

A STUDY ON CUSTOMER'S EXPECTATIONS OVER RESTAURANTS IN ADYAR.

**Submitted in partial fulfillment of the requirements for the award of
Bachelor of Business Administration**

by

ASHWIN R

Register No. 38280022



**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

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

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI,
CHENNAI - 600 119**

MARCH – 2021



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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **ASHWIN R (38280022)** who carried out the project entitled “**A study on the entrepreneurial propensity of engineering students of Sathyabama Institute Of Science and Technology**” under my supervision from January 2021 to March 2021.

Dr. TR. KALAI LAKSHMI M.A., MBA, M.Phil., Ph.D
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Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I ASHWIN R **(38280022)** hereby declare that the Project Report entitled “**A study on customer’s expectations over restaurants in adyar**” done by me under the guidance of **Dr.TR. Kalai Lakshmi M.A., M.B.A., M.Phil., Ph.D.**, at SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI is submitted in partial fulfillment of the requirements for the award of Bachelor of Business Administration degree.

DATE:

PLACE:

SIGNATURE OF THE CANDIDATE

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of SATHYABAMA for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to Dr. G. Bhuvaneswari, MBA., Ph.D., Dean, School of Management Studies and Dr. A. Palani, M.Com., M.Phil., M.B.A., Ph.D., Head of the Department, Dept. of Management Studies for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide Dr.TR.Kalai Lakshmi M.A., M.B.A.,M.Phil.,Ph.D.,for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the Department of Business Administration who were helpful in many ways for the completion of the project.

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Chapter 1:

INTRODUCTION

One consumer would in general have different consumption behaviors or preferences from another. He may spend money on computers and technical books, while the other may spend on clothing and food. Availability of this information on consumer perception will be of great value to a marketing company, a bank, or a credit card company who can use this information to target different groups of consumers for improved response rate or profit. By the same token, information on consumption preference of the residents in one specific region can help business in planning their operations in this region for improved profit. Therefore, it is very important to have a tool that can help to analyze consumer's behaviors and forecast the changes in purchase patterns and changes in purchase trend. The present study found links between consumer's perception towards the restaurant attributes and satisfaction. This study depicts (by analysis of various factors) how consumers get attracted towards a restaurant. This study provides guidelines for the marketer to formulate the marketing strategies to maintain the consumer demand.

INDUSTRY PROFILE:

While India has always been a food-loving country with each region having its own special cuisine, Indians have never been very big on eating out. But all that is changing now. The restaurant industry in India has been growing at a rapid pace over the last decade or so and the growth story is set to continue for the next foreseeable future.

There were nearly 22 lakh hotel and restaurant establishments in India in 2002. The food service or restaurant industry was worth a whopping Rs. 43,000 crores in 2010 and growing at a healthy rate of 15-20 percent annually.

The growth of the restaurant industry coincided with the growth of the great Indian middle class, which was the by-product of liberalization. Rapid urbanization, growing awareness of Western lifestyles, more women joining the workforce, and higher disposable income were some of the factors that contributed to the growth of the restaurant industry.

Food is a big part of the Indian culture. Whether it's an everyday meal prepared lovingly for the family or special celebratory culinary treats made during festivals – food has always been something that Indians have bonded over. If there's one thing to know about the food culture of India, it's the fact that it is an elaborate, expansive fare. Even a regular meal at home consists of various staples like rice, *chapati*, *daal*, and curry along with accompaniments such as pickles, *chutneys*, *papadams*, salad, and *raita* in a large number of households. Not only does a typical Indian meal take long to prepare, but it is also savoured

over an extended period of time.

CHAPTER 2:

REVIEW OF LITERATURE

Relationship between restaurant experience and customer satisfaction Customer satisfaction is an evaluation the customer makes after an experience with a product, service or brand Previous studies on consumer behavior in the restaurant context have identified a number of factors that consumers consider important in their restaurant selection. Following are examples of these studies:

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.

Auty (1992) identified the choice factors in the restaurant decision process based on four occasions: a celebration, social occasion, convenience/quick meal, and business Meal. Food type, food quality and value for money were found as the most important Choice variables for consumers when choosing a restaurant. The order of these choices Criteria varied according to dining occasions. The author further suggested that if the consumers perceived that restaurants provide comparable food type, food quality and price, they would take image and atmosphere of the restaurants into account when making a final decision, Family/popular and convenience/ fast-food restaurants.

The Kevel's (1997) results Showed that the relative importance of the restaurant choice factors differed considerably by restaurant type, dining occasion, age, and occupation. The studies of consumer behavior in ethnic restaurants are relatively limited. Previous ethnic restaurant studies have focused on consumers' perceptions and attitudes or on a particular cuisine.

(Josiam & Monteiro, 2004 ;) Among these studies, the unique characteristics of ethnic cuisine are commonly discussed. However, ethnic restaurateurs cannot compete simply on the uniqueness of the cuisine. The results of past studies have emphasized that, in order to succeed, restaurant operators need to pay attention to the attributes that have the highest regard in relation to consumers' selection behavior. Service providers need to understand how consumers choose and evaluate their Offerings

(Zeithaml, 1981). Consumers cannot choose and evaluate services in the same manner they do to physical goods as services have distinctive characteristics and Are high in experience quality. Therefore, consumers find it more difficult to evaluate services when compared to physical goods. Several studies

(Kotler et al., 1998; Zeithaml, 1981; 2003) suggest that the main characteristics that make services different from physical goods are: intangibility, variability, inseparability, perishability, and lack of ownership. The intangible quality of services is that services constitute performances and they often cannot be seen, felt, tasted, or touched like physical goods

(Zeithaml, 1981), when making restaurant choice decisions, Consumers used both tangible and intangible factors. The intangible factors are primarily: food quality, service quality, and value for money the intangible characteristic of services makes these factors difficult to evaluate prior to the actual purchase. Accordingly, restaurant patrons often rely on Tangible clues such as restaurant facilities, décor, and atmosphere to guide them in forming expectations about the restaurants **(Bitner, 1990; Wall & Berry, 2007).**

(Jahanshahi, Gasti, Mirdamadi, Nawaser & Khasksar, 2011:255). A customer's restaurant experience can positively influences customer satisfaction with the restaurant **(Sahin, Zehir & Kitapci, 2011:1296; Brakus et al., 2009:66).** Sensory, emotional,

intellectual and behavioural stimuli contribute to the overall experiential value which enhances customers' positive restaurant experience when customers interact with the service provider

(Brakus et al., 2009:54). The more a customer engages with the product through the restaurant experience dimensions, the more favourable the customers' perceptions will be about restaurant experience. Thus, customers are more satisfied with the brand or product **Molly Thompson; April 16, 2018**, Article named How to Improve Customer Service in a Restaurant, In his article he concluded that, A restaurant's managers and its employees all share the responsibility for ensuring the customers are treated well and left with an overall positive impression of their dining experience.

Rezende and Avelar (2012) attempted to describe the eating out habits of consumers in Brazil. The study revealed that a 'search for variety' was a motivator for eating outside the home. The desire for 'convenience' was an important element on many occasions of consumption. The younger people and people with higher incomes possessed more intensive consumption and more favorable attitudes towards eating out. The study also revealed that although eating out was a very popular trend, many of the consumers did not voice any intention of eating out more frequently.

Anand (2011) explored the impact of demographics and psychographics on young consumer's food choice towards fast food in Delhi, India. The key determinants impacting consumers food choice were found out to be passion for eating out, socialize, ambience and taste of fast food and convenience for dual-income families in urban India. Findings indicated that fast food companies can no longer rely on convenience as USP in India, unless the implication of same on consumer's health is given equal importance in the years to come. Customer satisfaction is at the heart of marketing. The ability to satisfy customers is vital for a number of reasons. For example, it has been shown that dissatisfied customers tend to complain to the establishment or seek redress from them more often to relieve cognitive dissonance and failed consumption experiences **(Oliver, 1987; Nyer, 1999).**

Researchers have also found a strong relationship between satisfaction and loyalty.

Szymanski and Henard (2001), in their meta-analysis, indicate 15 positive and significant correlations between the two constructs.

Bearden and Teel (1983) have also shown a relationship between satisfaction and loyalty. In fact **Jones et al. (1995)** argue that this relationship is not a simple linear one; these behaviors may depend on consumer attributions, i.e. their belief in the causes of the CS/D assessment

ligned their bets with customer satisfaction, using slogans such as "Our focus is customer satisfaction", or "Customer is king." The University of Michigan tracks customers across 200 firms representing all major economic sectors to produce the ACSI (American Customer Satisfaction Index). Each company receives an ACSI score computed from its customers' perceptions of quality, value, satisfaction, expectations, complaints, and future loyalty **(Fornell et al., 1996).**

Customer satisfaction is defined here in **Oliver's (1997)** terms: that it is the consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfillment. In other words, it is the overall level of contentment with a service/product experience.

We used the transaction-specific model suggested by **Teas (1993)** and later expanded by Parasuraman, Zeithaml and Berry (1994) – PZB henceforth – to address our research question because this model suggests how overall customer satisfaction can be explained by evaluating experiences with specific aspects of service quality, product quality, and price **(PZB, 1994).**

Also, by using the transaction-specific model, we emphasize that the offering for the full service restaurant industry must be viewed as a mixture of service and product features. Thus,

customers are likely to consider specific aspects of the transaction such as product features (e.g. food quality and restaurant ambience), service features (e.g. responsiveness of the server), as well as price, to be satisfied with their overall restaurant experience. The conceptual framework and the corresponding hypotheses are outlined in the next section, followed by an explanation of the research method, the analyses, results, and discussion.

An important factor driving satisfaction in the service environment is service quality. On this matter, however, there is some controversy as to whether customer satisfaction is an antecedent or consequence of service quality. One school of thought refers to service quality as a global assessment about a service category or a particular organization (**PZB, 1988**). Research conducted by **PZB (1985)** illustrated instances where respondents were satisfied with a specific event, but did not feel the organization offered overall high quality. Because most measures of customer satisfaction relate to a specific evaluation of a service episode, customer satisfaction is viewed as it relates to a specific transaction

(**Howard and Sheth, 1969; Hunt, 1979; Singh, 1990**); hence incidents of satisfaction over time result in perceptions of service quality (**PZB, 1988**). **Oliver (1981)** stated that satisfaction soon decays into one's overall attitude. From this perspective, service quality could be viewed as the whole family picture album, while customer satisfaction is just one snapshot. Recently, however, it has been argued that while the two concepts have things in common, "satisfaction is generally viewed as a broader concept ... service quality is a component of satisfaction" (**Zeithaml and Bitner, 2003, p. 85**). Because satisfaction derives from various sources,

Bitner and Hubbert (1994) propose two ways of viewing satisfaction: service encounter satisfaction (i.e. satisfaction or dissatisfaction with specific service encounters) and overall satisfaction (based on multiple encounters or experiences). In other words, little satisfactions based on each service encounter lead to overall satisfaction with the service. Clearly, service quality is an issue that has engaged academics, leading to substantial debate over its conceptualization. In 1988, PZB developed SERVQUAL, a method to assess customer satisfaction for service industries, which started a stream of research on service quality measurement that continues to this day. Their measurement involved the difference between customers' perceptions and expectations based on five generic dimensions: tangibles, reliability, responsiveness, assurance and empathy. Research based on this framework has been applied to the restaurant industry by **Stevens (1995)**, who created DINESERV from SERVQUAL with some encouraging results. Although the SERVQUAL framework has been pursued with some enthusiasm in various service industries, empirical support for the suggested framework has not always been encouraging.

Cronin and Taylor (1992) suggested that service quality can be predicted adequately by using perceptions alone. In addition, **Carman (1990)** suggested that in specific service situations it might be necessary to delete or modify some of the SERVQUAL dimensions. **Teas (1993)** argued that measuring the gap between expectations and performance can be problematic.

CHAPTER 3:

RESEARCH METHODOLOGY

SCOPE OF THE STUDY

In today's world there is more number of working population among us. Women are also equally engaged in outside work and are playing an active role in their career development. In such a scenario the demand for the restaurants has grown exponentially. The number of restaurants in Adyar has seen a phenomenal increase in the past few years. This study mainly concentrates on the reasons of why people prefer restaurants, the attributes of restaurants that attract people and the differences in consumer expectations and what actually is being delivered. So the findings will help the restaurant industry to adopt themselves to the changes in order to meet the consumer demand.

OBJECTIVES OF THE STUDY

The following are the objectives formulated for the purpose of the study

- To examine the awareness of respondents about the Restaurants.
- To study the respondents perception about the various aspects of the Restaurants.
- To find out the reasons for preferring a particular restaurant.
- To analyse the level of satisfaction of consumers towards the services provided by the Restaurants.
- To provide suitable suggestions on the basis of results of the study.

RESEARCH DESIGN:

- Type of research: Descriptive
- Sampling area: Chennai
- Sample Size:
- Sampling method: Convenience sampling
- Data collection method used for study
- Primary data: Collected directly from the respondent with the help of a questionnaire
- Secondary data: The secondary information gathered through Internet, magazine, Journals, Text Book and Company Website.
- Tools used for Analysis: Percentage analysis, bar chart, pie chart etc.

CHAPTER 4

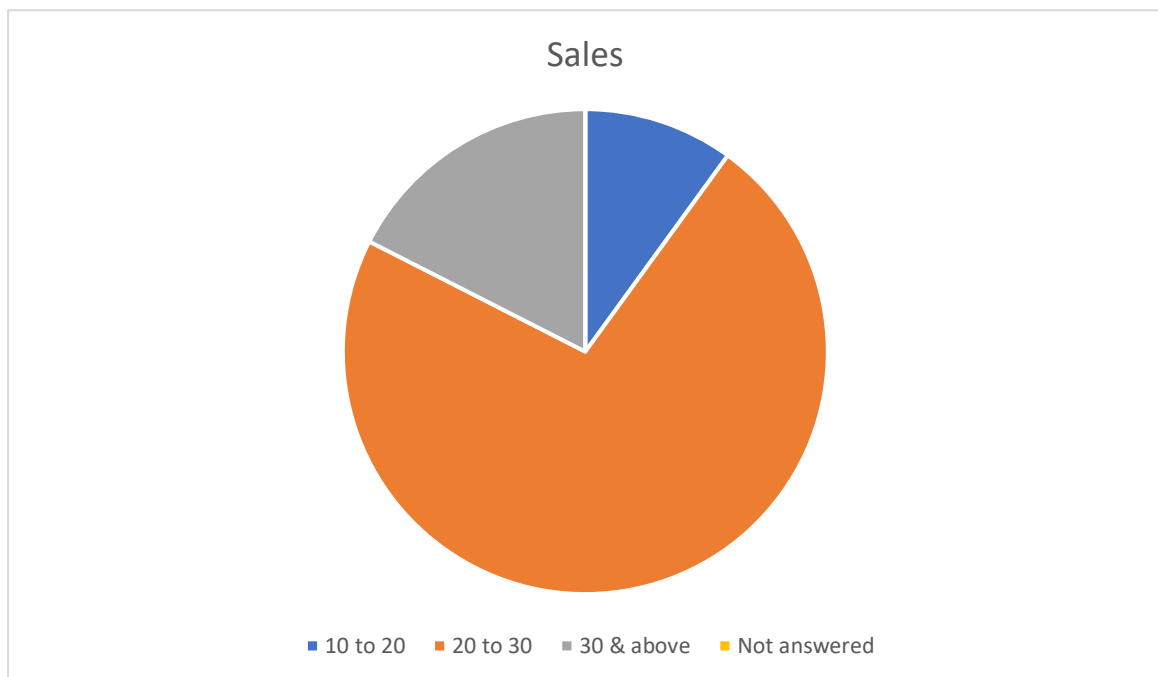
DATA ANALYSIS AND INTERPRTATION

4.1 PERCENTAGE ANALYSIS

1. Age Group:

S NO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	10-20	12	10
2	20-30	87	72.5
3	30 and above	21	17.5
4	Not answered	0	0
Total		120	100

Source : Primary data



Interpretation

From the above table it is interpreted that the number of respondents for 10 to 20 years are 10%, between 20 to 30 years are 72.5%, 30 & above years are 17.5%, not answered are 0%.

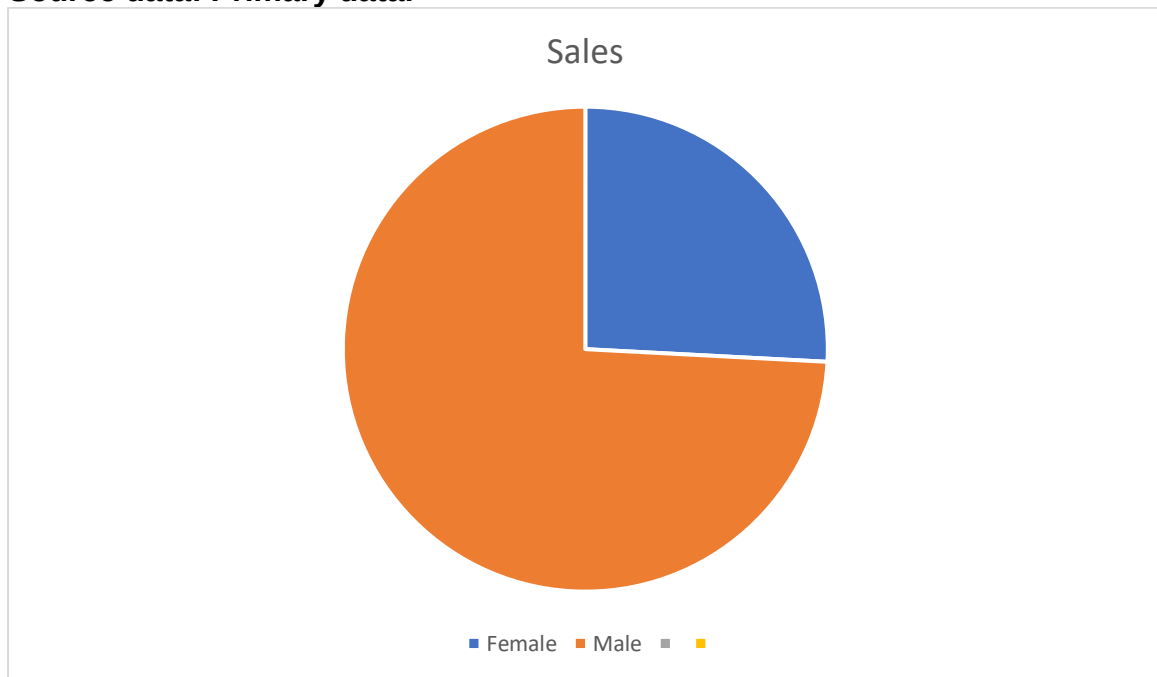
Inference

Majority (72.5%) of the respondents are between 20 to 30 years.

2) FOR WHICH GENDER:

S.NO	PARTICULARS	NO. OF RESPONDENCE	PERCENTAGE
1	MALE	31	25.83
2	FEMALE	89	74.17
	TOTAL	120	100

Source data: Primary data.



Interpretation

From above table it is interpretation that number of male respondent is 32.1%, female respondent is 28.6%, both 39.3% and not answered 10.8%.

Inference

Majority (39.3%) of the respondents are both.

3) NAME:

From the results 120 names have been recorded and there are some repeated names in the survey results.

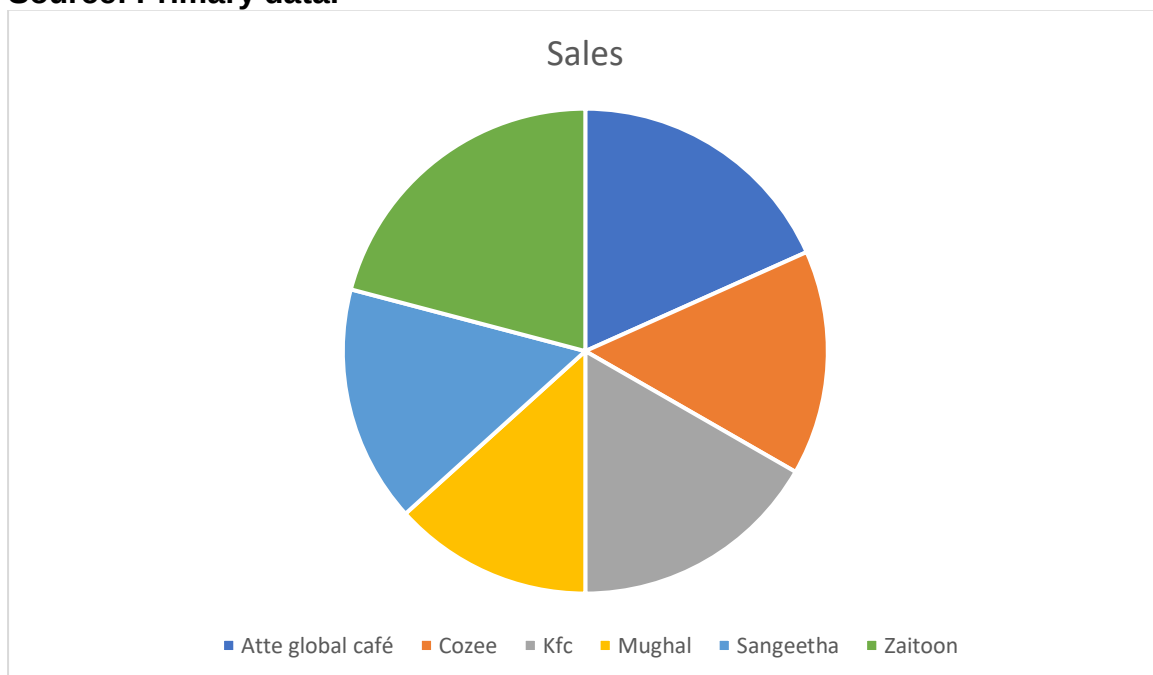
4) PHONE NO:

From the survey results 120 respondents have given their contact numbers.

5. Your favourite restaurant in adyar?

S.NO	PARTICULARES	NO.OF RESPONDENTS	PERCENTAGES
1	Atte Global Café	22	18.3
2	Cozee	18	15
3	KFC	20	16.7
4	Mughal	16	13.3
5	Sangeetha	19	15.8
6	Zaitoon	25	20.9
	TOTAL	121	100

Source: Primary data.



Interpretation

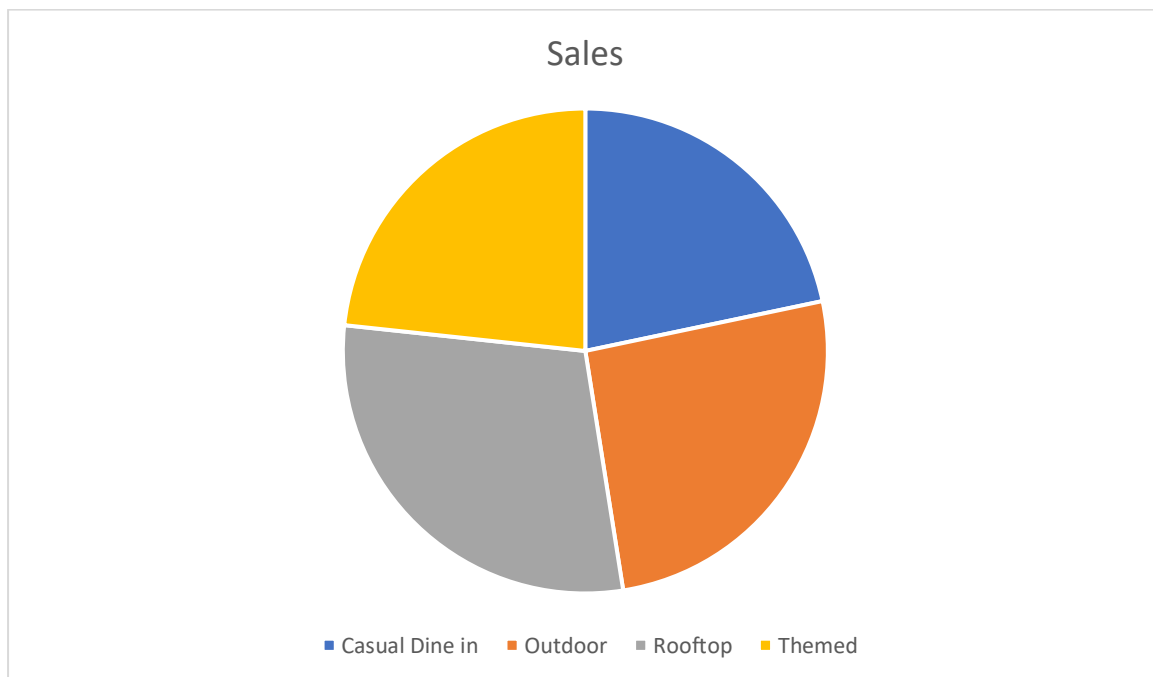
From the above table it is interpreted that the number respondents were 21% for Zaitoon,18% for Atte global café,15% for Cozee,17% for KFC,13% for Mughal,16% for Sangeetha.

Inference

Majority (21%) of the respondents were for Zaitoon.

6) How do you expect the ambience to be?

S.NO	PARTICULARES	NO.OF RESPONDENTS	PERCENTAGES
1	Casual Dine-in	26	21.7
2	Outdoor	31	25.8
3	Roof Top	35	29.2
4	Themed	28	23.3
	TOTAL	120	100



Interpretation

From the above table it is interpreted that the number respondents were 23% for Themed restaurants, 22% for Casual Dine in, 26% for Outdoor, 29% for Roof-top restaurants.

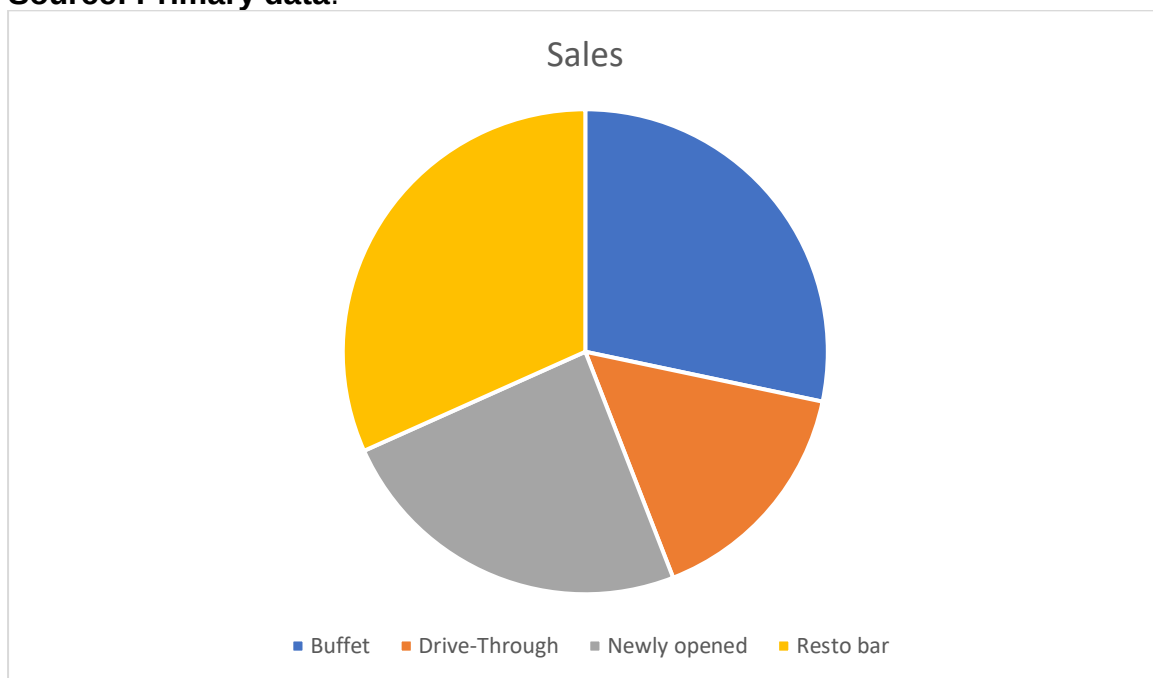
Inference

Majority (29%) of the respondents were for Roof-top restaurants.

7) What kind of restaurant do you prefer?

S.NO	PARTICULARES	N0.OF RESPONDENTS	PERCENTAGE
1	Buffet	34	28.3
2	Drive-Through	19	15.8
3	Newly opened	29	24.2
4	Resto bar	38	31.7
	Total	120	100

Source: Primary data.



Interpretation

From the above table it is interpreted that the number of respondents were 32% for Resto bars, 28% for Buffet, 16% for Drive through, 24% for Newly opened restaurants.

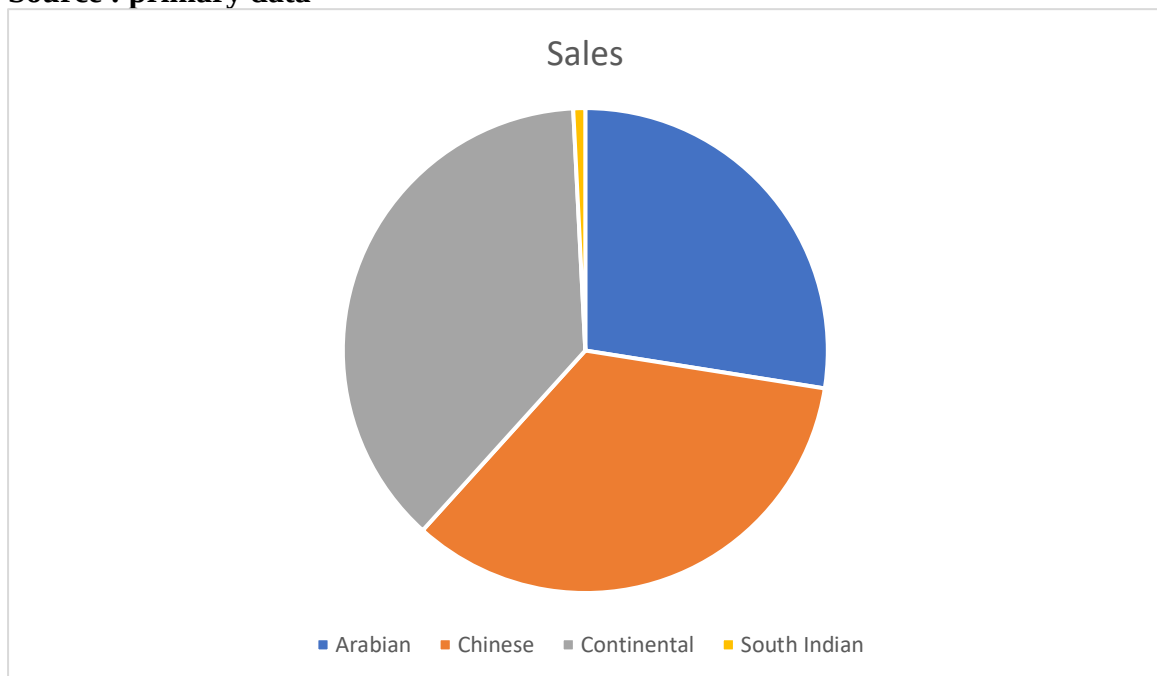
Inference

Majority (32%) of the respondents were for Resto bars.

8) What type of cuisine do you prefer?

S.NO	PARTICULARES	NO.OF. RESPONDENTS	PERCENTAGE
1	Arabian	33	27.5
2	Chinese	41	34.2
3	Continental	45	37.5
4	South Indian	1	0.8
	total	120	100

Source : primary data



Interpretation

From the above table it is interpreted that the number of respondents, 38% preferred Continental, 28% preferred Arabian, 34% preferred Chinese, 1% preferred south indian

Inference

Majority (38%) of the respondents were for Continental dishes.

9) What do you generally expect in a restaurant?

S.NO	PARTICULARES	NO.OF. RESPONDENTS	PERCENTAGE
1	Hygiene	34	28.3
2	Offers	21	17.5
3	Online Paying methods	25	20.9
4	Quality	40	33.3
	total	120	100



Interpretation

From the above table it is interpreted that the number of respondents were 33% for Quality, 28% for Hygiene, 18% for Offers, 21% for Online payment methods.

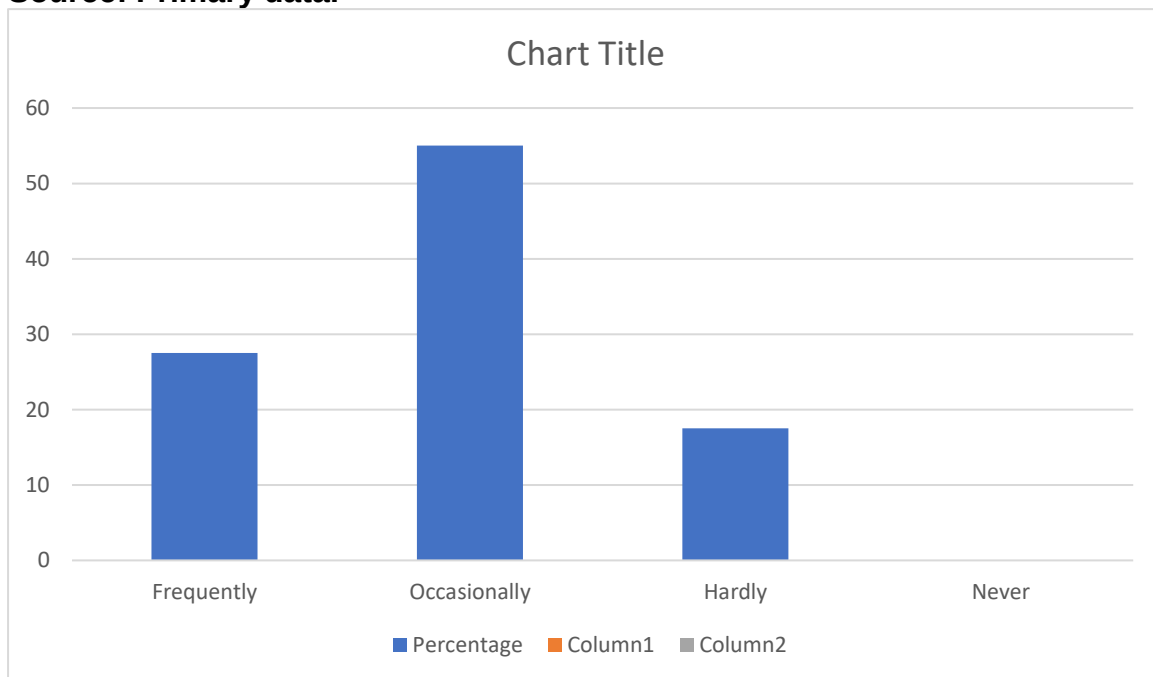
Inference

Majority (33%) of the respondents were for Quality.

10) How often do you Dine Out?

S.NO	PARTICULARES	NO.OF.RESPONDENTS	PERCENTAGE
1	Frequently	33	27.5
2	Occasionally	66	55
3	Hardly	21	17.5
4	Never	0	0
		120	100

Source: Primary data.



Interpretation

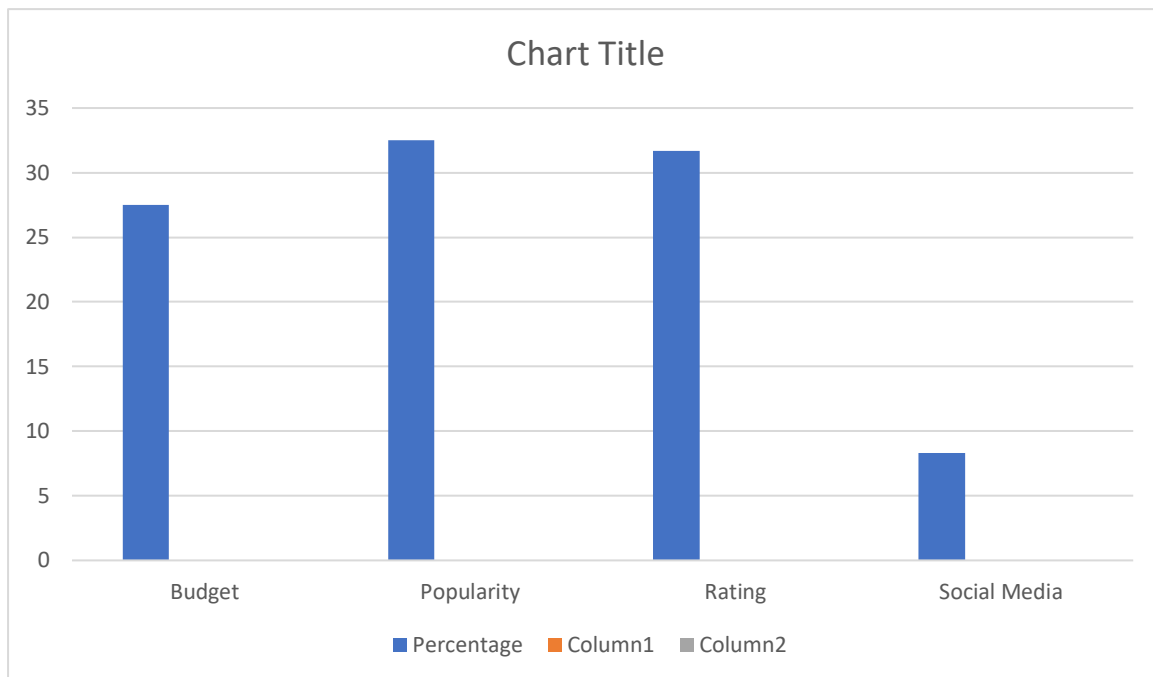
From the above table it is interpreted that the number of respondents were 27% for Frequently, 55% for Occasionally, 17.5% for hardly, 0% for Never.

Inference

Majority (55%) of the respondents were for Occasionally.

11) On what basis would you choose the Restaurants?

S.NO	PARTICULARES	NO.OFRESPONDENTS	PERCENTAGE
1	Budget	33	27.5
2	Popularity	39	32.5
3	Rating	38	31.7
4	Social Media	10	8.3
		120	100



Interpretation

From the above table it is interpreted that the number of respondents were 27.5 for Budget, 32.5% for Popularity, 31.7 for Rating, 8.3% for Social Media.

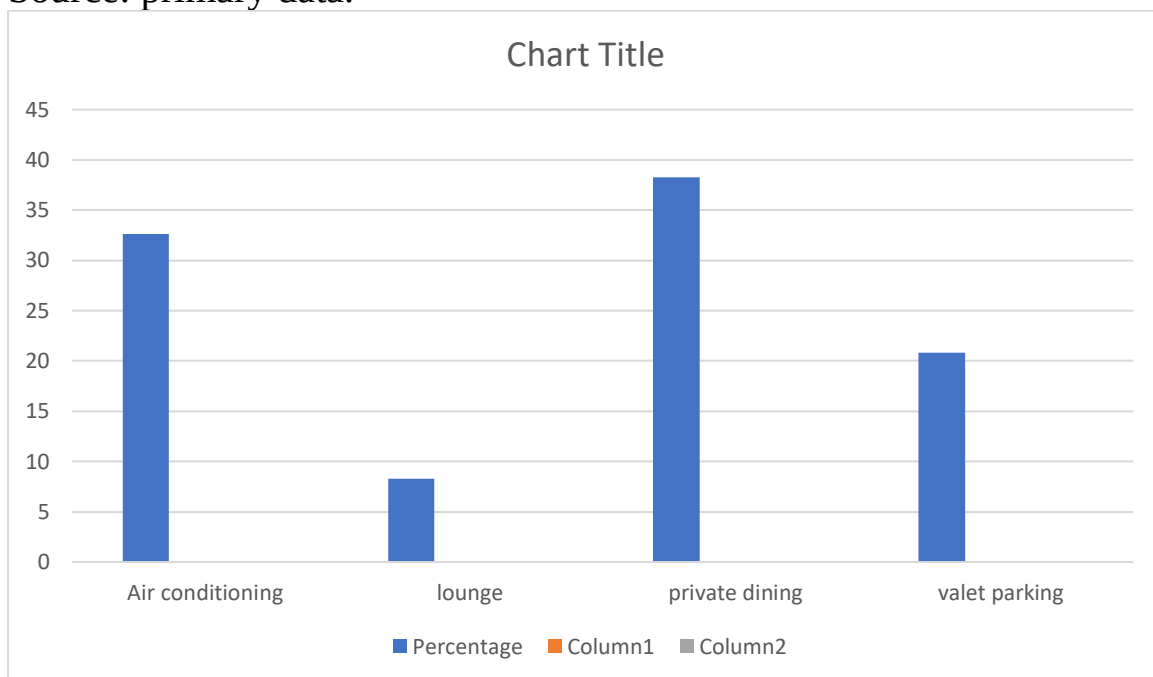
Inference

Majority (32.5%) of the respondents were for Popularity.

12.What are the facilities you expect in a Restaurant?

S.NO	PARTICULARES	NO.OF. RESPONDENTS	PERCENTAGE
1	Air conditioning	39	32.6
2	Lounge	10	8.3
3	Private Dining	46	38.3
4	Valet Parking	25	20.8
	Total	120	100

Source: primary data.



Interpretation

From the above table it is interpreted that the number of respondents were 32.6 for Air Conditioning, 8.3 for Lounge, 38.3 for Private Dining, 20.8 for Valet Parking.

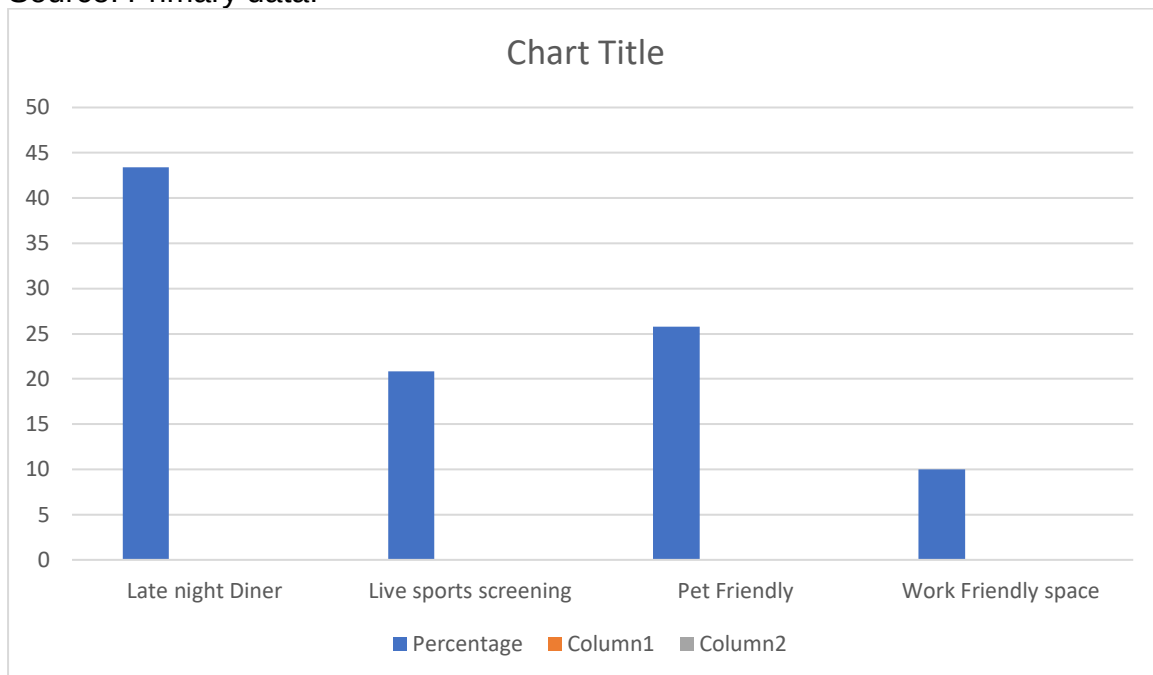
Inference

Majority (38.3%) of the respondents were for Private Dining.

13.What would you suggest to an upcoming restaurant in this locality?

S.NO	PARTICULARES	NO.OF.RESPONDENTS	PERCENTAGE
1	Late Night Diner	52	43.4
2	Live sports screening	25	20.8
3	Pet Friendly	31	25.8
4	Work Friendly space	12	10
		120	100

Source: Primary data.



Interpretation

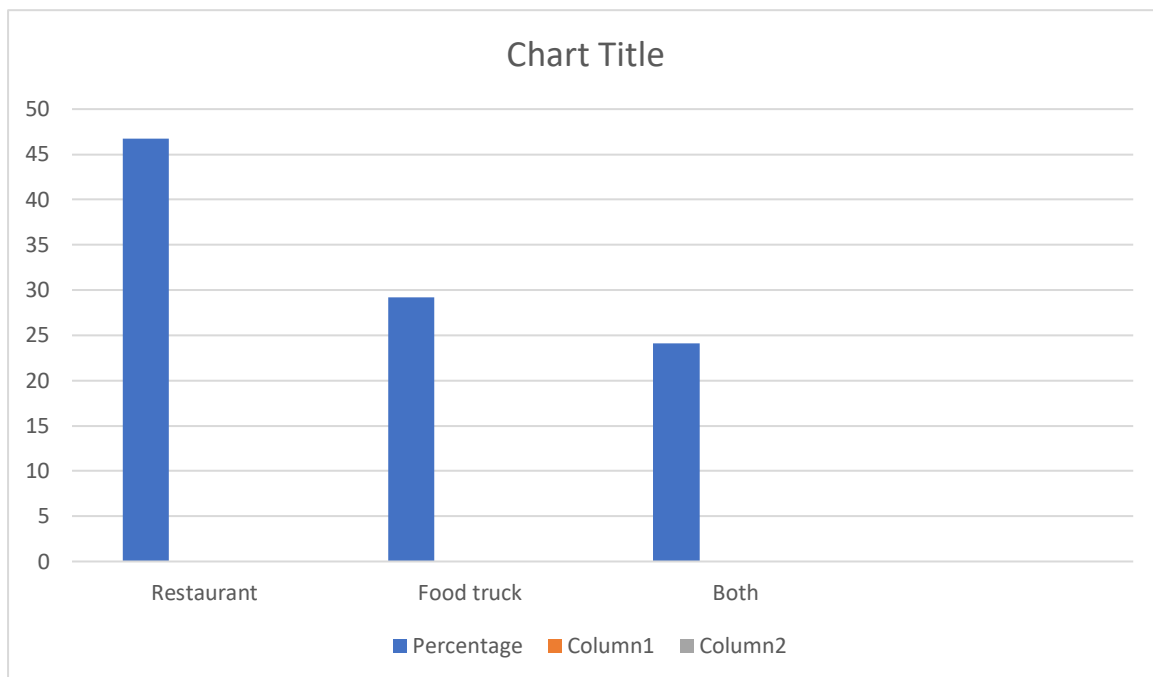
From the above table it is interpreted that the number of respondents were 43.4% for Late Night Diner, 20.8% for Live Streaming, 25.8% for Pet Friendly, 10% for Work Friendly Spaces.

Inference

Majority (43.4%) of the respondents Late Night Diner.

14. Would you prefer Food trucks or restaurants.

S.NO	PARTICULARES	NO.OF.RESPONDENTS	PERCENTAGE
1	Restaurants	56	46.7
2	Food trucks	35	29.2
3	Both	29	24.1
		120	100



Interpretation

From the above table it is interpreted that the number of respondents were 46.7% for Restaurants, 29.2% for Food truck, 24.1% for Both.

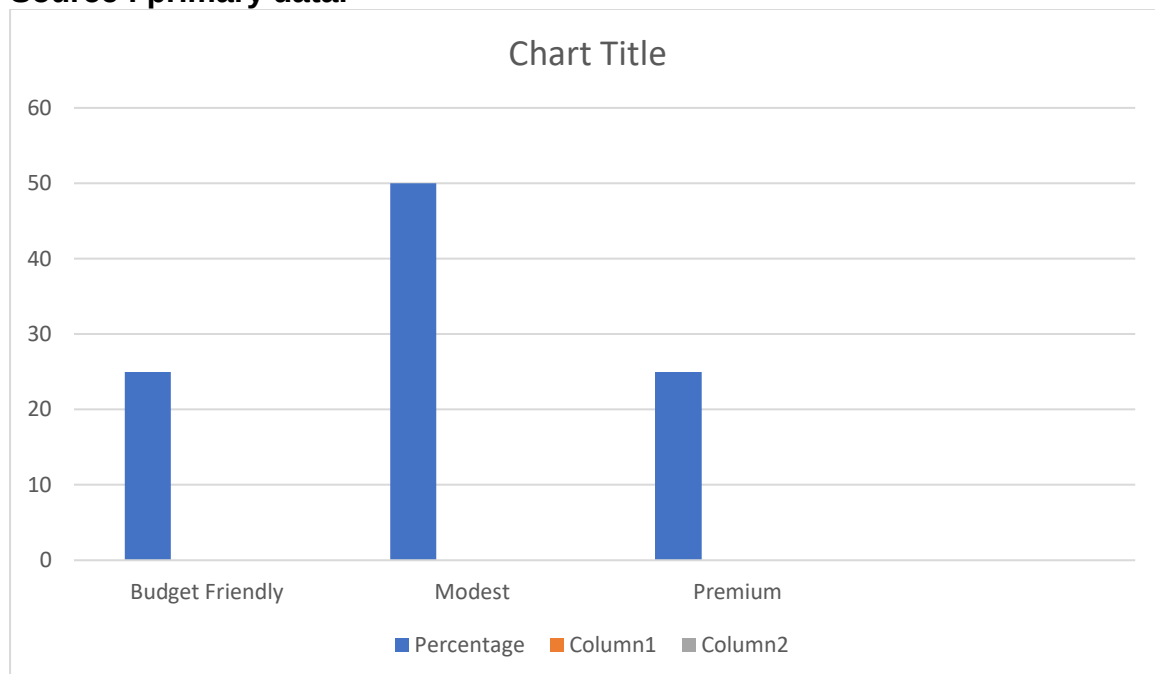
Inference

Majority (46.7%) of the respondents were for Restaurants.

15. Considering the value of money, How do you expect the pricing to be?

S.NO	PARTICULARES	NO.OF.RESPONDENTS	PERCENTAGE
1	Budget Friendly	30	25
2	Modest	60	50
3	Premium	30	25
		120	100

Source : primary data.



Interpretation

From the above table it is interpreted that the number of respondents were 25% for Budget Friendly, 50% for Modest, 25% for Premium.

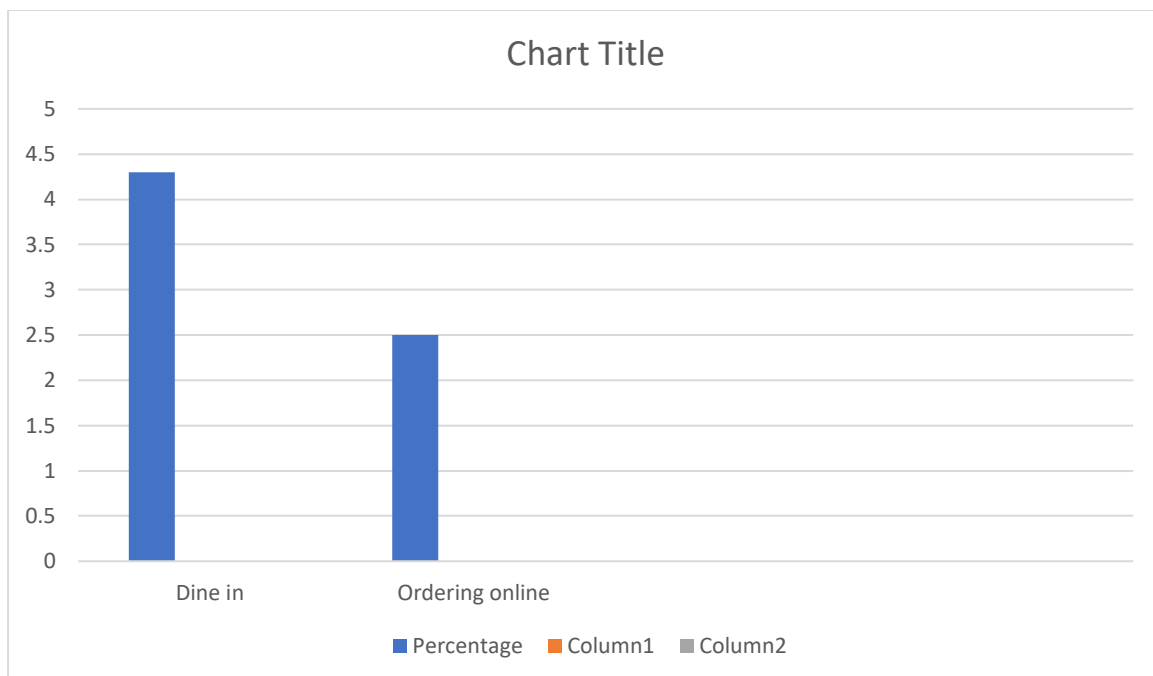
Inference

Majority (50%) of the respondents were for Modest.

16.What would you prefer?

S.NO	PARTICULARES	NO.OF.RESPONDENTS	PERCENTAGE
1	Dine in	71	59.2
2	Ordering Online	49	40.8
		120	100

Source: primary data.



Interpretation

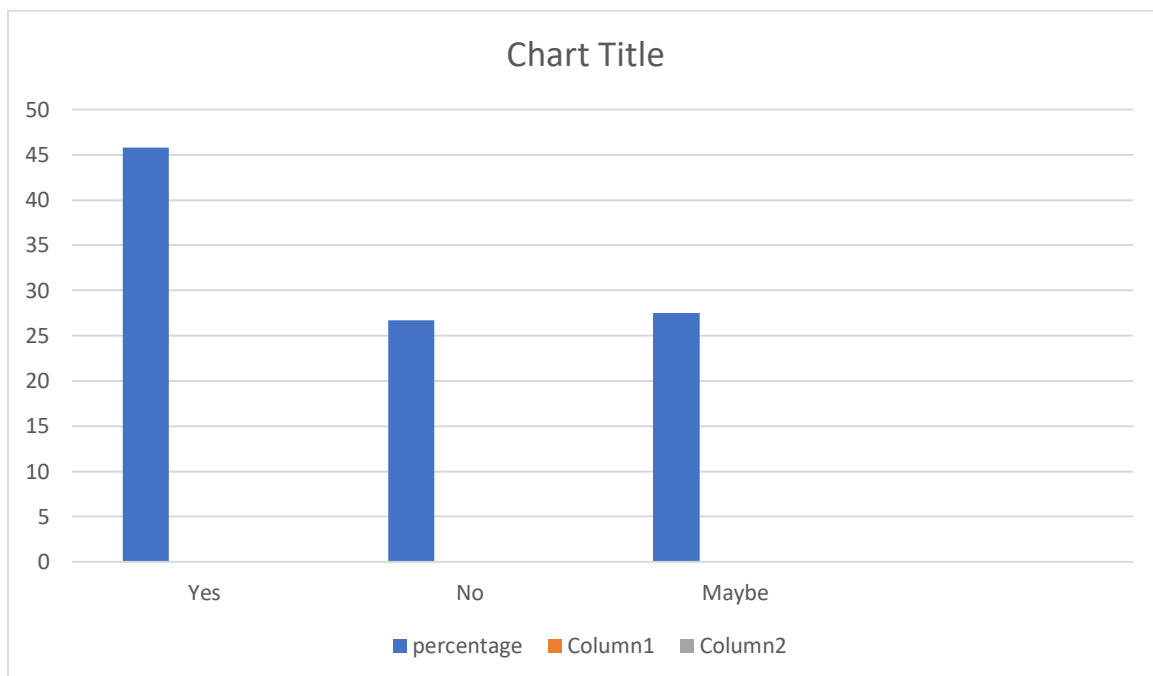
From the above table it is interpreted that the number of respondents were 59.2% for Dine in, 40.8% for Ordering online.

Inference

Majority (59.2%) of the respondents were for Dine in.

17. Would you refer any particular restaurant to your Friend in this locality?

S.NO	PARTICULARES	NO.OF.RESPONDENTS	PERCENTAGE
1	Yes	55	45.8
2	No	32	26.7
3	May be	33	27.5
		120	100



Interpretation

From the above table it is interpreted that the number of respondents were 45.8% for yes, 26.7% for no, 27.5% for maybe.

Inference

Majority (45.8%) of the respondents were for yes.

CHAPTER 5

5.1 FINDINGS

- 1) Majority (72.5%) of the respondents are between 20 to 30 years.
- 2) Majority (39.3%) of the respondents are both.
- 3) Majority (21%) of the respondents were for Zaitoon.
- 4) Majority (29%) of the respondents were for Roof-top restaurants.
- 5) Majority (32%) of the respondents were for Resto bars.
- 6) Majority (38%) of the respondents were for Continental dishes
- 7) Majority (33%) of the respondents were for Quality.
- 8) Majority (55%) of the respondents were for Occasionally.
- 9) Majority (32.5%) of the respondents were for Popularity.
- 10) Majority (38.3%) of the respondents were for Private Dining.
- 11) Majority (43.4%) of the respondents Late Night Diner.
- 12) Majority (46.7%) of the respondents were for Restaurants.
- 13) Majority (50%) of the respondents were for Modest.
- 14) Majority (59.2%) of the respondents were for Dine in.
- 15) Majority (45.8%) of the respondents were for yes.

5.2 SUGGESTION

5.3 Questionnaire:

- 1) Name
- 2) Phone Number
- 3) Age
- 4) Gender
- 5) Your Favourite restaurant in adyar?
- 6) How do you expect the ambience to be?
- 7) What kind of restaurant do you prefer?
- 8) What type of cuisine do you prefer?
- 9) What do you generally expect in a restaurant?
- 10) How often do you Dine-out?
- 11) On what basis would you choose the Restaurants?
- 12) What are the facilities you expect in a Restaurant?
- 13) What would you suggest to an upcoming restaurant in this locality?
- 14) Would you prefer Food trucks or restaurants?
- 15) Considering the value of money, How do you expect the pricing to be?
- 16) What would you prefer?
- 17) Would you refer any particular restaurant to your Friend in this locality?