

## Important of Consumer Behaviour Study for any Restaurant or A Hotel.

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*This research examines consumer behaviour in the food service department of restaurant of a star rated hotels to gauge the importance of the consumer behaviour study & analyse of the decision making process for the restaurant. The recognition of the food quality v/s food service is acknowledged by the guests. Studies have hypothesised & have highlighted the increased importance of food service in five star hotels. On the other hand, few studies have analysed the real efficacy of these practices in the UK market by the researchers. The methodology Author uses the questionnaires. With the help of depth interviews with the customers and staff Author try to find research. For the research Author use representative sample of restaurant categories (diners, four star restaurants, etc.). Crown Plaza-St. James hotel is responding on changes in environment and consumer behaviour by introducing healthy menus. Marketers at Crown Plaza-St. James try to reduce perceived risk by providing consumers with information regarding their food.*

### Introduction

Currently changing and highly competitive world, it is important that opportunities are available in place of a hotel. Hotel special to show flexibility to change as the consumer lifestyle, buying power and preferences. One "official" definition of consumer behavior is "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society (Wayne D. Hoyer, Deborah J. Macinnis(2009) Consumer behavior).

Restaurant honour must have knowledge of satisfy consumers' needs, wants, and demands to be successful in the competitive foodservice industry (Gregoire, Shanklin, & Greathouse, 1995; Kotler, Bowen, & Makens, 1998). The findings from several studies show that restaurant consumers use different criteria when making restaurant decisions (Johns & Pine, 2002; Koo, Tao, & Yeung, 1999). The criteria also vary according to the type of restaurant (Elder et al., 1999; Heung, Wong, & Qu, 2000; Lewis, 1981) and dining occasion (Auty, 1992; June & Smith, 1987; Koo et al., 1999).

Verbeke (2005) recognizes that at any point in time throughout the decision-making process, judgments and choices are affected by a variety of stimuli from environment as well as by internal process and characteristics from the consumers themselves. Based on earliest presented models of consumer behaviour towards food (Pilgrim, 1957, cited by Verbeke, 2005) and on a review of factors affecting food acceptance and behaviour (Shepherd, 1990, Steenkamp, 1997, cited by Verbeke, 2005) proposed a classification with three types of influencing factors: environmental factors, person-related factors and properties of the food. For Verbeke (2005), examine that different mental stages consumer must go through when making buying deci-

sion and responding to marketing or non-commercial messages. .

Author has attempted to identify and focus, along with the attitudes, on the socio-cultural part of the consumer decision-making process, i.e. impact of communication and information, as it appears that this is the most recent issue due to health concerns in the UK.

### Methodology

Author used interviews method as it is very effective method for collect the data and it can be read the consumer expression in interview. All the questions are focus on decision making process, consumer behaviour, consumer attitude, and their involvement for selecting restaurant. A non-random sample of customers was chosen for the research. Restaurant wise consumers were selected such that the following criteria were met: 1) at least times comes in restaurant in a week 2) A broad range of age (early twenties to mid-forties). 3) Class restaurant (diner, four star, Continental, etc.) 4) a comprehensive sample. A total of fifty interviews were conducted.

### Finding & Discussion

Differently informant indicated that one person may respond in different situations. For example, a person is not well satisfied when alone, can be satisfied even when with other people. Respondents from a lack of knowledge tended to attribute poor food service. Therefore, even if they have a gender and stereotypical beliefs, such as food service, of faith, they tell people not knowing any better.

According to Hollen(2003) there are four divides for consumer choices critters. Cost, performance, social and availability. For the restaurant customers could consider purchase price or average cost of the meal in the first category, performance in terms of quality of the food and beverage or its taste in the second, reputation of restaurant or image in the third, and loca-

tion or accessibility in the final category. There for if consumer select any restaurant he or she will go to this category. Even if for the most important category, it is also depending on social, personal and psychological influence (Dibbet al. 1997).

There are many factors affected for choosing restaurant such as location, food and service, standard of cleanliness and hygiene, relation with staff, prompt and personalized service in choosing restaurant. Brand loyalty is also taking an important part in decision making process.

#### **Conclusion**

Author considered Crown Plaza London - St. James, Property of Taj Group of Hotel, as a suitable property for field research to analyse the consumer behaviour functions and its usefulness. Despite the comment about "equality, the results of different studies" in the subject inspection in respect of local food consumption simplest conclusions about the value of criteria leads to considerable uncertainty. Looking across studies, there is considerable variability and sometimes conflict between different studies is typical

of the findings. Cost price often the most important determinant of an option as the decision is not included, but there is enough evidence in other studies in literature and research on food service choices that consumers are very price sensitive and most foods price elasticity is quite high unless they are branded.

In some studies, price and sales conditions are rated as the first criteria for choosing. In others, the monetary attribute is not mentioned among the most important criteria. Moreover many of those who were familiar with current high public obesity debates in the UK issue it affected them in such way that they now eat less fine dining as they used to. Most purchases of fine dining occurred as a result of pre-planned decision-making. Since consumer's knowledge/ information acquired regarding fine dining are neutral, as a result their attitudes are also neutral. There are also external influences that have negative impact on consumer decision-making process i.e. current high public obesity debates in the UK. "Result depends not only on market conditions, but also on the changes in the consumer behaviour..."

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