

***CUSTOMER SATISFACTION TOWARDS RESTAURANTS DURING
PANDEMIC***

**Submitted in partial fulfilment of the requirements for the award of
Master of Business Administration**

By

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SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY

**(DEEMED TO BE UNIVERSITY) Accredited with Grade “A” by NAAC I 12B Status
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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of SARAVANAN V
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ABSTRACT

This empirical research paper deal with an impact of demographic variable on customer satisfaction towards restaurants during pandemic. This study throws light on how far the demographic variables such as age, gender, educational qualification, income, having an influence on customer satisfaction towards restaurants during pandemic. To identify the customer behaviour a set of questions were framed. The data were collected by using convenience sampling from 110 customers belong to Chennai city. Using SPSS, some of the relevant tests were carried out like, percentage analysis, Correlation, ANOVA. Based on the analysis made various finding were derived that will be useful, relevant and significant to determine the customer satisfaction towards restaurants during pandemic.

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CHAPTER-1

INTRODUCTION

1.1 RESTAURANT

Restaurant, or an eatery, is a business which prepares and serves food and drinks to customers in exchange for money. Meals are generally served and eaten on the premises, but many restaurants also offer take-out and food delivery services, and some offer only take-out and delivery. Restaurants vary greatly in appearance and offerings, including a wide variety of cuisines and service models ranging from inexpensive fast food restaurants and cafeterias to mid-priced family restaurants, to high-priced luxury establishments.

In Western countries, most mid- to high-range restaurants serve alcoholic beverages such as beer, wine and light beer. Some restaurants serve all the major meals, such as breakfast, lunch, and dinner (e.g., major fast food chains, diners, hotel restaurants, and airport restaurants). Other restaurants may only serve a single meal (e.g., a pancake house may only serve breakfast) or they may serve two meals (e.g., lunch and dinner) or even a kids' meal.

ETHNIC

Ethnic restaurants specialize in ethnic or national cuisines. For example, Greek restaurants specialize in Greek cuisine.

FAST FOOD

Fast food restaurants emphasize speed of service. Operations range from small-scale street vendors with food carts to multi-billion dollar corporations like McDonald's and Burger King. Food is ordered not from the table, but from a front counter (or in some cases, using an electronic terminal).

Diners typically then carry their own food from the counter to a table of their choosing, and afterward dispose of any waste from their trays. Drive-through and take-out service may also be available. Fast food restaurants are known in the restaurant industry as QSRs or quick-service restaurants.

FAST CASUAL

Fast casual restaurants are primarily chain restaurants, such as Chipotle Mexican Grill and panera Bread. More of the food is prepared at the restaurant than is the case at fast food chains. Fast casual restaurants usually do not offer full table service, but many offer non-disposable plates and cutlery. The quality of food and prices tend to be higher than those of a conventional fast food restaurant but may be lower than casual dining.

CASUAL DINING

A casual dining restaurant is a restaurant that serves moderately-priced food in a casual atmosphere. Except for buffet-style restaurants, casual dining restaurants typically provide table service. Chain examples include Harvester in the United Kingdom and TGI Friday's in the United States. Casual dining comprises a market segment between fast food establishments and fine dining restaurants. Casual dining restaurants often have a full bar with separate bar staff, a larger beer menu and a limited wine menu. They are frequently, but not necessarily, part of a wider chain, particularly in the US. In Italy, such casual restaurants are often called "trattoria", and are usually independently owned and operated.

FAMILY STYLE

Family style restaurants are a type of casual dining restaurants where food is often served on platters and the diners serve themselves. It can also be used to describe family-friendly diners or casual restaurants. The difference between casual dining and family style is that there is no alcohol

FINE DINING

Fine dining restaurants are full service restaurants with specific dedicated meal courses. Décor of such restaurants features higher-quality materials, with establishments having certain rules of dining which visitors are generally expected to follow, often including a dress code. Most of these establishments can be considered subtypes of fast casual drinking restaurants or casual dining restaurants.

BARBECUE

A barbecue restaurant is a restaurant that specializes in barbecue-style cuisine and dishes.

BRASSERIE AND BISTRO

A brasserie in the US has evolved from the original French idea of a type of restaurant serving moderately priced hearty meals—French-inspired "comfort foods"—in an unpretentious setting. Bistros in the US usually have more refined decor, fewer tables, finer foods and higher prices. When used in English, the term bistro usually indicates a continental menu.

BUFFET AND SMORGASBORD

Buffets and smörgåsbord offer patrons a selection of food at a fixed price. Food is served on trays around bars, from which customers with plates serve themselves. The selection can be modest or very extensive, with the more elaborate menus divided into categories such as salad, soup, appetizers, hot entrées, cold entrées, and dessert and fruit. Often the range of cuisine can be eclectic, while other restaurants focus on a specific type, such as home-cooking, Chinese, Indian, or Swedish. The role of the waiter or waitress in this case is relegated to removal of finished plates, and sometimes the ordering and refill of drinks. In Italy, a kind of semi-buffet is featured in either a tavola calda, serving hot foods, and a tavola fredda, which serves cold food. Either can be found in bars and cafes at meal times or in dedicated sites, sometimes with seating and service at a counter.

In the United States, Buffets, Inc. (now known as Ovation Brands), is a large buffet chain corporation which owns Old Country Buffet, Country Buffet, and Hometown Buffet. HomeTown Buffet popularized the "scatter buffet", which refers to the layout of separate food pavilions. Other American restaurant chains well known for their buffets include Golden Corral, which features food products presented in pans, Souplantation/Sweet Tomatoes (known in particular for its soups and salads), Gatti's Pizza, CiCi's Pizza, Fresh Choice (a smaller competitor of Souplantation), Pancho's Mexican Buffet, Ryan's and Ponderosa Steakhouse. Sizzler is another prominent restaurant offering a buffet.

1.2 CAFE

Cafés are informal restaurants offering a range of hot meals and made-to-order sandwiches. Coffee shops, while similar to cafés, are not restaurants due to the fact that they primarily serve and derive the majority of their revenue from hot drinks.

Many cafés are open for breakfast and serve full hot breakfasts. In some areas, cafés offer outdoor seating. The word comes from the french Café, which designates a coffee shop and/or bar in France.

CAFETERIA

A cafeteria is a restaurant serving ready-cooked food arranged behind a food-serving counter. There is little or no table service. Typically, a patron takes a tray and pushes it along a track in front of the counter. Depending on the establishment, servings may be ordered from attendants, selected as ready-made portions already on plates, or self-serve their own portions. Cafeterias are common in hospitals, corporations and educational institutions. In Italy it's very common and known as "mensa aziendale".

In the UK, a cafeteria may also offer a large selection of hot food and the use of the term cafeteria is deprecated in favour of self-service restaurant. Cafeterias have a wider variety of prepared foods. For example, it may have a variety of roasts (e.g. beef, ham, turkey) ready for carving by a server, as well as other main courses, rather than simple offerings of hamburgers or fried chicken.

COFFEE HOUSES

Coffeehouses are casual restaurants without table service that emphasize coffee and other beverages; typically a limited selection of cold foods such as pastries and perhaps sandwiches are offered as well. Their distinguishing feature is that they allow patrons to relax and socialize on their premises for long periods of time without pressure to leave promptly after eating, and are thus frequently chosen as sites for meetings.

DESTINATION RESTAURANT

A destination restaurant is one that has a strong enough appeal to draw customers from beyond its community. The idea of a destination restaurant originated in France with the Michelin Guide, which rated restaurants as to whether they were worth a special trip or a detour while one travelled by car in France.

TABLETOP COOKING

Customers are seated as in a casual dining setting. Food items are prepared by the establishments for cooking on embedded gas stoves, induction cookers, or charcoal grills; the customer has control over the heating power of the appliance.

MONGOLIAN BARBECUE

Despite the name, the Mongolian barbecue form of restaurant is not Mongolian, rather is derived from Taiwan and inspired by Japanese teppanyaki [citation needed]. Customers create a bowl from an assortment of ingredients displayed in a buffet fashion. The bowl is then handed to the cook, who stir-fries the food on a large griddle and returns it on a plate or in a bowl to the consumer.

PUB

Traditionally, pubs were primarily drinking establishments with food in a secondary position, whereas many modern pubs rely on food as well, to the point where gastropubs are often known for their high-quality fine-dining style pub food and concomitantly high prices. A typical pub has a large selection of beers and ales on tap.

TEPPANYAKI-STYLE

Many restaurants specializing in Japanese cuisine offer the teppanyaki grill, which is more accurately based on a type of charcoal stove that is called shichirin in Japan. Diners, often in multiple, unrelated parties, sit around the grill while a chef prepares their food orders in front of them.

Often the chef is trained in entertaining the guests with special techniques, including cracking a spinning egg in the air, forming a volcano out of differently-sized onion slices, and flipping grilled shrimp pieces into patrons' mouths, in addition to various props. Also referred to as hibachi.

1.3 HEALTH FOOD RESTAURANT

A **Health food restaurant** is a restaurant that serves primarily, or exclusively, [health_____foods](#), which may include [vegetarian](#), [vegan](#), [raw](#), [macrobiotic](#), [organic](#), and [low-fat](#) menu options.

This is a summary [timeline](#) of important events in the development of the health food restaurant.

- 1906 – The health food obsession began by introducing "[Alcohol Free Restaurants](#)" and by promoting [unprocessed_foods](#).
- 1912 – Ganda Chagan Kapitan opened GC Kapitan, one of the first [vegetarian](#) restaurants.
- 1927 – Due to William Childs' concerns about health, the [Childs Restaurants](#) began serving only vegetarian food, known as the Child's Unique Dairy Lunch. However, this meatless menu led to a severe loss of business, and the policy was soon revised.

- 1930 – Fresh [yeast](#) was found to be beneficial for certain ailments: [skin blemishes](#), [headaches](#), and [colds](#).
- 1943 – By the middle of [World_War_II](#) in Toronto, the public was complaining that conditions in restaurants had deteriorated significantly. In September 1943, [The_board_of_health](#), the Food Control Director, and six [restaurant inspectors](#), decided to meet and to implement improvements in sanitation, and to mandate a semi-annual health inspection and certificate for food handlers.
- 1965 – [Subway](#) was founded by [Fred DeLuca](#) and [Peter Buck](#). Subway offered submarine sandwiches and salads as healthy alternatives to [fast food](#) restaurants, with franchises throughout the United States and in other countries.
- 1970s – [Good Earth](#), a health food restaurant franchise based in California, was founded, then eventually purchased by [General Mills](#) in 1980.
- 1999 – Restaurant *Nora* became America's first certified [organic restaurant](#), which meant that 95% or more of everything that you ate there had been produced by certified [organic growers](#) and [farmers](#) who share Nora's commitment to [sustainable agriculture](#).
- 2011 – KFC's parent company, [Yum Brands Inc.](#), committed to placing calorie counts on menu boards at corporate-owned restaurants nationwide by January 1, 2011. A new US federal law eventually will require all [chain restaurants](#) to do this.

1.4 SELECTION OF RESTAURANTS

As the number of meals eaten outside the home continues to increase, the restaurant industry is one of the fast growing service industries in India. With growing competitiveness in the restaurant industry and the similarity of products or services offered by restaurants, it has become increasingly important that restaurants identify the factors that determine the basis upon which customers choose between restaurants. 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. Exploring such information will help restaurants to identify the appropriate marketing strategies in order to attract new customers and retain existing customers. Therefore, the present study attempts to examine customers' reasons of selecting a restaurant when they dine-out.

More specifically, the purpose of this study is threefold: (1) to explore restaurant attributes that customers perceived to be important in the selection of restaurants (2) to examine if there is any difference in selection criteria between fast-service and full-service restaurants (3) to compare the characteristics of frequent users of fast-service restaurants and full-service restaurants in terms of their socio-demographics. Our dataset, which encompasses 100 customers from diverse socio-economic groups, provide a basis for deriving empirical generalizations regarding restaurant selection criteria.

It is a representative sample of the Chennai population. As Bass and Wind (1995) pointed out, science is the process in which data and theory interact leading to generalized explanations of disparate types of phenomena. Thus, empirical generalizations are the building blocks of science. However, research in the hospitality management, in particular, has been largely dependent on very limited sample composition and size and it is so hard to generalize the results.

1.5 STARTING A RESTAURANT

Starting a restaurant will demand a whole lot of work. Also, the pace of failure can be quite high. But success is also totally possible. In virtually any business endeavor, success is relative. For yourself to make certain you are on the correct path towards success, you effectively need to do things. In starting a restaurant business, here are some of the right things that can be done:

Begin with an idea. That is one of the main phases in your business planning. The sort of your restaurant could possibly be the good reason it'll be successful or are unsuccessful. The one can be chosen by you that is near your heart, or even to your stomach. The sort of food, mood, and experience that you love quite definitely from other restaurants can be contained within your own.

You need to make certain that your preferences are the preferences of the general public also. Also, avoid choosing themes that will be the themes of other restaurants locally. Chances are, you should have so many opponents and there will never be enough customers to help your business survive.

Consider market and movements studies and make a decision which restaurant idea you'll be ready to gamble with.

Survey the positioning. When choosing a spot for your business, there are a few essential factors that the accepted place should have. First, it ought to be accessible to potential prospects. A more filled area is your very best choice. It ought to be near residences, universities, or business organizations.

The area also needs to be clean. Because you are to enter a food business, your visitors will look in to the sanitation of the area always. So when your surrounding structures and buildings look presentable enough, it'll positively affect the image of your business.

Another aspect would be the protection of the accepted place. You'll want to entice visitors to come to your restaurant. And there's a greater probability that they can come if the area is safe than when it's potentially perilous.

Check requirements. You will discover local and countrywide requirements that you may need to adhere to. These can include health certificates, license to use, environmental permits, and so many more.

To make certain about which documents you must have when you make an application for your business permit, you will need to check on with the neighborhood government of the positioning of your restaurant.

Don't be disheartened if you are tasked to create lots of documents. This is the standard of all cities and so long as you are doing the right thing, your business will be at the right path.

Gather funds. Obviously, you must have enough profit order to go on with your ideas. You shall need profit order to process your permits. You'll also desire a lot if you want to get or rent the building or land area what your location is planning to set up your business.

India has always been a food-loving country, and the extensive Indian cuisine is an amalgamation of influences from various cultures and traditions.

The popularity of Indian cuisine in tandem with Indian chefs has put the country on the global culinary map with a few earning prestigious Michelin stars. Restaurants and hotels had the highest per capita consumption for food among food services in fiscal year 2016.

The restaurant industry fares well providing employment to millions every year. Increasing disposable incomes, changing lifestyles and the easy availability of various cuisines have influenced many Indians to forgo home cooked food and expand their palettes.

A symbiotic growth between the food industry and the growing middle class has rendered the success of Indian restaurants.

The impact of globalization in the 1990s on the food industry has helped the economy in terms of establishing business ventures with many food chains with non-Indian and fusion influences, including cafes. However, this also posed a huge competition to the existing local and regional establishments forcing diversification and innovation. This huge surge in the previous decade paved way for more quick service restaurants, affordable fine dining with a rise in cuisines that catered to niche consumers.

While the unorganized sector dominated the industry, much like others in the country, authorities need to constantly monitor and regulate the numerous unregistered street vendors who cater to the working middle class. Amidst the high food cost inflation in such a highly fragmented market, the success of the restaurant is determined by their profitability without compromising on quality and flavor.

The latter also happens to be the most important determining factor for customers. Another form restaurants took was the establishment of food courts in shopping malls, giving diverse retail sectors a boost.

A booming food industry has also attracted foreign direct investments to the country. With the advent of online food services, startups like Swiggy and Zomato had the highest investment value from Tencent, China and Samsung Ventures, Korea.

Such entrepreneurial ventures backed by international interests is bound to intensify the competition and choice in this industry over coming years. With the outbreak of the coronavirus (COVID-19) and subsequent lockdown, it came as no surprise that operational consequences weighed down heaviest on hospitality and restaurants around the world.

The silver lining is the already growing online food service market. In India, this meant a greater rate of adoption for cashless payments in addition to outsourcing deliveries from food services. In fact, the success of Swiggy and Zomato - now household names can be seen in their expansion to include delivery of groceries, alcohol, and medicines.

Menu maintains its dominant position in restaurant firms, since it is the core of food and beverage operations. Specifically, menu is an instructor that clearly dictates (i) what will be produced, (ii) what type of equipment and ingredients are needed, and (iii) which qualifications employees should have. Menu also functions as a communicating and selling tool (Kincaid and Corsun, 2003). More specifically, it communicates not only the food and beverage offerings, but also the image of the firm. Furthermore, menu is a base on which the customers make their food choices and a well-designed menu can direct customers' attention to the items the firm wants to sell more (Antun and Gustafson, 2005).

The critical qualifications attributed to menu describe its importance to restaurant operations and customer experiences. In fact, in contemporary understandings of menu, it has material and immaterial meanings. Materially, menu is a list or a card which documents the food

and beverage options being offered by a restaurant. Immaterial meanings of menu highlight that it is a medium that affects customers' perceptions of restaurant experience (Wansink et al., 2005), and it is also an element of restaurant management that requires conducting critical managerial activities such as planning, pricing, designing and analyzing (Jones and Mifli, 2001). It also differs from the main product of a restaurant. Prior research (Johns and Kivela, 2001, Gustafsson, 2004, Hansen et al., 2005) claim that the primary product of restaurants is meal experience and it is constituted by many components such as food and beverages, atmosphere, social factors and management. What customers receive from consumption in restaurants is their memories and overall perceptions of meal experience, and menu is part of that experience and has associations with customers' perceptions. Consequently, menu cannot be considered as the overall product of a restaurant but it is an important component complementing atmosphere, interactions with servers and other customers, and managerial systems which are jointly available in a restaurant where a good, memorable meal experience is the main product.

Since it is a key factor in attracting and satisfying customers and effecting performance of restaurant firms, menu has been gaining a considerable academic attention from researchers. The previous studies on menu constitute a substantial body of literature and they primarily examined the issues including menu planning, menu pricing, menu designing, and menu analysis. For instance, Kivela (2003) investigated menu planning through employing an experimental research design and proposed a menu item selection framework. Menu pricing was examined by several authors from a range of perspectives including the price perceptions of customers (Shoemaker, 1994, Iglesias and Guillen, 2002), price sensitivity, pricing methods (Kelly et al., 1994, Raab et al., 2009, Kelly et al., 2009), and psychological pricing (Carmin and Norkus, 1990, Naipaul and Parsa,

2001, Parsa and Hu, 2004). Menu designing has also gained a particular attention from menu researchers who have particularly focused on positioning the menu item on the menu card (Bowen and Morris, 1995, Kincaid and Corsun, 2003, Reynolds et al., 2005), labeling (Lockyer, 2006, Wansink et al., 2001) and describing menu items (McCall and Lynn, 2008, Hwang and Lorenzon, 2008). In the field of menu analysis, researchers have offered several models such as menu engineering (Kasavana and Smith, 1982), analysis of menu items' profitability (Hayes and Huffman, 1985), and more recently multi-dimensional analysis of menu items (Taylor and Brown, 2007). From a practical perspective, menu is directly related to many functions of food and beverage operations and also absorbs a wide range of interrelated managerial decisions in the areas of planning, pricing, designing, operating, and developing menus.

Despite the growing academic attention to restaurant menus, previous research has a certain drawback. Principally, there is an apparent lack of an attempt at incorporating the major thoughts and ideas of menu research into one single study. Given the above background, this conceptual study presents a review of relevant literature to frame the current discussion on menu with an attempt to identify critical managerial issues. Thus, the specific objectives of the current study are (i) to identify the critical managerial issues of menu, and (ii) to demonstrate the conceptual structure of menu management. As the menu is a key to influencing success of firms in foodservice industries, this study could assist restaurateurs in understanding the role of menu in their managerial decisions.

From an academic perspective, this paper presents a holistic framework for menu researchers since it incorporates the conceptual and empirical findings of previous menu research into one single study.

1.6 Executive Summary

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 byproduct 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. But the real game changer was the entry of American fast food chain McDonalds into India in the year 1996. Indians, who had limited exposure to American food until then, lapped it up and gave rise to a huge upsurge in the quick service restaurant (QSR) industry. The following years saw the establishment of many international fast food chains such as Dominos, Pizza Hut, KFC, etc. But the real game changer was the entry of American fast food chain *McDonalds* into India in the year 1996. Indians, who had limited exposure to American food until then, lapped it up and gave rise to a huge upsurge in the quick service restaurant (QSR) industry.

The following years saw the establishment of many international fast food chains such as *Dominos*, *Pizza Hut*, *KFC*, etc. And while the QSR industry was thriving, Indians discovered fine dining, too.

The joy of experiential eating was new to the Indian consumer, who was hitherto reluctant to spend copious amounts of money on dining out. But greater awareness of global cuisines & gourmet food as well as the search for a heightened dining experience led them to high-end restaurants. Today, the chain fine dine market in India has around 50 players with 150-200 outlets spread across various cities and is worth Rs. 500 crores.

Another interesting development for the restaurant industry was the rise of niche restaurants serving specific cuisines and specialties. Niche restaurants like *Oh! Calcutta*, *Pind Baluchi*, and *Zambar* made inroads into the Indian market.

As India went through another invasion – that of the mall culture – Indians were treated to a whole new concept of eating. Food courts made their foray into India and thanks to their quick service, value for money pricing, and casual atmosphere, had soon captured the imagination of the Indian consumer.

The restaurant industry went through a technological revolution of sorts in the last few years with the emergence of the online food ordering service. The trend gave rise to many entrepreneurs who began food ordering startups like TastyKhana, TinyOwl, and Food Panda. Ordering good food was now possible with the press of a button and the Indian consumer couldn't be happier. While the restaurant industry in India faces many challenges like high taxes and food cost inflation, it remains a major engine of growth for the country's economy contributing significantly to its GDP, paying crores of rupees in taxes, and providing employment to millions of people. The future looks promising for the Indian food service industry.

1. History of restaurant business in India

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 savored over an extended period of time.

Indians have traditionally prided themselves for eating home-cooked meals prepared by maharajs or cooks in affluent families and women in middle and lower-class ones, so the restaurant culture took a while to find a place in the country.

While modern restaurants are believed to be a byproduct of the French revolution, food services per se date back to ancient times. Public eateries and street vendors were not an uncommon sight in ancient Rome, whereas travelers during medieval times often ate at monasteries, taverns, inns, and hostels. But it was the French revolution that gave birth to restaurants as we know them today by abolishing the monopolistic cooks' guilds. The enterprising French chefs took advantage of the opportunity to serve a primarily middle class customer base dishes that were prepared to order.

In India, the earliest reference of restaurants dates back to early 250 BC when taverns or inns provided food to hungry travelers. Street vendors and small stall owners also sold food in local markets and most Indian towns and villages.

But the modern day restaurants probably started mushrooming with the spread of colonialism, especially with the growth of the Indian Railways and Civil Services. As people started to travel far and wide across the country, there was a spurt in eateries that could serve them freshly cooked food.

However, eating out for leisure remained a fairly rare phenomenon for majority of the Indian families until the rise of the great Indian middle class post liberalization. As Western influences percolated down, lifestyles and food habits of Indians began to change. More and more young folk began to leave home to work in other cities and towns and for them takeaways and dining out became necessary. This was accompanied by an increase in disposable income and a general willingness to spend on the experience of dining out. The resulting growth of the restaurant industry was spectacular to say the least. The industry was worth a whopping Rs. 43,000 crores in 2010 and has been registering a healthy 15-20 percent growth annually, according to the National Restaurant Association of India (NRAI).

A study conducted by the Federation of Hotels & Restaurant Association of India (FH&RA) estimated that there were approximately 2.2 million or 22 lakh hotel and restaurant establishments in India in 2002 and the hungry Indian wants more.

2. Food varieties & state wise specialties

One of the most interesting things about Indian food is that it is as varied as the country's culture, geography, and demography. The cooking style varies a great deal as you travel from the North to South or the East to West.

While most restaurants box Indian cuisine into region-specific categories like Gujarati, South Indian, Punjabi, Bengali, etc., it's worth noting that each Indian state has its own local specialty.

Here's a list of some of state-wise specialties:

Bihar: Known for sattu (baked chickpea flour), Bihar's cuisine is simple yet wholesome. LittiChokha (wheat flour cake filled with sattu) and meat saalan (mutton or goat curry with cubed potatoes) are two of its local specialties along with sweetmeats like balushahi and thekua.

Delhi: The capital of India is also the birthplace of the hugely popular Mughlai cuisine. This is the style of cooking prevalent during the Mughal era and is defined by the use of whole and ground spices. Some of the signature Mughlai dishes include kebabs, koftas, pilafs, and biryani. Delhi is also famous of its street food which includes parathas, chaats, and kulfi.

Andhra Pradesh: Spicy and tangy are two words that describe the cuisine of this Southern Indian state. The use of tamarind and red chillies in both vegetarian and non-vegetarian preparations is widespread. Rice is the staple food of Andhra eaten with lentil preparations like daalor *sambhar* as well as curries. Pickles and *chutneys* are also essential part of Andhra cuisine. Seafood is pretty common in the coastal part of the state.

Goa: The food in Goa is deeply influenced by its Hindu culture. But centuries of Portuguese rule and the burgeoning international tourism also influence the state's cuisine. Because it's coastal, seafood forms the mainstay of Goan food, but other meats like pork are also hugely popular in the state. The use of coconut milk and strong, pungent spices is common to Goan cooking.

Gujarat: This is one of the few primarily vegetarian states in India. The cuisine of this state has been made popular by the famous Gujarati *thali* that consists of dishes like daal, kadhi, subzi, papad,

and chaas (buttermilk) served with rice and roti. What differentiates Gujarati dishes from others is the simultaneous use of sweet, salty, and spicy flavors.

Jammu & Kashmir: Jammu & Kashmir has a cuisine that is distinct from the rest of the country. It draws its influence from the ancient Hindu culture of Kashmir as well as Central Asia, Persia, and North Indian plains. Mutton is the mainstay of Kashmiri cooking and there's a lot of use of yogurt and spices like cumin, fennel, red chilli powder, and ginger. In addition to the state-specific specialties, India is also home to a number of fusion cuisines that have taken birth as a result of globalization. As more Indians travel abroad and foreigners travel to India, a cooking style that is a blend of both Indian and foreign cuisines has emerged. Thanks to the growth of restaurants, now people don't have to wait to visit a particular state to taste its local cuisine. Most tier 1 and 2 cities in India have specialty restaurants serving up authentic local dishes of different Indian states to people who are missing home food or those keen to taste cuisines from different parts of the country.

3. International players enter India and the rise of the quick service restaurants

If there was one year that changed the restaurant landscape of India it was 1996 when the American fast food chain *McDonalds* entered the country. With its colorful mascot, cheap burgers, and consistent looking and tasting French fries, *McDonalds* soon had the middle class Indian eating out of its hand. Until then, the fast moving foods in India were mostly restricted to udupi style dosa-idli-wada fare or local chains like Delhi-based Nirula's serving fast foods such as pizzas and burgers. But *McDonalds* changed all that and set the stage for the entry of many other fast food chains like *Dominos*, *Pizza Hut*, and *KFC*. In fact, the last two years have seen the entry

of various niche fast food chains like *Burger King*, *Dunkin Donuts*, *Taco Bell*, and *Krispy Kreme*. Even cafes like *Starbucks* and *Costa Coffee* have set up shop in several Indian cities. The restaurant industry in India is mainly driven by the youth aged between 15-44 years. With a population of 1.2 billion and the largest number of youth on the planet, opportunities for the quick service restaurant industry is huge in India and it's this potential that foreign fast food chains have taken advantage of. According to the NRAI, the Indian fast food market is worth \$13 billion, less than one-fifth that of China – the second largest fast food consuming market after the U.S. But while China is witnessing a decline in fast food sales, the Indian market is expected to grow. In fact, the fast food industry in India is growing at 19 percent annually, 4 percent faster than the Chinese fast food market, which is growing at 15 percent annually. It's not just that these QSR chains have set up shop in India, but they are also tweaking their menus and making them more suitable for the Indian palate.

So, you have a *McDonalds* on one hand opening up 100 percent vegetarian outlets in some parts of the country and a *Pizza Hut* on the other adding Indian flavors and ingredients to their pizzas. What has worked for the quick service restaurants and international fast food chains in India is the shift in the eating out patterns. Because of the increase in disposable income, dining out is no longer reserved for celebrating special occasions. People go out to eat more and try international fast food joints as against the older generations that were less experimental in their tastes and not very trusting of the food quality and hygiene level maintained in restaurants. Also, with an increasing number of young adults embracing the American style fast food meals, India's QSR story is still being written.

4. Fine Dining comes of age in India

The changing lifestyle, rise of the nuclear family, more women stepping out of their traditional roles to go out and work, rapid urbanization are some of the factors responsible for the growth of the restaurant industry in India. Added to that is the increased exposure to international lifestyles and cuisines. More and more Indians are demonstrating a growing appetite for a variety of cuisines ranging from Chinese and Italian to Mexican and Middle Eastern. Greater awareness of global cuisines combined with a larger disposable income is leading many Indian consumers to seek experiential eating or fine dining. Fine dining is not just about going out and eating. Fine dining is about elevating the dining experience of consumers through ambience, décor, presentation of the food, quality of service, use of gourmet ingredients, etc. High-end or fine dining is slowly coming of age in India.

While restaurants are placing a lot of emphasis on delivering high quality food and excellent dining experience, Indian consumers known to be quite cost conscious are willing to spend more and more on experiential eating. New cooking techniques like sous vide are being experimented with in the Indian restaurant kitchen and many of them are inviting foreign chefs to give the Indian consumer a taste of authentic global cuisine.

According to a 2013 NRAI report on food services in India as published in hospitalitybizindia.com, the fine dining segment is growing at a healthy rate of 15 percent and depends largely on the affluent consumer.

The report states further that the chain fine dine market in India, which has around 50 players with 150-200 outlets spread across various cities, is currently worth Rs. 500 crores and estimated to reach Rs. 1,010 crores by 2018.

Taking advantage of this growing trend, many celebrity chefs have set up their own signature restaurants in the country. Sanjeev Kapoor of KhanaKhazana fame owns the hugely popular *Yellow Chilli* restaurant chain. The restaurant serving contemporary Indian food is doing extremely well in many cities across the country. Jiggs Kalra, another well-known name in the culinary circles in India, founded the *Punjab Grill* chain of restaurant offering delectable North Indian cuisine before selling his stake in early 2012. But Kalra along with his son Zorawar are back in the business with the high end *Masala Library* restaurant in Mumbai and Delhi. *Masala Library* is just one of the restaurants set up by the father-son duo as part of their JV with Mumbai-based Mirah Hospitality called Massive Restaurants. They have another chain of restaurants called *Made in Punjab*, but that's more casual than *Masala Library*.

In addition to this, the Kalras have added another restaurant to their repertoire called Pa PaYa. *Pa PaYa* is a modern Asian bistro and tapas bar bringing a hitherto lesser known cooking technique called molecular gastronomy to the Indian food table. Many Indian chefs based overseas are also returning to India to seize the opportunity. They are taking the international dining experience to a whole new level with their global menus adapted to traditional Indian flavors. One of them is the London-based Michelin star chef Vineet Bhatia, who has opened two contemporary Indian restaurants called *Azok* and *Ziya* in Mumbai.

It's not just Indian, but also international chefs who recognize the huge untapped market and have set up high end restaurants in the country. Ian Kittichai, the famous New York chef, opened a Thai restaurant in Mumbai called *Koh* in August 2010.

Since he imports all his ingredients, he is able to serve his diners authentic Thai fare with a modern twist.

An interesting trend has begun and due to an increased interest in India as an investment destination, many international fine-dining chains are waiting in the wings to set up shop in India. The Indian consumer has a lot to look forward to in terms of experiential cuisine in the coming years.

5. Niche restaurants make their presence felt

Another interesting development in the restaurant industry is the rise of niche restaurants serving specific cuisines and specialties. No longer is the restaurant business divided into North Indian and South Indian. There are many more categories of specialty restaurants serving delicacies from Kashmir to Kerala. It's simple – people want to taste good food. They want to taste different food. The state or cuisine specific restaurants are simply meeting the demand of the new Indian consumer who doesn't shy away from experimenting with food that he or she is not entirely familiar with. Some of the popular niche restaurants in India include Oh! Calcutta, which started out as Only Fish, and served authentic Bengali fare; Pind *Baluchi* offering dishes from the Baluchistan region spanning across Pakistan, Iran, and Afghanistan; Gajalee chain of restaurants serving Malvani-style seafood; and Zambar serving Chettinad, Kuttanad, Malabar, Coorgi, Mangalorean, and Madras curries and vegetables. Even lesser known cuisines of Odisha and Nagaland are finding many takers with Delhi's Naga Kitchen and Bangalore's Dalma doing roaring business. And it isn't just traditional and local Indian flavors that are finding favor with diners, but also international cuisines. Up until a few years ago, the only international cuisine that worked for the Indian palate was perhaps

Chinese. Since then, the Indian palate has grown to accommodate global cuisines.

So, we have popular London-based *Hakassan* restaurant serving Cantonese-style cuisine, Las Vegas' Le Cirque serving up authentic French and Italian dishes; South African casual dining chain *Nando's* famous for its peri-peri chicken; and American fast food chain *Taco Bell* serving Mexican inspired dishes setting up shop in India. Besides these international chains, there are many restaurants started by Indian entrepreneurs serving global cuisines like Thai, Japanese, Lebanese, European, and popular American food. If it's authentic traditional and international flavors that the Indian consumer is after, these restaurants ensure they get what their desire.

6. The upsurge of food courts

The National Restaurant Association of India (NRAI) in its report has predicted an exponential growth in kiosks and food courts in India. The factors responsible for this rapid growth, according to the NRAI, include lower rentals as compared to restaurant space, higher return on investment, brand penetration, and new location opportunities.

While they made their debut in the West in the 1980s and have now become an essential part of airports, shopping malls, and evening business centers and educational institutions abroad, food courts are still evolving in India (though growing in popularity rapidly).

The Indian food court story is mainly being driven by the growing mall culture in the country. In fact, food courts and malls have a symbiotic relationship wherein food courts help the mall increase footfall and revenue by drawing customers, while depending heavily on a steady stream of shoppers that the mall attracts to its retail outlets.

Since many Indians with higher disposable incomes are looking to combine their shopping experience with a quick bite, food courts are

drawing consumers in large numbers. All food courts usually have more or less the same floor plan – a common dining area mainly indoors and on the top floor of a mall/commercial center with kiosks and stalls by multiple F&B vendors surrounding it. It's not hard to understand why these food courts are gaining such widespread popularity. One, people can enjoy a vast variety of cuisines under one roof unlike a restaurant that typically serves a specific cuisine. Two, the prices for food items are generally lower than what you would pay at a restaurant, so people find value for money in them. And finally, the self-service, fast-paced, and casual atmosphere of food courts is a big draw for people who want to make a quick eating stop and don't want the fuss involved in going to a restaurant.

In addition to the serious shopper, food courts provide an economical hangout for youngsters and a convenient getaway for office goers who want to escape for a quick bite, a hot cup of coffee, or a sugary delight in the middle of the working day.

Global consultancy Cushman & Wakefield, in a 2014 report on India retail, projected the total mall supply by the end of the year in the top eight cities of the country to reach approximately 14 million square feet (msf), which is nearly 200 percent more than the supply received in 2013.

Since food courts are an essential part of a mall and their most important tenant, the food court growth story is set to continue. However, the industry does need to overcome certain challenges such as heavy reliance on international brands, cafes, and established QSR chains. What this means is that you are likely to see more of brands like *McDonalds*, *Pizza Hut*, and *Starbucks* rather than smaller and lesser-known fast food chains in the malls. Proper seating arrangement and vendor combination to ease competition are other two big hurdles that

Indian food courts have to cross to be able to achieve long-term success.

7. Food moves from the street to online space

Rapid urbanization, higher disposable income, and all the other factors that led to the growing culture of eating out in India are also responsible for the emergence of a new crop of diners – the ordering-in or take-away diner. While previously there were many caveats to ordering-in such as minimum order value, small delivery radius, and misunderstood and misplaced orders; the growth of food delivery aggregators like FoodPanda and Zomato has changed all that. These aggregators, also available as apps on smartphones, have made it easier than ever for the Indian diner to order food from his/her favorite restaurant without worrying about whether the restaurant delivers to their location and if the person at the other end has heard their order and/or address right. What's more, there are added benefits to ordering online such as consumers can take their time reviewing and choosing their dishes without someone breathing down their neck, they can double-check their orders before making payment, and they have a variety of payment options available to them ranging from the standard cash on delivery and credit/debit card payment to online wallets like Paytm and Mobikwik. According to an article appearing in iamwire.com (**Rise of Online Food Ordering Startups in India: Opportunities, Challenges and Innovations**), there has been an exponential growth in food ordering startups in India over the past one year. Tasty Khana and Just Eat, which have been bought over by their biggest competitor Food Panda, raised \$5 million and \$89.1 million respectively from investors.

FoodPanda itself has raised a whopping \$147.3 million, whereas new entrant TinyOwl has managed to raise \$20 million of investor money. Meanwhile, businesses from other areas have also started to enter this lucrative market, according to the *iamwire* article. JustDial, which was until now a purely local search service, has spread its wings into the online food delivery business and cab aggregator Ola has also entered this segment by piloting its food delivery

service called Ola Café in Mumbai, Delhi, Hyderabad, and Bengaluru in March this year.

The Ola Café service claims to deliver food in less than 20 minutes. Users can place orders from 12 pm to 11pm and make payment using cash or Ola Money.

Besides these food delivery aggregators, many quick service restaurants like Domino's, McDonalds, and Faasos have also launched their own online ordering platforms.

8. Industry drivers, key statistics, & trends

Even though there's a growing eating out trend in India, Indians still lag far behind the West and even some Asian countries when it comes to dining at restaurants. According to the National Restaurant Association of India (NRAI), Chinese eat out 60 times a month; Thai people eat out 45 times a month; and Indonesians eat out 15 times in a month. Indians, on the other hand, eat out about 2-4 times in a month on an average.

Indians also spend far less money on dining at restaurants as compared to some of their Asian counterparts. For example, people in Japan spend an average of \$213 on eating out, while those in Singapore and Hong Kong spend \$212 and \$195 respectively.

The average monthly expenditure on eating out is only \$20 in India. Clearly, Indians have a lot of catching up to do with other countries in Asia and the West so far as eating out is concerned. But the restaurant industry has nothing to worry about as there are many drivers of growth for this business in India. These growth engines are both consumer as well as enterprise driven. Some of the key engines of growth, as listed by NRAI in its report, include.

Changing demographics: There's a vast pool of working population in India, which includes women. There's an upwardly mobile middle class, which is liberal and progressive. In addition to that, there's a rapid increase in nuclear families and all of these factors contribute to the growth of the restaurant industry.

Greater spending power: India's per capita income has been increasing steadily and this has led to an increase in the disposable income of Indians. Added to that is the concept of double-income households which is the result of more women joining the workforce. All this has led to an increase in the purchasing power of Indians, which is driving the growth of the food service industry.

1.7 OBJECTIVES OF THE STUDY

- To determine the most important factors that affect consumer's choice and satisfaction towards restaurants during pandemic period.
- To examine on dinning occasions and dinning style of customers during pandemic period.
- To study the opinion about the services in restaurants during pandemic
- To study the customer preference and satisfaction towards service industry.

1.8 SCOPE OF THE STUDY

This study is primarily concerned about the consumers' likes and dislikes in a restaurant and their choice making decisions towards selecting of restaurants. It also includes their expectation of services that is to be rendered inside a restaurant inside Chennai city.

1.9 LIMITATIONS OF THE STUDY

- Due to time constraint only a reasonable sample size of 110 respondents were taken and analyzed. Still a larger sample size could increase the accuracy in the result.
- The area of study is limited to CHENNAI and Chennai surroundings only. Hence the result may not be true for other geographical area.
- Quality of information is highly dependent on the tastes and preferences of respondents.
- The period of study is 3 months only.

CHAPTER – 2

REVIEW OF LITERATURE

2.1 INTRODUCTION

This part reviews the relevant literature about consumers and services, the consumer decision-making Process model and previous studies in consumers' restaurant selection Behavior.

Furthermore, the interrelationships between customer satisfaction, food Quality, service quality and behavioral intentions are discussed. Lastly, the restaurant Choice factors, dining occasion, and demographic characteristics are reviewed.

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 (e.g., 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 (e.g., 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).

Most services are not produced and consumed until after they are sold. The production and consumption of a service experience is usually a simultaneous process (Zeithaml & Bitner, 2003).

A restaurant service has a high level of contact between diners and service employees. Accordingly, the skills and performance of restaurant staff are vital to diners' perception of restaurant experience (Kotler et al., 1998).

Services cannot be stored. In contrast to physical goods that can be stored and sold at a later time, services cease to exist if they are not sold when they become available (Hoffman & Bateson, 2001).

For instance, a customer who does not show up for a reserved table in the restaurant will cause the restaurateur to turn down the chance to serve other diners if the restaurant is full (Kotler et al., 1998).

Service providers often find it difficult to balance the supply and demand of services, given the unpredictable nature of consumer demand for services (Hoffman & Bateson, 2001).

Services are an experience. Consumers pay to get access to and experience a service but do not get a tangible ownership of that service (Clemes, Mollenkopf, & Burn, 2000).

Accordingly, consumers may feel a lack of control in the purchase of services (Cowell, 1989).

Food quality is rated as the most important attribute influencing restaurant decisions in many studies on consumers' restaurant selection behavior (e.g., Auty, 1992; Lewis, 1981; Soriano, 2002; Sulek & Hensley, 2004).

The elements that constitute food quality proposed in this study are unique tastes and ingredients, menu variety, Appearance and presentation, healthy food options, and familiar food.

Menu maintains its dominant position in restaurant firms, since it is the core of food and beverage operations. Specifically, menu is an instructor that clearly dictates (i) what will be produced, (ii) what type of equipment and ingredients are needed, and (iii) which qualifications employees should have. Menu also functions as a communicating and selling tool (Kincaid and Corson, 2003).

More specifically, it communicates not only the food and beverage offerings, but also the image of the firm. Furthermore, menu is a base on which the customers make their food choices and a well-designed menu can direct customers' attention to the items the firm wants to sell more (Antun and Gustafson, 2005).

The critical qualifications attributed to menu describe its importance to restaurant operations and customer experiences. In fact, in contemporary understandings of menu, it has material and immaterial meanings.

Materially, menu is a list or a card which documents the food and beverage options being offered by a restaurant. Immaterial meanings of menu highlight that it is a medium that affects customers' perceptions of restaurant experience (Wansink et al., 2005), and it is also an element of restaurant management that requires conducting critical managerial activities such as planning, pricing, designing and analyzing (Jones and Mifli, 2001).

The perspectives of organizational, marketing and strategic management theories provide a reliable theoretical groundwork to understand the important managerial aspects of menu. For instance, organization theory explicitly emphasizes the influence of external environment both on the decisions of firm managers and the survival of firms on the long run.

More specifically, external environment is one of the central themes of organization theory and the relevant studies (Duncan, 1972, Jurkovich, 1974, Dess and Beard, 1984, Ashill and Jobber, 1999) primarily propose that managers essentially consider the influential external factors that create uncertainty, diversity and volatility while making their decisions.

Planning and operating menus in a restaurant context involve considering external factors such as customers, rivals, and vendors that have a great potential in creating uncertainty, diversity and volatility in the restaurants' immediate business environment. Complementing this view, marketing theory recognizes the importance of identifying the needs and expectations of customers, and developing and improving products and service perfectly fit to those needs and expectations. Additionally, pricing, promoting and distributing the products and services should also be consistent with the customers' needs and expectations on the one hand, and with the firm's objectives on the other hand.

Strategic management is another promising theoretical perspective that helps us understand the importance of menu and its associated managerial activities with reference to competitiveness of restaurants. Indeed, creating and sustaining a competitive advantage is the main focus of strategic management discipline. More specifically, strategic management principally investigates the phenomenon of sustainable competitive advantage as a source of performance differences among business firms (Nerur et al., 2008).

Following this argument, it is plausible to consider the role of menu in creating sustainable competitive advantage for restaurants. In particular, offering a unique meal experience and assuring customer satisfaction are the main sources of competitive advantage for a restaurant.

As one of the important components of meal experience, menu deserves a special attention to understand how a restaurant firm can achieve its strategic goals, can create a sustainable competitive advantage, can satisfy its customers and can outperform the rivals.

Strategic management literature currently encompasses a wide range of strategic management schools posing different strategy definitions and processes (Sarvan et al., 2003). As a result, there are various understandings of the meaning of strategy (Okumus, 2002).

For example, Mintzberg et al. (1998) define 10 schools of strategic thinking as design, planning, positioning, entrepreneurial, cognitive, learning, and power, cultural, environmental and configuration schools. Among the 10 strategy schools, positioning school provides a clear typology of strategy alternatives.

For instance, Porter (1980) proposes well-known three generic strategies: low cost leadership, differentiation and focus strategies, those are also available for restaurant firms. When considered in a restaurant context, each strategic alternative has associated implications for menu.

For example, if the strategy is low cost leadership, then decisions on planning, pricing and designing menu reflect the strategy through selecting low cost menu items, pricing menu items at a lower price than rivals, and attractively presenting menu items with low prices on menu card, which probably result in customers' perceptions of a satisfactory meal experience with a reasonable quality.

Conversely, when a differentiation strategy is chosen, a restaurant manager is expected to be attentive to (i) selecting or innovating unique menu items, (ii) setting higher prices with an expectation that customers are willing to pay premium for a differentiated product, and (iii) heavily concentrating on attractively presenting unique items on menu card to create a positive image of a unique meal experience. Thus, all managerial decisions with reference to planning, pricing and designing menus are the reflections of the chosen strategy such as low cost leadership or differentiation.

The definition of food quality is a very subjective matter (Moskowitz, 1995). Each individual has different perception on food quality as food quality is a heterogeneous term (Rohr, Luddecke, Drusch, Muller and Alvensleben, 2005). Peri (2006) defines food quality as “a system of product requirements both material and immaterial, related to the product in itself, the production context, the product-packaging system and the product-market system”. Bredahl (2003) includes the sensory, health, convenience and process dimensions in his definition of food quality.

Customers are clear about what kind of food quality they want, which has led to the growth of food industry. However, there is still a lack of well-defined concept of food quality (Cardello, 1995). Cardello (1995) claims that the dearth of proper definitions of food quality is because interest in defining food quality was found only among food scientists who formed a minority among those concerned with food quality.

CHAPTER – 3

RESEARCH METHODOLOGY

3.1 STATEMENT OF PROBLEM

- In the present situation, we are on the other side of the coronavirus pandemic restaurant may face challenges from food delivery services, of quality and hygiene in the market both nationally and globally.
- It is clear that during pandemic restaurants are facing problems to satisfy the customers. This research study is based on customer satisfaction towards restaurant, focusing on health, quality of food, taste, preference, packaging, serving and delivery.
- Therefore, the factors included are demographic characteristics of the customers towards restaurants based on their age, gender, occupation, family income, etc., it becomes necessary to understand the level of influence and demographic variables on customer's attitude towards restaurant and to know how far the customer's decisions differ the perception based on quality, price and environmental benefits towards restaurant during pandemic.

3.2 Research Design

Extant research is exploratory cum descriptive in nature. Exploratory research provides insight and understanding of the subject. It assists in identifying and defining the research problem, hypotheses development, designing data collection instrument, and formulation of objectives. Descriptive research is conclusive in nature and deals with analysis of data to examine the perception and purchase intention of sample units in this study.

3.3 SAMPLING TECHNIQUE

The study is a descriptive research based on survey method. The respondents were selected through convenience sampling (Random sampling).

3.4 SAMPLING AREA

The sampling has chosen an area **CHENNAI**.

3.5 SAMPLING SIZE

The researcher have a sample size of 110 respondents.

3.6 SAMPLING METHOD:

- **Primary data**

The primary data for this study is collected through questionnaire consisting of multiple choice questions.

- **Secondary data**

The secondary data is collected by referring by websites, journals, articles and research paper.

3.7 SAMPLING TOOLS

- Percentage analysis.
- Correlation.
- ANOVA.

3.8 PERIOD OF STUDY

The researcher started the research work in the month of January 2021 to March 2021.

CHAPTER - 4

DATA ANALYSIS AND INTERPRETATIONS

4.1 PERCENTAGE ANALYSIS

TABLE 4.1.1: Showing age wise classification of respondents

Options	No. Of Respondents	Percentage
Male	49	44.5
Female	61	55.5

Source: Primary data

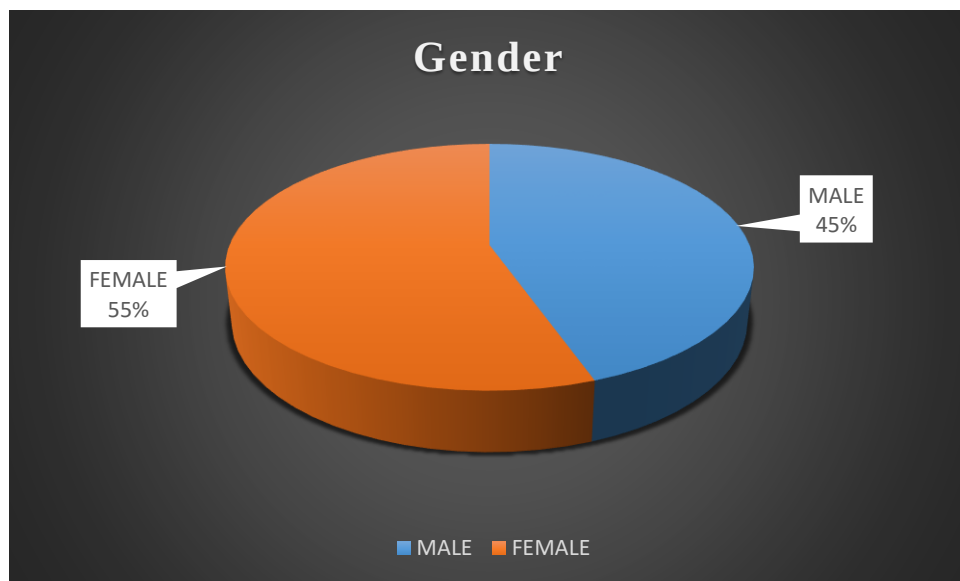


CHART 4.1.1: Showing age wise classification of respondents

INTERPRETATIONS:

From the above table and chart it is understood that 55% of the respondents are female and 45% of the respondents are male and further it is concluded that majority (55%) of the respondents are female.

TABLE 4.1.2: Showing age wise classification of respondents

Options	No. Of Respondents	Percentage
Below 18	10	9.1
19 – 25	52	47.3
26 – 29	27	24.5
30 and more	21	19.1

Source: Primary data

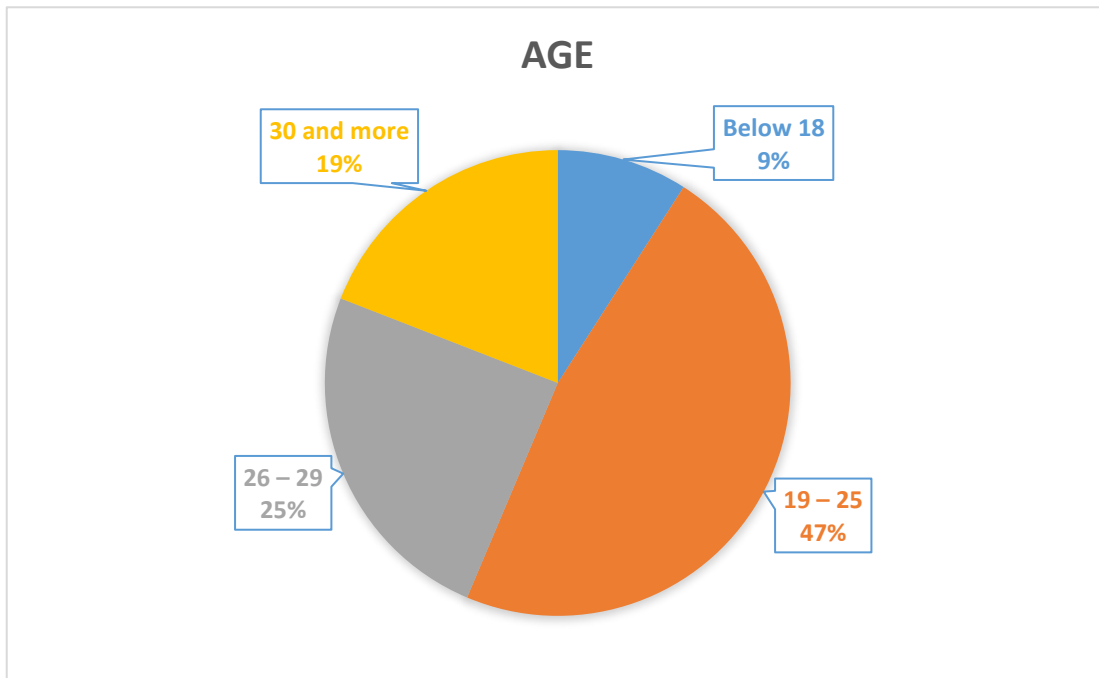


CHART 4.1.2: Showing age wise classification of respondents

INTERPRETATIONS:

From the above table and chart it is understood that it is understood that 9.1% of the respondents are aged below 18, 47.3% of the respondents are aged from 19 – 25, 24.5% of the respondents are aged from 26 to 29, 19.1% of the respondents are aged from 30 and more and further it is concluded that majority (47.3%) of the respondents are aged from 19 – 25.

TABLE 4.1.3: Showing occupation wise Classification of respondents

Options	No. Of Respondents	Percentage
Public sector	16	14.5
Private sector	33	30
Self employed	29	26.4
Others	32	29.1

Source: Primary data

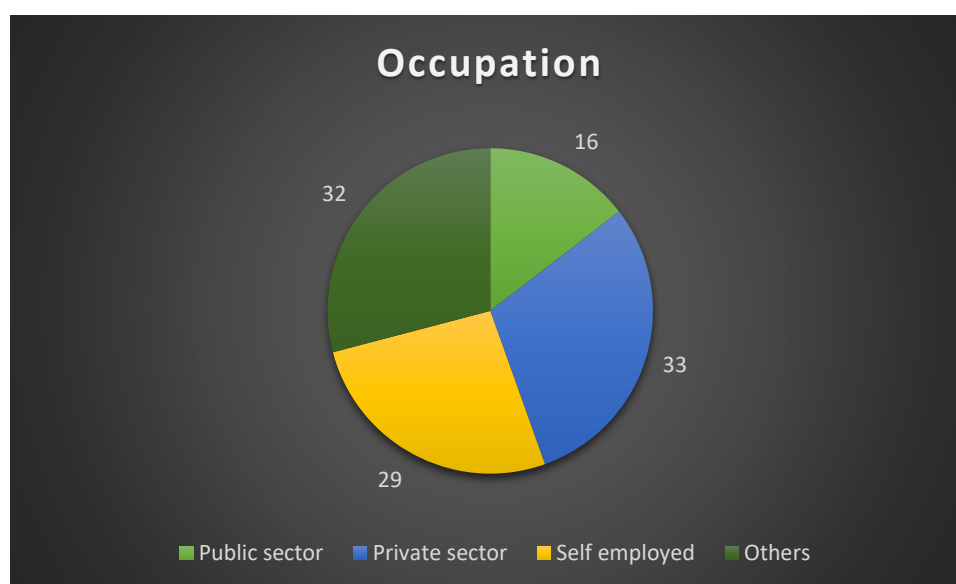


CHART 4.1.3: Showing occupation wise Classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that 13% of the respondents are working in public sector, 31% of the respondents are working in private sector, 38% of the respondents are self-employed, 18% of the respondents are others (students, unemployed, etc....) and further it is concluded that majority (38%) are self-employed.

TABLE 4.1.4: Showing monthly income wise classification of respondents

Options	No. Of Respondents	Percentage
Under 20,000	18	16.4
20,001 – 40,000	46	41.8
40,001 – 80,000	32	29.1
80,001 and above	14	12.7

Source: Primary data

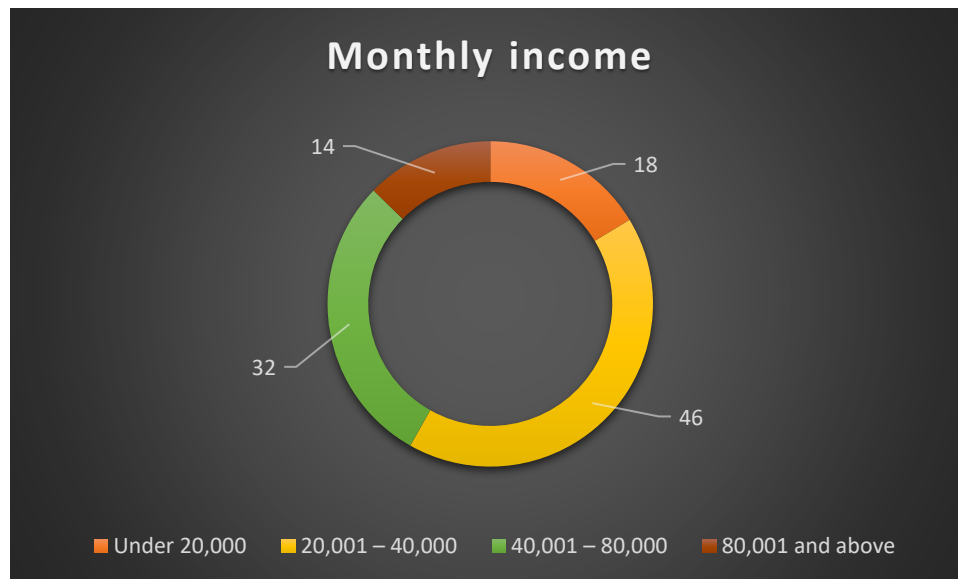


CHART 4.1.4: Showing monthly income wise classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that 16.4% of the respondents are under 20,000, 41.8% of the respondents are 20,001 – 40,000, 29.1% of the respondents are 40,001 – 80,000, 12.7% of the respondents 80,001 and above and further it is concluded that majority (41.8%) are 20,001 – 40,000.

TABLE 4.1.5: Showing money spend on a month in restaurant wise classification of respondents

Options	No. Of Respondents	Percentage
Less than 20,000	24	21.8
2,000 – 4,000	43	39.1
4,000 – 5,000	36	32.7
More than 5,000	7	6.4

Source: Primary data

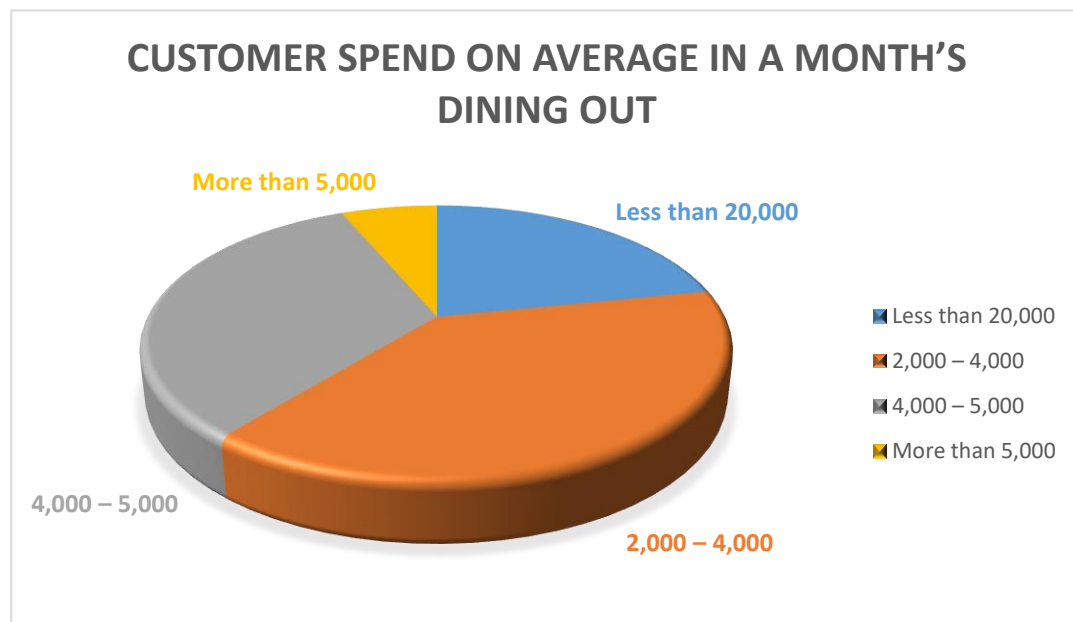


CHART 4.1.5: Showing money spend on a month in restaurant wise classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that 21.8% of the respondents are Less than 20,000, 39.1% of the respondents are 2,000 - 4,000, 32.7% of the respondents are 4,000 – 5,000, 32.7% of the respondents More than 5,000 and further it is concluded that majority (39.1%) are 2,000 – 4,000.

TABLE 4.1.6: Showing the first thing customer look when they enter into a restaurants wise classification of respondents

Options	No. Of Respondents	Percentage
Ambience	18	16.4
Service	25	22.7
Hygiene	32	29.1
Variety of dishes	24	21.8
Price	11	10

Source: Primary data

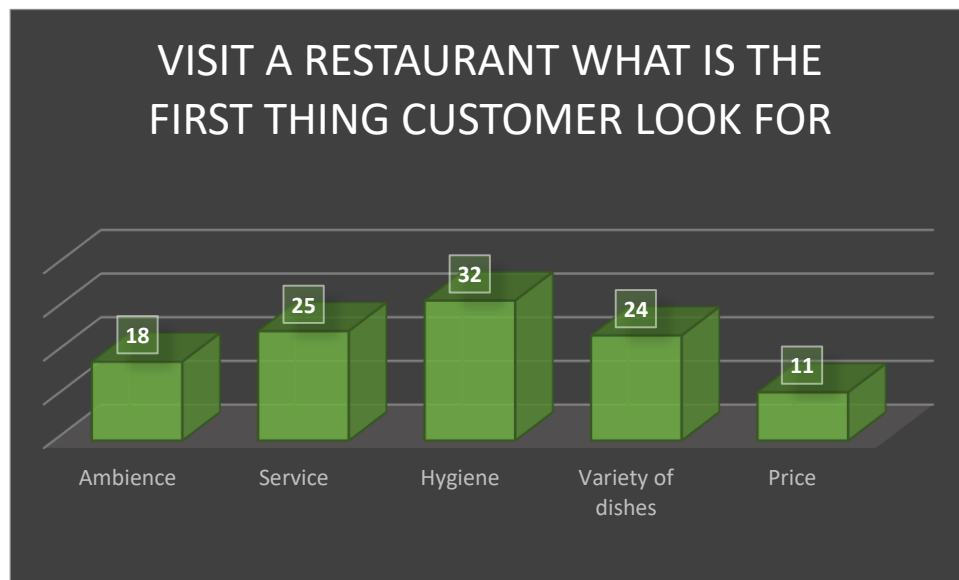


CHART 4.1.6: Showing the first thing customer look when they enter into a restaurants wise classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that 16.4% of the respondents are Ambience, 22.7% of the respondents are Service, 29.1% of the respondents are Hygiene, 21.8% of the respondents Variety of dishes, 10% of respondents are Price and further it is concluded that majority (29.1%) are Hygiene.

TABLE 4.1.7: Showing setup of restaurants would they like to have food wise classification of respondents

Options	No. Of Respondents	Percentage
Regular	36	32.7
Open spaced	52	47.3
Theme based restaurants	22	20

Source: Primary data

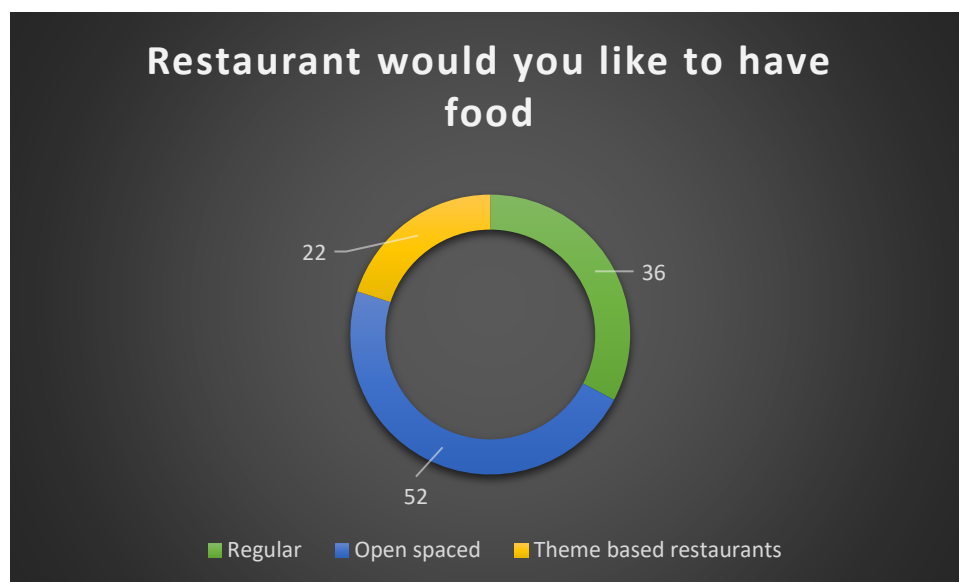


CHART 4.1.7: Showing setup of restaurants would they like to have food wise classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that 32.7% of the respondents are regular, 47.3% of the respondents are open spaced, 20% of the respondents are theme based restaurants and further it is concluded that majority (47.3%) are open spaced.

TABLE 4.1.8: Showing type of service wise classification of respondents

Options	No. Of Respondents	Percentage
Self service	46	41.8
Waiter/ Waitress	64	58.2

Source: Primary data

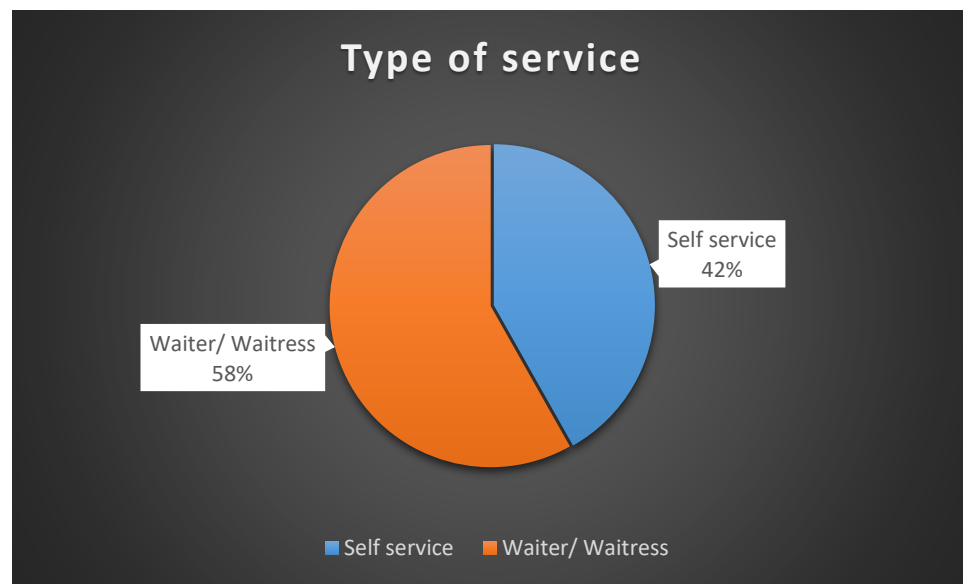


CHART 4.1.8: Showing type of service wise classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that 41.8% of the respondents are Self-service, 58.2% of the respondents waiter/waitress and further it is concluded that majority (58.2%) are waiter/waitress.

TABLE 4.1.9: Showing before covid-19 how many times did they visited restaurants wise classification of respondents

Options	No. Of Respondents	Percentage
1-3 times a month	28	25.5
4-7 times a month	57	51.8
More than 7 times	25	22.7

Source: Primary data

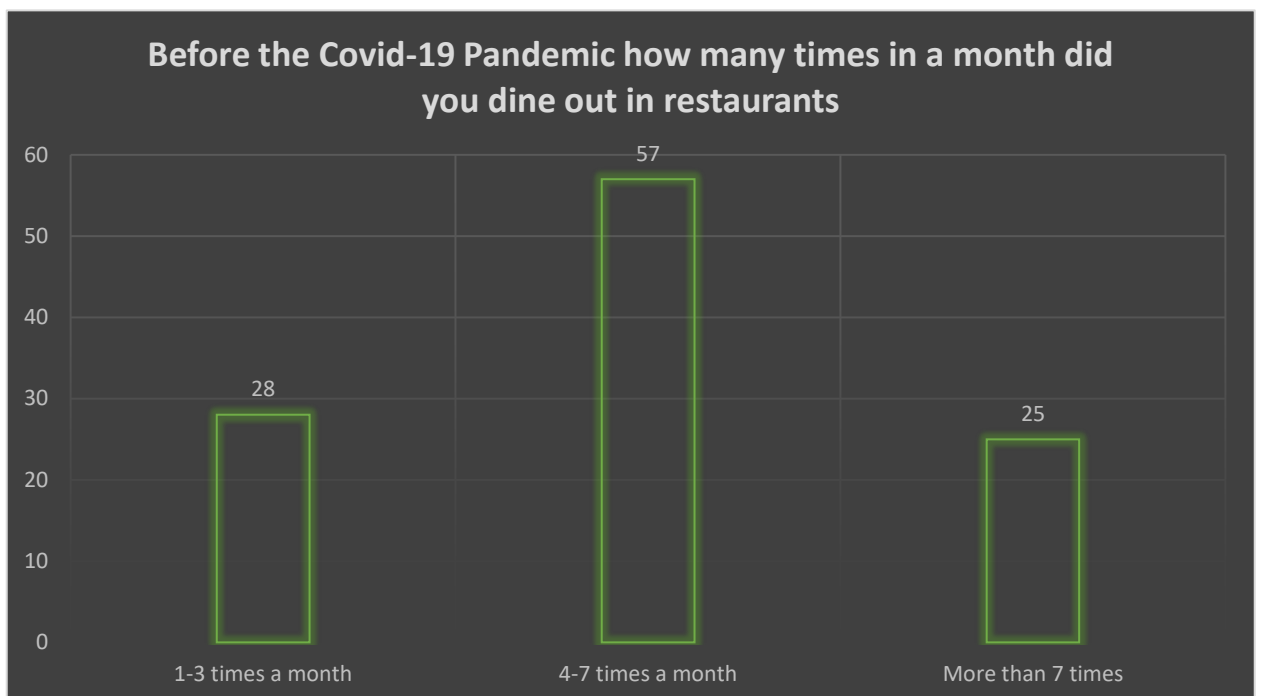


CHART 4.1.9: Showing before covid-19 how many times they visited restaurants wise classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that 25.5% of the respondents are 1-3 times a month, 51.8% of the respondents are 4-7 times a month, 22.7% of respondents are More than 7 times a month and further it is concluded that majority (51.8%) are 4-7 times a month.

TABLE 4.1.10: Showing during covid-19 how many times did they visiting restaurants wise classification of respondents

Options	No. Of Respondents	Percentage
1-3 times a month	51	46.4
4-7 times a month	29	26.4
More than 7 times	9	8.2
Never	21	19.1

Source: Primary data

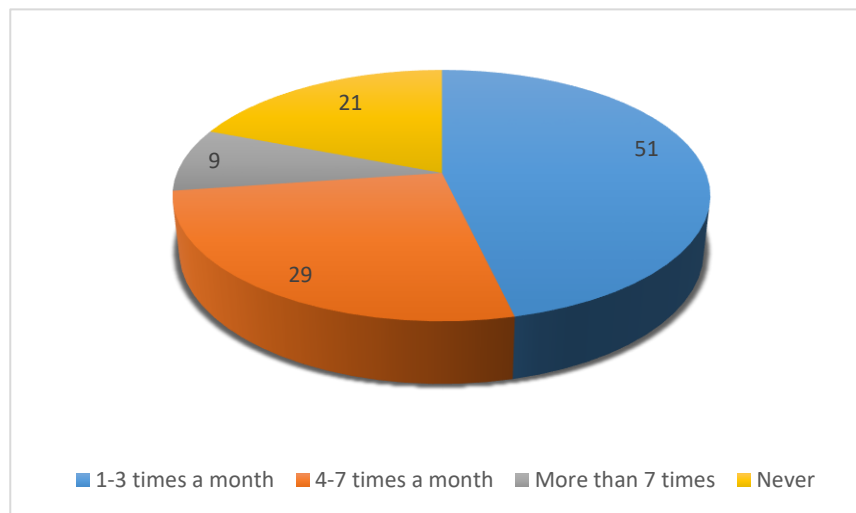


CHART 4.1.10: Showing during covid-19 how many times did they visiting restaurants wise classification of respondents

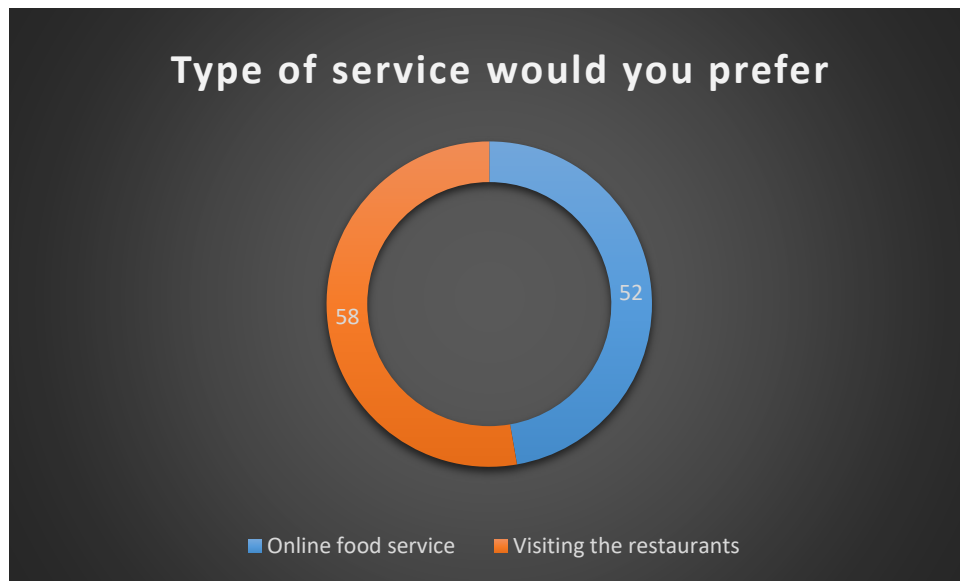
INTERPRETATIONS:

From the above table or chart it is understood that 46.4% of the respondents are 1-3 times a month, 26.4% of the respondents are 4-7 times a month, 8.2% of respondents are More than 7 times a month, 19.1% of the respondents are never visiting restaurants and further it is concluded that majority (46.4%) are 1-3 times a month.

**TABLE 4.1.11: Showing what type of service would they prefer
wise classification of respondents**

Options	No. Of Respondents	Percentage
Online food service	52	47.3
Visiting the restaurants	58	52.7

Source: Primary data



**CHART 4.1.11: Showing what type of service would they prefer
wise classification of respondents**

INTERPRETATIONS:

From the above table or chart it is understood that 47.9% of the respondents are online food service, 52.7% of the respondents are visiting the restaurants to have food and further it is concluded that majority of respondents were (52.7%) are visiting the restaurants.

TABLE 4.1.12: Showing what problems did they faced as a customer in visiting restaurants wise classification of respondents

Options	No. Of Respondents	Percentage
Delay in food service	29	26.4
Increase the price of food	62	56.4
Less number of food items	19	17.3

Source: Primary data

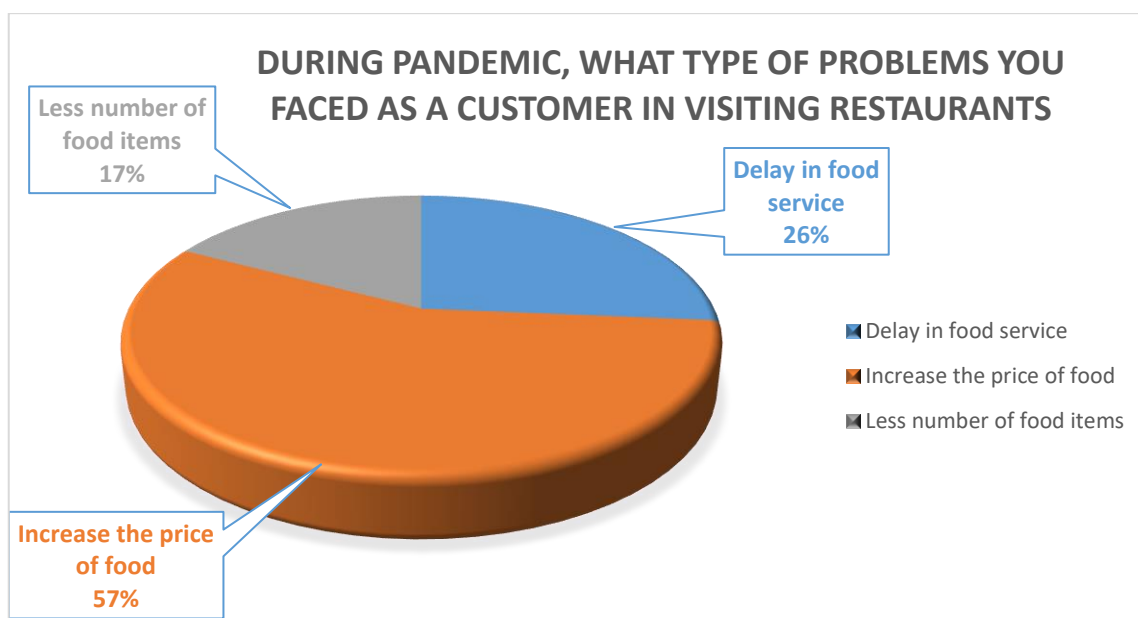


CHART 4.1.12: Showing what problems did they faced as a customer in visiting restaurants wise classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that 26.4% of the respondents are 1-3 times a month, 51.8% of the respondents are 4-7 times a month, 22.7% of respondents are More than 7 times a month and further it is concluded that majority (51.8%) are 4-7 times a month.

TABLE 4.1.13: Showing how they feel visiting a restaurants during pandemic situation wise classification of respondents

Options	No. Of Respondents	Percentage
visit like before no worries or concerns	23	20.9
only visit if strict social distancing rules are in place	66	60
I would not visit until medication was available such as vaccine	21	19.1

Source: Primary data

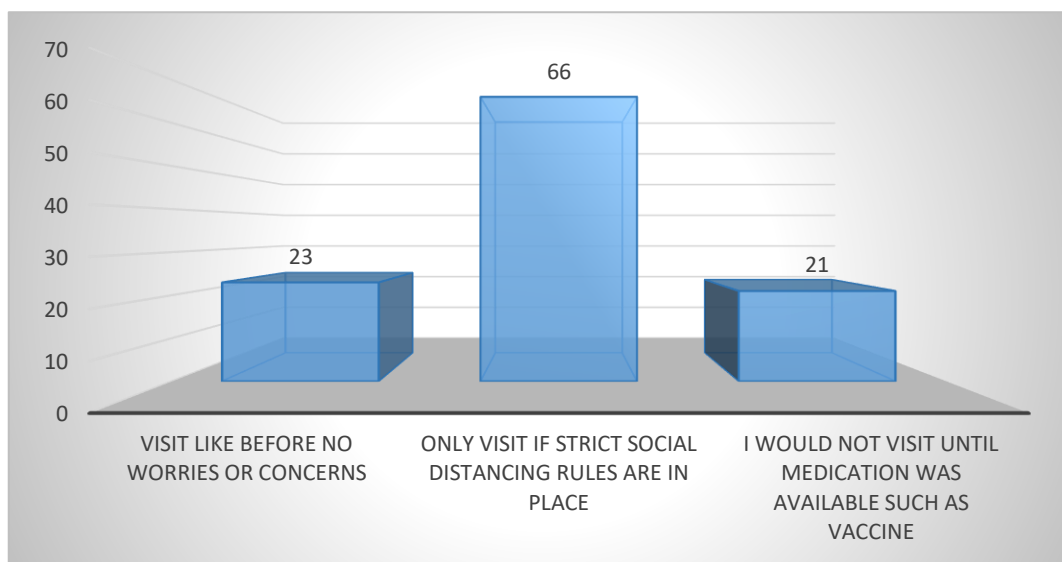


CHART 4.1.13: Showing how they feel visiting a restaurants during pandemic situation wise classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that 23% of the respondents are visit like before no worries or concerns, 66% of the respondents are only visit if strict social distancing rules are in place, 21% of respondents are would not visit until medication was available such as vaccine and further it is concluded that majority (66%) are Only visit if strict social distancing rules are in place.

TABLE 4.1.14: Showing how customer said the current pandemic has made them felt about socializing in restaurant wise classification of respondents

Options	No. Of Respondents	Percentage
does not bother me	25	22.7
bothers me slightly	45	40.9
worrying	29	26.4
strongly worry	11	10

Source: Primary data

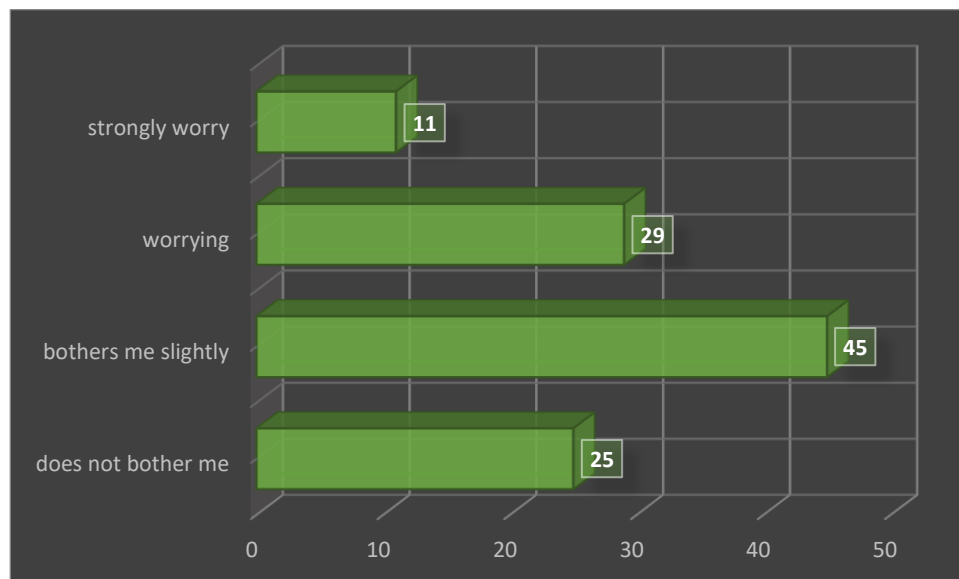


CHART 4.1.14: Showing how customer said the current pandemic has made them felt about socializing in restaurant wise classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that 11% of the respondents are strongly worry, 29% of the respondents are worrying, 45% of respondents are bothers them slightly and 25% of the respondents does not bothers them and further it is concluded that majority (45%) are bothers them slightly.

TABLE 4.1.15: Showing that customer should know how and where the food is been cooked wise classification of respondents

Options	No. Of Respondents	Percentage
Yes	89	80.9
No	21	19.1

Source: Primary data

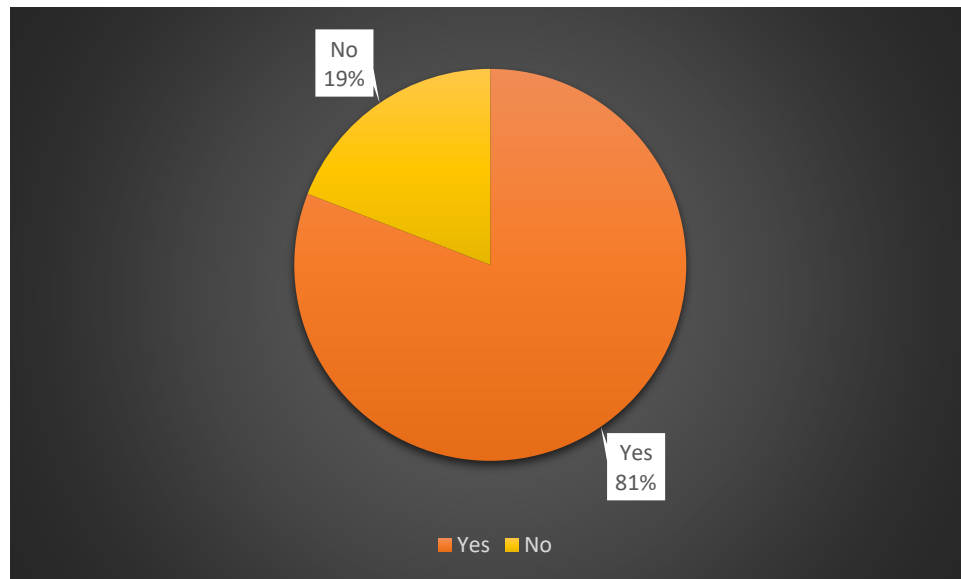


CHART 4.1.15: Showing that customer should know how and where the food is been cooked wise classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that 80.9% of the respondents are yes and 19.1% of the respondents are no and it is concluded that majority (81%) are yes.

TABLE 4.1.16: Showing whether price or offers attracts customer to visit restaurants during pandemic wise classification of respondents

Options	No. Of Respondents	Percentage
Yes	29	26.4
No	51	46.4
Maybe	30	27.3

Source: Primary data

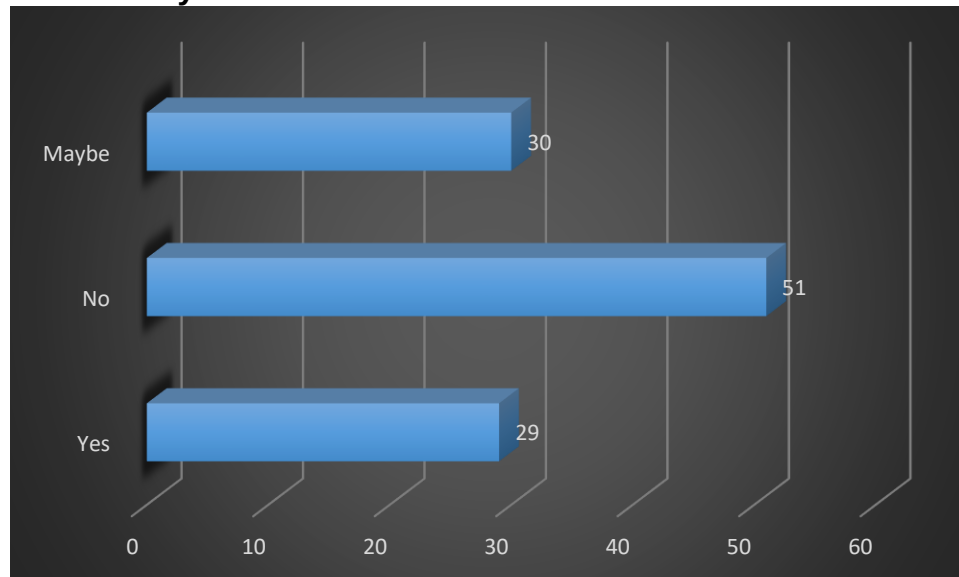


CHART 4.1.16: Showing whether price or offers attracts customer to visit restaurants during pandemic wise classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that 26.4% of the respondents are yes, 46.4% respondents are no and 27.3% of the respondents are maybe and it is concluded that majority (46.4%) are no.

TABLE 4.1.17: Showing which of these found as important during pandemic wise classification of respondents

Options	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Friendliness of staff	45.45%	35.45%	12.72%	3.63%	2.72%
Staff knowledge about the menu	10.90%	26.36%	49.09%	10.00%	4%
Cleanliness	26.54%	30.09%	25.45%	13.72%	4%
Order delivery time	25%	23%	23.63%	21.82%	6.36%
Price of the food	27.27%	14.54%	27.27%	19%	11.81%

Source: Primary data

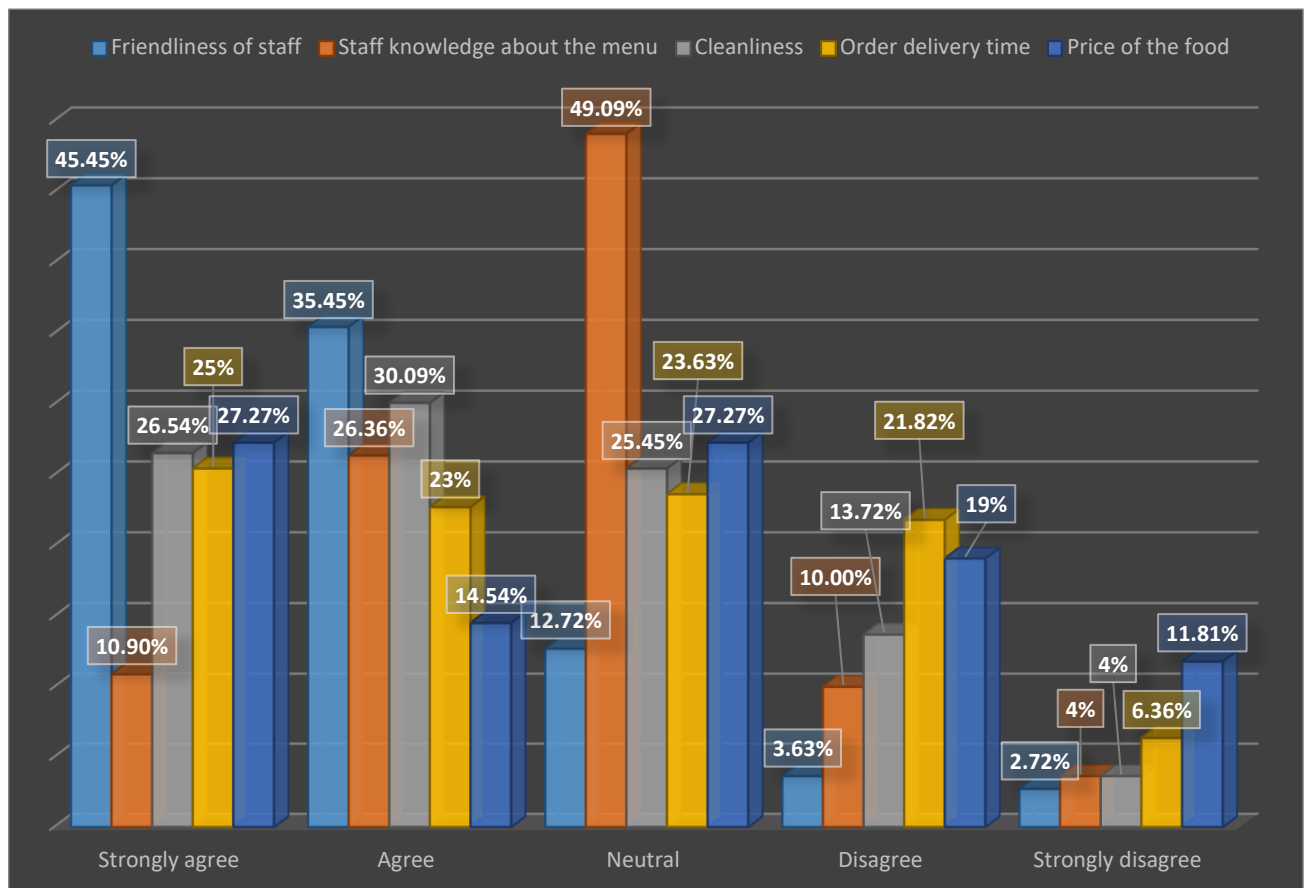


CHART 4.1.17: Showing which of these found as important during pandemic wise classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that majority of the respondents are (45.45%) Strongly agree rating for friendliness of staff, (49.09%) neutral rating for Staff knowledge about the menu, (30.09%) neutral rating for cleanliness, (25%) strongly agree rating for order delivery time, (27.27%) strongly agree and neutral rating for price of the food.

TABLE 4.1.18: Showing which of those satisfied to visiting a restaurant wise classification of respondents

Option	No. Of Respondents	Percentage
Price of the food	26	23.6
Hygiene atmosphere	71	64.5
Quality of food	13	11.8

Source: Primary data

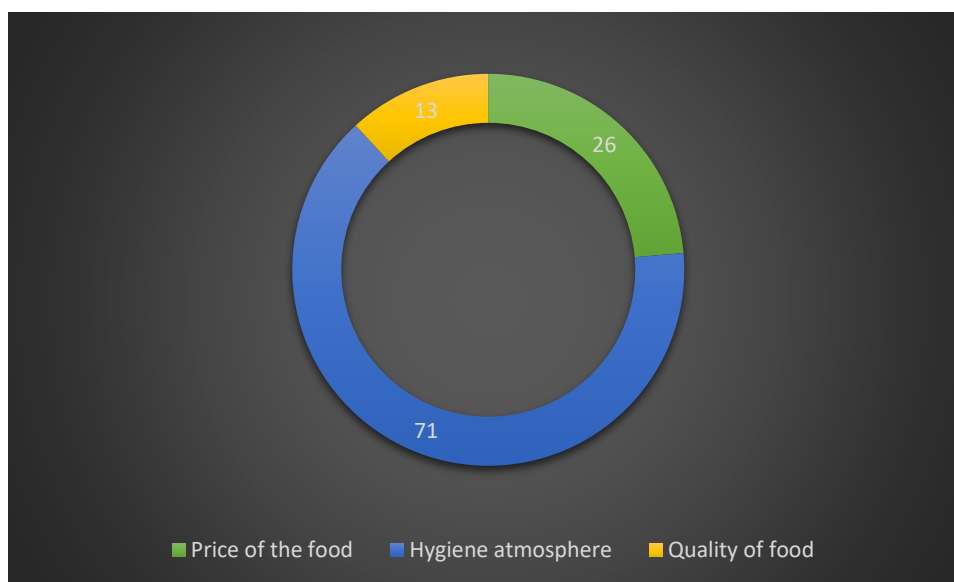


CHART 4.1.18: Showing which of those satisfied to visiting a restaurant wise classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that 23.6% of the respondents are price of the food, 64.5% respondents are hygiene atmosphere and 11.8% of the respondents are quality of food and it is concluded that majority (64.5%) are hygiene of food.

TABLE 4.1.19 Showing during pandemic running restaurants with proper hygiene to protect against covid-19 is good wise classification of respondents

Options	No. Of Respondents	Percentage
Strongly agree	35	31.8
Agree	38	34.5
Neutral	22	20
Disagree	11	10
Strongly disagree	4	3.7

Source: Primary data

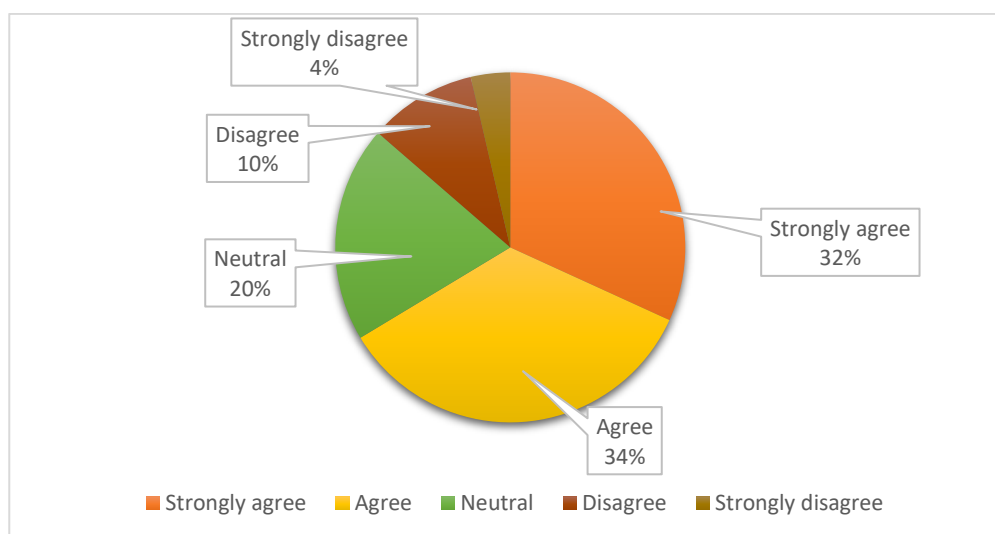


CHART 4.1.19 Showing during pandemic running restaurants with proper hygiene to protect against covid-19 is good wise classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that 31.8% of the respondents are strongly agree, 34.5% respondents are agree, 20% of the respondents are neutral, 10% of the respondents are disagree, 3.7% of the respondents are strongly disagree and it is concluded that majority (34.5%) are agree.

4.2 CORRELATION:

Table 4.2.1: Showing Descriptive Statistics of Gender and What would you prefer

Descriptive Statistics			
	Mean	Std. Deviation	N
Gender	1.45	0.499	110
What would you prefer	1.58	0.496	110

Table 4.2.2: Showing Correlations of Gender and What would you prefer

Correlations			
		Gender	What would you prefer
Gender	Pearson Correlation	1	.204*
	Sig. (2-tailed)		0.033
	N	110	110
What would you prefer	Pearson Correlation	.204*	1
	Sig. (2-tailed)	0.033	
	N	110	110
*. Correlation is significant at the 0.05 level (2-tailed).			

INFERENCE:

The p-value is 0.033 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between gender and what would prefer.

Table 4.2.3 showing Descriptive Statistics of Gender and Rate the following service find to be important during pandemic [Friendliness of staff]

Descriptive Statistics			
	Mean	Std. Deviation	N
Gender	1.45	0.499	110
Rate the following services which you find to be important during pandemic [Friendliness of staff]	2.76	1.407	110

Table 4.2.4 showing Correlation of Gender and Rate the following service find to be important during pandemic [Friendliness of staff]

Correlations			
		Gender	Rate the following services which you find to be important during pandemic [Friendliness of staff]
Gender	Pearson Correlation	1	-.188*
	Sig. (2-tailed)		0.049
	N	110	110
Rate the following services which you find to be important during pandemic [Friendliness of staff]	Pearson Correlation	-.188*	1
	Sig. (2-tailed)	0.049	
	N	110	110
*. Correlation is significant at the 0.05 level (2-tailed).			

INFERENCE:

The p-value is 0.049 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Gender and Rate the following service which you find to be important during pandemic [Friendliness of staff].

Table 4.2.5 showing Descriptive Statistics of Age and during covid 19 how many times in a month did you dine out in restaurant.

Descriptive Statistics			
	Mean	Std. Deviation	N
Age	1.9	1.013	110
During Covid 19 how many times in a month did you dine out in restaurants	2	1.149	110

Table 4.2.6 showing Correlations of Age and during covid 19 how many times in a month did you dine out in restaurant.

Correlations			
		Age	During Covid 19 how many times in a month did you dine out in restaurants
Age	Pearson Correlation	1	.394**
	Sig. (2-tailed)		0.32
	N	110	110
During Covid 19 how many times in a month did you dine out in restaurants	Pearson Correlation	.394**	1
	Sig. (2-tailed)	0.32	
	N	110	110

** . Correlation is significant at the 0.01 level (2-tailed).

INFERENCE:

The p-value is 0.32 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Age and during covid 19 how many times in a month did you dine out in restaurant.

Table 4.2.7 showing Descriptive Statistics of during covid how many times you visit restaurant and due to the current covid, when restrictions are lifted how you would feel visiting a restaurant

Descriptives								
During Covid-1 how many times in a month did you dine out in restaurants								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
I would not visit until medication was available such as vaccine	21	2.05	1.284	0.28	1.46	2.63	1	4
only visit if strict social distancing rules are in place	66	2.05	1.169	0.144	1.76	2.33	1	4
visit like before no worries or concerns	23	1.83	0.984	0.205	1.4	2.25	1	4
Total	110	2	1.149	0.11	1.78	2.22	1	4

Table 4.2.8 showing tests of homogeneity of variance of during covid how many times you visit restaurant and due to the current covid, when restrictions are lifted how you would feel visiting a restaurant

Tests of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
During Covid-19 how many times in a month did you dine out in restaurants	Based on Mean	1.378	2	107	0.257
	Based on Median	0.566	2	107	0.57
	Based on Median and with adjusted df	0.566	2	73.463	0.57
	Based on trimmed mean	1.133	2	107	0.326

Table 4.2.9 showing ANOVA of during covid how many times you visit restaurant and due to the current covid, when restrictions are lifted how you would feel visiting a restaurant

ANOVA					
During Covid-19 how many times in a month did you dine out in restaurants					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.88	2	0.44	0.329	0.72
Within Groups	143.12	107	1.338		
Total	144	109			

INFERENCE:

The p-value is 0.72 which is greater than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between during covid how many times you visit restaurant and due to the current covid, when restrictions are lifted how you would feel visiting a restaurant

CHAPTER – 5

5.1 FINDINGS:

- The majority of the respondents (55.5%) are female.
- Majority of the respondents (47.3%) under the age category of 19 – 25years.
- Most of the respondents (29.1%) fall under the category of income group under Rs.40,001 – 80,000.
- It is found that (30%) of respondents are working in private sector.
- Majority of the respondents are (39.1%) spend money in restaurants in a month.
- Majority of the respondents (29.1%) consider hygiene to be the important thing they need while entering into a restaurant.
- Majority of the respondents (47.3%) prefer to visit open spaced restaurants rather than a theme based or regular restaurants.
- It is found that (58.2%) of respondents are waiter/ waitress.
- Majority of the respondents (51.8%) visiting restaurant before covid-19 are 4-7 times a month.
- It is found that (46.4%) visiting restaurant during covid-19 are 1-3 times a month.
- Most of the respondents (52.7%) customer would prefer visiting restaurants to have food.
- Most of the respondents (56.4%) as faced problem in increase the price of food.
- It is found that (60%) of respondents are visiting a restaurant if strict social distancing rules are in place.
- It is found that (40.9%) of respondents slightly bothered in visiting a restaurants during pandemic.
- Majority of the respondents (80.9%) should know where and how the food has been cooked.
- Majority of the respondents (46.4%) did not consider special offers on meals and prices attracts towards the restaurant.

- Majority of the respondents (45.45%) is strongly agreed in friendliness of staff is important in restaurant
- Majority of the respondents (49.09%) is neutral in staff knowledge about the menu is important in restaurant.
- Majority of the respondents (30.09%) is agreed in cleanliness is important in restaurant.
- Majority of the respondents (25%) is strongly agreed in order delivery time is important in restaurant.
- Majority of the respondents (27.27%) is strongly agreed and neutral in price of the food is important in restaurant.
- Majority of the respondents (64.5%) is hygiene atmosphere is satisfying the most in visiting a restaurant.
- Majority of the respondents (34.5%) is agreed to have proper hygiene to protect against covid-19 is good.
- The p-value is 0.033 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between gender and what would prefer.
- The p-value is 0.049 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Gender and Rate the following service which you find to be important during pandemic [Friendliness of staff].
- The p-value is 0 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Age and during covid 19 how many times in a month did you dine out in restaurant.

5.2 SUGGESTIONS

- Most of the times people find hygiene to be the important thing inside a restaurant, so the restaurants could concentrate primarily on maintaining a good hygiene inside the restaurant.
- People who visit restaurants are mostly under the age group of 18 – 25, in the current scenario it could be even understood that youngsters visit restaurants more often than the working population, so the restaurants could do something creative for craving the youngsters to have food in their restaurant.
- Due to the fact that youngsters visit restaurants more often, the restaurants could also aim at reducing the price of the food that is offered in the restaurant.
- People visiting restaurants who are mostly under 2,000 – 4,000 mostly make choices based on the prices offered in a restaurant.
- Customer are slightly bother about the socializing distance during the pandemic situation in the restaurants. So, it necessary to maintain social distancing with hygiene atmosphere in and around the restaurants.

5.3 CONCLUSION

The above study concluded restaurants should maintain a proper hygiene, so the restaurants could concentrate primarily on maintaining a good hygiene inside the restaurants to satisfy the needs of the customer. In the pandemic situation mostly customer faced the problem in restaurants like price of the food is slightly high. So, restaurants owners are requested to reduce the price of the food. Customers are slightly bothered about the socializing distance during the pandemic situation so, restaurants are requested to maintain the proper socializing distance. Finally, I conclude that in the current period people are mostly aware of having proper safety and hygiene. So, restaurants are requested to have proper hygiene for the safety of the customers and employees of the restaurants.

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APPENDIX-I (QUESTIONNAIRE)
CONSUMER SATISFACTION TOWARDS RESTARAUNTS
DURING PANDEMIC

1. Name

2. Gender

A. Male

B. Female

3. Age

A. Under 19

B. 20 – 24

C. 25 – 29

D. 30 and above

4. Occupation

A. Student

B. Govt employee

C. Self employed

D. Private sector employee

E. unemployed

5. Monthly income

- A. Under 20000
- B. 20000 – 40000
- C. 40000 – 80000
- D. Above 80000

6. When you visit a restaurant what is the first thing you look for

- A. Ambience
- B. Service
- C. Hygiene
- D. Variety of dishes
- E. Price

8. If which setup of restaurant would you like to have food?

- A. Regular
- B. Open spaced
- C. Theme based restaurants

9. Which of these would you prefer?

- A. Self service
- B. Waiter / waitress

10. Before the Covid-19 pandemic how many times in a month did you dine out in restaurants?

- A. 1 – 3 times a month
- B. 4 – 7 times a month
- C. more than 7 times

11. During Covid-19 pandemic how many times in a month did you dine out in restaurants?

- A. 1 – 3 times a month
- B. 4 – 7 times a month
- C. more than 7 times
- D. Never

12. During pandemic what type of service would you prefer?

- A. Online food delivery
- B. Visiting the restaurants

13. During pandemic, what type of problems you faced as a customer in visiting restaurants?

- A. Delay in food service
- B. Increase the price of food
- C. Less number of food items

14. Due to the current Covid-19 Pandemic, when restrictions are lifted how would you feel visiting a restaurant establishment?

- A. Visit like before no worries or concerns
- B. Only visit if strict social distancing rules are in place
- C. I would not visit until medication was available such as vaccine.

15. How would you say the current pandemic has made you feel about socializing in restaurant?

- A. Does not bother me
- B. Bothers me slightly
- C. worrying
- D. Strongly worry

16. Is it important for you to know where and how food is being cooked during pandemic?

A. Yes

B. no

17. Do special offers on meals and its prices attracts you to a restaurant during pandemic?

A. yes

B. no

C. maybe

18. Rate the following services which you find to be important during pandemic:

	S.Agree	Agree	Neutral	Disagree	S.Disagree
Friendliness of staff					
Staff knowledge about the menu					
Cleanliness					
Order delivery time					
Price of the food					

19. During pandemic, which of these following satisfy you as a customer in visiting restaurant?

A. Price of the food

B. Hygiene atmosphere

C. Quality of food

20. During pandemic running restaurants with proper hygiene to protect against covid-19 is good?

S.Agree	Agree	Neutral	Disagree	S.disagree

APPENDIX – II (ARTICLE)

CUSTOMER SATISFACTION TOWARDS RESTAURANTS TOWARDS PANDEMIC

Saravanan.v

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ABSTRACT

This empirical research paper deal with an impact of demographic variable on customer satisfaction towards restaurants during pandemic. This study throws light on how far the demographic variables such as age, gender, educational qualification, income, having an influence on customer satisfaction towards restaurants during pandemic. To identify the customer behaviour a set of questions were framed. The data were collected by using convenience sampling from 110 customers belong to Chennai city. Using SPSS, some of the relevant tests were carried out like, percentage analysis, Correlation, ANOVA. Based on the analysis made various finding were derived that will be useful, relevant and significant to determine the customer satisfaction towards restaurants during pandemic.

Keywords: Customer satisfaction towards restaurants during pandemic.

CHAPTER – 1

INTRODUCTION

RESTAURANT

Restaurant, or an eatery, is a business which prepares and serves food and drinks to customers in exchange for money. Meals are generally served and eaten on the premises, but many restaurants also offer take-out and food delivery services, and some offer only take-out and delivery. Restaurants vary greatly in appearance and offerings, including a wide variety of cuisines and service models ranging from inexpensive fast food restaurants and cafeterias to mid-priced family restaurants, to high-priced luxury establishments. Would provide a new viewpoint for researchers and marketers. For example, customers may first perceive a poor quality physical environment, which could then affect their perception what services are important in a restaurant? Hospitality service is complex, so while restaurateurs must focus on food quality, they must also consider other elements: employee service and the physical environment to attract more customers, serve them better, and keep them coming back. Therefore, restaurants must ensure they meet customers various needs and wants. The level of performance in serving customers has been the barometer of customer satisfaction and behavioral intentions, so measuring service quality by comparing customers' expectations with perceived performance has been thoroughly investigated by both marketers and researchers. To measure service quality in the hospitality industry specifically, previous studies have developed diverse measures such as LODGSERV, DINESERV, TANGSERV, and DINESCAPE. These scales commonly stress the following service dimensions either individually or collectively: physical environment quality, interactional quality, and outcome quality. In many studies, researchers have proposed and confirmed the relationship of these dimensions with core outcome variables like customer satisfaction and behavioral intentions. For example, high quality physical environment (using décor and artifacts, spatial layout, and ambient conditions) creates more customer satisfaction. Interactional quality affects customer satisfaction. In addition, Namkung and Jang (2007) examined the role

of food quality, especially presentation, menu variety, taste, freshness, and temperature, in predicting customer satisfaction.

Their findings indicated significant relationships between food quality and both customer satisfaction and behavioral intentions. However, no studies have yet focused on the interrelationships among all three of these service qualities. Understanding the interrelationships among these three service qualities of interactional and outcome qualities. In other words, if the physical environment is not satisfactory, customers might not feel fully satisfied even if restaurant employees provide great service and food. The results of this study should help researchers and restaurant managers better understand the interrelationships among these three service qualities. Therefore, this study aims to explain each of these service qualities from a different point of view, showing their interrelationships.

REVIEW OF LITERATURE

- 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 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).
- Most services are not produced and consumed until after they are sold. The production and consumption of a service experience is usually a simultaneous process (Zeithaml & Bitner, 2003).
- A restaurant service has a high level of contact between diners and service employees. Accordingly, the skills and performance of restaurant staff are vital to diners' perception of restaurant experience (Kotler et al., 1998).
- Services cannot be stored. In contrast to physical goods that can be stored and sold at a later time, services cease to exist if they are not sold when they become available (Hoffman & Bateson, 2001).
- For instance, a customer who does not show up for a reserved table in the restaurant will cause the restaurateur to turn down the chance to serve other diners if the restaurant is full (Kotler et al., 1998).
- Service providers often find it difficult to balance the supply and demand of services, given the unpredictable nature of consumer demand for services (Hoffman & Bateson, 2001).
- Services are an experience. Consumers pay to get access to and experience a service but do not get a tangible ownership of that service (Clemes, Mollenkopf, & Burn, 2000).

OBJECTIVES OF THE STUDY

- To determine the most important factors that affect consumers' choice and satisfaction towards restaurants during pandemic period.
- To examine on dinning occasions and dinning style of customers during pandemic period.
- To find out the changing consumer preferences in order to survive in long run.
- To study the opinion about the services in restaurants during pandemic
- To study the customer preference and satisfaction towards service industry.

RESEARCH METHODOLOGY

SAMPLING TECHNIQUE

The study is a descriptive research based on survey method. The respondents were selected through convenience sampling.

SAMPLING AREA

The sampling has chosen an area **CHENNAI**.

SAMPLING SIZE

The researcher have a sample size of 110 respondents.

SAMPLING METHOD

- Primary data required was collected in the form of well-structured Questionnaire.
- Secondary data was collected through various journals, newspapers and websites.

PERIOD OF STUDY

The researcher started the research work in the month of December 2020 to April 2021.

SCOPE OF THE STUDY

This study is primarily concerned about the consumers' likes and dislikes in a restaurant and their choice making decisions towards selecting of restaurants. It also includes their expectation of services that is to be rendered inside a restaurant inside Chennai city.

LIMITATIONS OF THE STUDY

- Due to time constraint only a reasonable sample size of 100 respondents were taken and analyzed. Still a larger sample size could increase the accuracy in the result.
- The area of study is limited to CHENNAI DISTRICT only. Hence the result may not be true for other geographical area.
- Quality of information is highly dependent on the tastes and preferences of respondents.
- The period of study is 6 months only.

Analytical Tools

- Percentage Analysis.
- Correlation.
- ANOVA.

RESULT ANALYSIS

CORRELATION:

Table showing Descriptive Statistics of Gender and What would you prefer

Descriptive Statistics			
	Mean	Std. Deviation	N
Gender	1.45	0.499	110
What would you prefer	1.58	0.496	110

Table Showing Correlations of Gender and What would you prefer

Correlations			
		Gender	What would you prefer
Gender	Pearson Correlation	1	.204*
	Sig. (2-tailed)		0.033
	N	110	110
What would you prefer	Pearson Correlation	.204*	1
	Sig. (2-tailed)	0.033	
	N	110	110
*. Correlation is significant at the 0.05 level (2-tailed).			

INFERENCE:

The p-value is 0.033 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between gender and what would prefer.

Table showing Descriptive Statistics of Gender and Rate the following service which you find to be important during pandemic [Friendliness of staff]

Descriptive Statistics			
	Mean	Std. Deviation	N
Gender	1.45	0.499	110
Rate the following services which you find to be important during pandemic [Friendliness of staff]	2.76	1.407	110

Table showing Correlation of Gender and Rate the following service which you find to be important during pandemic [Friendliness of staff]

Correlations			
		Gender	Rate the following services which you find to be important during pandemic [Friendliness of staff]
Gender	Pearson Correlation	1	-.188*
	Sig. (2-tailed)		0.049
	N	110	110
Rate the following services which you find to be important during pandemic [Friendliness of staff]	Pearson Correlation	-.188*	1
	Sig. (2-tailed)	0.049	
	N	110	110
*. Correlation is significant at the 0.05 level (2-tailed).			

INFERENCE:

The p-value is 0.049 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Gender and Rate the following service which you find to be important during pandemic [Friendliness of staff].

Table showing Descriptive Statistics of Age and during covid 19 how many times in a month did you dine out in restaurant.

Descriptive Statistics			
	Mean	Std. Deviation	N
Age	1.9	1.013	110
During Covid 19 how many times in a month did you dine out in restaurants	2	1.149	110

Table showing Correlations of Age and during covid 19 how many times in a month you dined out in restaurant.

Correlations			
		Age	During Covid 19 how many times in a month did you dine out in restaurants
Age	Pearson Correlation	1	.394**
	Sig. (2-tailed)		0
	N	110	110
During Covid 19 how many times in a month did you dine out in restaurants	Pearson Correlation	.394**	1
	Sig. (2-tailed)	0	
	N	110	110
**. Correlation is significant at the 0.01 level (2-tailed).			

INFERENCE:

The p-value is 0 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Age and during covid 19 how many times in a month did you dine out in restaurant.

FINDINGS:

- The majority of the respondents (55.5%) are female.
- Majority of the respondents (47.3%) under the age category of 19 – 25years.
- Most of the respondents (29.1%) fall under the category of income group under Rs.40,001 – 80,000.
- It is found that (30%) of respondents are working in private sector.
- Majority of the respondents are (39.1%) spend money in restaurants in a month.
- Majority of the respondents (29.1%) consider hygiene to be the important thing they need while entering into a restaurant.
- Majority of the respondents (47.3%) prefer to visit open spaced restaurants rather than a theme based or regular restaurants.
- It is found that (58.2%) of respondents are waiter/ waitress.
- Majority of the respondents (51.8%) visiting restaurant before covid-19 are 4-7 times a month.
- It is found that (46.4%) visiting restaurant during covid-19 are 1-3 times a month.
- Most of the respondents (52.7%) customer would prefer visiting restaurants to have food.
- Most of the respondents (56.4%) as faced problem in increase the price of food.
- It is found that (60%) of respondents are visiting a restaurant if strict social distancing rules are in place.
- It is found that (40.9%) of respondents slightly bothered in visiting a restaurants during pandemic.
- Majority of the respondents (80.9%) should know where and how the food has been cooked.
- Majority of the respondents (46.4%) did not consider special offers on meals and prices attracts towards the restaurant.
- Majority of the respondents (45.45%) is strongly agreed in friendliness of staff is important in restaurant

- Majority of the respondents (49.09%) is neutral in staff knowledge about the menu is important in restaurant.
- Majority of the respondents (30.09%) is agreed in cleanliness is important in restaurant.
- Majority of the respondents (25%) is strongly agreed in order delivery time is important in restaurant.
- Majority of the respondents (27.27%) is strongly agreed and neutral in price of the food is important in restaurant.
- Majority of the respondents (64.5%) is hygiene atmosphere is satisfying the most in visiting a restaurant.
- Majority of the respondents (34.5%) is agreed to have proper hygiene to protect against covid-19 is good.
- The p-value is 0.033 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between gender and what would prefer.
- The p-value is 0.049 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Gender and Rate the following service which you find to be important during pandemic [Friendliness of staff].
- The p-value is 0 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Age and during covid 19 how many times in a month did you dine out in restaurant.

Suggestions

- Most of the times people find hygiene to be the important thing inside a restaurant, so the restaurants could concentrate primarily on maintaining a good hygiene inside the restaurant.
- People who visit restaurants are mostly under the age group of 18 – 25, in the current scenario it could be even understood that youngsters visit restaurants more often than the working population, so the restaurants could do something creative for craving the youngsters to have food in their restaurant.
- Due to the fact that youngsters visit restaurants more often, the restaurants could also aim at reducing the price of the food that is offered in the restaurant.
- People visiting restaurants who are mostly under 2,000 – 4,000 mostly make choices based on the prices offered in a restaurant.
- Customer are slightly bother about the socializing distance during the pandemic situation in the restaurants. So, it necessary to maintain social distancing with hygiene atmosphere in and around the restaurants.