

# Guest's Perceived Attributes Of Food And Beverage Outlet Selection In Delhi And Guest's Satisfaction Towards Services Provided By The Food And Beverage Outlets

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**Abstract:** In the present era, there are so many factors that a customer or guest looks upon while selecting a food or beverage outlet. Today, people not only give preference to cost friendly restaurant but also look upon the service provided, location of restaurant, behaviour of restaurant staff, cleanliness, value for money so many other parameters. If a food outlet provides excellent services to the customer than customer always likes to go that outlet again since it is well said that first impression is the last impression. So, selection of a restaurant or any food/beverage outlet by the customer based on the attributes of the outlet is considered as the noteworthy core concept and a significant success factor in the hospitality industry. A successful outlet always tries to convey astounding services to the clients, and thus services or facilities provided to the customer is viewed as the life of the outlet. Without providing good services/facilities, no organization in this world can survive for a longer duration of time period. The services/facilities in hospitality industry are a very important factor of success. The purpose of this study is to establish a relationship between guest selection of a food and beverage outlet and attributes/features/services or facilities provided by the existing food/beverage outlets in Delhi. Via this article, a detailed overview about the selection of food and beverage outlets by the guest's in Delhi based on the attributes of outlets will be explored. A planned questionnaire was used to conduct this study with input from number of individuals who visited the various food/beverage outlets in Delhi. Variables were chosen and modified based on the earlier literature done by various researchers.

**Keywords:** Services/Attributes, Food and Beverage, Guest perception.

## 1. Introduction

Now a day's success of any food and beverage outlet has been measured as the conveyance of brilliant or better assistance relative than customers/guest's expectation. These days, customer is so smart that he do not visit any restaurant or food outlet without reading out the reviews or without prior exploring the services provided by that particular outlet. So it becomes very necessary for the outlets to have extraordinary attributes or features that can attract customers towards their outlets. Possessing extraordinary attributes is a significant apparatus to quantify consumer loyalty. There is a strong

connection between services offered and consumer loyalty. Consumer loyalty can be ensured by giving products or services of high quality. Consumer loyalty is the inner sentiments of each person which might be fulfillment or disappointment coming after the evaluation of administrations or services given to a person in context to client's expectation by an association. Food and Beverage outlets are constantly attempting to improve the services just to fulfill their client needs in light of the fact that by providing good features to the customer will leads towards loyalty of the client and customer will definitely select the outlet next time and will also recommend the outlet to his/her friends and relatives . Customers eat what they perceive, and what they see is intensely impacted by the prompts, similar to mark name, bundling and shading which advertisers send to them. Utilization experience can be characterized as "an emanant property that outcomes from a perplexing arrangement of commonly covering interrelationships in steady proportional association with individual, ecological, and situational inputs [1]. This definition perceives how various relevant, that is, natural, inspirational, passionate, social, and time-related elements can regulate the consumption experience. Notwithstanding food-related qualities (counting introduction, taste, and newness), Namkung and Jang [2] distinguished two more factors that impact eating fulfillment. These two are climate (spatial format, inside plan, and music) and administrations (guaranteed administration, readiness to help, and competency). In their examinations, "engaging food introduction, delicious food, spatial guest plan, interesting inside structure, satisfying ambient melodies, dependable assistance, responsive help, and capable workers" were recognized as significant ascribes in adding to coffee shops' high fulfillment. Further, in an ongoing examination of food qualities it was seen that, the fulfillment level of neighborhood and local food differs relying upon assorted food characteristics [3].

The idea of providing excellent administration quality has been emerged as a significant test for services enterprises. This is a direct result of the attributes of administrations; particularly in the experience between the supplier and client in the administration procedure, administration quality is a more complex construct than the item quality. In reality, the most crucial meaning of a quality item is the one that meets the desires for the client. In the restaurant of food/beverage outlet business, quality is characterized essentially as item compliance to particulars while meeting the desires for the client. Service experience can be characterized as the abstract individual responses and emotions that are felt by shoppers when devouring or utilizing assistance [4]. It tends to be fought that administration experience has a significant effect on the customer assessment of and fulfillment with a given help [5]. It has recommended that endeavor to have successful assistance quality administration and an encounter by the client is the most ideal approach to accomplish more prominent client happiness [6]. Nature of items and administrations is one of the serious necessities so as to develop the brand picture of the organizations in the cordiality business to endure. To upgrade the consumer loyalty and confronting the difficulties, it is Compulsion for the neighborliness specialist organizations to offer the quality administrations to the client and make their quality encounters important [7, 8]. Food attributes have been considered as a significant factor in analyzing consumer's perceptions in food choices decision intricacy. In general, food attributes are termed as to the product features in a destination as compared to competitor's products [9]. Within the behavioral complexity in consumer food choice, the understanding of the consumer approaches to food consumption has become apparently more complete in current research of food consumption [10]. With regards to consumption choices, consumers consider certain attributes that foods possess in food purchase. In other words, food attributes have great influence on consumption choices along with food attitudes in the sense that customers have differentiated perception on each product attribute.

## **2. Objectives of the study**

Food and Beverage business is people concentrated business, wherein human capabilities are argued to determine the level of service quality and organization performance. There is very limited published experiential analysis related to this research theme in the Indian context, and given the hasty growth of the Indian hospitality sector such study is likely to be insightful. The study will be a reference study in the area of food and beverage selection in particular and in Indian hospitality industry. It will help the

industry professionals especially food and beverage Managers to design result oriented strategies. This study will also help the consumers to get quality food and beverage options.

The following objectives have been taken into account for the present study.

- To find out the association between attributes possessed by food and beverage outlets and customer satisfaction.
- To find out most significant factors that influence food and beverage selection.

### 3. Data collection

The data for the present study was collected from around 450 persons from different age groups and gender. Out of these 450 people around 390 people were from different parts of the country and around 60 people were from other countries i.e. foreigners. So analysis has been done on data received from 450 people. The data was collected from the people who visited the food and beverage outlets of Delhi especially Lemon Tree premier, ITC Maurya, Hotel Radisson Blu and Hotel The Lalit.

### 4. Measurement of guest's satisfaction based on attributes possessed by food and beverage outlets

In order to measure the guest's satisfaction a questionnaire was given to the respondents in which they were asked the following points (1) Adequate parking space (2) The Physical appearance of the outlet (3) the overall quality of food (4) Ambience of outlet (5) Variety of food and beverage (6) Cost effective Menu (7) Outlet location (8) Adequate sitting arrangements (9) Hygiene in washrooms (10) Cleanliness in the outlet

The sample questionnaire has been shown in the Fig.1 below. Guest's satisfaction was measured using a five point scale. A single item on five-point rating scale ranging from highly dissatisfied to highly satisfied was taken.

S. No	Variable/Attribute	Highly Dissatisfied (1)	Dissatisfied (2)	Somewhere satisfied (3)	Satisfied (4)	Highly Satisfied (5)
1	Adequate parking space					
2	The Physical appearance of the Hotel					
3	The overall quality of food					
4	Ambience of outlet					
5	Variety of food and beverage					

6	Cost effective Menu					
7	Outlet location					
8	Adequate Sitting Arrangements					
9	Hygeine in Washrooms					
10	Cleanliness in the outlet					

Fig. 1 Sample Questionnaire

This questionnaire was given to different people with different age groups, gender, marital status and geographical locations. The demographic profile of different people who participated in filling the questionnaire has been shown in the figure 2 given below.

Demographic Factor	Variable	Percentage
<b>Age</b>	25 years and below	30.0
	25-30 years	25
	30-35 years	13
	35-40 years	20
	Above 40 years	12
<b>Gender</b>	Male	56
	Female	44
<b>Marital Status</b>	Married	58
	Single	42
<b>Locations</b>	From India	86%
	From outside India	14%

Fig.2 Demographic profile of respondents

Variables	Variables Codes	Mean	Standard Deviation
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Adequate parking space	<b>V1</b>	3.89	.79
The Physical appearance of the outlet	<b>V2</b>	4.26	0.84
The overall quality of food	<b>V3</b>	3.98	.66
Ambience of outlet	<b>V4</b>	4.4	0.32
Variety of food and beverage	<b>V5</b>	3.6	.46
Cost effective Menu	<b>V6</b>	3.5	1.35
Outlet location	<b>V7</b>	4.5	.56
Adequate Sitting Arrangements	<b>V8</b>	3.9	0.24
Hygeine in Washrooms	<b>V9</b>	4.3	.68
Cleanliness in the outlet	<b>V10</b>	4.2	0.67

Fig. 3 Mean and standard deviation

S. No	Variable Codes	Satisfied (%)	Dissatisfied (%)
<b>1</b>	<b>V1</b>	77%	23%
<b>2</b>	<b>V2</b>	85%	15%
<b>3</b>	<b>V3</b>	79%	21%
<b>4</b>	<b>V4</b>	88%	12%
<b>5</b>	<b>V5</b>	72%	28%
<b>6</b>	<b>V6</b>	70%	30%
<b>7</b>	<b>V7</b>	90%	10%
<b>8</b>	<b>V8</b>	78%	22%
<b>9</b>	<b>V9</b>	86%	14%
<b>10</b>	<b>V10</b>	84%	16%

	<b>Average Satisfaction</b>	80.9%	19.1%

Fig. 4 Satisfaction Level of Guests related to different variables

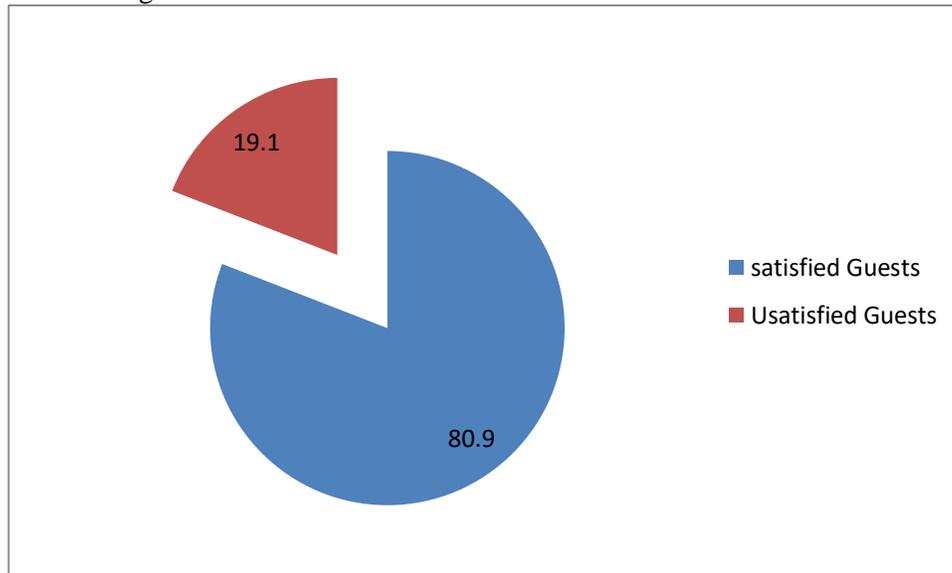


Fig.5: Satisfied Vs Unsatisfied Guest's Percentage

Also Guests were asked about the most important attributes that they look while selecting a particular outlet. These attributes are defined in Figure 1.

Sr. No	Attribute	Percentage of Attribute which highly matters to the Guest
1	Adequate parking space	80%
2	The Physical appearance of the Hotel	82%
3	The overall quality of food	100%
4	Ambience of outlet	78%
5	Variety of food and beverage	68%
6	Cost effective Menu	85%
7	Outlet location	88%
8	Adequate Sitting Arrangements	86%
9	Hygeine in Washrooms	74%
10	Cleanliness in the outlet	100%

Figure 6: Attribute which highly matters to the Guest

## 5. Conclusion & Future Scope

In this article, a detailed overview about the selection of food and beverage outlets by the guest's in Delhi, based on the attributes of food and beverage outlets has been explored. Also, the attributes of the outlet which matters for the Guests have also been explored. A total of ten variables have been taken in order to

measure the guest's satisfaction towards services provided by the outlets. From the Fig. 4, it can be concluded that for different variables the customer's satisfaction results are varying. The maximum guest's satisfaction is corresponding to the variable V7 and minimum guest's satisfaction is corresponding to the variable V6. The average guest's satisfaction is around 80.9% and the overall guest's dissatisfaction is around 19.1%. Also the attribute that matters the most to the guests in selection of the food outlet are quality of the food and the cleanliness in the outlet. In future, more variables can be considered in order to have more in-depth information about guest's perception towards services provided by the food and beverage outlets. Also the study is limited to Delhi region only, which can be further extended to other regions also.

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