beachcomber](#), generally recognized as the first [tiki bar](#), in Los Angeles in the 1930s. Along with a neighbour, he collected old fishing nets, driftwood, and other ephemera from local beaches, and added bamboo and masks to theme his restaurant and evoke the South Pacific and [Polynesian culture](#). Around the same time, another archetypal bar, [Trader Vic's](#), was created by Victor Bergeron in Oakland, California. Tiki culture became very popular in 1950s America, and Polynesian themed restaurants had spread to London by the early 1960s, and further into Europe and Asia by the 1970s.

Though not the first [theme park](#), the opening of [Disneyland](#) in 1955 popularized the idea of an amusement park combining multiple named areas (“lands”) with different themes. The term "theme park" came into use circa 1960, likely to describe the many parks built across the United States and around the world following Disneyland's success. As theming became more popular,

the word was applied to other types of attractions, including "theme restaurant" and "themed hotels."

[David Tallichet](#) took inspiration from Disneyland when he opened his first theme restaurant The Reef in Long Beach, California. His company went on to open dozens of restaurants, with themes ranging from New England fishing villages and French farmhouses to aviation and [World War II](#). Another fan of Disneyland, [Atari](#) co-founder [Nolan Bushnell](#), integrated food, entertainment, and an arcade into the first [Chuck E. Cheese's](#), opened in San Jose, California in 1977. The restaurant featured animatronic animals that Bushnell claims were inspired by the [Enchanted Tiki Room](#) at Disneyland.

The North American theme restaurant chain [Medieval Times](#) was actually started on the small island of Mallorca, Spain in the 1970s. Jose Montaner put on his dinner show for years before attracting enough investors to open a location outside [Walt Disney World](#) in Florida in 1983. Now their "castles" are found across the United States and Canada.

The original [Hard Rock Cafe](#) was founded in 1971 in London. In 1979, following the donation of guitars by [Eric Clapton](#) and [Pete Townshend](#), the cafe began covering its walls with rock and roll memorabilia. Today, this pioneering theme restaurant chain has some 185 locations in 74 countries. Following Hard Rock Cafe's successful theme of exhibiting music memorabilia, [Planet Hollywood](#) extended the concept to movies in the 1990s, while adding celebrity endorsements and appearances at the restaurants.

[Steven Schussler](#) came up with the idea for [Rainforest Cafe](#), and actually turned his house into a model jungle to attract investors, before opening the first location in the [Mall of America](#) in 1994. Dozens of locations around the world quickly followed, and many new theme restaurant chains opened in hopes of copying Rainforest Cafe's success. The first 1950's themed restaurant was Cafe 50's created by Craig Martin. In 1983 he opened Cafe 50's in Venice Beach, then Sherman Oaks, Hermosa Beach and lastly West LA, which is still open. California But by the late 1990s, dozens of theme restaurants closed, including entire chains, as the market became saturated and the novelty wore off.

Today, though smaller than at its peak, the industry has rebounded, in part as Millennials turn to themed restaurants for dining entertainment. The popularity of social media platforms like Instagram has pushed restaurants to theme their physical spaces to inspire photographers. Temporary pop-up restaurants and bars are capitalizing on the popularity of nostalgia by using theming to immerse guests in their favourite programs and movies.

CONTROVERSY

Many theme restaurants create environments that are considered exotic because they are largely inaccessible to much of the public (such as rainforests and remote tropical islands), or no longer exist (because they are set in a past time period). However, some use subjects that are supernatural or taboo, and thus controversial. From the very beginning, restaurants in Paris, New York and San Francisco attracted bohemian artists and writers with themes including assassination, imprisonment, death, and hell.

More recently, the [Modern Toilet Restaurant](#) chain in Asia, and the similar but short-lived Magic Restroom Café in California offered diners the opportunity not only to sit on toilets while dining, but to also be served dishes in miniature toilet bowls.

The Alcatraz E.R. restaurant in Japan used a "prison hospital" or "medical prison" (mental institution) theme, where guests were handcuffed and led to "cells" to eat. Various "shows" were put on by costumed staff to scare guests.^[30] It closed on May 31, 2018.

Perhaps the most infamous modern theme restaurant is [Cross Cafe](#), originally named Hitler's Cross, outside [Mumbai, India](#). Opened in 2006, it included a [swastika](#) on its sign, which it was quickly forced to remove. The owner was seemingly unaware of [The Holocaust](#), and claimed only to have wanted a "catchy name." Still, the original restaurant had very little theming beyond the name and logo, apparently limited to a large portrait of [Adolf Hitler](#), and in its current form it would not be considered a theme restaurant.

DIFFERENT THEMED RESTAURANTS IN INDIA

Igloo Cafe- Gulmarg



Jammu and **Kashmir tourism** has always found different ways to lure people and give them something different and something new. Not to forget that the entire state is blessed with beautiful vistas and natural beauty in abundance. The newest development in the state is the Igloo Cafe located in **Gulmarg**. It is an ice-theme restaurant in the city that takes you back in time when people lived in ice-caves and igloos. This is a theme-cafe in Gulmarg that has astonished a lot of people across the nation. Recently, opened; Igloo Cafe has limited seating and some of the best delicacies to savour. You get to sit on the seats that look like ice and the entire structure is made from real ice. J&K has been receiving high snowfall and has been experiencing high-level cold. This has helped the owner to erect this cafe and show people a new way to dine in.

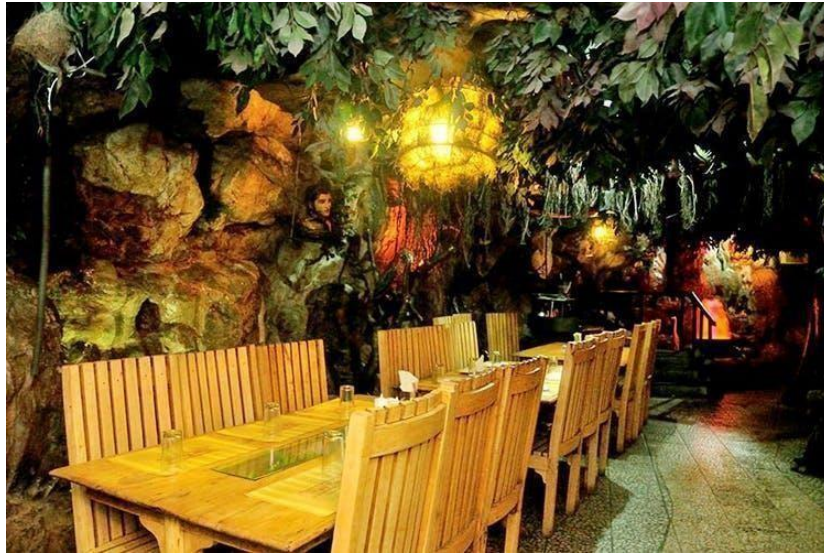
The Black Pearl – Bangalore



Any “Pirates of the Caribbean’s fans?” The Black Pearl in Bangalore that’s named after the ship’s name in the movie is a good place to have a bite in. Not just the interior and decor of the place but even the food is named after the characters and things shown in the movie, making it a **great place to eat in Bangalore**. The restaurant managers have taken good care of various aspects that help in getting a complete pirate ship dining experience. From chains draped in rope, a one-eyed pirate mannequin at the front gate, and even the wooden flooring take things to a whole new level of excitement.

The food items and the drinks resonate along well with the pirate theme because they are named Captain Parrot, Pirate Fuel, and so on. You also get to enjoy lip-smacking seafood in the restaurant that makes things even better. So, put visiting “The Black Pearl” on your **things to do in Bangalore’s itinerary** during your next trip.

Rain Forest- Chennai



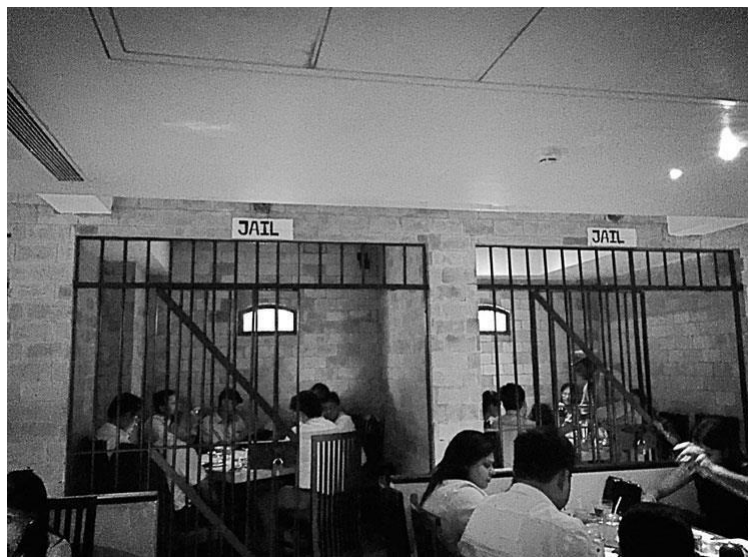
Have you ever thought about how it feels to dine in the open areas? One of the best-themed restaurants in Chennai; Rainforest gives all its customers a chance to witness the “Man vs Wild” experience at their restaurant. If you are an avid traveller or have a wish to dine in the wilderness then this restaurant is the best place in **Chennai** to head to. With their artificial ambiance, they have successfully personified what you desired. This fine dining family restaurant in Chennai has impressively displayed robotic animals and insects to make the place come alive.

Veli Lake Floating Restaurant, Trivandrum



When it comes to theme restaurants, the Veli Lake floating restaurant that's located on the Veli Lake takes things to a whole new level. The dine-in facility is offered on the lake and one can reach here using the floating bridges. If you wish to avoid a rush, ensure your arrival before 3 pm. Another good thing about the place is that your kids are going to have a great time around the restaurant. They can enjoy themselves in the children's park taking a ride in toy trains, wings, boat rides, etc.

Kaidi Kitchen- Kolkata



One of the best fine dining restaurants in **Kolkata** has already picked up this theme for its customers. The restaurant that's located near Camac Street has taken the uniqueness of themed restaurants in India up a notch. Here you not only get locked in cells made like jails but every customer has to wear the prisoner's uniform before they head to their cell.

Chokhi Dhani – Jaipur



Approximately 20 km from the city of Jaipur, you will find a mock village with scrumptious dishes and a complete ambiance of a village. Named **Chokhi Dhani**, this is one of the finest restaurants of Jaipur and probably India as well. This place is a perfect mirror to the Rajasthan culture, tradition, heritage, and food. Having a bite here is a delight because you get the typical Rajasthani Thai being served here. Another very interesting thing about this artificial Rajasthani restaurant is the entry system. You don't have to pay for the food you eat inside. You will be asked to pay at the entrance as the entry fees and that will cover your food. One of the finest dining restaurants of **Jaipur**, Chokhi Dhani is a must-visit place if you live in Jaipur or are planning to visit there.

The Waterfall



Robot Restaurant



1.2. STATEMENT OF THE PROBLEM-

Many previous studies in the restaurant setting have focused on understanding how to retain customers. Such efforts have enriched understanding of the importance of delivering, among many other things, quality service and value. This study, therefore investigated the output of customer satisfaction and preference of restaurant

1.3. NEED FOR THE STUDY-

- This study analysis the preference towards themed restaurant.
- To know the various factors that prompts the respondents to select themed restaurants.
- To understand the various marketing techniques used by themed restaurants.
- This study extends a helping hand to develop theme restaurant.

1.4. SCOPE OF THE STUDY-

- This study was conducted among the teenagers and young adults.
- This study focuses on the consumer's preference towards themed restaurants.

1.5. OBJECTIVE OF THE STUDY-

- To study the level of satisfaction with demographics.
- To study the demographics with frequency of visiting theme restaurants.
- To identify whether there is a significant relationship between level of satisfaction and customers' opinion.
- To find out the spending pattern of the customer in themed restaurant.

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE-

VSC Heung , Taylor & Francis (2002): stated that a number of American theme restaurants have established in Hong Kong. Customers who visit this type of restaurant seem not only to enjoy their food but also to enjoy their environment. However, little is known about what customers expect and how they select this type of restaurant. In order to have an understanding of customers' behavior in relation to the customers' perceptions of important restaurant attributes in selecting an American theme restaurant in Hong Kong, a study was conducted. The results indicated that 'Food quality', 'Servers' attitude', 'Value for money', 'Atmosphere' and 'Word-of-mouth' were the five important restaurant dimensions as considered by consumers in selecting an American theme restaurant.

Chih Jen Lee, Yu Chia Wang, Deng Chuan Cai (2015): Found that the theme restaurants are primarily run based on spatial planning, decor and entertainment arrangements, with a distinctive theme or specific style to attract consumers and create a value in the minds of consumers. However, after a rapid growth in popularity in the early to mid-1990s, theme restaurants began to lose market share, and many once popular brands were forced to downsize.

Chen-Tsang Simon Tsai, Pei-Hsun Lu (2012): Examined how the relationship between importance and performance of perceptions of authentic dining experiences in theme restaurants, and attempts to verify the influence of authentic dining experiences on repurchase intention in theme restaurants. This study thus concludes that to attract more customers, theme restaurants should improve their service, settings, and food to provide customers a more authentic dining experience.

Bo Meng, Kyuhwan Choi (2017): It was designed to investigate the role of servicescape, customer emotion, satisfaction, and perceived authenticity (PA) in the generation process of theme restaurant customers' quality of life. Results showed that the theoretical model explained a sufficient amount of variance in overall quality of life; the hypothesized relationships in our research framework were generally supported; and customer emotion, satisfaction, and subjective well-being were significant mediators. Finally, share insight into how these relationships are affected by PA in the formation of theme restaurant customers' quality of life.

Rachel Dawn Weiss (2003): It was designed to provide their customers with a meal coupled with an entertaining experience in 1998. After a rapid rise in popularity in the early to mid 1990's, theme restaurants began to experience a decline in market share. As the theme restaurant segment experiences the downsizing of many once popular brands, it is imperative that the industry segment investigate customer satisfaction with restaurant attributes in order to assess which areas are in need of improvement. Although much research has been conducted on customer satisfaction in the service industries, none has focused on the theme restaurant industry in particular. Expectancy disconfirmation theory has been adopted in order to assess customer satisfaction with theme restaurant attributes.

Hany HS Abdelhamied (2011): Conducted the study on Floating restaurants are a new phenomenon for dining out in Cairo, where customers can be provided not only with a meal but also an entertaining casual dining experience with unrivalled views of the Nile River. This study aims to identify customers perceptions of the floating restaurants sailing down the Nile River and also explores the different attributes that influence customer satisfaction with, and increase the intention of repeat patronage for, Sailing Floating Restaurants. Frequencies, means, Pearson correlations, cross tab and factor analysis were used for the data analysis. The results indicate that aspects such as parking spaces, healthy, and local dishes, along with rest - room cleanliness are pivotal attributes to create satisfied customers and to increase repeat patronage intentions. Floating restaurant managers should reasonably take into consideration the trip length, which contributes significantly to customers' satisfaction and repeat patronage intentions.

Caroline Lego Muñoz, Natalie T Wood (2009): The purpose of this study is to investigate how geography (distance from the host country, i.e. Mexico) mediates individuals' perceptions of "authentic" ethnic-themed restaurants and to identify which information sources influence their beliefs.

Geetali Dewan, Poonam Pandey, Ravit Sachdev, Vijaishri Tewari (2013) : Conducted a study on Sports-themed restaurants are the leisure places that combine fun activities related to sports such as pool, football, bowling with food and beverage. The research is based to know

the feasibility and profitability of opening sports-themed restaurants in metropolitan cities and aims to identify the possibility of providing a distinct service in the restaurant business for sports lovers. The research evaluates the customer's willingness to pay extra for the services being offered in a sports-themed restaurant. After the survey was done, it was found that most of the people are willing to pay the extra amount for the extra facilities being provided by a sports-themed restaurant. The extra facilities demanded by them are games rather than food and ambience.

Farah Adibah Che Ishak, Fatimah Abd Ghani, Norzaidah Ngali (2018) : The purposes of this study are to explore the challenges faced by the themed restaurant and know the strategies that enable the themed restaurant to survive in the market. In achieving these purposes, this study will use qualitative approach which includes the interview session with the managers and owners of different themed restaurants in Klang Valley to get the first-hand information on their experience in managing the restaurants.

Robin B DiPietro, Jamie Levitt (2019) : The study assessed perceptions of authenticity and its relationship with satisfaction and return intentions for regional American-style restaurants using randomly selected customers at a Southern-style country-cooking restaurant. Results showed that personal and restaurant attributes influenced perceived restaurant authenticity, with a restaurant's food and beverage and local community marketing having the strongest influences. Results also showed that perceived authenticity influences restaurant satisfaction and return intentions.

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.

Rachmat Aulia, 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 seemsto 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.

Elizabeth S. Dobscha: Author of "The Effect of Perceived Brand Origin Associations on Consumer Responses to Advertising and Branding" and "Exploring the Origins of the Customer Experience."

Cathy H.C. Hsu: Known for her research on tourism and hospitality, including articles like "An Analysis of Customer Experience in Theme Restaurants: A Consumption Emotion Perspective."

Teresa Martínez-Ruiz: Researcher in the field of hospitality and tourism, with works such as "The Role of Instagram as a Source of Information and Inspiration in Consumers' Decision Making Process: The Case of Themed Restaurants."

Tom Griffin: Author of "Storytelling: The Missing Art in Theme Restaurant Dining."**Michael R. Solomon:** Known for his contributions to consumer behaviour, marketing, and branding, including works that touch upon themed restaurant experiences.

Stephanie Medlock and Nicholas Mitchell: Co-authors of "Understanding Themed Restaurant Customer Experiences: A Case Study of the Rainforest Café."**Jaeyeon Chung and Muzzo Uysal:** Authors of "The Role of Travel Motivations, Perceived Value, and Satisfaction on Destination Loyalty: A Structural Model."

Karl W. Lang: Known for research on the impact of themed restaurant atmospherics on customer perceptions and behaviour..**Zhenxing Gong and Zhaohui Wu:** Co-authors of "The Themed Restaurant Experience: A Path to Customer Engagement."

Hua Qin and Kim Williams: Researchers who explored the impact of thematic dining environments on consumers' dining experiences in works like "Themed Restaurants: Exploring Consumers' Dining Experiences."

Chi-Cheng Wu: Co-author of "The Effect of Experiential Consumption of Themed Restaurants: The Moderating Role of the Environment on Emotional Experience," published in 2015.¹⁵

Hae Eun Helen Chun and Hyun Jeong Kim: Co-authors of "Customer Perceptions of Themed Restaurant Experiences: An Application of the Multisensory Service Experience Model," published in 2018.

Dennis R. Reynolds: Author of "Experiential Dining: Conceptual Framework and Implications for Research," published in 2007.⁷

Erik W. Heilman: Known for his work on the "The Restaurant Experience: An Applied Model of Conceptual Theme and Service Quality Perceptions," published in 2002.**Jong-Hyeong Kim and Jung-Kun Park:** Co-authors of "Consumer Behaviour in Themed Restaurants: What Satisfies Consumers?" published in 2016.

Nasim Z. Hosein: Author of "The Influence of Restaurant Atmosphere on Perceived Value, Customer Satisfaction, and Behavioural Intentions," published in 2014. **Zahir Irani and Peter Love:** Co-authors of "Toward an Understanding of the Complexity of the Co-production of Services in Public Spaces: The Role of Interaction Quality," published in 2008. 8.

G. Thompson and T. Campbell: Authors of "Riding the Themed Restaurant Wave: A Survey and Case Study of a Fast-Casual Theme Restaurant in Contemporary China," published in 2017. **Lokwan Kim and Youngsun Kim:** Co-authors of "The Effects of Themed Restaurant Servicescape on Emotions, Satisfaction, and Loyalty," published in 2017. 7.

Michaela Altmann and Ursula Peyer: Co-authors of "The Themed Restaurant Experience: Influences on Perceived Authenticity," published in 2019. 9.

Xinxin Li and Ruoxin Gong: Co-authors of "Influence of Service Atmosphere on Customers' Emotional Experience in Themed Restaurants: The Mediating Role of Perceived Authenticity," published in 2020.

R. K. Rani and S. K. Chaturvedi: Co-authors of "Impact of Restaurant Attributes on Customer's Patronage: A Study on Themed Restaurants in Hyderabad," published in 2016. **Tae-Hee Kim and Keehyung Kim:** Co-authors of "The Effects of Themed Restaurant Environments on Emotions and Loyalty: The Moderating Role of Perceived Congruity," published in 2019.

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Reza Ranjbarian, Mohammad Reza Zali, and Mojtaba Fathi: Co-authors of "The Impact of Brand Image on Customer Loyalty in the Themed Restaurant Industry," published in 2017.

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Jingjing Zhang, Jie Wu, and Shizhong Hao: Co-authors of "How Does Service Quality Influence Behavioural Intentions in Themed Restaurants? The Mediating Role of Customer Experience," published in 2020.

Luigi LIM, Yu-Jung HSIAO, and Jin-Hao HU: Co-authors of "Effects of Perceived Authenticity and Entertainment on Customer Experience: A Case Study of Themed Restaurants in Taiwan," published in 2016.

Randy Yang Chen: Known for research on "The Influence of Food, Service, and Physical Environment Quality on Customer Satisfaction and Behavioural Intentions in Quick-Casual Restaurants," which has relevance to themed restaurants as well.

CHAPTER 3

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Research is an original contribution to the existing stock of knowledge making for its advancement. It is the pursuit of truth with the help of study, observation, comparison and experiment. In short, the search for knowledge through an objective and systematic method of finding a solution to a problem is research.

A research method refers to the methods the researchers use in performing research operations. Research Methodology is a way to systematically solve the research problem. By research methodology not only the research methods are considered but also the logic behind the methods used in the context of the research study and explanations are given on why a particular technique is used.

RESEARCH DESIGN: The research design that is adopted in this study is Descriptive Research.

DESCRIPTIVE RESEARCH: Descriptive research is a type of research that describes a population, situation, or phenomenon that is being studied. It focuses on answering the how, what, when, and where questions. If a research problem, rather than the why.

Quantitative and Qualitative Research: Quantitative research deals with numbers and statistics, while qualitative research deals with words and meanings. Quantitative methods allow you to test a hypothesis by systematically collecting and analysing data, while qualitative methods allow you to explore ideas and experiences in depth.

SAMPLE DESIGN-

Sampling technique Sampling helps a lot in research. It is one of the most important factors which determines the accuracy of your research/survey result. This study uses Non-Probability Sampling technique. It does not rely on randomization. This technique is more reliant on the researcher's ability to select elements for a sample. Outcome of sampling might

be biased and makes it difficult for all the elements of population to be part of the sample equally.

SAMPLING TOOLS -Questionnaire was created in order to receive the necessary response required from the sample to achieve the research objective. The tools used for this are Percentage Analysis, and Statistical tools (SPSS) is used as a sampling tool.

➤ **Sampling**

- × Sampling design: Non-probability sampling
- × Sampling technique: convenience sampling
- × Sample unit: Employees
- × Sample size: 130 respondent

METHODS OF DATA COLLECTION:

Data was collected through both primary and secondary data sources. Primary Data is a data, which is collected afresh and for the first time, and thus happens to be original in character. The primary data with the help of questionnaires were collected from various consumers.

→ **Primary Data:** Primary data is a type of data that is collected by researchers directly from main sources through interviews, surveys, experiments, etc. Primary data are usually collected from the source— where the data originally originates from and are regarded as the best kind of data in research. The sources of primary data are usually chosen and tailored specifically to meet the demands or requirements of a particular research .

❖ **Questionnaire Method:** In this method, the set of questions are mailed/ handed a form to the respondent. They should read, reply and subsequently return the questionnaire. The questions are printed in the definite order on the form.

→ **Secondary Data:** Secondary data consists of information that already exists somewhere, and has been collected. Secondary data is collected from company websites, other websites.

HYPOTHESIS:

H0: There is no significant relationship between occupation of the respondent and how frequently they visit themed restaurants of the respondent in impact of study on the consumers preference towards themed restaurants.

H1: There is significant relationship between occupation of the respondent and how frequently they visit themed restaurants of the respondent in impact of study on the consumers preference towards themed restaurants.

STATISTICAL TOOLS USED FOR THE STUDY

Tools used for analysis

SIMPLE PERCENTAGE METHOD.

QUESTIONNAIRE METHOD.

ANALYTICAL TOOLS(SPSS)

a. Simple percentage analysis:

The percentage analysis is mainly used to standardize the response of the respondents. This analysis is carried out for all the questions given in the questionnaire, mainly to assess how the respondents are distributed in each category.

b. Questionnaire method:

It is a set of questions which has been prepared to ask questions and collect answers from the respondents relating to the research topic. It is collected by printed or electronic (online) form which has been answered by every individual.

c. Analytical tools:

- Chi- square
- Anova

- **CHI-SQUARE** - A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying.

- **ANOVA TEST**- One-Way ANOVA ("analysis of variance") compares the means of two or more independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different. One-Way ANOVA is a parametric test. This test is also known as: One-Factor ANOVA.

CHAPTER-4

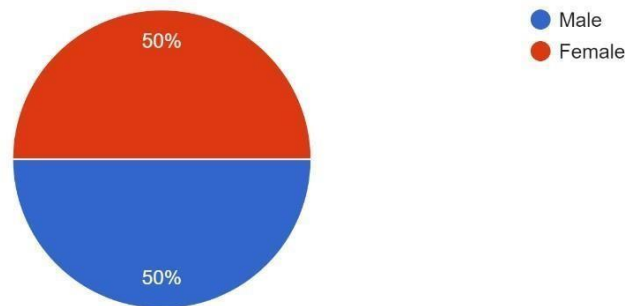
DATA ANALYSIS AND INTERPRETATION

TABLE 4.1 AND CHART 4.1-

PARTICULARS	RESPONDENTS	PERCENTAGE
Male	65	50
Female	65	50
TOTAL	130	100.0

Gender

130 responses



INTERPRETATION:

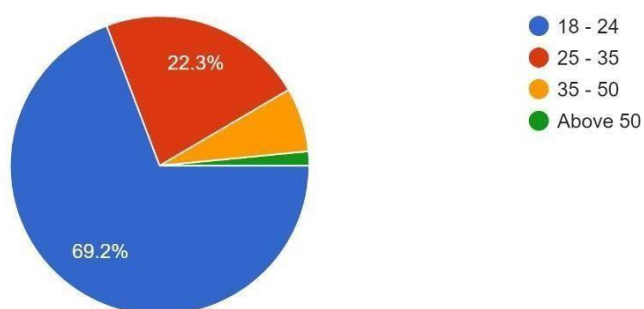
50% of the respondents chose Male.

50% of the respondents chose Female.

TABLE-4.37 AND CHART 4.2-

PARTICULARS	RESPONDENTS	PERCENTAGE
18-24	90	69.2
25-35	29	22.3
35-50	9	6.9
Above 50	2	1.5
TOTAL	130	100.0

Age
130 responses



INTERPRETATION:

69.2% of the respondents are 18-24.

22,3% of the respondents are 25-35

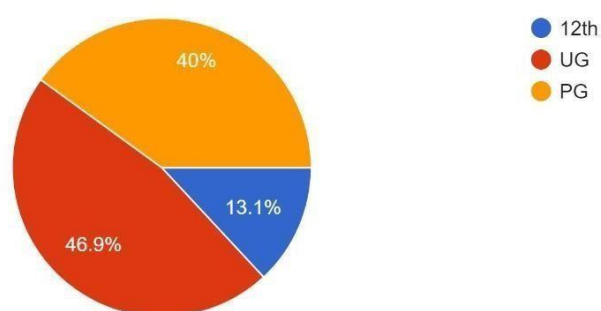
6.9% of the respondents are 35-50.

1.5% of the respondents are Above 50.

TABLE-4.38 AND CHART 4.3-

PARTICULARS	RESPONDENTS	PERCENTAGE
12 th	17	13.1
Under graduate	61	46.9
Post graduate	62	40
TOTAL	130	100.0

Educational Qualification
130 responses



INTERPRETATION:

13.1% of the respondents are 12th .

46.9% of the respondents are Under graduate.

40% of the respondents are Post Graduate.

TABLE 4.4- AND CHART 4.4-

PARTICULARS	RESPONDENTS	PERCENTAGE
Students	77	59.2
Employee	36	27.7
Home maker	9	6.9
Others	8	6.2
TOTAL	130	100.0

Occupations
130 responses



INTERPRETATION:

59.2% of the respondents are students.

27.7% of the respondents are employee.

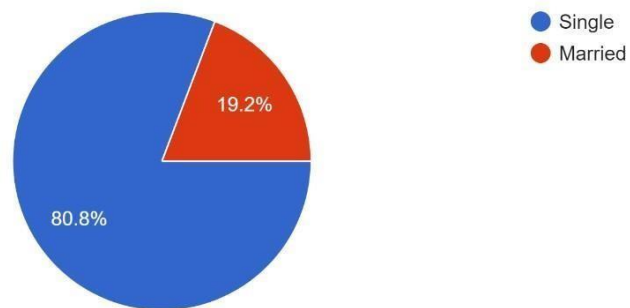
6.9% of the respondents are homemaker.

6.2% of the respondents are others.

TABLE-4.40 AND CHART 4.5-

PARTICULARS	RESPONDENTS	PERCENTAGE
Single	105	80.8
Married	25	19.2
TOTAL	130	100.0

Marital Status
130 responses



INTERPRETATION:

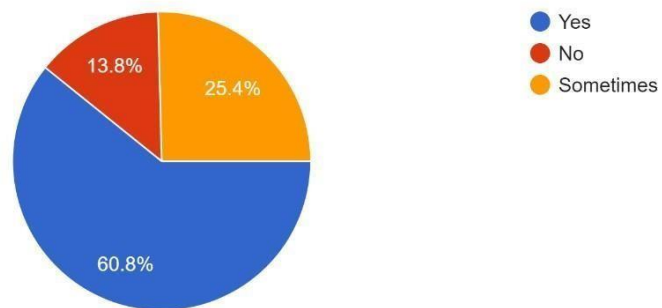
80.8% of the respondents are single.

19.2% of the respondents are married.

TABLE -4.41 AND CHART

PARTICULARS	RESPONDENTS	PERCENTAGE
Yes	79	60.8
No	18	13.8
Sometimes	33	25.4
TOTAL	130	100.0

Do you visit Themed Restaurants
130 responses



INTERPRETATION:

60.8% of the respondents are Yes.

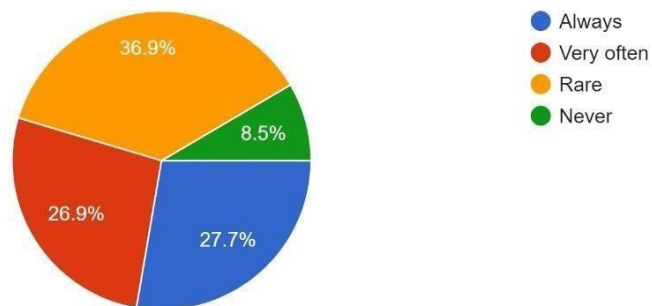
13.8% of the respondents are No.

25.4% of the respondents Sometimes.

TABLE-4.42 AND CHART 4.7-

PARTICULARS	RESPONDENTS	PERCENTAGE
Always	36	27.7
Very often	35	26.9
Rare	48	36.9
Never	11	8.5
TOTAL	130	100.0

How Frequently do you visit Themed Restaurants
130 responses



INTERPRETATION:

27.7% of the respondents chose Always.

26.9% of the respondents chose very often

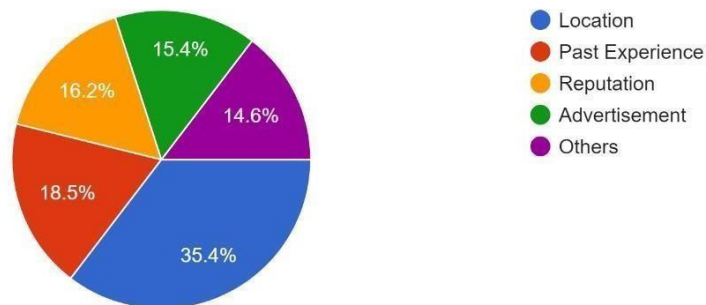
36.9% of the respondents chose Rare.

8.5% of the respondents chose Never.

TABLE-4.43 AND CHART 4.8-

PARTICULARS	RESPONDENTS	PERCENTAGE
Location	46	35.4
Past experience	24	18.5
Reputation	21	16.2
Advertisement	20	15.4
Others	19	14.6
TOTAL	130	100.0

What prompted you to Select themed Restaurant
130 responses



INTERPRETATION:

35.4% of the respondents chose location.

18.5% of the respondents chose past experience.

16.2% of the respondents chose reputation.

15.4% of the respondents chose advertisement.

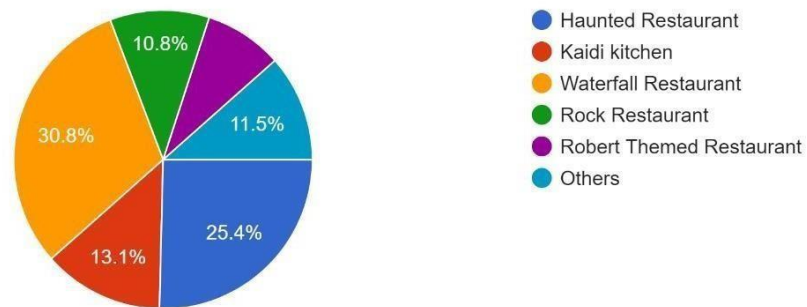
14.6% of the respondents chose others.

TABLE-4.44 AND CHART 4.9-

PARTICULARS	RESPONDENTS	PERCENTAGE
Haunted restaurants	33	25.4
Kaidi kitchen	17	13.1
Waterfall restaurant	40	30.8
Rock restaurant	14	10.8
Robert themed restaurant	11	8.5
others	15	11.5
TOTAL	130	100.0

Which of the following Themed Restaurants Do you prefer the most

130 responses



INTERPRETATION:

25.4% of the respondents chose haunted restaurants.

13.1% of the respondents chose kaidi kitchen.

30.8% of the respondents chose waterfall restaurants.

10.8% of the respondents chose rock restaurants.

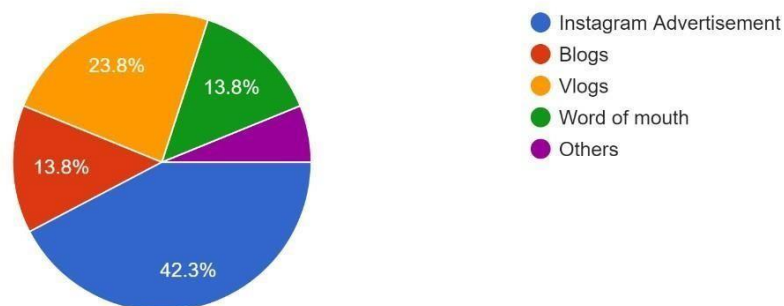
8.5% of the respondents chose Robert themed restaurants.

11.5% of the respondents chose others.

TABLE-4.10 AND CHART 4.10-

PARTICULARS	RESPONDENTS	PERCENTAGE
Instagram advertisement	55	42.3
Blogs	18	13.8
Vlogs	31	23.8
Word of mouth	18	13.8
Others	8	6.2
TOTAL	130	100.0

What are the various marketing ways through which you come to know about Themed Restaurant
130 responses



INTERPRETATION:

42.3% of the respondents chose Instagram advertisement.

13.8% of the respondents chose blogs.

23.8% of the respondents chose vlogs.

13.8% of the respondents chose word of mouth.

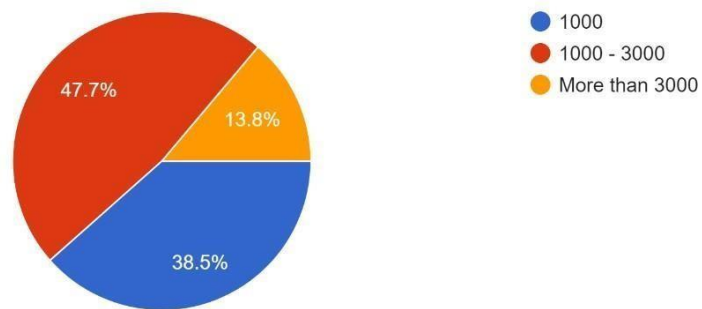
6.2% of the respondents chose others.

TABLE-4.46 AND CHART 4.11-

PARTICULARS	RESPONDENTS	PERCENTAGE
1000	50	38.5
1000-3000	62	47.7
More than 3000	18	13.8
TOTAL	130	100.0

How much do you Approximately spend in the themed Restaurant

130 responses



INTERPRETATION:

38.5% of the respondents chose 1000.

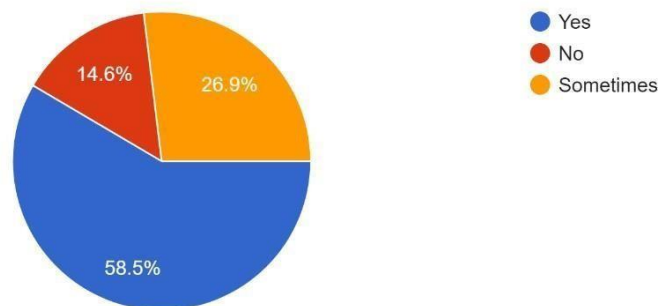
47.7% of the respondents chose 1000-3000.

13.8% of the respondents chose more than 3000.

TABLE-4.47 AND CHART 4.12-

PARTICULARS	RESPONDENTS	PERCENTAGE
Yes	76	58.5
No	35	14.6
Sometimes	19	26.9
TOTAL	130	100.0

Have you ever Dined at themed Restaurant
130 responses



INTERPRETATION:

58.5% of the respondents chose yes.

14.6% of the respondents chose no.

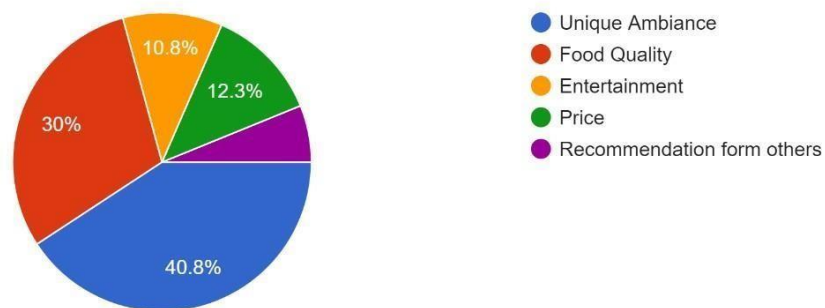
26.9% of the respondents chose sometimes.

TABLE-4.48 AND CHART 4.13-

PARTICULARS	RESPONDENTS	PERCENTAGE
Unique ambience	53	40.8
Food quality	39	30
Entertainment	14	10.8
Price	16	12.3
Recommendation from others	8	6.2
TOTAL	130	100.0

What factors influence your Decision to dine at themed Restaurant

130 responses



INTERPRETATION:

40.8% of the respondents chose unique ambience.

30% of the respondents chose food quality.

10.8% of the respondents chose entertainment.

12.3% of the respondents chose price.

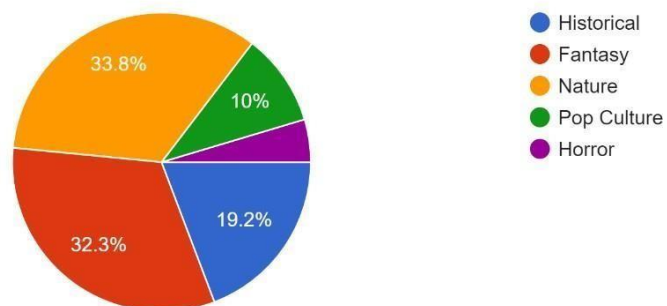
6.2% of the respondents chose recommendations from others.

TABLE-4.14 AND 4.14-

PARTICULARS	RESPONDENTS	PERCENTAGE
Historical	25	19.2
Fantasy	42	32.3
Nature	44	33.8
Pop culture	13	10
Horror	6	4.7
TOTAL	130	100.0

What type of themed Restaurant Themes do you find most appealing

130 responses



INTERPRETATION:

19.2% of the respondents chose historical.

32.3% of the respondents chose fantasy.

33.8% of the respondents chose nature.

10% of the respondents chose pop culture.

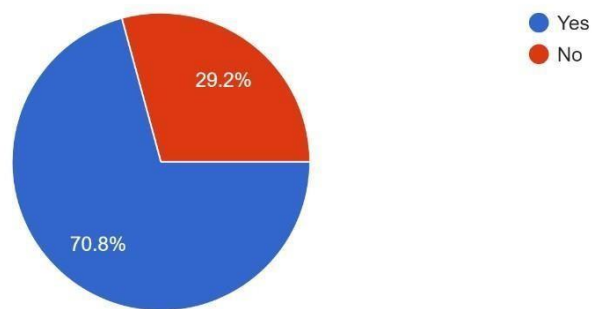
4.7% of the respondents chose horror.

TABLE-4.50 AND CHART 4.15-

PARTICULARS	RESPONDENTS	PERCENTAGE
Yes	92	70.8
No	38	29.2
TOTAL	130	100.0

Have you ever chosen a themed Restaurant primarily because of it's theme or concept , even is it was not highly rated in terms of food quality or service

130 responses



INTERPRETATION:

70.8% of the respondents chose yes.

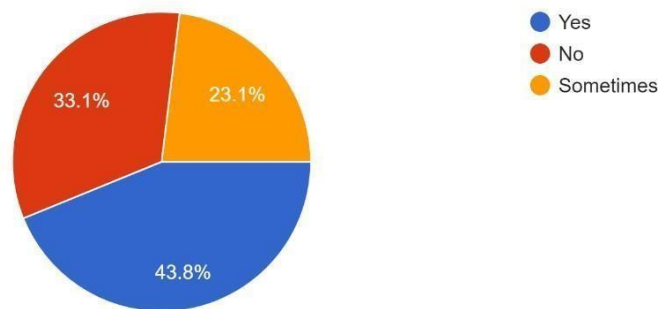
29.2% of the respondents chose no.

TABLE-4.51 AND CHART 4.16-

PARTICULARS	RESPONDENTS	PERCENTAGE
Yes	57	43.8
No	43	33.1
Sometimes	30	23.1
TOTAL	130	100.0

Have you ever been disappointed by a themed Restaurant experience

130 responses



INTERPRETATION:

43.8% of the respondents chose yes.

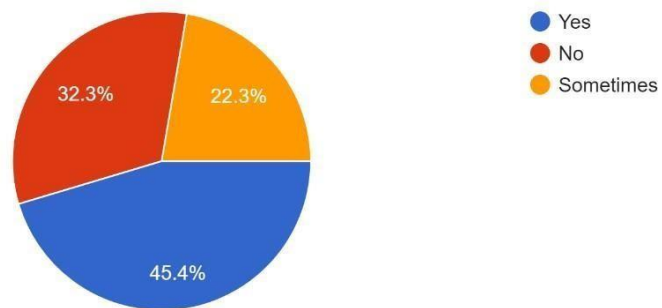
33.1% of the respondents chose no.

23.1% of the respondents chose sometimes.

TABLE-4.52 AND CHART 4.17-

PARTICULARS	RESPONDENTS	PERCENTAGE
Yes	59	45.4
No	42	32.3
Sometimes	29	22.3
TOTAL	130	100.0

Do you tend to spend more at themed Restaurant than at traditional ones
130 responses



INTERPRETATION:

45.4% of the respondents chose yes.

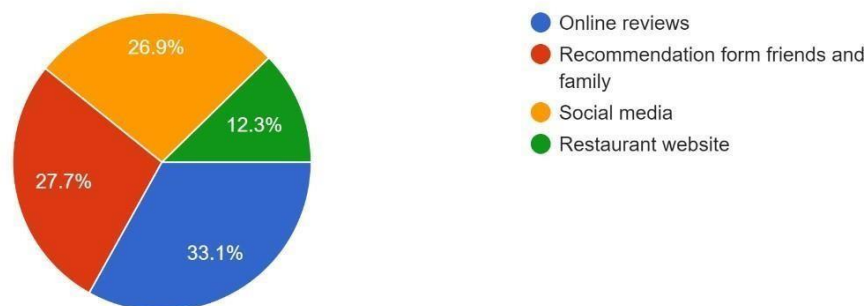
32.3% of the respondents chose no.

22.3% of the respondents chose sometimes.

TABLE- 4.53 AND CHART 4.18-

PARTICULARS	RESPONDENTS	PERCENTAGE
Online reviews	43	33.1
Recommendation from family and friends	36	27.7
Social media	35	26.9
Restaurant website	16	12.3
TOTAL	130	100.0

When choosing a themed Restaurant what sources of information do you rely on
130 responses



INTERPRETATION:

33.1% of the respondents chose online reviews.

27.7% of the respondents chose recommendations from family and friends.

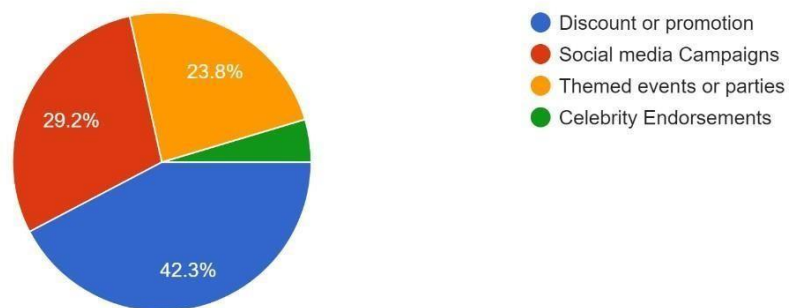
26.9 of the respondents chose social media.

12.3% of the respondents chose restaurants website.

TABLE- 4.54 AND CHART 4.19-

PARTICULARS	RESPONDENTS	PERCENTAGE
Discount or promotion	55	42.3
Social media campaigns	38	29.2
Themed events or parties	31	23.8
Celebrity endorsements	6	4.7
TOTAL	130	100.0

What type of marketing or promotions would be most likely to attract you to a themed Restaurant
130 responses



INTERPRETATION-

42.3% of the respondents chose discount or promotion.

29.2% of the respondents chose social media campaigns.

23.8% of the respondents chose themed events or parties.

4.7% of the respondents chose celebrity endorsements.

HYPOTHESIS TESTING:

CHI-SQUARE TEST ANALYSIS:

H0: There is no significant relationship between occupation of the respondent and how frequently they visit themed restaurants of the respondent in impact of study on the consumers preference towards themed restaurants.

H1: There is significant relationship between occupation of the respondent and how frequently they visit themed restaurants of the respondent in impact of study on the consumers preference towards themed restaurants.

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
OCCUPATION * HOW OFTEN THEY VISIT THEMED RESTAURANTS	130	100.0%	0	0.0%	130	100.0%

OCCUPATION * HOW OFTEN THEY VISIT THEMED RESTAURANTS

Crosstabulation

Count

		HOW OFTEN THEY VISIT THEMED RESTAURANTS				Total
		always	very often	rare	never	
OCCUPATION	student	36	35	6	0	77
	employee	0	0	36	0	36
	home-maker	0	0	6	3	9
	others	0	0	0	8	8
Total		36	35	48	11	130

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	205.833 ^a	9	<.001
Likelihood Ratio	182.268	9	<.001
Linear-by-Linear Association	85.505	1	<.001
N of Valid Cases	130		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .68.

INTERPRETATION: The p value is .001 which is greater than the significance value (0.05) hence null hypothesis (H₀) is accepted and(H₁) is rejected.

ANOVA ANALYSIS-

H₀: There is no significant relationship between occupation of the respondent and how frequently they visit themed restaurants of the respondent in impact of study on the consumers preference towards themed restaurants.

H₁: There is significant relationship between occupation of the respondent and how frequently they visit themed restaurants of the respondent in impact of study on the consumers preference towards themed restaurants.

ANOVA

OCCUPATION

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	83.018	3	27.673	245.862	<.001
Within Groups	14.182	126	.113		
Total	97.200	129			

INTERPRETATION: The p value is .001 which is greater than the significance value (0.05) hence null hypothesis (H₀) is accepted and(H₁) is rejected.

CHAPTER-5

FINDINGS SUGGESTIONS AND CONCLUSION

5.1-FINDINGS OF THE STUDY-

Majority 50% of the respondents chose Male.

Majority 50% of the respondents chose Female.

Majority 69.2% of the respondents are 18-24.

Majority 46.9% of the respondents are Under graduate

Majority 59.2% of the respondents are students.

Majority 80.8% of the respondents are single.

Majority 60.8% of the respondents are Yes.

Majority 36.9% of the respondents chose Rare.

Majority 35.4% of the respondents chose location.

Majority 30.8% of the respondents chose waterfall restaurants.

Majority 42.3% of the respondents chose Instagram advertisement.

Majority 47.7% of the respondents chose 1000-3000.

Majority 58.5% of the respondents chose yes.

Majority 40.8% of the respondents chose unique ambience.

Majority 33.8% of the respondents chose nature.

Majority 70.8% of the respondents chose yes.

Majority 43.8% of the respondents chose yes.

Majority 45.4% of the respondents chose yes.

Majority 33.1% of the respondents chose online reviews. Majority

42.3% of the respondents chose discount or promotion.

H0: There is no significant relationship between occupation of the respondent and how frequently they visit themed restaurants of the respondent in impact of study on the consumers preference towards themed restaurants.

H1: There is significant relationship between occupation of the respondent and how frequently they visit themed restaurants of the respondent in impact of study on the consumers preference towards themed restaurants.

5.2- SUGGESTIONS-

The following suggestions are provided to increase the customer's preference over themed restaurants:

- Restaurants can come up with different ideas like decade nights and ask their customers to dress up accordingly and have fun games too once in a while.
- The restaurants can give back to the community with a charity event. This way they will attract the locals with the promise of supporting a good cause.
- The restaurants instead of waiting for a festival or a special occasion initiate some tradition and bring in special deals to attract more customers.
- The restaurant can also support the local sports teams and be guaranteed the business of all the players and their fans.
- The restaurants can persuade a local celebrity to tend for an evening. This will not only draw the crowd but they can also reflect their latest movie or album with themed decorations and special menu items which will definitely pay off in spades.
- The restaurants may create special dishes to keep their menu exciting and ingredients fresh so that the customers will have something to look forward to every month.
- The restaurants can do a karaoke competition for an hour or two with the winner getting their meal paid for to stand out among its competitors and stay in the customers mind constantly.

5.3-LIMITATIONS OF THE STUDY-

- The conclusion of the study is based on the information provided by the respondent.
- I have taken only 130 respondents which may or may not represent the whole population.
- The research includes the response of limited respondents.

5.4- CONCLUSION-

Theme restaurant has been defined as that having superior ambience, service and food quality. In this study different factors contributing towards the customer satisfaction and customer preference were obtained. A survey was taken for 130 respondents which highlighted the major contributing factors.

Respondents were asked the questions on their expectations and perception about the theme restaurant. If it was positive then it meant that the customer's actual experience with the service has been better than expected and the customer is satisfied. Research showed that the most important factors for customer preference in theme restaurant are food quality and service quality. Food quality includes factors like taste of food, temperature, quality of food etc. while the service quality includes factor like customer friendly staff, proper training of employee, cleanliness etc. so if a restaurant improves these factors then the chances of achieving customer satisfaction are higher.

However there is a thin line between customer satisfaction and customer delight. To make a customer loyal in the long run it is necessary that the customer is delighted with his experience of the service. A delighted customer helps in increasing positive word of mouth and building credibility for the brand. From the research few factors were identified that lead to customer delight like welcome drinks, theme party, surprise gift/discount, waiter on call. Customer delight can be achieved from any small factor or effort done by the restaurant that brings about a wow factor. Hence my study shows that there is a positive perception about theme restaurant among the customers.

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ANNEXURE-QUESTIONNAIRE

Name:

Gender:

Male

Female

Age:

18-24

25-35-

35-50

Above 50

Educational qualification:

12th

Under graduate

Post graduate

Occupations:

Students

Employee

Homemaker

Others

Marital status:

Single

Married

Do you visit themed restaurants:

Yes

No

Sometimes

How frequently do you visit themed restaurants:

Always

Very often

Rare

Never

What prompted you to select themed restaurants:

Location

Past experience

Reputation

Advertisements

Others

Which of the following themed restaurants do you prefer the most:

Haunted restaurants

Kaidi kitchen

Waterfall restaurants

Rock restaurants

Robert restaurants

others

What are the various marketing ways through which you can come:

Instagram advertisements

Blogs

Vlogs

Word of mouth

Others

How much do you approximately spend in the themed restaurants:

1000

1000-3000

More than 3000

Have you ever dined at themed restaurants:

Yes

No

Sometimes

What factors influence your decision to dine at themed restaurants:

Unique ambience

Food quality

Entertainment

Price

Recommendations from others

What type of themed restaurant's themes do you find most appealing:

Historical

Fantasy

Nature

Pop culture

Horror

Have you ever chosen a themed restaurant primarily because of its theme or concept, even it was not highly rated in terms of food quality or service:

Yes

No

Have you ever been disappointed by a themed restaurant experience:

Yes

No

Sometimes

Do you tend to spend more at themed restaurants than at traditional ones:

Yes

No

Sometimes

When choosing a themed restaurants what source of information do you rely on:

Online reviews

Recommendation from family and friends

Social media

Restaurants website

What type of marketing or promotions would be most likely to attract you to a Themed restaurants:

Discount on promotion

Social media campaigns

Themed event or parties

Celebrity endorsements