Selection of Attributes/Factors of Food and Beverage Outlets in Delhi

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Abstract: In today's time, there are numerous 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 services provided, location of restaurant, behaviour of restaurant staff, cleanliness, value for money and so many other parameters. If a food outlet provides excellent services to the customer than customer always likes to go that outlet again. 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 in the hospitality industry. The purpose of this study is to identify the attributes/features/ services or facilities provided by the existing food/beverage outlets in Delhi and finding satisfaction and dissatisfaction level corresponding to each attribute. Attributes were chosen based on the earlier literature done by various researchers.

Keywords: Services/Attributes, Food and Beverage, Satisfaction.

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. 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. 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. 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].

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]. 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].

2. Objectives of the study

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

- To identify the significant attributes of food and beverage outlets that people look for while selecting a food and beverage outlet.
- To find out the satisfaction and dissatisfaction level corresponding to different attributes of food and beverage outlets.

3. Data Collection for the Proposed Study

The data for the present study was collected from around 250 persons from different age groups and gender. Out of these 250 people around 200 people were from different parts of the country and around 50 people were from other countries i.e. foreigners. So analysis has been done on data received from 250 people. The data was collected from the people who visited the food and beverage outlets of Delhi.

4. Selection of Attributes Possessed by Food and Beverage Outlets by the People

In order to measure the guest's satisfaction a questionnaire was given to the respondents in which they were asked the following points (1) the overall quality of food (2) Cost effective

Menu (3) Adequate sitting arrangements (4) Hygiene in washrooms (5) Cleanliness in the outlet (6) Prompt Service

The sample questionnaire has been shown in the Fig.1. Guest's satisfaction was measured using a five point scale.

S. No	Variable/Attribute	Highly Dissatisfied (1)	Dissatisfied (2)	Somewhere satisfied (3)	Satisfied (4)	Highly Satisfied (5)
1	The overall quality of food					
2	Cost effective Menu					
3	Adequate Sitting Arrangements					
4	Hygeine in Washrooms					
5	Cleanliness in the outlet					
6	Promt Service					

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
Age	20-25 years and below	40
	26-35 years	30
	36-40 years	18
	Above 40 years	12
Gender	Male	53
	Female	47
Marital Status	Married	60

	Single	40
Locations	From India	80%
	From outside India	20%

Fig.2 Demographic profile of respondents

Variables	Variables Codes	Mean	Standard Deviation
The overall quality of food	**V1**	4.4	0.26
Cost effective Menu	**V2**	3.7	0.35
Adequate Sitting Arrangements	**V3**	3.8	0.28
Hygiene in Washrooms	**V4**	4.2	0.58
Cleanliness in the outlet	**V5**	4.0	0.13
Prompt Service	**V6**	3.9	0.86

Fig. 3 Mean and standard deviation

S. No	Variable Codes	Satisfied (%)	Dissatisfied (%)
1	**V1**	88%	12%
2	**V2**	74%	26%
3	**V3**	76%	24%
4	**V4**	84%	16%
5	**V5**	80%	20%
6	**V6**	78%	22%
	Average Satisfaction	80%	20%

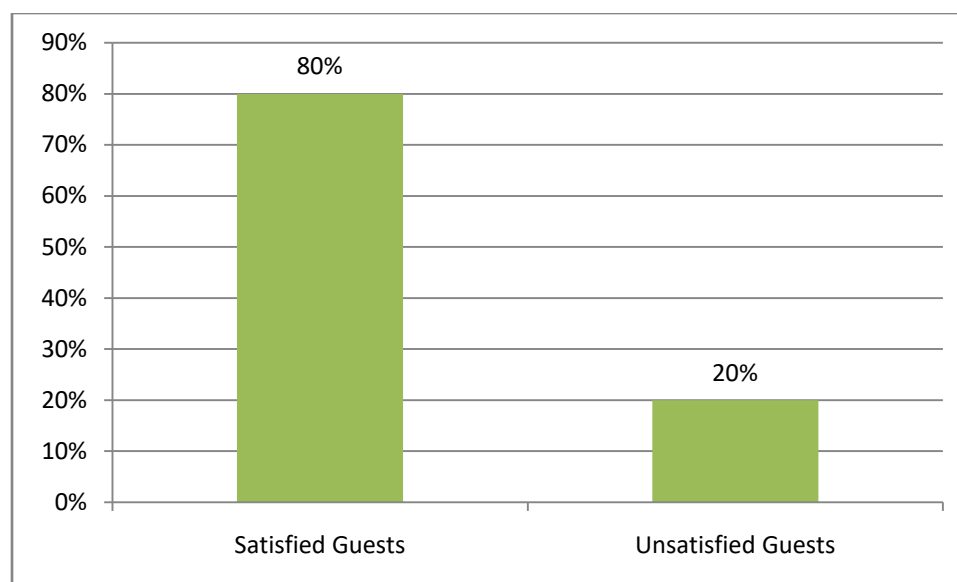Fig. 4 Satisfaction Level of Guests related to different variables

Fig.5: Satisfied Vs Unsatisfied Guest's Percentage

4. 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. From the Fig. 4, it can be concluded that the maximum guest's satisfaction is corresponding to the variable V1 and minimum guest's satisfaction is corresponding to the variable V2. The average guest's satisfaction is around 80% and the overall guest's dissatisfaction is around 20%. In future, more number of variables can be considered in order to have more in-depth information about guest's perception towards selection of food and beverage outlets. Also the study is limited to outlets of Delhi region only, which can be further extended to other regions also.

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