

A Study on Factor Influencing the Choice of Restaurants in Haryana

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ABSTRACT: Restaurants are the one of the fastest growing service sector in the world. The Indian restaurant industry is worth Rs. 75000 crore and growth rate is 7% annually. There are 1.5 lakh eating outlets in India and more than 3000 outlets are from the organized sector. The purpose of the paper is to find out the factors which influence the decision of the restaurant selection. In this study the total respondent size is 300 and total six district (headquarter of each division) selected for the data collection. Data is collected from the 6 district named Ambala, Faridabad, Gurugram, Hisar, Rohtak and Karnal (50 respondents from each district). Data is collected through questionnaire from the respondents. In this study total 25 factors are considered which are important for the selection of the restaurant. According to the results of the study price, quality and variety of food, friendly staff, location, environment, waiting time, past experience, friends/ relative referral are the most important factor while selecting a restaurant.

Key Words: Factor, Price, Restaurant, Service etc.

Introduction

Restaurants are known as the place where meals are served to the customers according to their taste and requirement in exchange of the value. According to the French dictionary the meaning of the restaurants is “to promote food for”. Restaurants are the one of the fastest growing service sector in the world. Now in the today time restaurants are not only limited to the providing food to the particular place but is extended to the takeoff and home delivery too. For promoting business many restaurants are providing many type of attractive discount on takeoff for example pizza hut is providing 50% discounts to the customer for takeoff the pizza from the outlet. Restaurants gives birth to many other businesses like for home delivery of the restaurants food the birth of the zomato, swiggy and many more. First restaurant of the world was open in the year 1765 by the Parisian named Boulanger. India is known for the second largest population in the world. The Indian restaurant industry is worth Rs. 75000 crore and growth rate is 7% annually. There are 1.5 lakh eating outlets in India and more than 3000 outlets are from the organized sector. India is the country of food lovers. In India people love food and want to taste different type of foods and beverages. Restaurants Industry growth in India due to the several factors such as increased disposal income, working women, urbanization, nuclear family concept, changing life style etc. There are different type of restaurants exists in India like fast casual, family style, fine dining, café, fast food, food truck, restaurant buffet, pop up restaurants etc.

Review of Literature

Review of literature is known as the existing study in the field. Review of literature of the selection of restaurants is following:

Sahni&Mohsin (2017) conducted a study on the topic “Factor Influencing the Selection of Fine Restaurant in Delhi & NCR- An Empirical Study”. The aim of the paper was to find out the factors that affect the choice of restaurants and relationship exist between the restaurant and their rating, food and purpose of visit. This paper followed the descriptive research design. This paper was based upon the primary and secondary method of data collection. Primary data was collected through the questionnaire. Total 192 respondents were selected for the study on the basis of the convenience sampling. For the data analysis percentage, weighted average score and chi square test was applied on the collected data to reach to the results. According to the finding of the study there was a significant and positive association found between the demographic profile of the respondents and selection of the restaurant. The most influencing factor for the selection of the restaurant was service quality.

Mhlanga &Tichaawa (2016) conducted a study on the topic “What are the Current Factors affecting Consumer Selection Criteria in Formal Full Service Restaurants in Port Elizabeth, South Africa”. The survey design was followed in the study. In this study both primary and secondary method of data collection was used for the data collection. There were 400 respondents were selected and questionnaire was the method

for the primary data collection. Factor analysis was used for the data analysis. The result of the study proved that the most influencing factor for the selection of the restaurants were food, service quality, ambience, past experience etc.

Azim et al. (2014) conducted a study on the factors that affect the choice of restaurants. This study was performed in Pakistan. Both primary and secondary method of data collection was used in the study. Primary data was collected through questionnaire. Total 148 respondents were selected in the study on the basis of the convenience sampling. The result of the study proved that the most important factor for restaurant selection were food quality and taste followed by clean environment, staff, fast service, price, brand image, privacy, availability and guest treatment.

Medeiros &Salay (2013) performed a study to know the factor that affects the selection of the restaurant for the consumers. This paper was descriptive in nature. This paper was based upon the review of literature secondary method of data collection. According to the results of the study most important factors were price, atmosphere, food

Objective of the Study

The objective of the study is to identify the factor affecting choice of restaurants in Haryana.

Methodology

This paper is descriptive in nature. Haryana is divided into 6 divisions: Ambala, Faridabad, Gurugram, Hisar, Rohtak and Karnal. Headquarter of each district is selected for the data collection. Both primary and secondary method of data collection is used in this paper. The primary data is collected through questionnaire. 300 respondents are selected for the primary data collection in the study. Convenience sampling is used for the data collection.

Table 1: Sample Distribution

Sr. No.	Division	District	Sample
1	Ambala	Ambala	50
2	Faridabad	Faridabad	50
3	Gurugram	Gurugram	50
4	Hisar	Hisar	50
5	Rohtak	Rohtak	50
6	Karnal	Karnal	50
Total Sample			300

Demographic profile of the Respondents

The below listed table representing the demographic profile of the respondents:

Table 2: Demographic Profile

Demographic Variable	Category	Frequency	Percentage
Gender	Male	178	59.3%
	Female	122	40.7%
Age	Less than 25 years	106	35.3%
	25- 35 years	121	40.3%
	35-45 years	41	13.7%
	Above 45 years	32	10.6%
Occupation	Government Employee	41	13.7%
	Private Employee	107	35.7%
	Self Employed	63	21.0%
	Unemployed	89	29.7%
Annual Income	Less than 2,00,000	121	40.3%
	2,00,000- 4,00,000	61	20.3%
	4,00,000-6,00,000	50	16.5%
	Above 6,00,000	68	22.8%

According to the results of the above table 2, it can be interpreted that out of the 300 respondents, male respondents are 59.3% and female respondents are 40.7%. The majority of respondents 40.3% are

between the age of 25-35 years, followed by the 35.3% respondents age less than 25 years, 13.7% Respondents age between 25-35 years and only 10.6% respondents age is above 45 years. Majority of respondents 35.7% are private employee followed by unemployed respondents 29.7%, self employed respondents are 21% and government employee respondents 13.7%. There is 40.3% respondents whose income is less than 2 lakh followed by 22.8% respondents whose income is more than 6 lakh, 20.3% respondents income is between 2 lakh to 4 lakh and 16.5% respondents income between 4 lakh to 6 lakh.

Data Analysis and Interpretation

In this study total 25 variables are considered for the selection of the restaurants. The questionnaire is tick based whether the particular variable is important or not. The below listed table is representing the factors according their importance for the customer

Table 3: Factors Important for the selection of the Restaurant

Sr. No.	Factors which are important to you while choosing a restaurant	Total number of respondents	Number of respondents for which factor important	Percentage	Rank according to importance
1	Price	300	243	81%	1 st
2	Quality of Food	300	235	78.3%	2 nd
3	Variety of Food and Beverages	300	210	70%	3 rd
4	Friends/Relative Referral	300	208	69.3%	4 th
5	Location	300	204	68%	5 th
6	Past Experience	300	201	67%	6 th
7	Neat and Clean Environment	300	198	66%	7 th
8	Timely Services	300	195	65%	8 th
9	Security	300	180	60%	9 th
10	Parking Facility	300	161	53.6%	10 th
11	Friendly and Cooperative Staff	300	158	52.6%	11 th
12	Waiting Time	300	155	51.6%	12 th
13	Rating by the Other Customers	300	153	51%	13 th
14	Internet Facility	300	151	50.3%	14 th
15	Hours of Operation	300	149	49.6%	15 th
16	Restaurant Image	300	148	49.3%	16 th
17	Hygiene	300	147	49%	17 th
18	Marketing of Restaurant	300	140	46.6%	18 th
19	Ambience of Restaurant	300	139	46.3%	19 th
20	Purpose of Visit	300	128	42.5%	20 th
21	Billing Process	300	122	40.6%	21 th
22	Customized Services	300	120	40%	22 th
23	Space	300	118	39.2%	23 th
24	Dress code	300	107	35.5%	24 th
25	Bar Facility	300	81	27%	25 th

From table 3, it is clear that price is the most important factor while choosing a Restaurant. Price comes upon the first position according to the requirement of the customer's. 81% of the customers found price is important factor followed quality of food. 78.3% customer found quality of food is important in choosing a restaurant to eat and it comes on the 2nd position according to the preference of the customers. 70% customers found that variety of food and beverages is deciding factor for choosing a restaurant which comes upon the 3rd position according to customer preference. Friend and relative referral is 4th important factor while choosing a restaurant. 69.3% customers said friend and relative referral is important for them. On the 5th position location is with 68%. On 6th position past experience is important with 67% customer preference. Neat and clean environment is comes on 7th position with 66% customer importance. A timely service comes on the 8th position. For 65% customers a timely service is important. For 60% customer security is important which comes on the 9th rank. On the 10th rank parking facility comes with 53.6%

preference. On the 11th position friendly and cooperative staff comes with preference of 52.6%. For 51.6% of the customers waiting time is important which occupy 12th position. Rating by the other customers is important for 51% of customers. Rating by the customers comes on the 13th position. Internet facility is preferred the 50.3% customers and comes on 14th position. For 49.6% customer's hours of operation is important which comes on the 15th place according to customer importance. Restaurant Image is on 16th position with 49.3% importance for the customers. On the 17th position hygiene comes with preference of 49%. 18th and 19th position is occupied by marketing of the restaurant and ambience of the restaurant with importance of 46.6% and 46.3% customers. For 42.5% a customer purpose of visit is important and rank of purpose of visit is 20th. 21th position is of billing process which is important for 40.6% customers. On the 22th and 23th position customized services and space in the restaurant comes with preferences of 40% and 39.2% customers. On the 24th and 25th position dress code and bar facility comes with preference of 35.5% and 27%.

Conclusion

According to the result of the study it can be concluded that price is the most important factor while choosing a restaurant for the customer followed by the quality of food and availability of variety in food and beverages. Friend relative referral, past experience, location, ambience, staff behaviour, environment, security, waiting time etc are also considered important factor while choosing a restaurant. While billing process, dress code, space, bar facilities etc are less important for the customers while choosing a restaurant.

Suggestion

- According to the results of the study following suggestion can be implemented:
- Customers are most conscious about the price, quality and variety of the food and beverages. So the restaurant should focus on the quality and try to not overcharge for the food that helps in increment in the sales.
- Restaurant owners/ manager should create an environment in the restaurant which directly impress the customers and make positive image in their mind.
- There can be feedback form for the customer and these feedback forms should review by the owner and make policies according to the requirement of the customers.

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