

A Study on Consumer Buying Behaviour towards Eatery Outlets in Silvassa City

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ABSTRACT

The Indian food joint industry has witnessed high growth strides in the past years, with increasing disposable income, exposure to a number of cuisines and consumers' willingness to experiment a mix of both western and local menu. The purpose of the research is to study consumer buying behaviour towards food eatery outlets with respect to Silvassa city. The article aims to perceive the consumption pattern towards food joint; the likes, dislikes and perception and preferences of consumers towards eatery outlets. The article will contain issues regarding place of purchase and the factors determining the behaviour of buyers of food products as well as factors affecting preferences of buyers of eatery services. The main aim of the study is to understand the concept, significance & process of consumer buying behaviour, to analyse the consumers' buying behaviour towards eatery outlets in Silvassa city and to gather inferences from the study and extend recommendation with respect to the impact of consumer buying behaviour on business of Eatery Outlets.

The research design is exploratory and descriptive and the data collected was primary and secondary using questionnaire as research instrument. The sample size is 121 and the population is residents from Silvassa city. The sampling technique used is non -probability convenience sampling. The scope of the study states the extent of Consumer Behaviour attributes is gathered in Silvassa City only. The Project enables to characterize the 7 Ps pertaining to the Eatery Outlets. The respondents hesitated to respond as the survey intended to ask their personal choices. The behavioural context is gathered from a limited area; hence the inferences are indicative in nature.

Keywords: consumer attitude, consumer buying behaviour, eatery outlets, consumer behaviour, 7 ps of marketing

I. INTRODUCTION

Consumer attitude towards food depends on many attributes which affects their choices towards buying, consuming or rejecting it. In today's business world a strong relationship with customers creates basics for competitive and successful business conditions for suppliers. Nowadays, restaurant's main purpose is not only to satisfy customer needs for nutrition but also to reply on the necessities such as having good time, relaxation and socialization. Business that wants to outrun this competition should primarily understand the changing demand and best meet those requirements in order to survive in an intense competitive environment.

Changes in customer's standard of life; income & learning levels, personal characteristics and preferences are causing differentiation. For this reason, it is very important for restaurants or food joints to be aware of the factors that affect customer's restaurant preferences in order to develop successful marketing strategies. The Primary factors that affect the eatery businesses are revolving around the Marketing Mix involving the 7 Ps i.e., Product, Place, Price, Promotion, People, Physical Evidence and Process. The essentialities in all these 7 Ps support the businesses to flourish. The Consumer behaviour also revolves around the 7 Ps. An Eatery outlet if understands the 7 Ps and related Consumer behaviour, it supports in the business planning. Understanding Consumer behaviour thus becomes imperative.

II. LITERATURE REVIEW

Dr. Mohan Kumar through the literary work states that the potential of fast-food market growth in India is tremendous. With a growth in the number of nuclear families, economic growth and increasing per capita income, fast food culture gained prominence in India. Dr. Mohan Kumar studied the consumer behaviour of children on fast food; the factors influencing consumers in the selection of fast-food retail outlets and consumption pattern towards fast food, learning about frequency of visits, choice of fast-food restaurants and perception on choosing menu. He found out that children are the target segment for marketing people. The frequency of the place stated that higher number of people eat fast food in road side shop. And the frequency of consuming fast food was once in a month. The most preferred item was pizza followed by burgers and sandwiches. The favourite meal timing to visit a fast-food chain was dinner. It was found that the respondents

irrespective of their personal classification have high opinion towards suitability of food (price and value) as an important factor in perception on choosing a fast-food restaurant with special reference to Coimbatore, Tamil Nadu. (Dr. Mohan Kumar, 2012)

Pawel Nowicki and Tevez Sikora studied the issues regarding place of purchase and the factors determining the choice of buying food as well as factors affecting preferences of buyers of catering services. He found out that most important factors determining the behaviour of buyers in the food market are nutritional value and price. And the factors influencing the purchase decision in catering service are quality of foods, their diversity and the environment outside and inside and overall food market-price. (Pawel Nowicki)

Hafizi Fudan studied the consumer's attitude for choice of a restaurant, place and importance on the ingredients, quality and origin, composing menu. He found that it is important for restaurants to gain information about the factors that affect consumer preferences to develop successful marketing strategies. The findings suggested that people not only look for nutritional needs but also expect good environment, entertainment, relaxation and socialization. The presented result in the study shows that good food or a large extent determines the choice of a restaurant, but is not a sufficient condition. The results also indicate that consumer prefer restaurants that prepare tasty dishes of high quality with fresh ingredients and appealing presentation and also offer a variety of choices on the menu. (Hafize, 2021)

Saloni Solanki studied about consumption pattern of ready to eat food industry. The findings were, the people who are unmarried, who live alone, don't have time to cook so they prefer to either go to restaurants or use ready to eat food market products. (Saloni Solanki, 2017)

KP Naseeruddin. It has been a noticeable trend that food consumption pattern of urban Indian families has changed dramatically with times owing to the grouping influence of western culture. The study indicates a radical change in consumption pattern of Indian consumer who have been traditionally known for their price consciousness. He studied the factors influencing the consumption of fast food, the factors motivating customers to dine at a fast-food outlet and the consumer perception and behaviour pertaining to consumption of fast food. The finding showed that these are 4 major classes of consumer behaviour determinants and expectations, namely, cultural, socio-economic, personal and psychological. If the challenges are met with various considerations, the Indian fast-food industry is anticipated to achieve glorious milestones. (Shantanu Rj, 2018)

Shaik Shahed through the literary work states that Work-life balance is hard to maintain these days henceforth increasing number of consumers are opting for fast food restaurants. In this paper, the author studies the consumer's attitude, perception towards fast food and customer service quality in that fast food with respect to Dhaka city. He found out that people have widely accepted eating meals outside since the restaurants are situated in convenient locations and considering reasonable costs, ambience, variety in menu and most importantly time saving. He found out that some group of people shows brand loyalty by travelling to far locations for their favourite menu. Majority have a preference towards quality of food and services at restaurants. And expect the food to be healthy and nutritious. Another finding shows that restaurants and fast-food joints focus mainly on ambience and environment rather than their food and quality as people preferences have moved towards look and feel factor more than the quality and taste of food. (Shahed)

Datrika Venkata through the literary work states that the quick service restaurant section has witnessed enormous growth as in busy life people are more relied towards it. MCD was the first QSR followed by different others like KFC & DOMINOS. The author studies the driving force & the reason behind fast food consumption of Indian consumer & the factors influencing consumer perception towards. the findings were that the consumers look out for variety to eat something different from daily & for quick services. Other than that, consumers look out for nearby options that is 2 to 5 kilometre's & prefer to wait only for 5 to 10 min. the study indicated that MCD is the most favoured QSR restaurant followed by KFC & paradise. (Venkaa)

III. OBJECTIVES OF THE STUDY

1. To understand the concept, significance & Process of Consumer Buying Behaviour.
2. To analyse the Consumers' buying behaviour towards Eatery outlets in Silvassa City.
3. To gather inferences from the study and extend recommendation with respect to the impact of consumer buying behaviour on business of Eatery Outlets.

IV. RESEARCH METHODOLOGY & PROCESS

- ❖ **Type of Research:** Descriptive & Exploratory Research
- ❖ **Data Collection Sources:** Primary and Secondary Data
- ❖ **Sample Size:** 121 Respondents
- ❖ **Population:** Residents from Silvassa City
- ❖ **Sampling Technique:** Non – Probability: Convenience Sampling
- ❖ **Scope of the Study:**
 - Consumer Behavior attributes gathered in Silvassa City.
 - The Project enables to characterize the 7 Ps pertaining to the Eatery Outlets

❖ **Limitation of the study:**

- The respondents hesitated to respond as the survey intended to ask their personal choices.
- The behavioral context is gathered from a limited area; hence the inferences are indicative in nature.

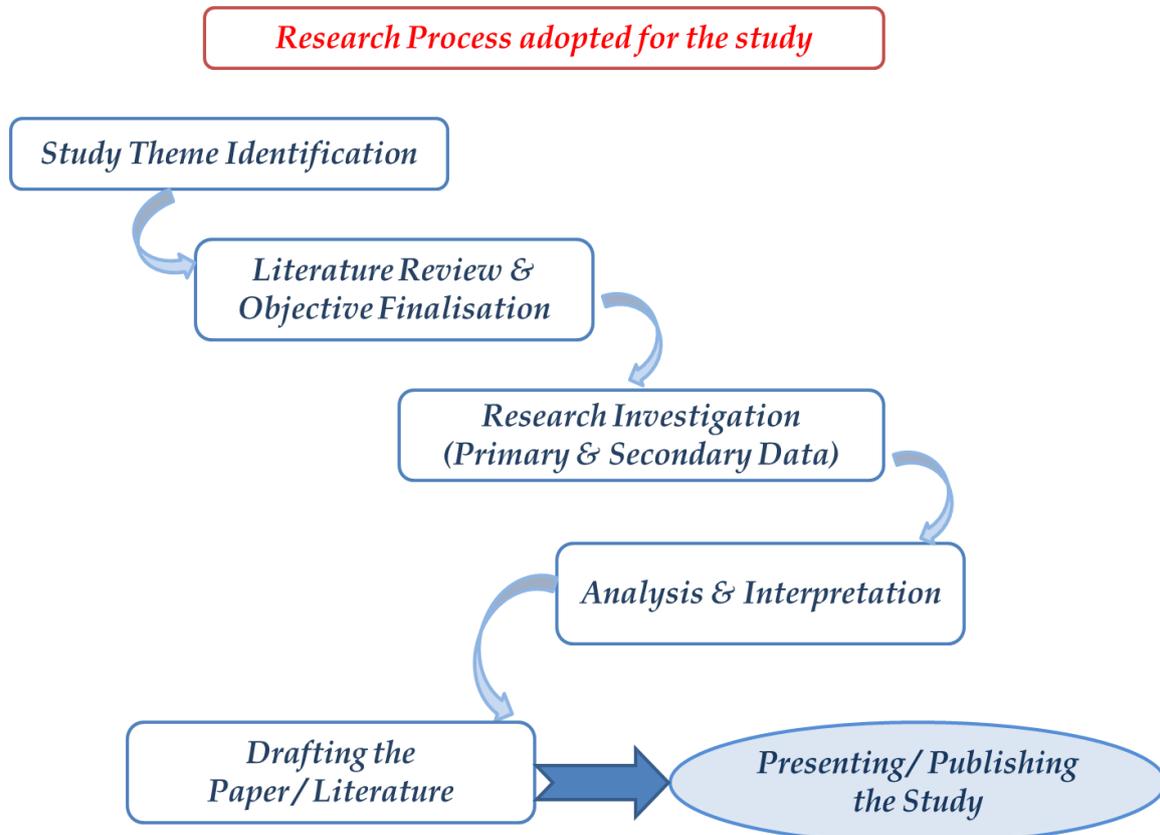


Chart No. 1: Research Process adopted
Source: Authors' Study

V. CONSUMER BUYING BEHAVIOUR: CONCEPT, SIGNIFICANCE & PROCESS

Consumer Behaviour is defined as activities people undertake when obtaining, consuming and disposing of products/services. Traditionally consumer behaviour is thought of studying “why people buy” in order to develop strategies. Some of the factors influencing consumer behaviour are Culture, Personality, Life stage, Income, Attitude, Motivations, Feelings, Knowledge, Ethnicity, Family, Values, Available resources, Opinions, Past experience, Peer groups. Some of the organizational influences includes Brand, Advertising, Promotions, Price, Service, Convenience, Packaging Product features, Word of Mouth, Quality. The 4 types of Buying Behaviour are: (1) Extended Decision-Making. (2) Limited Decision-Making. (3) Habitual Buying Behaviour. (4) Variety-Seeking Buying Behaviour.

Consumption is the key to understand why consumers buy products. Today, businesses around the world recognise that “the consumer is king”. Knowing how and why people consume products help marketers understand how to improve existing products, what types of products are needed in the market place and how to attract consumers to buy their products. In essence, consumer behaviour helps firms know how to “please the king” and directly impact bottom line products.

Consumer buying behaviour includes process through which consumers go through while buying a product.

1. **Identify the problem:** Identification of the problem is the first step. A consumer’s purchase decision begins with his need and wants.
2. **Information search:** After the identification of need the consumer will then go for searching of the information. The consumer being aware of his need or want at this stage. This leads to the information search stage. In order to meet his needs, the consumer will try to find various option he has in order to choose the best suitable. Advertisements, videos, friends and families can help/influence a consumer’s decision.
3. **Evaluation of Alternatives:** After recognizing the needs and searching of the information, the customer is now ready to buy the product after evaluating various alternatives. After looking for various options and searching for

information, a consumer will evaluate all the alternatives and find the best suitable one. Consumers evaluate the product based on various attributes such as price, durability, branding, packaging, etc. During this stage the consumer will pick up a product according to the ranks that best satisfies his needs

4. **Purchase Decision/Purchase:** After the evaluation process, the consumer finally moves to purchase the product after deciding what he wants to buy. The product that he wants is purchased by him at this stage, however he can change is decision due to various reasons such as price, values, changes in the need of the consumer
5. **Post-Purchase Evaluation:** The last stage of buying process that is often ignored by the marketers. The post purchase behaviour of the consumer will show whether the product/service purchased by them matches their expectations or not. The consumer will be either satisfied, delighted or dissatisfied. Thus, it becomes very important to study the post purchase behaviour as if the customer is not happy or dis-satisfied with the purchase he might not repurchase again. In order to tackle this, they can be offered with guarantees or exchange offers.

VI. EATERY OUTLET BUSINESSES: OVERVIEW

India’s extensive cuisine is an amalgamation of influences from various cultures and traditions. Its popularity put the country on the global culinary map with some chefs earning prestigious awards for their restaurants. Furthermore, restaurants and hotels accounted for the highest consumption among food services market across the country in financial year 2020. Increasing disposable incomes, urban lifestyles and an expanding market allowed forgoing home cooked meals occasionally. A symbiotic growth between the food industry and the growing middle class rendered the success of Indian restaurants. The impact of globalization in the 1990s on the food industry helped it in terms of establishing business ventures with many food chains with non-Indian and fusion influences, including cafes. It has been witnessed that there is an influence of both local and western culture. Apart from that innovation, diversification and demand for quick service restaurants along with affordable fine dining. While food is highly processes and prepared in assembly line often, these restaurants focus on consistency of experience, affordability, and speed.

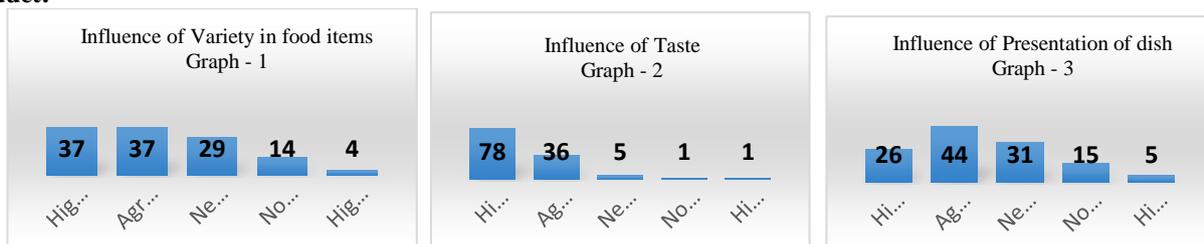
VII. RESULTS & DISCUSSION

Demographic Details:

Gender-	68 out of 121 were Male		
	53 out of 121 were Female		
Age-	13-19 years	-	20 Respondents
	20-29 years	-	52 Respondents
	30-39 years	-	22 Respondents
	50 and above	-	27 Respondents
Occupation-	Schooling students	-	15
	Graduation students	-	13
	Post graduate students	-	20
	Private service	-	45
	Government service	-	01
	Business Person	-	11
	Homemaker	-	11
	Others Category	-	5

VIII. ANALYSIS

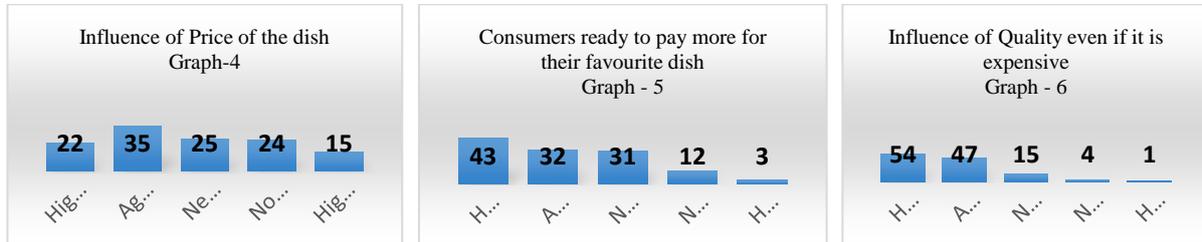
Product:



- 74 out of 121 agree to the point that More variety in the Food items excite them to choose an eatery outlet. (Graph No. 1)

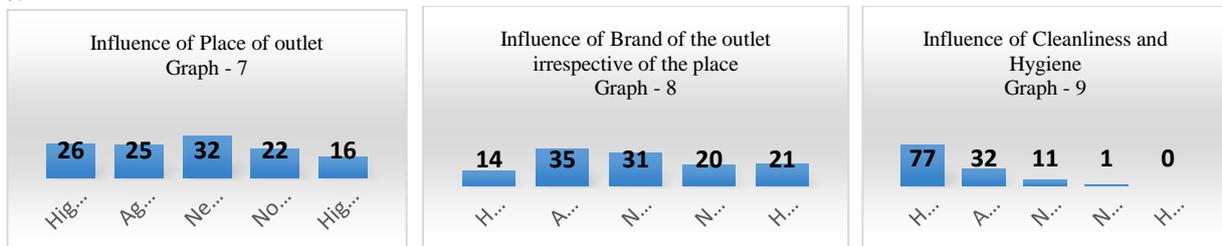
- 114 out of 121 agree to the point that Taste of the food compel them to visit any eatery outlet. (Graph No. 2)
- 70 out of 121 agree to the point that Presentation of the dish excites consumers to choose an eatery outlet (Graph No. 3)

Price:



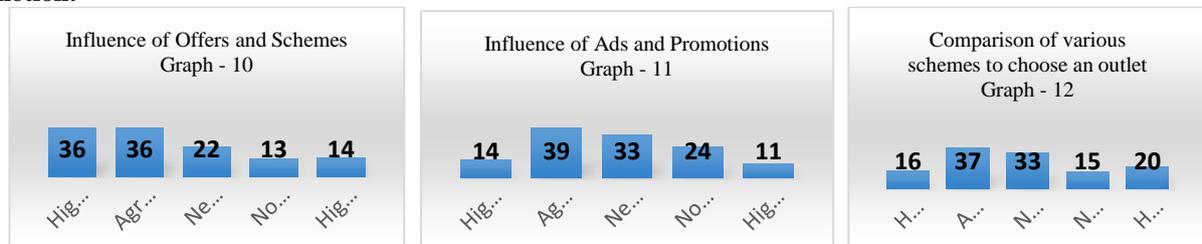
- 57 out of 121 support the point that they finalise their order based on the Price of the dish (Graph No. 4)
- 75 out of 121 agree to the point that Consumers ready to pay more for their favourite dish (Graph No. 5)
- 101 out of 121 agree to the point that they prefer quality even if it is expensive (Graph No. 6)

Place:



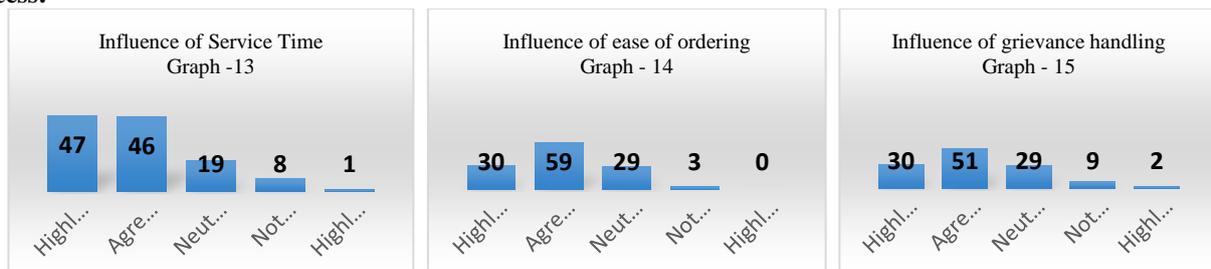
- 51 out of 121 agree to point that they prefer outlet located near to their house (Graph No. 7)
- 49 out of 121 agree to the point that Brand influences them to choose an eatery outlet (Graph No. 8)
- 109 out of 121 agree to the point that cleanliness and hygiene is an important concern for them (Graph No. 9)

Promotion:



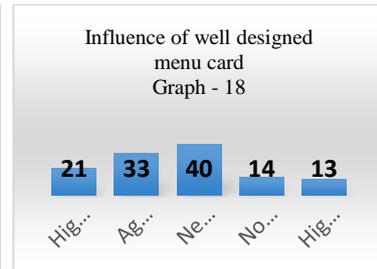
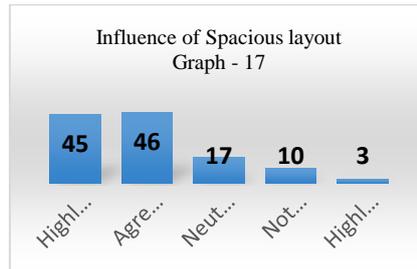
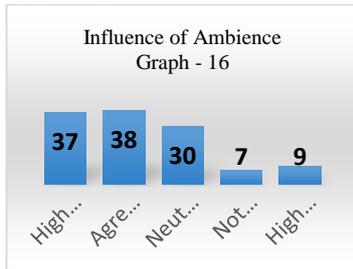
- 72 out of 121 agree to the point that offers and schemes influence them to choose an eatery outlet (Graph No. 10)
- 53 out of 121 agree to the point that they come to know about an eatery outlet mostly through advertisements and promotions (Graph 11)
- 53 out of 121 agree to the point that they compare various schemes before choosing an eatery outlet (Graph No. 12)

Process:



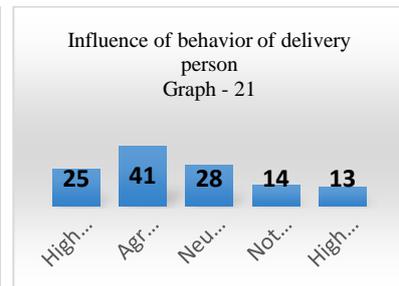
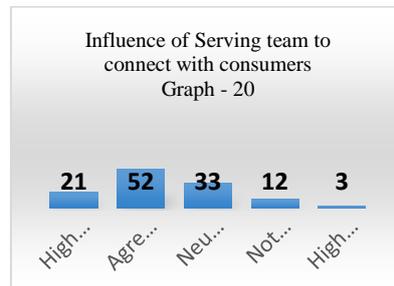
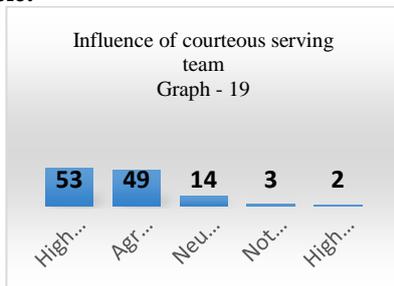
- 93 out of agree to the point that they look out an eatery outlet with fast service time (Graph No. 13)
- 89 out of 121 agree to the point that ease of ordering food matters to them(Graph No.14)
- 81 out of 121 agree to the point that they prefer outlet with better grievance handling (Graph No. 15)

Physical Evidence:



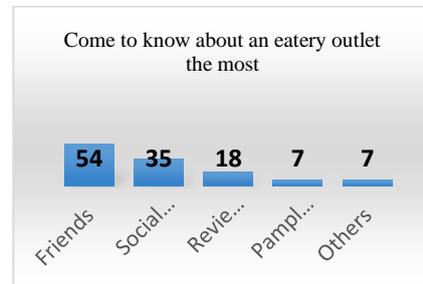
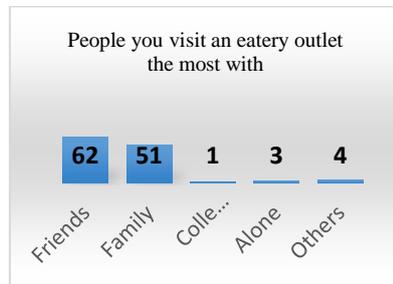
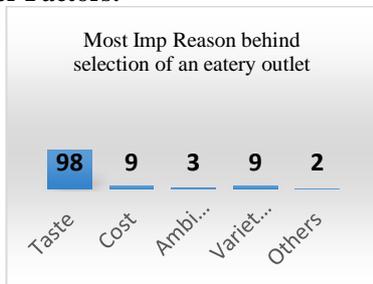
- 75 out of 121 agree to the point that the ambience influences them to choose an outlet
- 91 out of 121 agree to the point that they prefer spacious and comfortable layout at eatery outlet
- 54 out of 121 agree to the point that they prefer outlet with well-designed and well-arranged menu cards

People:

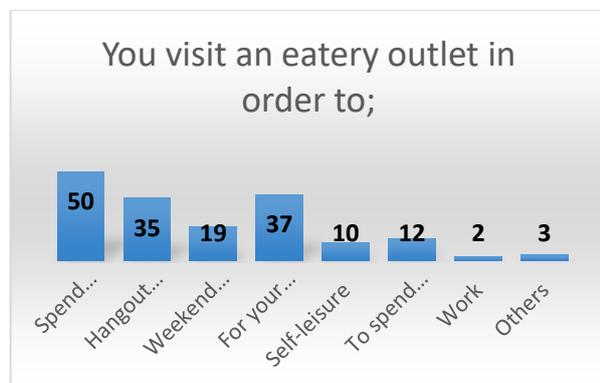
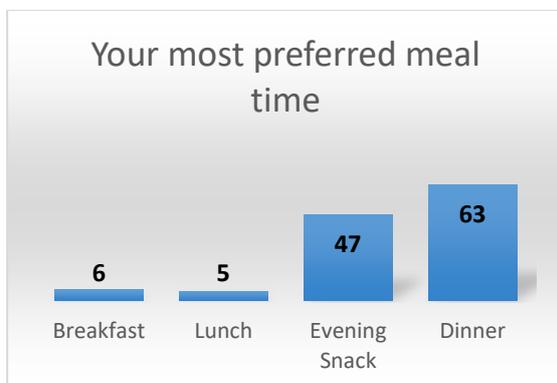


- 102 out of 121 agree to the point that they enjoy eatery joint where the serving team is courteous
- 73 out of 121 agree to the point that they like to connect with the serving team at the eatery outlet
- 66 out of 121 agree to the point that they prefer delivery person with good behaviour

Other Factors:



- 98 out of 121 consider Taste as the most important reason while selecting/choosing an eatery outlet
- 62 out of 121 prefer going out with Family the most
- 54 out of 121 agree to the point that they come to know about and eatery outlet through their friends



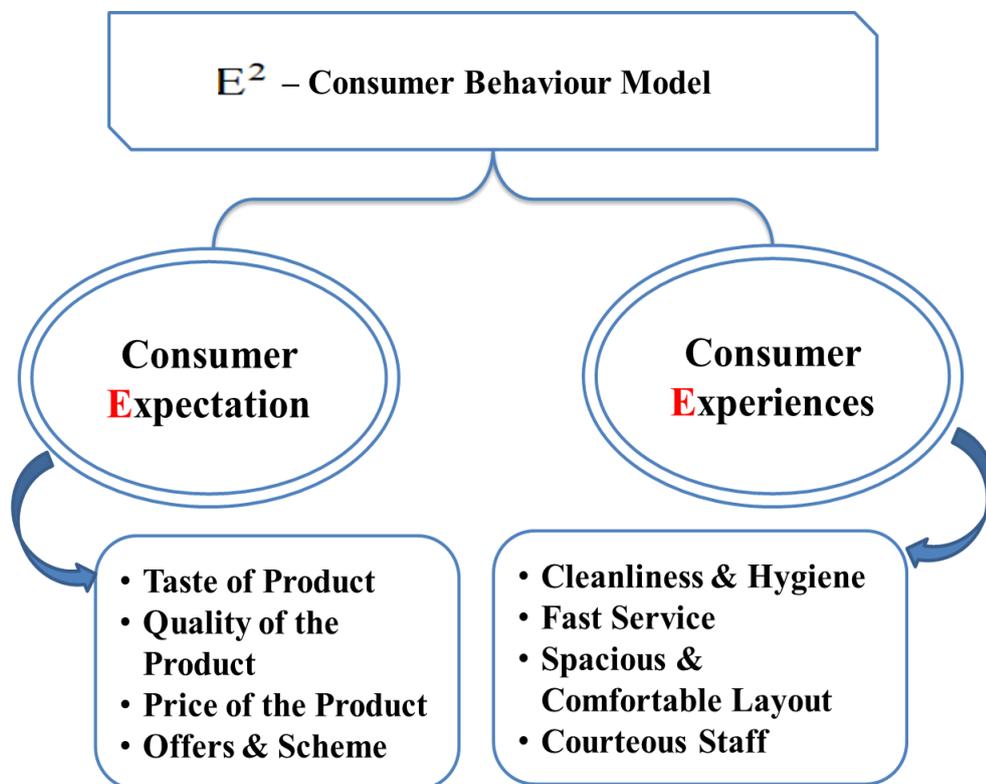
- 63 out of 121 prefer to visit the eatery outlet for dinner
- 50 out of 121 visit an eatery outlet to spend quality time with family

IX. FINDINGS

- ✓ Approx. 61% respondents get influenced by the variety of food items at the Outlet, approx. 94% gets influenced by the Taste of the food and approx. 58% respondents get influenced by the presentation of the dish (Graph No. 1, 2,3)
- ✓ Approx 47% respondents finalise their order on the basis of price, 61% are ready to pay more for their favourite dish & 84% prefer quality even if it is expensive (Graph No. 4,5,6)
- ✓ Approx 42% respondents prefer outlet located near to their house, 40% are influence by the Brand irrespective of the distance & 90% depicts cleanliness & hygiene as their top most priority (Graph No. 7,8,9)
- ✓ Approx 59% respondents are influenced by offers & schemes, 43% come to know about an outlet through advertisements & promotions & 43% compare various schemes before choosing an eatery outlet (Graph No. 10,11,12)
- ✓ Approx 77% respondents look for an outlet with fast service time, 73.5% are influence by ease of ordering food & 66.9% prefer outlet with better grievance handling (Graph No. 13,14,15)
- ✓ Approx 61.9% respondents are influenced by ambience of the outlet, 75% respondents prefer spacious and comfortable outlet & 44.6% respondents prefer outlet with well-designed and well-arranged menu cards (Graph No. 16,17,18)
- ✓ Approx, 84% respondents state that they enjoy outlet where the serving team is courteous, 60% respondents like to connect with the serving team & 54.5 respondents prefer delivery person with good behaviour (Graph No. 19,20,21)

X. RECOMMENDATIONS

The Researchers based on the observation and analysis here by state a Model towards Consumer Behaviour understanding. The E² Consumer Behaviour Model demonstrates the significance of Consumer Expectations and Consumer Experiences. The Model leads to the categorisation of 7 Ps into two sections of Expectations and Experiences of Consumer.



Source: Attributes based on Primary Data

Chart No. 2: Recommendation – E² Consumer Behaviour Model

XI. CONCLUSION

Consumer Behaviour is essential aspect to understand by any marketer. The Researcher through this project concludes that Consumer behaviour may well be understood through the 7 Ps of Marketing. This Paper based on the survey with the help of structured questionnaire leads to major finding as part of the 7 Ps. Accordingly the Researchers have concluded as following:

- **Product point of view**, Taste matters the most for consumers
- **Price point of view**, Quality matters over the price for the consumers
- **Place point of view**, Cleanliness & hygiene of the place matters the most for the consumers
- **Promotion point of view**, Offers & Schemes attracts the most to the consumers
- **Process point of view**, Consumers look out for fast service time
- **Physical evidence point of view**, Spacious & Comfortable layout matters the most for consumers
- **People point of view**, Consumers enjoy outlets with courteous staff

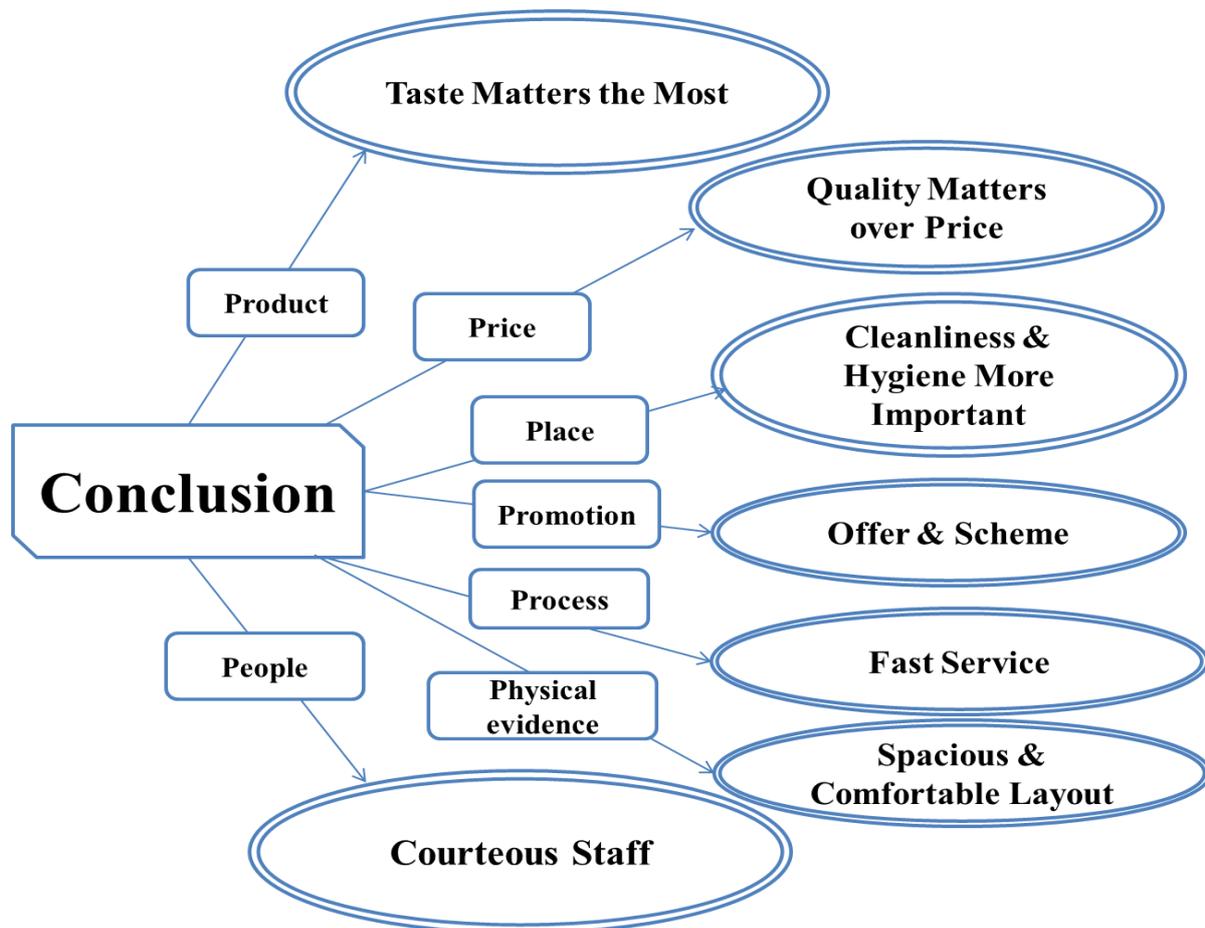


Chart No. 3: Conclusion

FUTURE SCOPE OF THE STUDY

The Present study is on both Secondary data understanding & primary data in the form survey with 121 Samples. The study was focused on the wholistic understanding of the Marketing mix (the 7 Ps). The study has a Future scope in the form of enhanced Survey based approach with a greater number of respondents selected for the survey and exhaustive inferences. Also, the Study may have further drill down approach in the form of respective study on each 7 Ps and establishing the extent of influence that each 7 Ps demonstrate. Also Interviews of Eatery out let owners shall add values. The study may also in future be conducted based on different types of Eatery Outlets & respective inferences can be drawn.

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