

***“A study on customers’ preferences and satisfaction toward  
selected restaurants in Lunglei Town”***



***A report submitted to Department of Commerce, Higher And Technical Institute,  
Mizoram (HATIM) for the academic year of 2021***

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# **Chapter I**

## **Introduction**

### **1.1 Conceptual Framework**

India is one of the fastest growing economies in the world, which has shown growth in the services sector rather than manufacturing. The growth of restaurant industry is largely due to the changing lifestyle which can be seen among the youth from the adoption of western culture. Many people continue the trends and starts eating out to connect with their friends and families. For the customers servicing of the restaurant is the most important as it can lead to different behavior such as positive and negative words.

The researcher thinks that the restaurants in Lunglei has been growing very fast for the last few years and wants to know more about how they work, facility of the restaurants, will they be able to make a more pleasant way in welcoming the customer, are they responsive because many restaurants cannot grow well due to their servicing and had to close after a few years of starting the business. The researcher starts this research in believe that from this, many youngster who want to start their business in the coming future will know how to work and the most important is to appreciate the customer; know their preference and satisfaction, the employees action towards the customers and since delivering food is a new trend that many people starts, it will help the customers and for the growth of the restaurants as well.

## 1.2 Literature Review

- **Jagajothi R (2018)** studied on customer satisfaction and preference towards restaurant in Tiruchirappalli city and this study was conducted to have better understanding on customers towards restaurant by clarifying the factors of food quality, service quality and restaurant environment.
- **Mahesh Kumar (2017)** had an empirical study on service quality and customer satisfaction in selected Indian restaurants. It also analyze the expectation of customers, factor that affects the perceived perception of customers, the gap between perceived and expected service quality at restaurants and the association among dimension of perceived service quality and customer loyalty.
- **M. Bose (2015)** studied on customer preference and satisfaction towards restaurants in Salem city. It also analyzes the history of restaurants in India and how they adopt the western policy.
- **Nandhini Nagarajan (2017)** had a study on predictors of customer loyalty in chains of restaurants. It also analyzes the overall performance of the chains of restaurant and ensure of retaining the customer with them for a longer period of time.
- **Shah Kalji Gaurangbhai (2018)** had a study on service quality and customer satisfaction of chain restaurants in selected cities of Gujarat. It also analyze that maintaining consistency in food items, price value, service quality is essential for chain restaurants.

### **1.3 Statement of the project**

Service industry is the growth engine of economy and it is the corner stone of success in profit oriented organizations as well as nonprofit oriented organizations. The restaurants in Lunglei are very young, and mostly some of them are located in places where there is nowhere to park vehicles, so in the study many customers are not well satisfied with the parking facility as well as for in services as well, service is the most important factor when it comes to restaurant industry.

The study analyze the satisfaction and preferences of the customer on food and services, the facility of the restaurants; the theme of the restaurants and music played in the background; does they match the restaurant environment and empathy shows towards the customers and the delivery of food at home.

### **1.4 Objective of the project**

- 1) To study the level of customer satisfaction on food and services.
- 2) To find out the facilities and goods provided by the restaurant.
- 3) To study about the customer care of the restaurant.
- 4) To study about customer opinion in delivering food.

### **1.5 Research Methodology**

#### **1.5.1 Sample size**

Sample size denoted the number elements selected for the study. For this research, 36 respondents were selected who are willing to participate and share their opinions and experiences regarding the topic.

#### **1.5.2 Sources of data collection**

The secondary data were collected through different sources. Such sources include journals and thesis published, existing research articles and various websites of the internet, which have been very helpful in understanding the concept and meeting the objectives.

## **1.6 Limitation of the project**

- 1) Because of the covid-19, the researcher was unable to go to the restaurants and could not collect more information.
- 2) By using Google form, the researcher was able to collect the data but cannot collect much from her expectations.
- 3) Limitation of stable and fewer restaurants make it difficult to study rationally.
- 4) The results are derived only from opinion of consumers from the restaurants it would be better if we can get more information from the employees and owners as well.



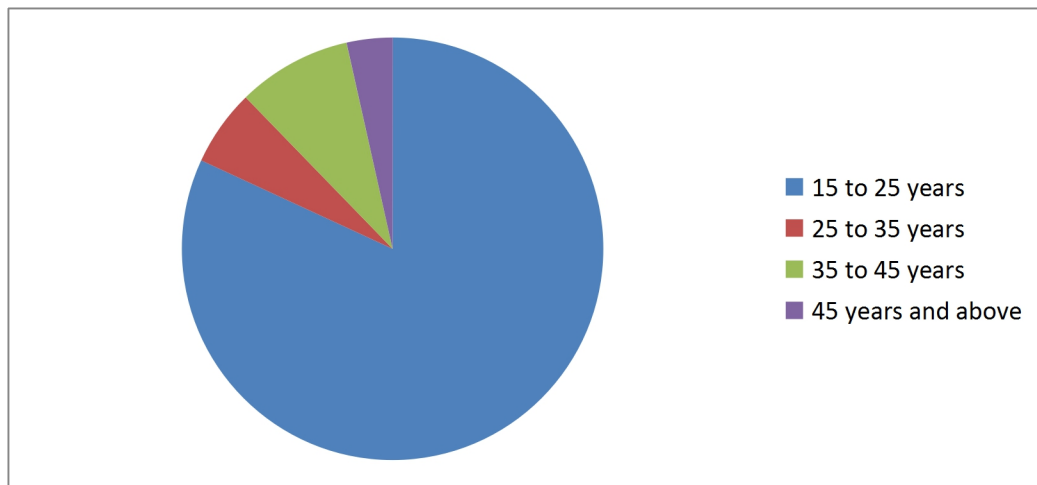
## Chapter II

### Data Analysis and Interpretation

**Table 2.1 Age**

Options	Number of respondents	Percentage
15 to 25 years	28	77.8
25 to 35 years	2	5.6
35 to 45 years	3	8.3
45 years and above	3	8.3
Total	36	100

**Fig 2.1 Age**



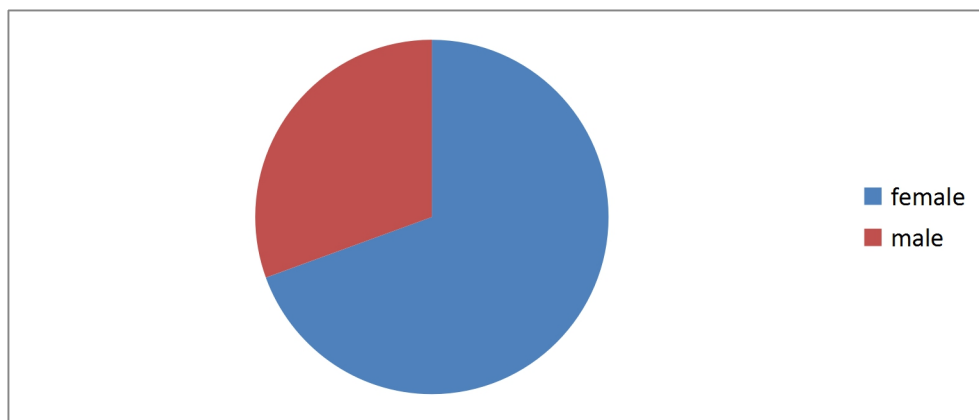
### Interpretation

From the above table and figure, it can be seen that majority of the respondents belong to the age group 15 to 25 years and only a few of them are 25 to 35 years.

**Table 2.2 Gender**

<b>Options</b>	<b>No. of respondents</b>	<b>Percentage</b>
<b>Female</b>	<b>25</b>	<b>69.4</b>
<b>Male</b>	<b>11</b>	<b>30.6</b>
<b>Total</b>	<b>36</b>	<b>100</b>

**Fig 2.2 Gender**



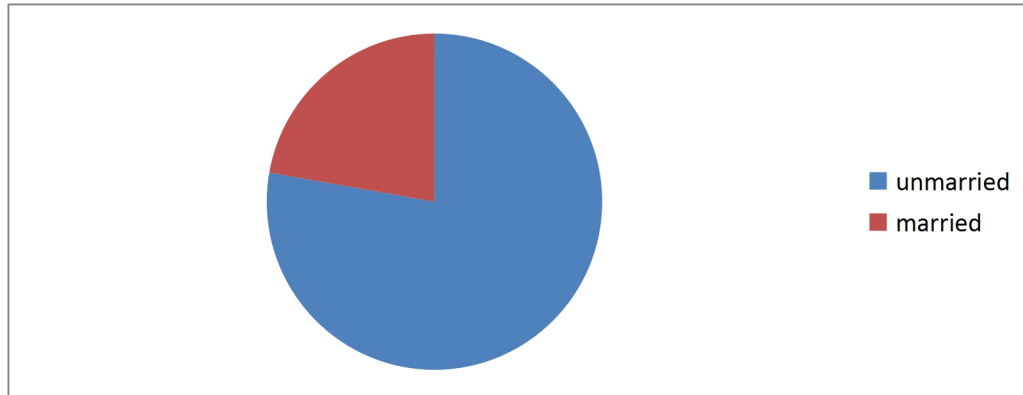
### **Interpretation**

From the above data, we can see that the numbers of female respondents are much more better than male.

**Table 2.3 Marital Status**

<b>Marital status</b>	<b>No. of respondents</b>	<b>Percentage</b>
Married	8	22.2
Unmarried	28	77.8
Total	36	100

**Fig 2.3 Marital Status**



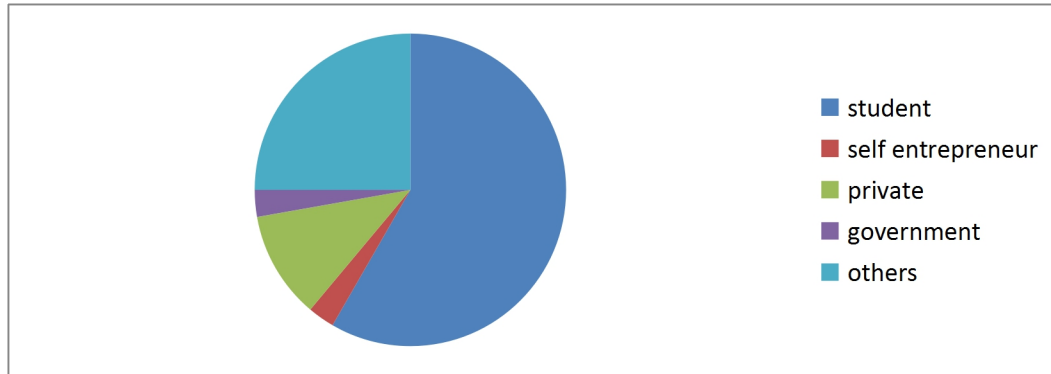
**Interpretation**

In the above data, we can see that more than half of the respondents are unmarried and only few are married.

**Table 2.4 Occupational Status**

Options	No. of respondents	Percentage
Student	21	58.3
Self Entrepreneur	1	2.8
Private	4	11.1
Government	1	2.8
Others	9	25
<b>Total</b>	<b>36</b>	<b>100</b>

**Fig 2.4 Occupational Status**



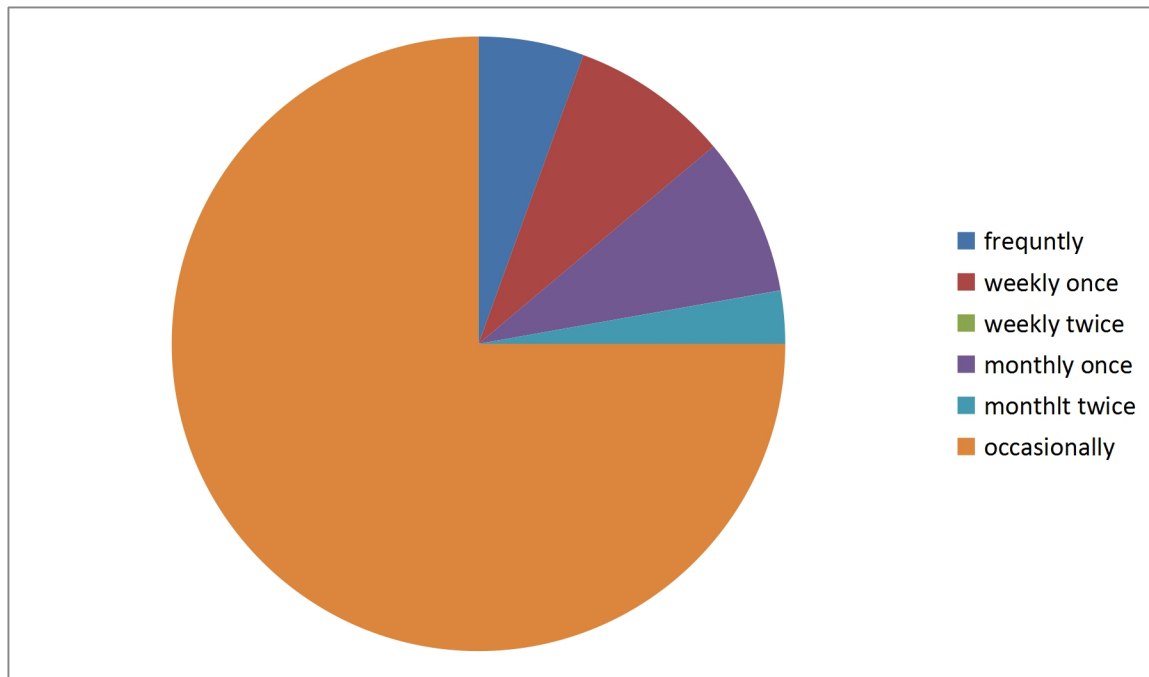
### **Interpretation**

From the above data, we can see that 58.3% of the respondents are students, and only few of them are government and self entrepreneur.

**Table 2.5 Frequency of visit**

Options	No. of respondents	Percentage
Frequently	2	5.6
Weekly once	3	8.3
Weekly twice	0	0
Monthly once	3	8.3
Monthly twice	1	2.8
Occasionally	27	75
<b>Total</b>	<b>36</b>	<b>100</b>

**Fig 2.5 Frequency of visit**



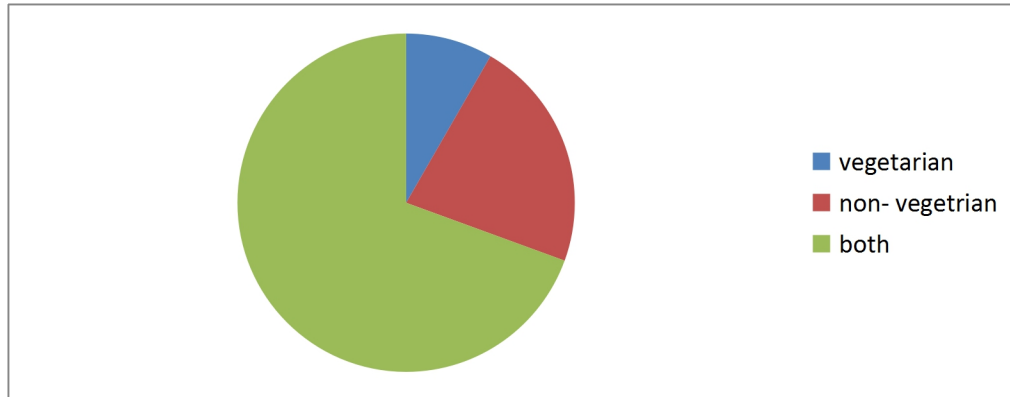
### **Interpretation**

From the above data, we can see that most of the respondents went to the restaurants occasionally and we got no responds from monthly twice.

**Table 2.6 Preferred foods**

Options	No. of respondents	Percentage
Vegetarian	3	8.3
Non- vegetarian	8	22.2
Both	25	69.4
<b>Total</b>	<b>36</b>	<b>100</b>

**Fig 2.6 Preferred foods**



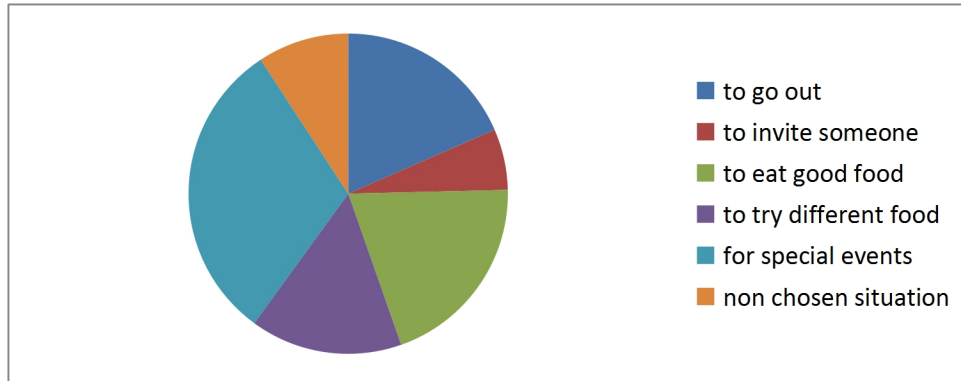
### **Interpretation**

From the above data, we can see that most of the respondents preferred both vegetarian and non-vegetarian and only few of them choose vegetarian.

**Table 2.7 Reasons for Going to Restaurants**

Option	No. of respondents	Percentage
To go out	12	33.3
To invite someone	4	11.1
To eat good food	13	36.1
To try different food	10	27.8
For special events	20	55.6
Non- chosen situation	6	16.7
<b>Total</b>	<b>36</b>	<b>100</b>

**Fig 2.7 Reasons for Going to Restaurants**



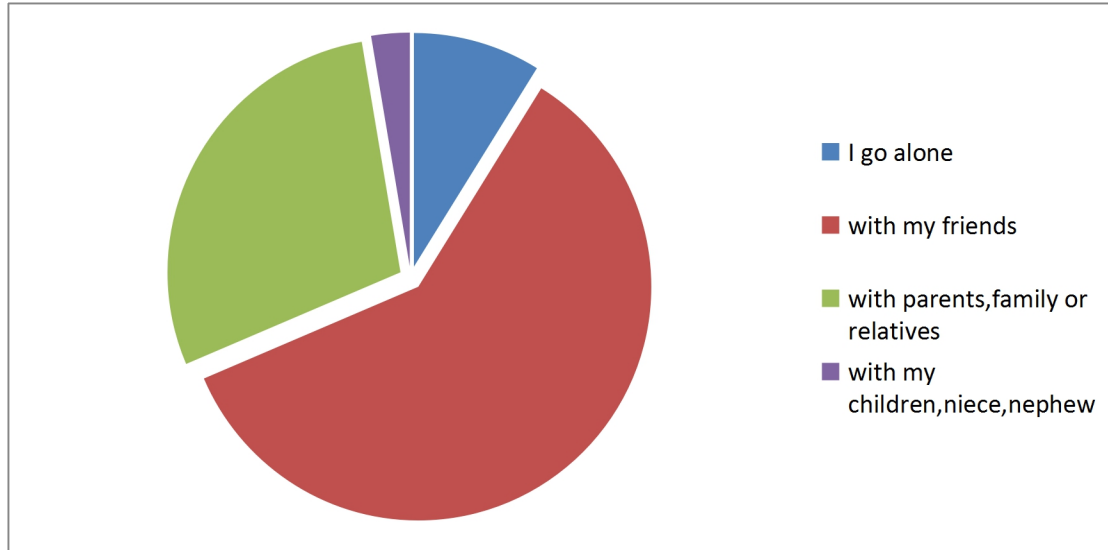
### Interpretation

From the above data, we can see that most of the respondents go to the restaurant for special events and to eat good food, only some of them went to invite someone.

**Table 2.8 With whom did you go to the restaurant?**

Options	No. of respondents	Percentage
I go alone	4	11.1
With my friends	27	75
With parents, family or relatives	13	36.1
With my children, niece, nephew	7	19.4
<b>Total</b>	<b>36</b>	<b>100</b>

**Fig 2.8 With whom did you go to the restaurant?**



### **Interpretation**

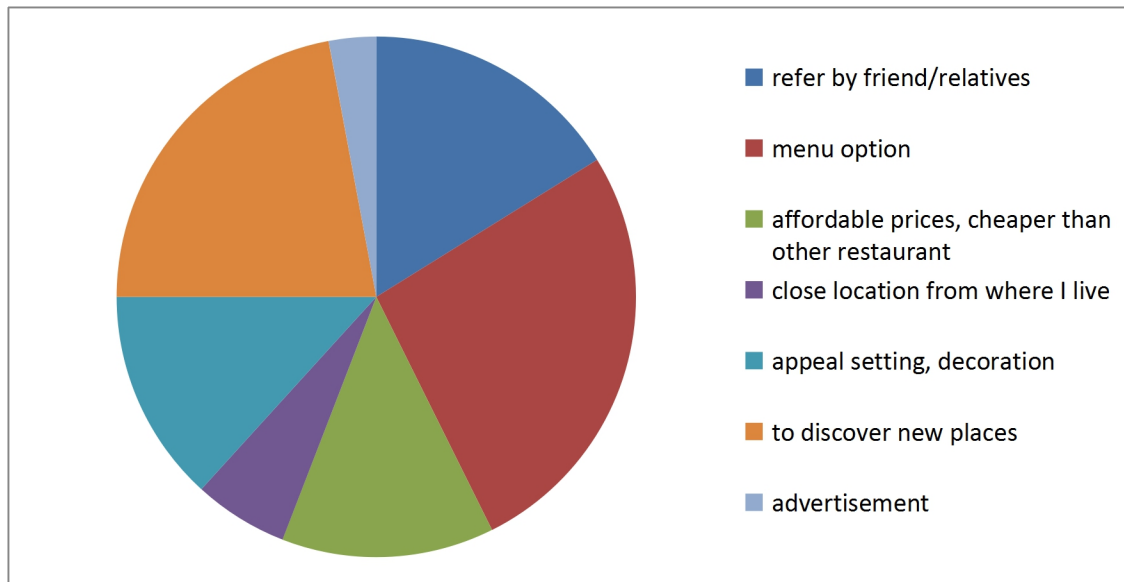
From the above data, it can be seen that majority of the respondents go to the restaurants with their friends, only some went with their children, niece, nephew.

**Table 2.9 What would attract you to try a new restaurant?**

Option	No. of respondents	Percentage
Refer by friends/relatives	11	30.6
Menu option	18	50
Affordable prices, cheaper than other restaurant	9	25
Close location from where I live	4	11.1
Appeal the setting, decoration	9	25
To discover new places	15	41.7
advertisement	2	5.6
<b>Total</b>	<b>36</b>	<b>100</b>



**Fig 2.9 What would attract you to try a new restaurant?**



### Interpretation

From the above data, it can be seen that majority of the respondents go for menu option, and only some were attracted from the advertisement.

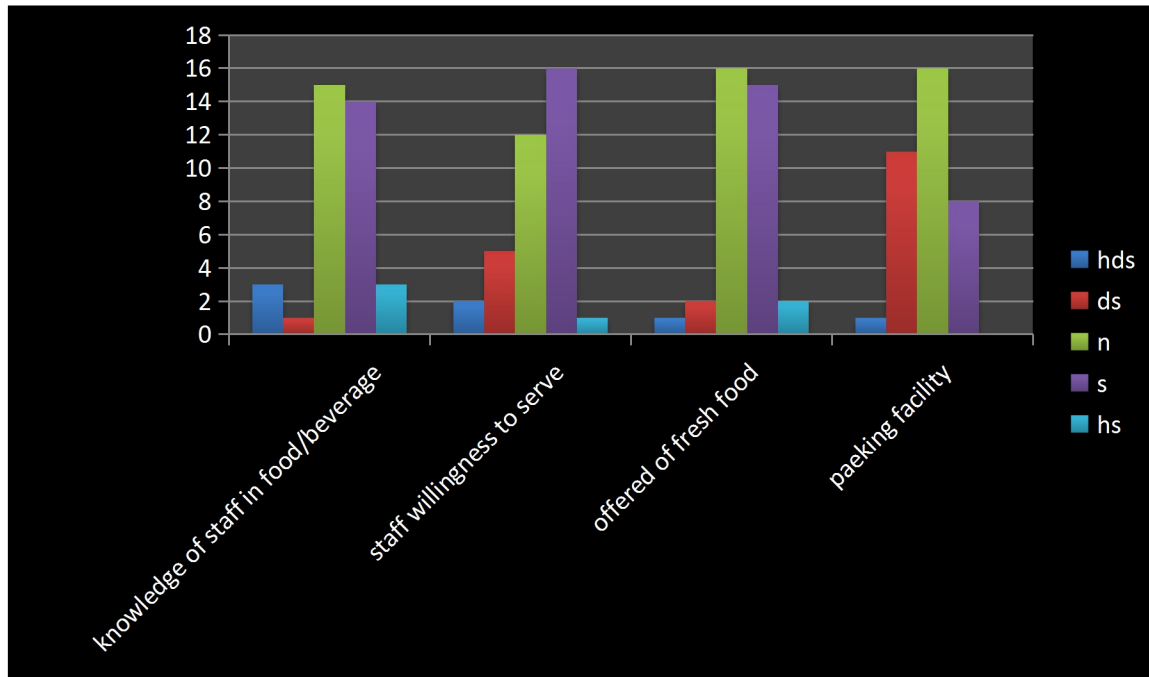
**Table 2.10 (For Murray's kitchen)**

**Table 2.10.1 Different services provided**

Option	No. of respondents					Percentage				
	HDS	DS	N	S	HS	HDS	DS	N	S	HS
Knowledge of staff in food/beverage	3	1	15	14	3	8.3	2.7	41.6	38.8	8.3
Staff willingness to serve	2	5	12	16	1	5.5	13.8	33.3	44.4	2.7
Offered of fresh food	1	2	16	15	2	2.7	5.5	44.4	41.6	5.5
Parking facility	1	11	16	8	0	2.7	30.5	44.4	22.2	0
<b>total</b>	<b>36(each row)</b>					<b>100(each row)</b>				

**Fig 2.10.1 Different services provided**

(HDS- highly dissatisfied, DS- dissatisfied, N- neutral, S- satisfied, HS- highly satisfied)



### Interpretation

From the above table and figure, it can be seen that majority of the respondents are neutral in the knowledge of staff in food/beverage, willingness to serve, fresh food offered and parking facility and only some of them are highly dissatisfied.

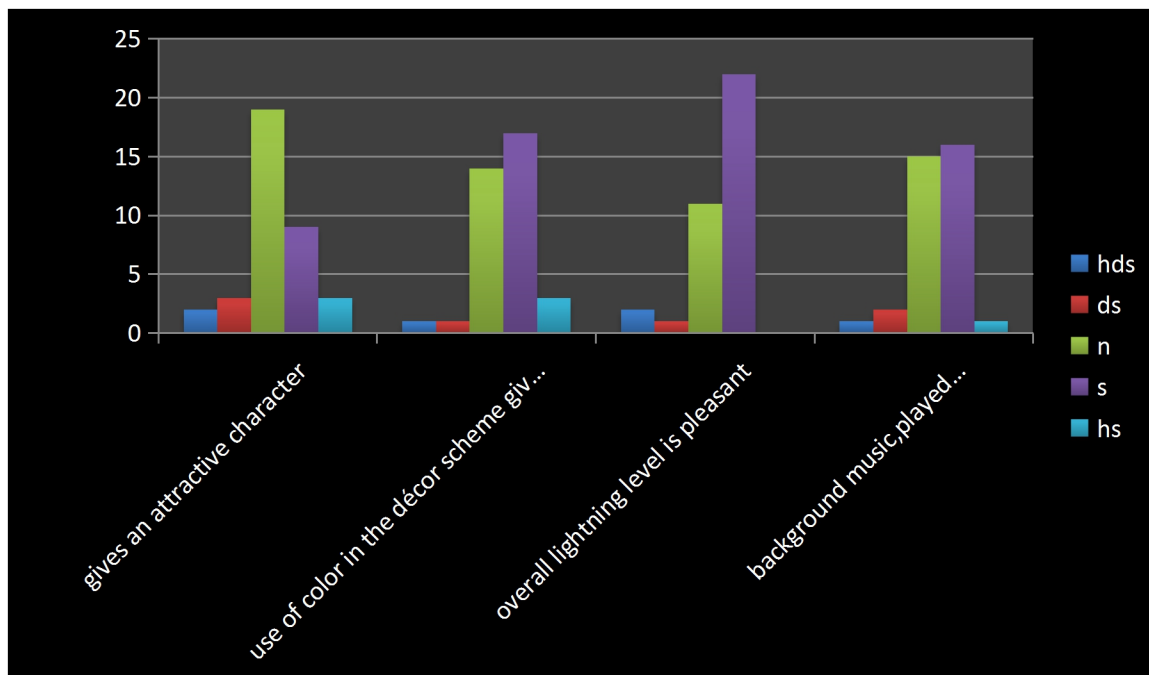
**Table 2.10.2 Restaurant Layout**

Option	No. of respondents					Percentage				
	HDS	DS	N	S	HS	HDS	DS	N	S	Hs
Gives an attractive character	2	3	19	9	3	5.5	8.3	52.7	25	8.3
Use of color in the décor scheme gives excitement	1	1	14	17	3	2.7	2.7	38.8	47.2	8.3

to the restaurant environment.										
Overall lightning level is pleasant.	2	1	11	22	0	5.5	2.7	30.5	61.1	0
Background music, played overhead, makes it more an enjoyable place.	1	3	15	16	1	2.7	8.3	41.6	44.4	2.7
<b>Total</b>	<b>36(each row)</b>					<b>100(each row)</b>				

**Fig 2.10.2 Restaurant Layout**

( HDS- highly dissatisfied, DS- dissatisfied, N-neutral, S-satisfied, HS- highly satisfied)



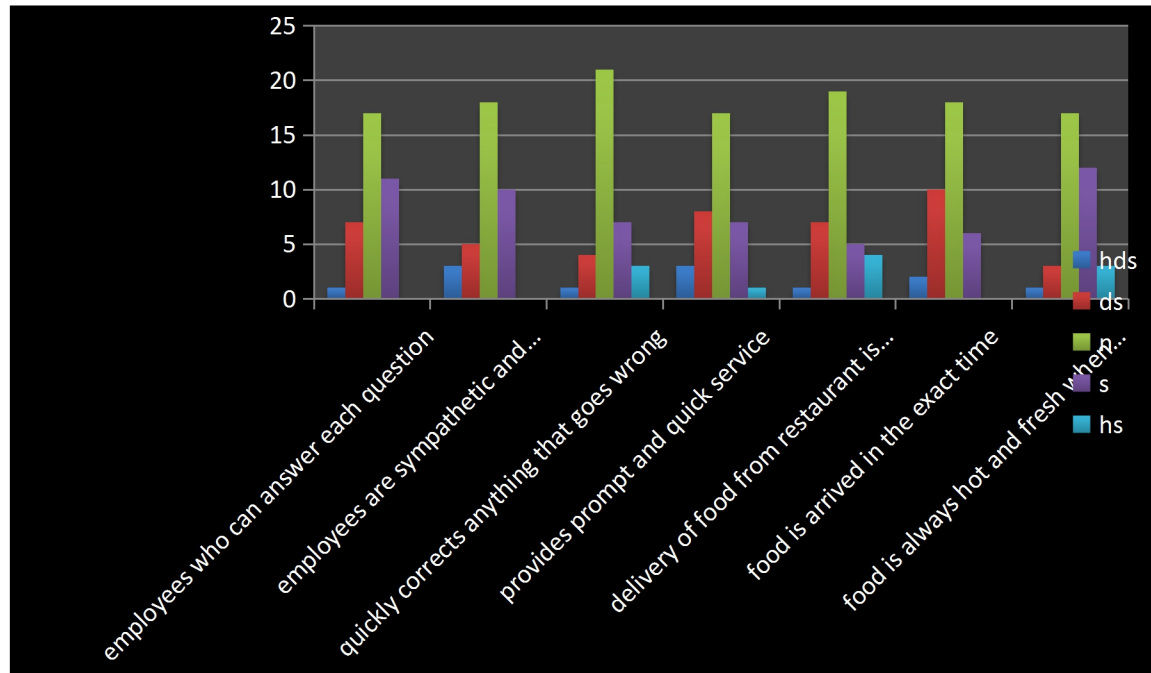
## Interpretation

From the above table and figure, it can be seen that majority of the respondents are neutral with the attractive character given, use of color in the décor scheme, overall lightning and background music played and only some of them are dissatisfied with it.

**Table 2.10.3 About employees**

Option	No. of respondents					Percentage				
	HDS	DS	N	S	HS	HDS	DS	N	S	HS
Have employees who can answer any question that is raised.	1	7	17	11	0	2.7	19.4	47.2	30.5	0
Have employees who are sympathetic and reassuring if something goes wrong.	3	5	18	10	0	8.3	13.8	50	27.7	0
Quickly corrects anything that goes wrong.	1	4	21	7	3	2.7	11.1	58.3	19.4	8.3
Provides prompt and quick service.	3	8	17	7	1	8.3	22.2	47.2	19.4	2.7
Delivery of food from restaurant is addicting and easier.	1	7	19	5	4	2.7	19.4	52.7	13.8	11.1
Food is arrived in the exact time.	2	10	18	6	0	5.5	27.7	50	16.6	0
Food is always hot and fresh when received.	1	3	17	12	3	2.7	8.3	47.2	33.3	8.3
<b>Total</b>	<b>36(each row)</b>					<b>100(each row)</b>				

**Fig 2.10.3 About employees**



### Interpretation

In the above table and figure, it can be seen that majority of the respondents are neutral with empathy and serving and delivering of food from restaurant in the house, and only some are highly dissatisfied.

**Table 2.11 (For Amos' Diner)**

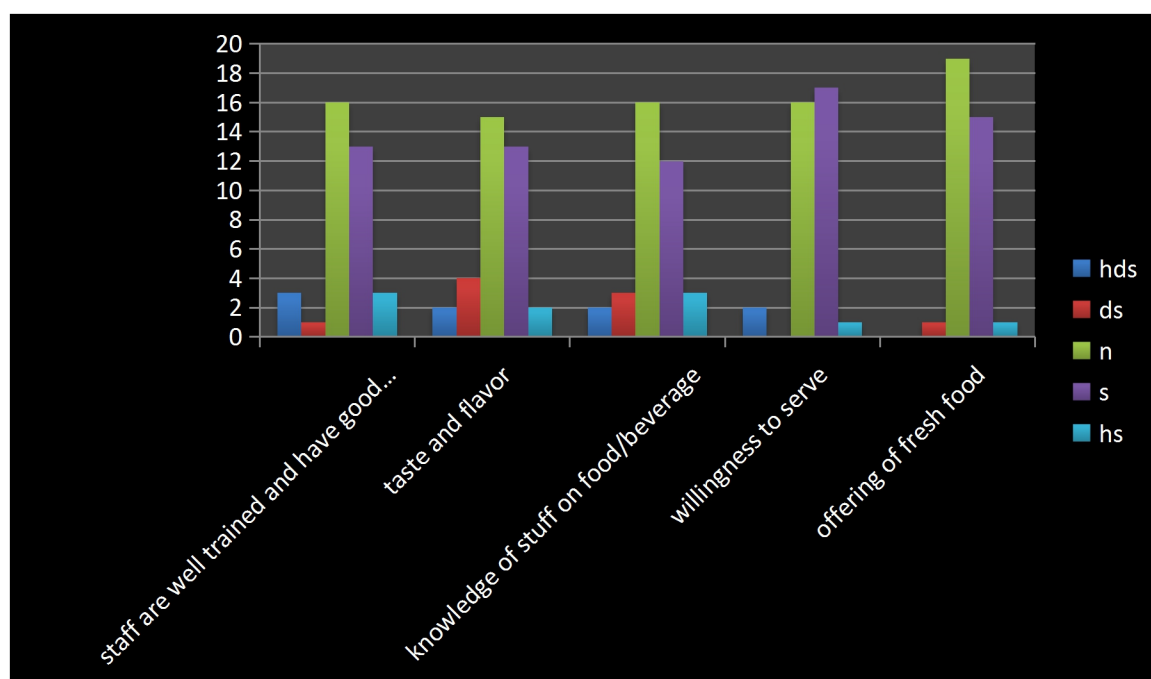
**Table 2.11.1 Different services provided**

Option	No. of respondents					Percentage				
	HDS	DS	N	S	HS	HDS	DS	N	S	HS
Staff are well trained and have good cooperation	3	1	16	13	3	8.3	2.7	44.4	36.1	8.3
Taste and flavor	2	4	15	13	2	5.5	11.1	41.6	36.1	5.5
Knowledge of stuff on	2	3	16	12	3	5.5	8.3	44.4	33.3	8.3

food/beverage										
Willingness to serve	2	0	16	17	1	5.5	0	44.4	47.2	2.7
Offering of fresh food	0	1	19	15	1	0	2.7	52.7	41.6	2.7
<b>Total</b>	<b>36(each row)</b>					<b>100(each row)</b>				

**Fig 2.11.1 Different services provided**

(HDS- highly dissatisfied, DS-dissatisfied, N-neutral, S-satisfied, HS- highly satisfied)



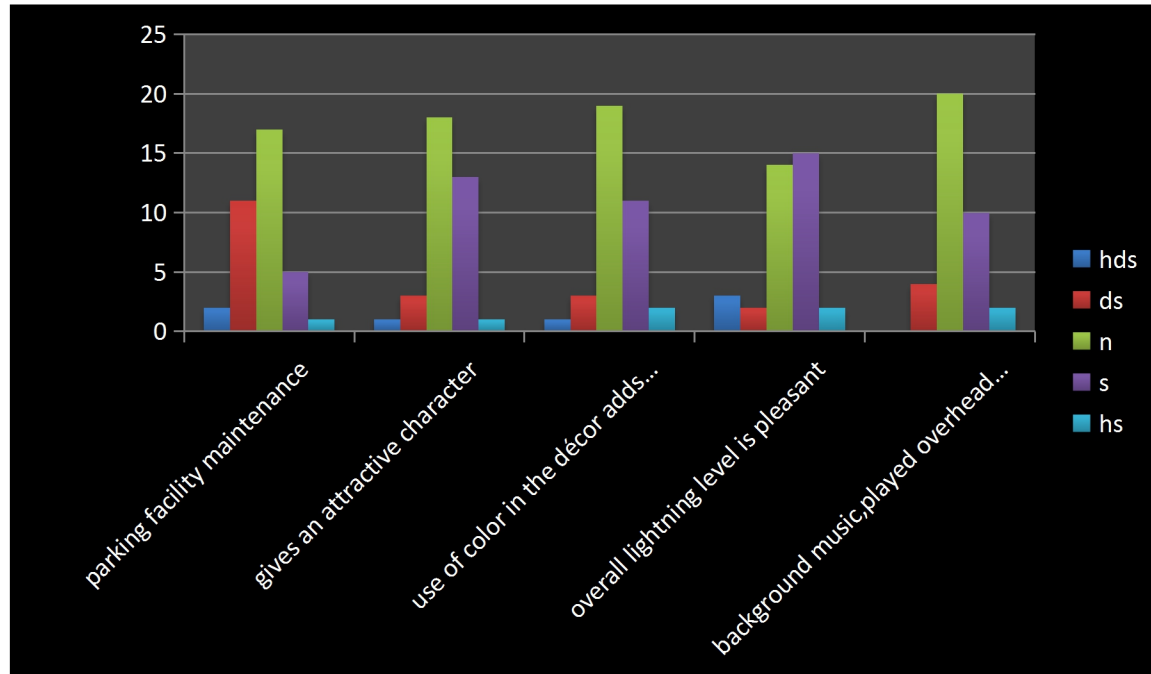
### Interpretation

In the above table and figure, it can be seen that majority of the respondents are neutral with cooperation and well trained of staff, taste and flavor, knowledge of stuff on food/beverage, willingness to serve and offered of fresh food and some are dissatisfied.

**Table 2.11.2 Restaurant Layout**

<b>Option</b>	<b>No. of respondents</b>					<b>Percentage</b>				
	<b>HDS</b>	<b>DS</b>	<b>N</b>	<b>S</b>	<b>HS</b>	<b>HDS</b>	<b>DS</b>	<b>N</b>	<b>S</b>	<b>HS</b>
Parking facility maintenance	2	11	17	5	1	5.5	30.5	47.2	13.8	2.7
Gives an attractive character	1	3	18	13	1	2.7	8.3	50	36.1	2.7
Use of color in the décor scheme adds excitement on the restaurant environment.	1	3	19	11	2	2.7	8.3	52.7	30.5	5.5
Overall lightning level is pleasant.	3	2	14	15	2	8.3	5.5	38.8	41.6	5.5
Background music, played overhead makes the restaurant a more enjoyable place.	0	4	20	10	2	0	11.1	55.5	27.7	5.5
<b>Total</b>	<b>36(each row)</b>					<b>100(each row)</b>				

**Fig 2.11.2 Restaurant Layout**



### Interpretation

In the above table and figure, it can be seen that majority of the respondents are neutral with parking facility, attractive character, use of color in excitement, lightning level is pleasant and music played overhead make the environment a more enjoyable place, and only some are dissatisfied with it.

**Table 2.11.3 About Employees**

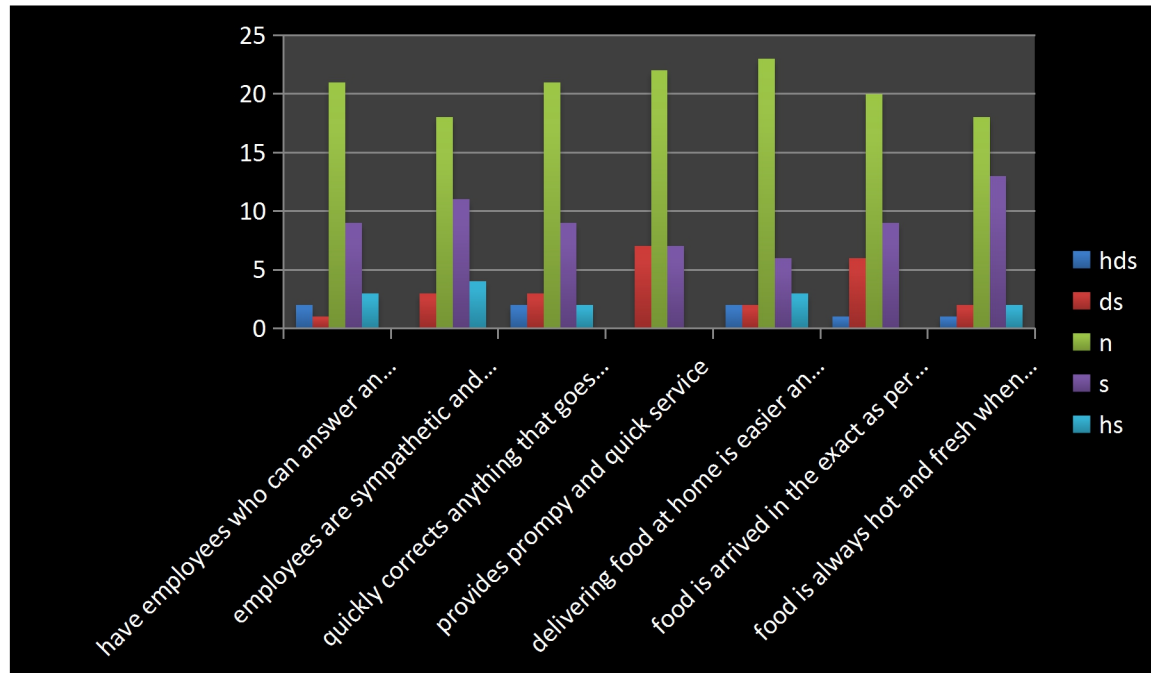
Option	No. of restaurants					Percentage				
	HDS	DS	N	S	HS	HDS	DS	N	S	HS
Have employees who can answer any question	2	1	21	9	3	5.5	2.7	58.3	25	8.3
Have employees who are sympathetic and assuring.	0	3	18	11	4	0	8.3	50	30.5	11.1



Quickly corrects anything that goes wrong.	2	3	21	9	2	5.5	5.5	58.3	25	5.5
Provides prompt and quick service	0	7	22	7	0	0	19.4	61.1	19.4	0
Delivery of food from restaurant to home is addicting and easier	2	2	23	6	3	5.5	5.5	63.8	16.6	8.3
Food is arrived in the exact time as restaurant promised	1	6	20	9	0	2.7	16.6	55.5	25	0
Food is always hot and fresh when delivered	1	2	18	13	2	2.7	5.5	50	36.1	5.5
<b>Total</b>	<b>36(each row)</b>					<b>100(each row)</b>				

**Fig 2.11.3 About Employees**

(HDS- highly dissatisfied, DS- dissatisfied, N-neutral, S-satisfied, HS-highly satisfied)



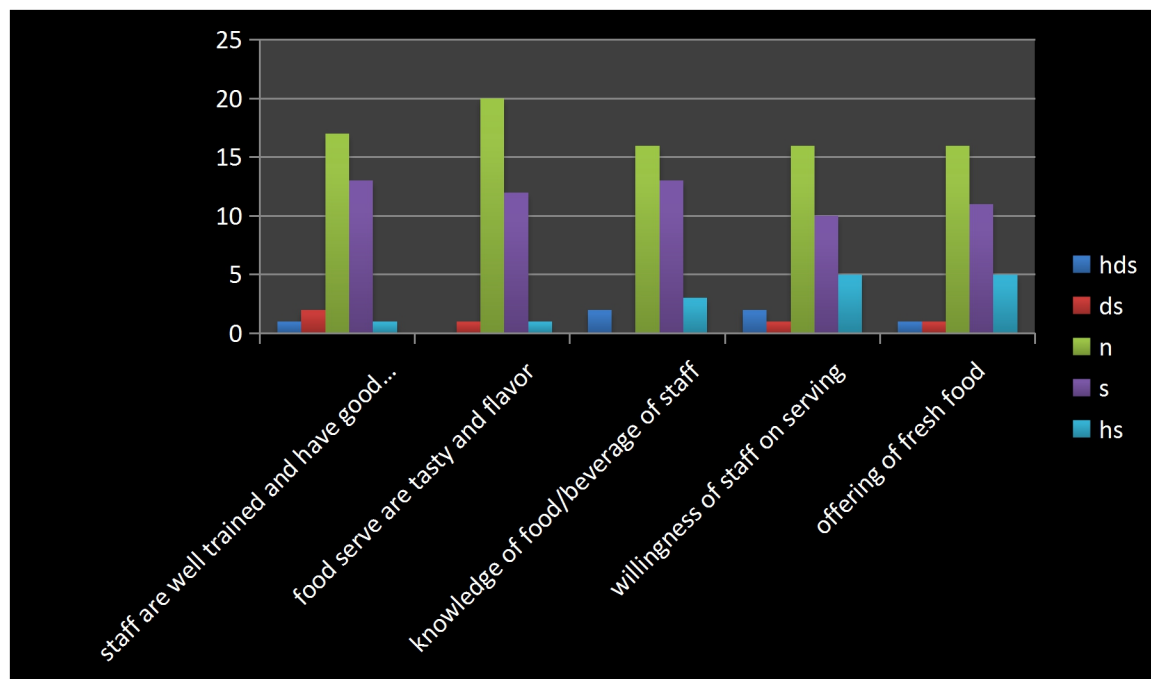
### Interpretation

In the above table and figure, it can be seen that majority of the respondents are neutral with employees answering the question, are sympathetic, quickly corrects, provides prompt and quick service, delivering food in hot and fresh and at the exact time and only some are dissatisfied with it.

**Table 2.12 (for TS Choka)****Table 2.12.1 Different services provided**

<b>Option</b>	<b>No. of respondents</b>					<b>Percentage</b>				
	<b>HDS</b>	<b>DS</b>	<b>N</b>	<b>S</b>	<b>HS</b>	<b>HDS</b>	<b>DS</b>	<b>N</b>	<b>S</b>	<b>HS</b>
Staff are well trained and have good cooperation	1	2	17	13	1	2.7	5.5	47.2	36.1	2.7
Food serve are tasty and flavor	0	1	20	12	1	0	2.7	55.5	33.3	2.7
Knowledge of food/beverage of staff	2	0	16	13	3	5.5	0	44.4	36.1	8.3
Willingness of staff on serving	2	1	16	10	5	5.5	2.7	44.4	27.7	13.8
Offering of fresh food	1	1	16	11	5	2.7	2.7	44.4	30.5	13.8
<b>Total</b>	<b>36(each row)</b>					<b>100(each row)</b>				

**Fig 2.12.1 Different services provided (HDS- highly dissatisfied, DS- dissatisfied, N- neutral, S-satisfied, HS- highly satisfied)**



### Interpretation

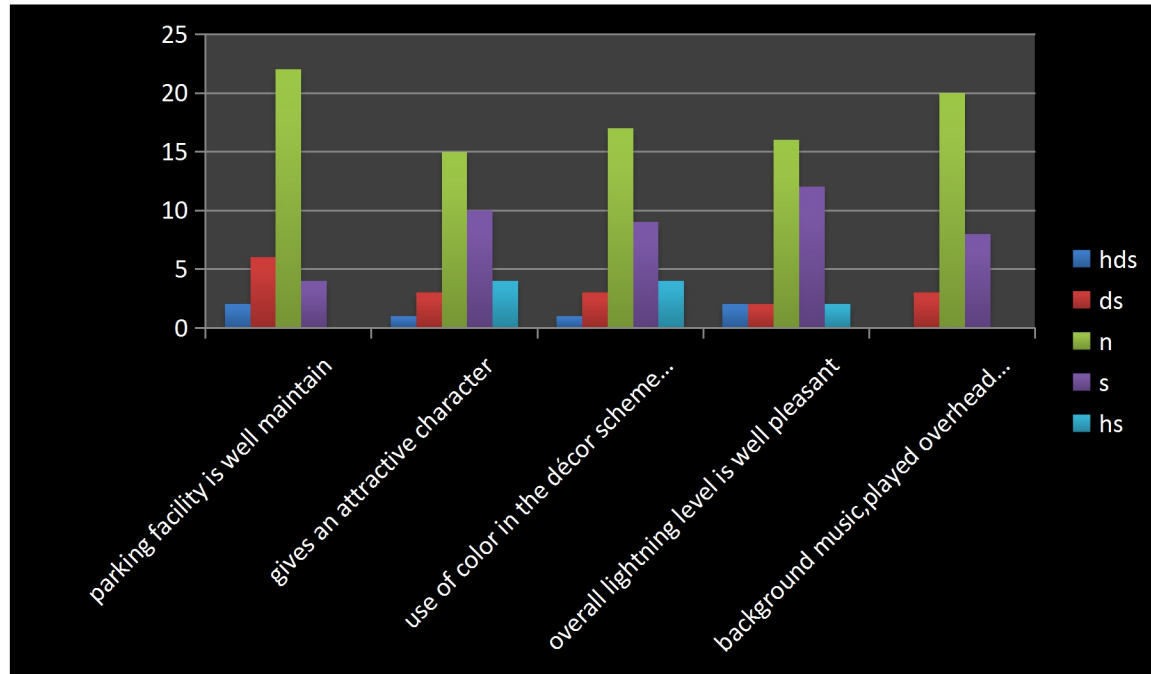
In the above table and data, it can be seen that majority of the respondents are neutral with staff willingness, food flavor, staff knowledge on food, well trained staff who also have good cooperation, only some of them dissatisfied with it.

**Table 2.12.2 Restaurant Layout**

Option	No. of respondents					Percentage				
	HDS	DS	N	S	HS	HDS	DS	N	S	HS
Parking facility is well maintained	2	6	22	4	0	5.5	16.6	61.1	11.1	0
Gives an attractive character	1	3	15	10	4	2.7	8.3	41.6	27.7	11.1
Use of color in the décor	1	3	17	9	4	2.7	8.3	47.2	25	11.1

scheme adds excitement to the restaurant environment.										
Overall lightning level is pleasant.	<b>2</b>	<b>2</b>	<b>16</b>	<b>12</b>	<b>2</b>	<b>5.5</b>	<b>5.5</b>	<b>44.4</b>	<b>33.3</b>	<b>5.5</b>
Background music, played overhead, makes it more an enjoyable place.	<b>0</b>	<b>3</b>	<b>20</b>	<b>8</b>	<b>3</b>	<b>0</b>	<b>8.3</b>	<b>55.5</b>	<b>22.2</b>	<b>8.3</b>
<b>Total</b>	<b>36(each row)</b>					<b>100(each row)</b>				

**Fig 2.12.2 Restaurant Layout**



### Interpretation

In the above table and data, it can be seen that majority of the respondents are mostly neutral with the given question, and only some are dissatisfied with it.

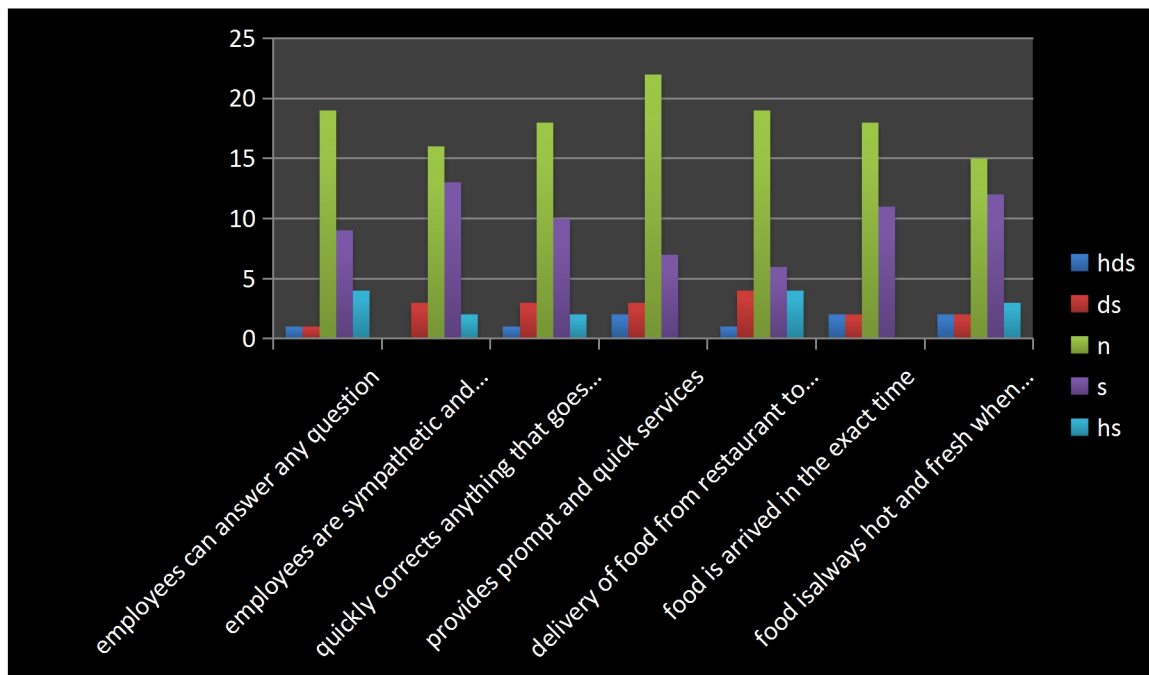
**Table 2.12.3 About employees**

Option	No. of respondents					Percentage				
	HDS	DS	N	S	HS	HDS	DS	N	S	HS
Have employees who can answer any question	1	1	19	9	4	2.7	2.7	52.7	25	11.1
Have employees who are sympathetic and assuring	0	3	16	13	2	0	8.3	44.4	36.1	5.5
Quickly corrects anything that goes wrong	1	3	18	10	2	2.7	8.3	50	27.7	5.5
Provides prompt and	2	3	22	7	0	5.5	8.3	61.1	19.4	0

quick service.										
Delivery of food from restaurant to home is addicting and easier	1	4	19	6	4	2.7	11.1	52.7	16.6	11.1
Food is arrived in the exact time as per the restaurant promised.	2	2	18	11	0	5.5	5.5	50	30.5	0
Food is always hot and fresh when delivered.	2	2	15	12	3	5.5	5.5	41.6	33.3	8.3
<b>Total</b>	<b>36(each row)</b>					<b>100(each row)</b>				

**Fig 2.12.3 About employees**

**(HDS-highly dissatisfied, DS-dissatisfied, N-neutral, S-satisfied, HS-highly satisfied)**



## **Interpretation**

In the above table and figure, it can be seen that majority of the respondents are neutral with employees answer on question, empathy, prompt and quick services, delivery of food to home and freshness of the food, and only some are dissatisfied with it.



## **Chapter III**

### **Results and Discussion**

The followings are the findings of the customer satisfaction and their preferences in selected restaurants in Lunglei town.

#### **Personal Details:**

Personal detail gives information about the respondents. Age detail shows that majority of the respondents (77.8%) belongs to 15-25 years. Gender details shows that majority of the respondents (69.4%) belongs to female. Marital status shows that majority of the respondents (77.8%) are unmarried. The occupational status shows that majority of the respondents (58.3%) belongs to student and only 2.8% are self entrepreneur and government workers. Frequency of visits shows that majority of the respondents (75%) went occasionally and none of them went for weekly twice.

Preferred food shows that the majority of the respondents (69.4%) ate both vegan and non-vegan food. Reasons for going to restaurants shows that majority of the respondents (55.6%) went to the restaurants for special events (i.e., birthday, anniversary etc..). With whom did you go to the restaurants shows that majority of the respondents (75%) went with their friends and only 11.1% went by themselves. What would attract you to try a new restaurant? shows that majority of the respondents (50%) went for menu option and some (41.7%) went to discover new places.

#### **Murray's Kitchen:**

##### **Knowledge, serving, fresh food offered and parking facility:**

The knowledge of staff in food/beverage shows that majority of the respondents (41.6%) are neutral, staff willingness to serve shows that majority of the respondents (44.4%) are satisfied, fresh food offered shows that majority of the respondents (44.4%) are neutral, as well as for parking facility majority of the respondents (44.4%) are neutral with it. And

only some of the respondents are highly dissatisfied with knowledge, serving, fresh food and parking facility.

### **Restaurant Layout:**

The majority of the respondents (52.7%) thinks that the restaurant gives an attractive character, use of color in the décor scheme give an excitement to the restaurant environment shows that majority of the respondents (47.2%) are satisfied with it, also most of the respondents (61.1%) are satisfied with the pleasantness's restaurant overall lighting level as well as the majority of the respondents (44.4%) shows that they are satisfied with the background music.

### **Empathy and delivery of food to homes:**

The majority of the respondents (47.2%) are neutral with the employees answer to the customer question, and most of the respondents (50%) are neutral with the staff sympathies and reassurances, and also neutral (58.3%) with the correction done by staff when things goes wrong as well as majority of the respondents are neutral (47.2%) with the provides of prompt and quick services, and majority of the respondents are neutral (50%) with the delivery of food, arrived in exact time and food is hot/fresh when delivered.

### **Amos' Diner:**

#### **Well trained staff and cooperation, taste and flavor, knowledge, serving, offered fresh food:**

The majority of the respondents (44.4%) are neutral with well-trained staff and cooperation with customer and around 8.3% are highly dissatisfied with it, the respondents (41.6%) are neutral with the taste and flavor and 5.5% are highly dissatisfied, most of the respondents (44.4%) are neutral with knowledge of staff on food/beverage and around 5.5% are highly dissatisfied with it, and majority of the respondents (47.4%)

are satisfied with the staff willingness to serve and around 52.7% of the respondents are neutral with offered of fresh food.

#### **Restaurant layout and parking facility:**

Majority of the respondents (47.2%) are neutral with the maintenance of parking facility and around 5.5.% are highly dissatisfied, half of the respondents (50%) are neutral with the restaurant layout, more than half of the respondents (52.7%) are neutral with the use of color and around 8.3% are dissatisfied with it, around 41.6% of the respondents are satisfied with the overall lightning facility of the restaurants and 8.3% are highly dissatisfied, majority of the respondents (55.5%) are neutral with the background music and around 11.1% are dissatisfied with it.

#### **Empathy and delivery of food to homes:**

The majority of the respondents (58.3%) are neutral with the staff answer raised by the customers and 5.5% are highly dissatisfied, half of the respondents (50%) are neutral with the sympathies and reassurances of the employees and none of them are highly dissatisfied with it, more than half of the respondents (58.3%) are neutral with the correction done by staff if something goes wrong, respondents (61.1%) are neutral with the restaurant prompt and quick service and around 19.4(7/36) are dissatisfied, most of the respondents are neutral with delivery of food at home.

#### **TS Choka:**

##### **Well trained staff, taste and flavor, knowledge of staff and offered of fresh food:**

Among 36 of the respondents, 47.2% are neutral with well trained staff and cooperation with customer, more than half of the respondents (55.5%) are neutral with the taste and flavor of the food serve and only 2.7% (1) is dissatisfied, the majority of the respondents (44.4%) are neutral with knowledge of staff on food/beverage and 5.5% are highly dissatisfied, 44.4% of the respondents are neutral with staff willingness to serve and 27.7

are satisfied, and only 5.5%(2) are highly dissatisfied, the majority of the respondents (44.4) are neutral with offering of fresh food and only 2.7% are dissatisfied with it.

#### **Restaurant layout and parking facility:**

More than half of the respondents (61.1%) are neutral with parking facility and 16.6% are dissatisfied, from the respondents 41.6% are neutral with the attractive character given by the restaurant, the majority of the respondents are neutral and satisfied with the use of color in the décor scheme (47.2% and 25% respectively),majority of the respondents (44.4%) are neutral with overall lightning level and only 5.5% are dissatisfied, more than half of the respondents 55.5% are neutral with the background music and none of them are highly dissatisfied with it.

#### **Empathy and delivery of food to homes:**

More than half of the respondents (52.7%) are neutral with the staff answer raised by the customers and only 2.7% are dissatisfied, 44.4% of the respondents are neutral with sympathies and assurance shown by restaurant staff and none of them are highly dissatisfied with it, half of the respondents (50%) are neutral with the correction done by staff if something goes wrong and 27.7% are satisfied with it, more than half of the respondents (61.1%) are neutral with prompt and quick service provides by the staff and 8.3% are dissatisfied, more than half of the respondents (52,7%) are neutral with the delivery of food to home is easier and addicting, and half of the respondents are neutral with food arrived in the exact time and around 41.6% are neutral with food hotness and freshness when delivered and 33.3% are satisfied with it.

## **Chapter IV**

### **Suggestion and Conclusion**

#### **Suggestion**

The important findings from the study are the interaction between the customers and the employees are not up to expectation and the serving as well as the cooperation with the customers. From the analysis, it can clearly see that most of the respondents are neutral with every question raised by the researcher which means they are not well satisfied with it and some of the respondents are dissatisfied with the maintenance of parking facility as well.

- It is suggested that, nowadays most people have their own vehicle so it will be convenience for the restaurants to maintain the parking facility which will satisfied the customer and the outcome will have positive influence to the customer and it is for the betterment of the restaurant for the future.
- The relation between the customers and the employees has a great impact for the growth of business, an attitude shown by the employees to the customers effect the outcome quality, since customers are more likely to focus on the pleasure oriented consumption, the restaurants owners must well-train the employees to have good cooperation with the customers and from the profile details.
- We can see that many of the respondents went to the restaurants to discover new places and for menu option, it is important to make a logic menu for the customers so that they can understand and order the food that they want.

## **Conclusion**

The study revealed that the level of customer satisfaction on food and services, layout of the restaurants, empathy and the delivery of food to home. Good food is commonly viewed as an essential component of customer satisfaction and services/attitude of the employees has a great impact in the restaurant industry. The study reinforce that the menu option and layout are one of the most important factors affecting customer attitude and restaurant preference and satisfaction, which in turn affect the behavioral intentions such as spread positive word of mouth. This study emphasis that maintain empathy/sympathy and reassurance towards the customers have a great image for the restaurant and the restaurants should provide customers with the exceptional mixture of good taste, variety of menu, attractiveness in presentation, freshness when delivered food to home and enticing aroma, which will surely increase the behavioral towards the restaurants.

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## **Annexure**

1. Age:
  - a. 15 to 25 years
  - b. 25 to 35 years
  - c. 35 to 45 years
  - d. 45 and above
2. Gender
  - a. Male
  - b. Female
3. Marital status:
  - a. Married
  - b. Unmarried
4. Occupational status:
  - a. Student
  - b. Self entrepreneur
  - c. Private
  - d. Government
  - e. Others
5. Frequency of visit:
  - a. Frequently
  - b. Weekly once
  - c. Weekly twice
  - d. Monthly once
  - e. Monthly twice
  - f. Occasionally

6. Preferred food:
  - a. Vegetarian
  - b. Non-vegetarian
  - c. Both
  
7. Reasons for going to restaurants:
  - a. To go out
  - b. To invite someone
  - c. To eat good food
  - d. To try different food
  - e. For special events (birthday, anniversary, etc)
  - f. Non- chosen situation
  
8. With whom did you go to the restaurant?
  - a. I go alone
  - b. With my friends
  - c. With my parents or family member or relatives
  - d. With my child/children/niece/nephew
  
9. What would attract you to try a new restaurant?
  - a. Refer by friends/relatives
  - b. Menu options (different kinds of food)
  - c. Affordable prices, cheaper than other restaurants
  - d. Close location from where I live
  - e. Appeal the setting, decoration
  - f. To discover new places
  - g. Advertisement

**CHOOSE WHATEVER IS APPROPRIATE FOR YOU:**

**(For Murray's Kitchen)**

(HDS-highly dissatisfied, DS-dissatisfied, N-neutral, S-satisfied, HS-highly satisfied)

Q.N.	SUB NO.	STATEMENTS	HD S	DS	N	S	HS
I.	1.	The staff of the restaurants are well trained and co-operative to the customers					
	2.	The food serve in the restaurants are tasty and flavor					
	3.	The staff are well-aware of the food and beverage served in the restaurants					
	4.	The staff of the restaurants are willing enough to serve their customers					
	5.	The restaurants always offer fresh food					
II.	1.	The parking facility in the restaurants is well maintained					
	2.	The restaurants gives an attractive character					
	3.	The use of color in the décor scheme adds excitement to this restaurant environment					
	4.	The overall lightning level in the restaurants are pleasant					
	5.	The background music, played overhead, make the restaurants a more enjoyable place					
III.	1.	The restaurants has employees who can answer your question completely					
	2.	The restaurants have employees who are					

		sympathetic and reassuring if something goes wrong.					
	3.	The restaurants quickly corrects anything that is wrong					
	4.	The restaurants provide prompt and quick service.					
IV.	1.	The delivery of food from the restaurants to your home is addicting and easier.					
	2.	The food is arrived in the exact time as per the restaurants promised.					
	3.	The food is always hot and fresh when it is delivered.					

**(For Amos Diner)**

(HDS-highly dissatisfied, DS-dissatisfied, N-neutral, S-satisfied, HS-highly satisfied)

Q.N.	SUB NO.	STATEMENTS	HDS	DS	N	S	HS
I.	1.	The staff of the restaurants are well trained and co-operative to the customers					
	2.	The food serve in the restaurants are tasty and flavor					
	3.	The staff are well-aware of the food and beverage served in the restaurants					
	4.	The staff of the restaurants are willing enough to serve their customers					
	5.	The restaurants always offer fresh food					
II.	1.	The parking facility in the restaurants is					

		well maintained					
	2.	The restaurants gives an attractive character					
	3.	The use of color in the décor scheme adds excitement to this restaurant environment					
	4.	The overall lightning level in the restaurants are pleasant					
	5.	The background music, played overhead, make the restaurants a more enjoyable place					
III.	1.	The restaurants has employees who can answer your question completely					
	2.	The restaurants have employees who are sympathetic and reassuring if something goes wrong.					
	3.	The restaurants quickly corrects anything that is wrong					
	4.	The restaurants provide prompt and quick service.					
IV.	1.	The delivery of food from the restaurants to your home is addicting and easier.					
	2.	The food is arrived in the exact time as per the restaurants promised.					
	3.	The food is always hot and fresh when it is delivered.					

**(For TS CHOKA)**

(HDS-highly dissatisfied, DS-dissatisfied, N-neutral, S-satisfied, HS-highly satisfied)

Q.N.	SUB NO.	STATEMENTS	HDS	DS	N	S	HS
I.	1.	The staff of the restaurants are well trained and co-operative to the customers					
	2.	The food serve in the restaurants are tasty and flavor					
	3.	The staff are well-aware of the food and beverage served in the restaurants					
	4.	The staff of the restaurants are willing enough to serve their customers					
	5.	The restaurants always offer fresh food					
II.	1.	The parking facility in the restaurants is well maintained					
	2.	The restaurants gives an attractive character					
	3.	The use of color in the décor scheme adds excitement to this restaurant environment					
	4.	The overall lightning level in the restaurants are pleasant					
	5.	The background music, played overhead, make the restaurants a more enjoyable place					
III.	1.	The restaurants has employees who can answer your question completely					
	2.	The restaurants have employees who are sympathetic and reassuring if something goes wrong.					
	3.	The restaurants quickly corrects anything					

		that is wrong					
	4.	The restaurants provide prompt and quick service.					
IV.	1.	The delivery of food from the restaurants to your home is addicting and easier.					
	2.	The food is arrived in the exact time as per the restaurants promised.					
	3.	The food is always hot and fresh when it is delivered.					