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CONSUMER CRITERIA FOR RESTAURANT SELECTION IN BILASPUR CITY



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Abstract: With modernization individuals life has turned fast with little or no time for relaxation. Growth of Restaurant business in past have given opportunities to these individuals to enjoy food and services. Restaurants have provided wide range of choices of food for the consumers at large. In this context rationalization of issues which affecting the consumers choice has become significantly important. The present study aims in identifying the key factors which affects the service class consumer's decision in choosing restaurants in Bilaspur city in the state of Chhattisgarh. Sample size taken in the study constitutes 141 respondents. Factor analysis technique was adopted in the study to identify the key components which plays a significant role in choosing restaurants in the city.

Key words: Consumer decision, Factor Analysis

INTRODUCTION :

Food is the basic requirement for human survival. According to Maslow's hierarchy model it is termed as the physiological need which forms the base of motivation. There has been rapid increase in the Indian population over the last few decades. With respect to this geometrical raise the requirement of food has also increased. With modernization and globalization the behavioural pattern of food consumers have also changed. A person these days after all hectic works wishes to go out with family to relax and enjoy little moment in their life. With industrialization service sector has grown rapidly which is providing bulk of employment opportunities. Women these days are also opting to do job in contrast to just being a house maker. It has given rise to the shortage of time for household activities including preparation of food. In this context restaurants are doing an admirable work in providing food and services to the consumers at large. In past decade Bilaspur city has witnessed significant growth in terms of Industries and employment, which in turn has given rise to additional population. Therefore there is ample of demand and opportunities for the entrepreneurs engaged in restaurant and hotel business.

LITERATURE REVIEW

Hamid and Chang identified 14 different factors that can influence consumer retention behaviour in hotel service industry in Malaysia. Clark (1998) in his work found taste and flavour are important factors in consumer food choice, however, that food preferences can be modified by continued consumption. Patel (2012) studied the importance of consumer behaviour study for restaurant. The author found that most of the consumers' preferences are related to their pre-planned decision in choice of hotels. Popkin et al.

(2005) highlighted the environmental influence on the choice of food. The key environmental factor affecting food choice includes economic, legal, and policy factors. Jandhyala (2012) in his study identified the consumer insight and expectation for new era of Indian fast service restaurants, purchase decision and consumer preference on perception of quality from major categories of food. Malik (2012) in her work identified the key factors which were important in determining the success of the retail sector through customer response. Haghghi et al (2012) explored the factors affecting customer reliability in the restaurant industry. The author identified relationship between customer satisfaction and customer loyalty, but the effect of customer trust on customer loyalty was not confirmed.

OBJECTIVES OF STUDY

Current study aims at categorizing issues which affects service class employees in choosing restaurants for consuming food and services in Bilaspur city in the state of Chhattisgarh. The study is based on identifying the variables which influences the service class consumers in making decision with respect to choice of restaurants in the city.

METHODOLOGY

The study was carried during January-March 2013 in Bilaspur city in the state of Chhattisgarh. Convenience sampling technique was adopted in the present study for the service class respondents. A self structured questionnaire was administered to 200 respondents in Bilaspur. Out of which only 159 questionnaire were returned back by the respondents. The response rate was found to be 79.5%. Out of 159 questionnaires 141 questionnaires were found to be duly complete hence the researcher has to go with the same sample size. A pilot survey was conducted by taking

information from 20 respondents in order to find out the adequacy of questionnaire. Table-1 shows a total of 18 different variables were taken in the administered questionnaire. Each item in the questionnaire constitutes scale on five points. The points were distributed on the basis of respondent's strong agreement to strong disagreement over an issue. Respondents were then asked to rate the items on their best possible choice.

Data analysis was done by the means of SPSS Version 16. On the basis of research objectives hypothesis were developed and tested to find out the significant difference between two groups and more than two groups of employees on different demographic segmentation variables. Basing on the nature of variable different statistical tools was used to determine the relationship between variables. Univariate Analysis of variance (ANOVA) test was used for variables having more than two categorical independent groups. Independent sample "t" test was performed for variables having two categorical independent groups, as it is the most commonly used method for two groups under study. Shapiro-wilk test was performed to and the data was found to be approximately normally distributed. Data were found to be homogeneous after the performance of Levene's test of homogeneity. Mean values was computed taking variables under study for individual categorical variable. Higher mean value indicates better perception on overall variables under study.

In order to draw consequential inference from the study factor analysis technique was used. Factor analysis is used for data reduction so as to identify most important factors which have significance in the study. Principle component analysis was the approach used in factor analysis which explains the variances in total given by the data. It determines the factors which aggregate different items showing maximum accumulated variance in the data. Varimax method is used for rotation in the study. It maximizes the numbers of variable with high loading on a factor, which enhances the interpretability of factors.

TABLE-1(Variables and their descriptions)

Variable	Description
V1	I prefer restaurants which provides hygienic food
V2	I prefer restaurants nearer to my home
V3	Restaurants preferences depends on others suggestions
V4	I prefer restaurants which provides variety of dishes
V5	Restaurant selection depends on affordability
V6	I prefer restaurants where the price is moderate
V7	I prefer restaurants which provides quality food stuffs
V8	I prefer restaurants where waiters are active and in well dressed uniform
V9	I prefer restaurant which has name and fame in the locality
V10	Priority are given quick services before choosing restaurants
V11	Behaviour and attitude of the restaurant staff plays a vital role in restaurant selection
V12	I prefer restaurants where waiting time for food is less
V13	I prefer restaurants where parking facility is good and spacious
V14	Selection are based on the availability of pure vegetarian and non-vegetarian restaurants
V15	I prefer restaurants where food stuffs are well decorated and presented
V16	I prefer restaurants which accepts debit/cards
V17	I prefer restaurants with good furniture and lightening facility
V18	Restaurants are selected which are located in peaceful environment of the city area

Source: Questionnaire

Analysis and Interpretation

Table-2 shows the General background of the respondents i.e. demography. Data collected from 141

service class employees in government and private sector. Frequency and percentage distribution in terms of respondents' age, gender, job type, monthly income, and family size are shown in the table.

TABLE-2(Demography of the Respondents)

	Frequency	Percent	
Age of the respondent	20-30 years	31	22
	31-40 years	41	29.1
	41-50 years	56	39.7
	Above 50 years	13	9.2
Gender of the respondent	female	30	21.3
	Male	111	78.7
Job Type	Government Employee	71	50.4
	Private Employee	70	49.6
Monthly income of the Respondent	Rs 5001-Rs10000	18	12.8
	Rs 10001-Rs20000	20	14.2
	Rs20001-Rs 30000	54	38.3
	Above Rs 30000	49	34.8
Family size of the respondent	1-2 members	73	51.8
	3-4 members	52	36.9
	5-6 members	8	5.7
	more than 6 members	8	5.7
	Total	141	100

Source-Data from Questionnaire

Hypothesis Testing

In order to find the relationship between variables in the present study following hypothesis were formulated and tested

Ho1 Respondents belonging to different gender and job type do not differ in their perception of choice of restaurants

TABLE-3

Group	N	Mean	df	t	p-value	
Gender	Female	30	65.76	139	0.572	0.568*
	Male	111	64.8			
Job type	Government sector	71	65.78	139	1.123	0.263*
	Private sector	70	64.24			

P<0.05(Significant), P*>0.05(Not significant)

Summary of the "t" test presented in the above table No 3 indicates that t value is non-significant as p-value is greater than 0.05. Hence the hypothesis is accepted at 0.05 level of significance. This finding led to the conclusion that there is no significant difference between respondents belonging to different gender(male and female) and job type(government and private employees) in perception of selection of restaurants.

Mean value is higher in case of females and for government sector employees in comparison to males and private employed respondents. Therefore it is concluded that female respondents and government employees have better perception on criteria for restaurant selection.

Ho2 Respondents belonging to different age, monthly income and family size do not differ in their perception on choice of restaurants.

TABLE-4

Group		N	Mean	df	F	p-value
Age	20-30 years	31	66.49	3	3.353	0.021
	31-40 years	41	67.39			
	41-50 years	56	63.28			
Monthly income	Above 50 years	13	61.3	3	4.215	0.007
	Rs 5001-Rs10000	18	61.82			
	Rs 10001-Rs20000	20	70.4			
	Rs20001-Rs 30000	54	64.32			
Family size	Above Rs 30000	49	64.7	3	1.42	0.24
	1-2 members	73	63.87			
	3-4 members	52	66.57			
	5-6 members	8	67.13			
	more than 6 members	8	63.11			

P<0.05(Significant), P*>0.05(Not significant)

This hypothesis was tested by applying ANOVA. Summary of the univariate analysis of variance presented in the above table No 4 signifies for age and income dimension p-value is greater than 0.05 as F value is significant at 0.05 level of significance. Hence the hypothesis is rejected at 0.05 level of significance. So there exists significant difference among respondents belonging to different age and income groups in choosing restaurants. The p value of family size (0.24) is greater than 0.05 as F value is not significant at 0.05 level of significance. Hence the hypothesis is accepted. Therefore significant difference does not exist among respondents belonging to different family size in perception restaurant choice.

Analysis of mean value signifies, age group between 31-40 years(67.39) has the highest mean value, in income category monthly income group between Rs.10,001-20,000 have the highest mean score and in case of family size groups having 5-6 family members(67.13) have the greater score in comparison to their relevant categories. Therefore these groups are found to have better perception on selection of restaurants.

Reliability test and Factor analysis

Before applying factor analysis reliability test was conducted by the means of chronbach's alpha. The overall value of chronbach's alpha for 18 different items was found to be 0.827 which suggests the data is reliable for analysis. Further, KMO test was performed and the value was found to be 0.809 indicating the fact that the sample was good enough for study. Moreover Bartlett Test of Sphericity was found to be overall significant.(with 0.000 significance value), which proved the data to be valid. Hence factor analysis can be applied by the researcher in the next step.

TABLE-5(Total Variance of Factors)

Component	Total Variance Explained						Total	% of Variance	Cumulative %
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %			
1	5.948	33.043	33.043	5.948	33.043	33.043	4.247	23.593	23.593
2	1.73	9.613	42.656	1.73	9.613	42.656	2.374	13.188	36.78
3	1.669	9.27	51.926	1.669	9.27	51.926	2.069	11.494	48.275
4	1.359	7.549	59.475	1.359	7.549	59.475	1.624	9.022	57.297
5	1.035	5.752	65.227	1.035	5.752	65.227	1.427	7.93	65.227
6	0.835	4.637	69.864						
7	0.797	4.428	74.292						
8	0.742	4.12	78.412						
9	0.678	3.766	82.178						
10	0.659	3.661	85.839						
11	0.509	2.826	88.665						
12	0.481	2.672	91.336						
13	0.4	2.22	93.556						
14	0.325	1.806	95.362						
15	0.269	1.493	96.855						
16	0.234	1.3	98.155						
17	0.217	1.204	99.359						
18	0.115	0.641	100						

Extraction Method: Principal Component Analysis.

FIGURE-1(Scree Plot of Eigen Values)

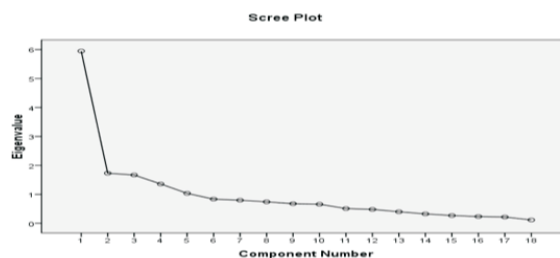


TABLE-6

Component	Rotated Component Matrix				
	1	2	3	4	5
V1	0.091	0.805	0.043	0.025	0.154
V2	0.517	0.52	0.219	0.112	-0.202
V3	-0.015	0.172	-0.351	0.732	0.066
V4	0.407	0.429	0.502	-0.065	-0.002
V5	0.375	0.631	0.282	-0.104	-0.157
V6	0.555	0.619	-0.077	0.098	0.014
V7	0.836	0.235	0.149	0	-0.021
V8	0.817	0.028	0.186	0.034	-0.032
V9	0.016	-0.055	0.405	-0.043	0.647
V10	0.482	0.369	0.35	0.308	-0.146
V11	0.829	0.216	-0.142	-0.055	0.019
V12	0.779	0.152	0.219	0.02	0.158
V13	0.597	0.133	0.041	-0.34	0.173
V14	0.052	-0.038	0.276	-0.063	-0.72
V15	0.042	0.401	0.589	-0.187	0.019
V16	0.292	0.043	0.338	0.238	0.548
V17	-0.05	-0.108	0.158	0.858	0.105
V18	0.123	0.022	0.764	0.039	0.081

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

TABLE-7 (Factor extraction)

Factor Extraction Table which shows The variable in Each Factor With corresponding Loading and Percentage of Variance

Factors	% of Variance	Variable included in the Factor	Loading
F1	23.593	Nearness to my home(V2)	0.517
		Quality food stuffs(V7)	0.836
		Waiters are active and in well dressed uniform(V8)	0.817
		quick services (V10)	0.482
		Behaviour and attitude of the restaurant staff (V11)	0.829
		Less waiting time for food (V12)	0.779
		Good and spacious parking facility (V13)	0.597
F2	13.188	Hygienic food(V1)	0.805
		Provision for variety of dishes(V4)	0.429
		Affordability of Customers (V5)	0.631
		Moderate Price(V6)	0.619
F3	11.494	Name and fame in the locality(V9)	0.405
		Food stuffs are well decorated and presented(V15)	0.589
		Location in peaceful environment of the city area(V18)	0.764
F4	9.022	Others suggestions(V3)	0.732
		Good furniture and lightening facility(V17)	0.858
F5	7.93	Availability of pure vegetarian and non-vegetarian restaurants(V14)	0.72
		Accepts debit/credit cards(V16)	0.548

RESULT AND DISCUSSION

Factor analysis was applied to all the 18 variables taken for study. Table-5 explains the total variance of various factors for study. The eigen values were shown on a bicoordinate plane in the figure-1. It shows the total of 5 factors have eigen value more than one. The same is also observed from the table that only 5 factors had Eigen value more than 1, so considerations were made in regards to these factors. Hair et al. (1998) suggested a significant factor loading at least 0.35. However, 0.40 was used as a cut-off point of factor loading as it formed a clearer configuration and facilitated in increasing the strength of the factor rotation. All of the rotated items had significant loadings above 0.40. The variance explained in total by factor ranging from 1 to 5 was found to be 23.593, 13.188, 11.494, 9.022 and 7.93 respectively. The overall cumulative variance explained by all these factors was found to be 65.227 percent. Table-6 shows the Rotated component matrix of various factors with their factor loadings. Each item in the matrix is correlated with the factor corresponding to the factor loading. Stronger correlation is observed between the factor and items where the loading value is high. Table-7 shows the factor extraction table, which was prepared on the basis of rotated component matrix. The table shows different factors ranging from F1 to F6. Each factor constitutes different items with their factor loading. The factors are in order of percentage of variance explained by the collective items taken together. It can be observed from the table that V2, V7, V8, V10, V11, V12, V13, V1, V4, V5, V6, V9, V15, V18 are the most important variables for restaurant choice. Whereas variables V3, V17, V14, V16 are the factors which are least important variables for choosing the same.

CONCLUSION

Consumer decisions are based on priority to a number of perceived factors. Each individual factor has its own impact on the customers mind. Based on the outcome of the study it can be concluded that consumers give emphasis to a number of factors in choosing restaurant. Consumer gives priority to the restaurants which are located nearby their home. Provision of quality food with less waiting time,

activeness and dressings of waiters', good behaviour of the hotel staffs and availability of spacious parking slots are the foremost wants of consumers. Consumers also give consideration to hygienic food and available varieties with moderate price casing their budget. Popularity of the restaurant in the locality, presentation of food stuffs and peaceful environment for consumption are actively perceived by the consumers. Suggestions by other people have least role to play in making a choice. Consumers mind are flexible regarding availability of vegetarian or non-vegetarian type of restaurants. Availability of good furniture, lightening and acceptance of debit cards for payment are unimportant or least significant for consumers for making a choice.

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