



ATTITUDES INFLUENCING THE BUYING BEHAVIOR OF CONSUMERS IN THE RESTAURANT

Dr. P. RAJA

Professor, Department of Management Sciences,
Sri Ramanujar Engineering College, Chennai, India.

P. MAHESWARI

Associate Professor, Department of Management Sciences,
SIVET College, Chennai, India.

Abstract

The franchises restaurant industry can be considered as part of big segment termed food processing sector but the scope is limited to ready to consume food material. The term Franchises restaurant can be referred to any food material that can be prepared and served very quickly. While any meal with low preparation time can be considered to be franchises restaurant, typically the term refers to food sold in a restaurant or store with less infrastructural facilities and served to the customer in a packaged form or may not be in packaged form for consuming on the spot or for taking away. The present study employs descriptive research in the form of a survey undertaken to quantify the salience of the attitudes influencing the buying behavior of consumers in franchising restaurant. The Chennai city is purposively selected for the present study since it is the predominating trade center for Tamil Nadu. The attitudes for buying behavior of the consumers in the restaurant were analyzed by calculating the weighted mean score and the results are presented in Table 8. In over all, the consumers were agreed with all the attitudinal dimensions. From the table, it is inferred that buying branded restaurant is important to me, i know the price i pay for most of the foods i buy, i make purchase decisions based on taste, i buy based on quality, not price, A server may influence me to consider or buy a foods, I make purchase decisions based on taste , My children have a significant impact on the foods I choose, I know the price I pay for most of the foods I buy, My spouse has a significant impact on the foods I choose with attractive, I like to shop around before making a purchase, I like to change foods often for the sake of variety, I always check the ingredients and nutritional content. , it was inferred that there was a significant differences between the attitudes influencing the purchasing behavior in the restaurant.



1. INTRODUCTION

Food has a very wide meaning but it can be summed up as any plant or animal material, which can be consumed for nutrition and sustenance. Human beings have always recognized that presentation of food and processing of food is of central concern. Food processing industry is of enormous significance for India's development because of vital links it provides between the two strong pillars of our economy viz. industry and agriculture. It is in this context that Government of India (GOI) has given utmost priority to develop the food-processing sector. India is one of the world's major food producers but accounts for less than 1.5% of international food trade. India's food processing sector covers fruit and vegetables, meat and poultry, milk and milk products, alcoholic beverages, fisheries, plantation, grain processing and other consumer product groups like confectionary, chocolates and coco products. The total population of our country is more than one billion, the middle class segment account for about 350-370 million. India's middle class segment will hold the key to success or failure of processed food market in-India. The key drivers for increased demand in value-added processed food products are: a) growth in consumer class; b) Change in lifestyle characterized by expanding urban population, increased number of nuclear and dual-income families; c) Change in attitudes and tastes with increasing modernization and to a lesser extent westernization of tastes, particularly, of the youth; d) Low penetration rates; and e) Ability to offset seasonal supply-and-demand effects in fresh products. The franchises restaurant industry can be considered as part of big segment termed food processing sector but the scope is limited to ready to consume food material. The term Franchises restaurant can be referred to any food material that can be prepared and served very quickly. While any meal with low preparation time can be considered to be franchises restaurant, typically the term refers to food sold in a restaurant or store with less infrastructural facilities and served to the customer in a packaged form or may not be in packaged form for consuming on the spot or for taking away. Outlets may be stands or kiosks, which may provide no shelter or seating. It can be in the form of franchise operations which are part of restaurant chains and used to have standardized foodstuffs shipped to each restaurant from central locations. The capital requirements involved in opening up a franchises restaurant restaurant are relatively low. Restaurants with much higher sit-in ratios, where customers tend to sit and have their



orders brought to them in a seemingly more upscale atmosphere may be known in some areas as fast casual restaurants.

2. OBJECTIVES

1. To study the socio-economic features of the consumers.
2. To study the attitudes for buying behavior of the consumers.
3. To identify the attitudes influencing the buying behavior of consumers.

3. METHODOLOGY AND DATA COLLECTION

The present study employs descriptive research in the form of a survey undertaken to quantify the salience of the attitudes influencing the buying behavior of consumers in franchising restaurant. The Chennai city is purposively selected for the present study since it is the predominating trade center for Tamil Nadu. About 100 respondents were selected by adopting simple random techniques and were interviewed. Information/data was collected by interviewing the respondents by using a well-structured interview schedule. The data and information collected pertains to the year 2016-17. Both, average and percentage analysis were carried out to draw meaningful interpretations. Besides, ANOVA analysis also computed.

4. LIMITATIONS

The present study is based on the primary data collected from the general public in Chennai city. Hence, the drawbacks and limitations of the field level survey are very much applicable to the present research. The findings and recommendations may not be applicable to other environments. The data and information collected from the respondents are subjected to recall bias.

5. SOCIO-ECONOMIC FEATURES OF CONSUMERS

5.1. Gender Wise Classification of the Respondents

The frequency distribution of the gender of the consumers was analyzed and the results are presented in Table 1.

**Table 1. Frequency Distribution of Gender of the Consumers**

Sex	Frequency	Per cent
Male	66	66
Female	34	34
Total	100	100.00

Source: Primary data.

The results showed that about 66 per cent were males while the rest of 34 per cent were females.

5.2. Age Wise Classification of the Respondents

The frequency distribution of the age of the consumers was analyzed and the results are presented in Table 2.

Table 2. Frequency Distribution of Age of the Consumers

Age	Frequency	Per cent
≤ 20 Years	11	11
21-30 Years	61	61
31-40 Years	15	15
41-50 Years	8	8
>50 Years	5	5
Total	100	100

Source: Primary data.

The results indicated that about 61.00 per cent belonged to the age group of 21-30 years followed by 31-40 years (15 per cent), 20 years and below (11 per cent), 41-50 years (8 per cent) and more than 50 years (5 per cent).



5.3. Occupation Wise Classification of the Respondents

The frequency distribution of the occupation of the consumers was analyzed and the results are presented in Table 3.

Table 3. Frequency Distribution of Occupation of the Consumers

Occupation	Frequency	Per cent
Own Business	8	8
Professional	3	3
Government Services	22	22
Private Services	39	39
Pensioner	2	2
Home Maker	11	11
Student	10	10
Agriculturist	5	5
Total	100	100

Source: Primary data.

It is apparent from the results that about 39 per cent were working in private services followed by government services(22 per cent), home maker(11 per cent), student(10 per cent),own business(8 per cent), agriculturist(5.00 per cent), professionals(3.00 per cent)and pensioner(2 per cent).

5.4. Frequency of visiting the restaurant of the Respondents

The frequency of visiting the restaurant of the consumers was analyzed and the results are presented in Table 4.



Table 4: Frequency Distribution of Visiting the Restaurant

Visiting duration	Frequency	Per cent
Weekly	37	37
Fortnightly	3	3
Monthly	32	32
Occasionally	26	26
Twice a week	2	2
Total	100	100

Source: Primary data.

From the table, it is clear that about 37 per cent of consumers visited the restaurant weekly once followed by monthly (32.20 per cent), occasionally (26.00 per cent), fortnightly (3.00 per cent) and twice a week (2 per cent).

5.5. Attractiveness of restaurant by the Respondents

The attractiveness of the restaurant by consumers was analyzed and the results are presented in Table 5

Table 5. Frequency Distribution of Attractiveness of the Restaurant

Attractiveness of Celebrity	Frequency	Per cent
Yes	76	76
No	24	24
Total	100	100

Source: Primary data.

The results indicated that about 76 per cent of consumers were attracted by restaurant while the rest of 24 per cent were not attracted by the restaurant.



5.6. Attitudes for Buying Behavior of the consumer in the restaurant:

The attitudes for buying behavior of the consumers in the restaurant were analyzed by calculating the weighted mean score and the results are presented in Table 6. In over all, the consumers were agreed with all the attitudinal dimensions. From the table, it is inferred that buying branded restaurant is important to me, i know the price i pay for most of the foods i buy, i make purchase decisions based on taste, i buy based on quality, not price, A server may influence me to consider or buy a foods, I make purchase decisions based on taste , My children have a significant impact on the foods I choose, I know the price I pay for most of the foods I buy, My spouse has a significant impact on the foods I choose with attractive, I like to shop around before making a purchase, I like to change foods often for the sake of variety, I always check the ingredients and nutritional content.

Table 6. Attitudes for Buying Behavior

Attributes	Weighted Mean Score	Status
Buying branded restaurant is important to me	4.03	Agree
I know the price I pay for most of the foods I buy	3.84	Agree
I make purchase decisions based on taste	3.97	Agree
I like to shop around before making a purchase	3.53	Neutral
I buy based on quality, not price	4.52	Agree
My favorite restaurant offers low prices on all products every day	2.79	Neutral
A server may influence me to consider or buy a foods	4.08	Agree
I always check the ingredients and nutritional content	3.23	Neutral
My children have a significant impact on the foods I choose	3.97	Agree
My spouse has a significant impact on the foods I choose with attractive	3.62	Agree
I like to change foods often for the sake of variety	3.23	Neutral

Source : Computed Data



5.7. Attitudes influencing the Purchasing Behavior -Analysis of Variance

The attitudes influencing the purchasing behavior in the restaurant were analyzed by computing ANOVA and the results are presented in Table 7. The results showed that the F-value was 4.20 indicating the significance at five per cent level. Hence, it was inferred that there was a significant differences between the attitudes influencing the purchasing behavior in the restaurant.

Table 7. Attitudes Influencing the Purchasing Behavior in the restaurant – ANOVA

Source		Sum of Squares	d.f	Mean Square	F	Sig.
Between People		603.619	99	6.09		
Within People	Between Items	359.110	14	25.65	4.20	.000
	Residual	2274.1426	1386	1.64		
	Total	2633.2534	1400	1.88		
Total		3236.8732	1499	2.158		

Grand Mean= 3.1979

Source: Computed Data

6. CONCLUSION

The attitudes for buying behavior of the consumers in the restaurant were analyzed by calculating the weighted mean score and the results are presented in Table 8. In over all, the consumers were agreed with all the attitudinal dimensions. From the table, it is inferred that buying branded restaurant is important to me, i know the price i pay for most of the foods i buy, i make purchase decisions based on taste, i buy based on quality, not price, A server may influence me to consider or buy a foods, I make purchase decisions based on taste , My children have a significant impact on the foods I choose, I know the price I pay for most of the foods I buy, My spouse has a significant impact on the foods I choose with attractive, I like to shop around before making a purchase, I like to change foods often for the sake of variety, I always check the ingredients and nutritional content. , it was inferred that there was a significant differences between the attitudes influencing the purchasing behavior in the restaurant.



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