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Impact of demographic factors on dining pattern of customers in restaurants of Odisha

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Abstract
The Indian Restaurants and Food Services Industry has continued to expand at a healthy pace, aided by year-on-year growth in the incomes and largely unaffected by the prevalent economic scenario that has slowed growth in sectors like manufacturing and infrastructure. The purpose of this study is to understand the dining patterns of customers in restaurants located at different important cities of Odisha. Purposive sampling, a non-probability sampling approach, was used in this investigation. The responses of 502 samples were found to be suitable for the analysis. The study incorporated both primary and secondary data. Primary data were collected through a structured questionnaire. Whereas, secondary data was gathered from sources like journals, magazines, books, research journals, and articles. Statistical tests like Chi-square test were used to draw conclusion about the hypotheses. Based on the test results the recommendations were provided to the restaurants to adopt different strategies to improve the profit in the business.

Key Words: restaurants, Chi-square test, dining pattern, Odisha

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I. Introduction

India has emerged as the fastest growing major economy in the world and is expected to be one of the top three economic powers in the world over the next 10-15 years, backed by its robust democracy and strong partnerships. India's gross domestic product (GDP) at current prices stood at Rs. 51.23 lakh crore (US$ 694.93 billion) in the first quarter of FY22, as per the provisional estimates of gross domestic product for the first quarter of 2021-22.India is the fourth-largest unicorn base in the world with over 21 unicorns collectively valued at US$ 73.2 billion, as per the Hurun Global Unicorn List. By 2025, India is expected to have ~100 unicorns by 2025 and will create 1.1 million (approx.) direct jobs according to the Nasscom-Zinnov report 'Indian Tech Start-up'. India needs to increase its rate of employment growth and create 90 million non-farm jobs between 2023 and 2030's, for productivity and economic growth according to McKinsey Global Institute. Net employment rate needs to grow by 1.5% per year from 2023 to 2030 to achieve 8-8.5% GDP growth between 2023 and 2030. According to data from the Department of Economic Affairs, as of August 27, 2021, foreign exchange reserves in India reached US$ 633.5 billion mark.

The Indian Restaurants and Food Services Industry has continued to expand at a healthy pace, aided by year-on-year growth in the incomes and largely unaffected by the prevalent economic scenario that has slowed growth in sectors like manufacturing and infrastructure. The market size of the Indian restaurants and food services industry stands at Rs. 3.7 trillion as of 2018 registering a y-o-y growth of about 10% and a CAGR growth of 8.4% between 2013 and 2018. The Indian restaurant industry is worth Rs.75, 000 crores and is growing at an annual rate of 7%. The industry is highly fragmented with 1.5 million dining outlets, of which a little more than 3,000 outlets form the organized segment.

However, the organized segment is rapidly growing at an annual rate of 16%. Quick service segment is the clear winner in the eating out market with a growth rate of 21%. Going forward, CARE ratings expects the restaurant and food service industry to register a growth of about 10.4% CAGR for the next 5 years between 2018 and 2022 to reach Rs. 5.5 trillion by 2022. The growth will be supported by long term healthy demand outlook backed by higher disposable income, favourable demographics and rising aspirations of the burgeoning middle class, increasing internet penetration, increasing number of women joining the workforce, increasing focus on health and wellness, technological advancements and growing urbanization. Eating out is considered

more as an experience today; a family entertainment; a way of socializing in the community where people meet together in a preordained ambience, while savouring delectable delicacies. In other words, consumers seek a 'dining experience' which includes tasty food, good ambience, entertainment and quick service. In fact, the sensory trend underpins today's consumer's desires and they constantly look for interesting, enjoyable, and meaningful sensory experiences everywhere (Datamonitor, 2009). Increasing affluence, international exposure, and busy life styles a have made them ever demanding, of deeper sensory pleasures from goods and services they purchase.

The Indian restaurant and food service industry comprises two distinct segments: organised and unorganised. The organised segment accounts for about 30-35% of the industry, while the unorganized segment accounts for the remaining 65-70%. The organised segment is characterised by an organised supply chain with quality control and sourcing norms with multiple outlets having standardised designs. The unorganised segment lacks technical standardisation and a structured supply system or business practices.

The unorganised segment of the industry consists of individuals or families selling ready to eat food through roadside vendors, dhabas, food carts, street stalls, etc. However in line with the evolving consumer preferences and increasing innovation by the organized formats, the industry has experienced a rapid shift towards the organised segment in the recent past. The shift is further fuelled by the foray of large global international brands into the organised food service sector. The purpose of the study is to understand the perception towards services delivered at different restaurants located at different important cities of Odisha.

II. Literature Review

Perception is one of the main psychological factors that influence individuals' purchasing choices (Kotler and Armstrong, 2008). It is defined as a process of recognition and interpretation of the stimuli from the environment through the human senses: vision, hearing, taste, smell and touch (Statt, 1997). However, according to Kotler and Armstrong (2008), each individual receives and interprets the environmental stimulus in different ways, due to the high subjectivity that is inherent to each one's perception. Ali et al. (2020) found that improving client relationships could give an edge to cheap food retailers in India if they can oversee and detail new promoting apparatuses and practices to encourage more prominent client fulfillment and better general insight. Researchers have observed that youthful clients visit inexpensive food channels for no particular reason and change. In information screen's (2015) study cheap food market is characterized as the offer of food and beverages for sure-fire utilization either on the premises or on assigned regions imparted to other foodservice administrators or for utilization somewhere else. Joined country monetary and social commission for Asia anticipated that by 2020 half of the absolute populace would be metropolitan; half of that populace would be from Asia. So, inexpensive food organizations have been accepting it as an open door to serve. The center reason for any cheap food retailer should be identified with offering some benefit for cash to its clients and utilize progressed promoting and correspondence channels to reinforce the general advertising crusade.

Research objectives

The primary objective of this study is to understand the dining patterns of customers in restaurants located at different important cities of Odisha.

1. To describe the restaurant dining patterns of customers visiting restaurants in Odisha.
2. To explore the association between demographic profiles like gender, age, income, education and dining patterns of customers at restaurants.

III. Research Methodology

In this study, a descriptive research design was used, and the population was customers who used the services of restaurants located in various major cities throughout Odisha. Purposive sampling, a non-probability sampling approach, was used in this investigation. The responses of 502 samples were found to be suitable for the analysis. The study incorporated both primary and secondary data. Secondary data was gathered from the organization's journals, magazines, books, research journals, and articles. The structured questionnaire was used to collect the primary data. In order to analyse the data, the Statistical Package for Social Sciences (SPSS) 20 version was employed. The hypotheses were tested adopting Chi-square test. Given the set of research questions following null hypotheses were developed for every scenario:

H1. There is no association between the gender and the dining patterns of customers in restaurants
H2. There is no association between the age group and dining patterns of customers in restaurants
H3. There is no association between the educational qualification and dining patterns of customers in restaurants
H4. There is no association between the income groups and dining patterns of customers in restaurants

Data Analysis

The respondents' demographic profile has been depicted in the table 1. The information collected on respondents' gender, age, occupation, annual personal income, and education level is presented in the table given below.

Profile of the Respondents

Out of the total 502 respondents, it was found that 53% of them were male respondents and rest 47% respondents were female. An analysis of the age of the respondents show that the age group of the respondents ranges from less than 20 years to more than 61 years. Age group < 20 years comprised of 21.1 percent of the sample whereas people above 60 years of age comprised of only 16.1 percent of the sample. The major concentration was between 21 to 40 years of age which comprised of about 36.5 % in aggregate of the sample size.

Table 1: Sample demographic statistics

Variables	Categories	Frequency	Percent
Gender	Female	278	55.4
	Male	224	44.6
Age Group	Below 20 Years	103	20.5
	21-40 Years	196	39.0
	41-60 Years	120	23.9
	Above 61	83	16.5
Educational Qualification	High School	38	7.6
	Under Graduate	102	20.3
	Graduate	139	27.7
	Post Graduate and Above	223	44.4
Occupation	Student	193	38.4
	Businessman	65	12.9
	Employed	152	30.3
	Retired Employee	70	13.9
	House wife	22	4.4
Monthly Income in INR	Below INR. 24,999	271	54.0
	INR. 25,000-49,999	87	17.3
	INR. 50000-74,999	56	11.2
	INR. 75000-99999	39	7.8
	INR. 1000000-149,999	31	6.2
	INR. 150000 and above	18	3.6

Dining patterns of customers coming to restaurants

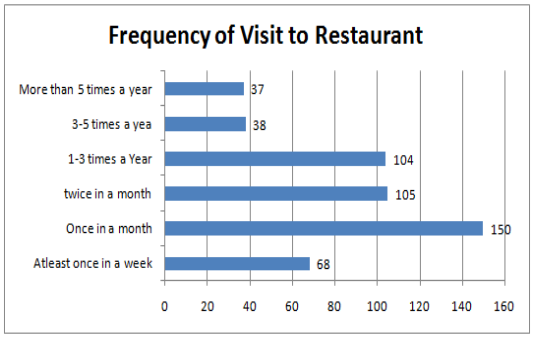
In order to understand the dining patterns the responses related to variables like frequency of visit, reason for visiting, preferred type of restaurants and sources of information about locally located restaurants were measured and discussed next.

Frequency of Visit to restaurant

The table 2 presents the data related to the number of times a customer visits to restaurant for a dining.

Table 2: Frequency of Visit to restaurant

Categories	Frequency	Percent
At least once in a week	68	13.5
Once in a month	150	29.9
Twice in a month	105	20.9
1-3 times a Year	104	20.7
3-5 times a yea	38	7.6
More than 5 times a year	37	7.4
Total	**502**	**100.0**



Source: Field Data

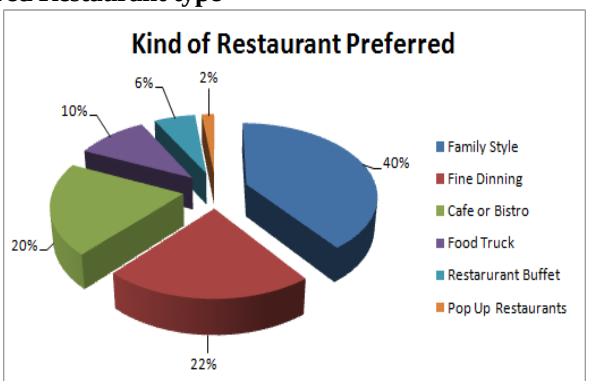
Based on Table 2, data pertaining to frequencies of visit of respondents visited restaurants. Information revealed that (13.5 %) respondents visited restaurant weekly, (29.9 %) respondents visited once in a month, (20.9 %) visited twice in a month, (20.7 %)visited 1-3 times in a year, (7.6 %) visited 3-5 a year and remaining (7.4%) visited more than 5 times in a year. Most of the respondents 150 visited restaurant once in a month.

Preferred Restaurant type

These days, the average person has a variety of restaurant options to choose from. Further, competition for the next new restaurant trend is higher than ever. Consumers are younger and more digital-savvy than previous generations. Gen Z and Millennial trust online review sites and social media for recommendations on where to eat. Catering to the needs of your consumers new varieties of restaurants are being operating in major cities of Odisha along with traditional restaurants. The preferences for these types of restaurants are presented in the table given below.

Table 3: Preferred Restaurant type

Categories	Frequency	Percent
Family Style	200	39.8
Fine Dinning	109	21.7
Cafe or Bistro	102	20.3
Food Truck	52	10.4
Restaurant Buffet	30	6.0
Pop Up Restaurants	9	1.8
Total	**502**	**100.0**



Source: Field Data

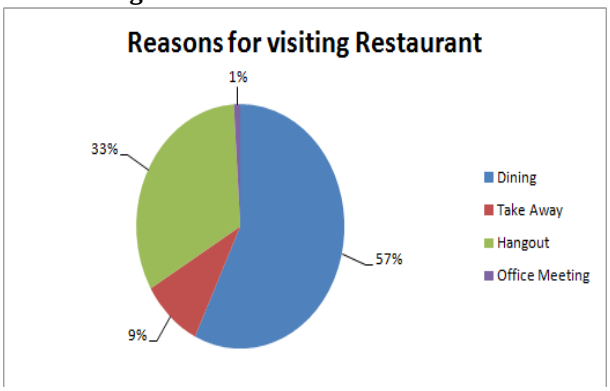
It can be evident from the Table 3, regarding preference towards type of restaurants (39.8 %) had usually prefer family style restaurant, (21.7 %) for fine dine, (20.3 %) for café or Bistro, (10.4 %) prefer food truck, (6%) prefer restaurant buffet and only (1.8 %) for pop up restaurants.

Reason for visiting restaurant

The table 4 present the basic reasons for the visiting the restaurant among the respondents. The common reasons for visiting a restaurant are dining; take away, hangout and official meeting.

Table 4: Reason for visiting restaurant

Categories	Frequency	Percent
Dining	287	57.2
Take Away	47	9.4
Hangout	163	32.5
Office Meeting	5	1.0
Total	502	100.0



Source: Field Data

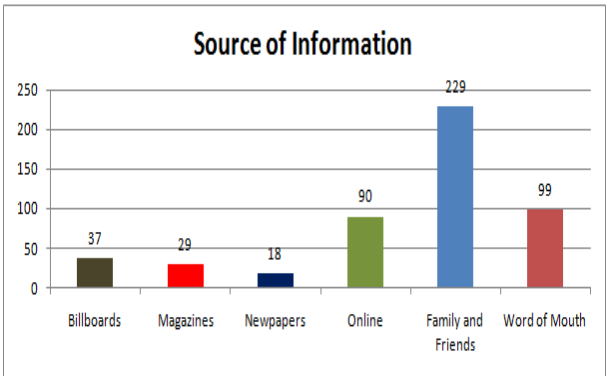
As shown in Table 4, the analysis of 502 respondents regarding preference of restaurant have revealed that (57.2 %) had usually preferred to visit restaurant for dining, (32.5.2 %) for hangout, (9.4 %) for take away and only (1.0 %) for the purpose of official meeting.

Sources of Information

The information through different media plays an important in consumer decision making process. The sources from which the restaurant customer receives information about the restaurants are presented in the table 5.

Table 5: Sources of Information

Categories	Frequency	Percent
Billboards	37	7.4
Magazines	29	5.8
Newspapers	18	3.6
Online	90	17.9
Family and Friends	229	45.6
Word of Mouth	99	19.7
Total	502	100.0



Source: Field Data

It can be viewed from the above table that majority 45.6 per cent of respondents considered family and relatives are the important source of information regarding their preferred restaurant. Whereas, 19.7 per cent felt word of mouth, 17.9 per cent felt online and 7.4 per cent felt that billboards are their primary source of information for their preferred restaurant.

Hypothesis Testing

This section presents the output of chi-square test among demographic profiles like gender, age, income, education and dining patterns of customers at restaurants.

Association between gender and dining patterns of customers at restaurants

The table given below studies the association between the gender and the dining patterns at restaurants like; frequency of visit, the source of information, reasons for visiting, and sources of information are analyzed.

The person chi-square value is 11.29 and significance value is 0.046, which is less than cut-off value of 0.05 at 95 per cent confidence level. Therefore, the null hypothesis is rejected, and hence it can be said that there is a significant association between gender and frequency of visiting restaurants.

In regards to cross-tabulation of gender and type of restaurants preferred, it can be observed that the person chi-square value is 2.09 and significance value is 0.553, which is much higher than cut-off value of 0.05 at 95 per cent confidence level. Hence, the null hypothesis "There is no association between gender and type of restaurants preferred" is not rejected, and hence it can be said that there is no significant association between gender and type of restaurants preferred.

In case of cross-tabulation of gender and reasons for visiting the restaurant, it can be observed that the person chi-square value is 5.84 and significance value is 0.212, which is much higher than cut-off value of 0.05 at 95 per cent confidence level. Hence, the null hypothesis "There is no association between gender and reasons for visiting the restaurant" is not rejected, and hence it can be said that there is no significant association between gender and reasons for visiting the restaurant.

Table 6: Cross Tabulation and chi-square test for Association between gender and dining patterns of customers at restaurants

Variables	Categories	Gender		Total	Pearson Chi-Square	df	Asymp. Sig. (2-sided)
		Male	Female				
Frequency of visit	At least once in a week	47	28	75	11.29	5	0.046
	Twice in the month	66	76	142			
	Once in a Month	63	42	105			
	More than a 5 times in a year	63	37	100			
	3-5 times a year	19	23	42			
	1-3 times a year	20	18	38			
	Total	278	224	502			
Preferred Restaurant type	Family Style	141	114	255	2.096	3	0.553
	Fine Dinning	26	15	41			
	Cafe or Bistro	91	73	164			
	Food Truck	20	22	42			
	Total	278	224	502			
Reasons for visiting the restaurant	Dinning	113	98	211	5.84	4	0.212
	Take away	21	12	33			
	Hangout	77	65	142			
	Office Meeting	35	35	70			
	Conference	32	14	46			
	Total	278	224	502			

Variables	Categories	Gender		Total	Pearson Chi-Square	df	Asymp. Sig. (2-sided)
		Male	Female				
Sources of Information	Billboards	19	17	36	5.701	5	0.336
	Magazines	13	15	28			
	Newspapers	6	8	14			
	Online	43	39	82			
	Family and Friends	127	106	233			
	Word of Mouth	70	39	109			
	Total	278	224	502			

In regards to cross-tabulation of gender and sources of information, it can be observed that the person chi-square value is 5.701 and significance value is 0.336, which is much higher than cut-off value of 0.05 at 95 per cent confidence level. Hence, the null hypothesis "There is no association between gender and sources of information" is not rejected, and hence it can be said that there is no significant association between gender and sources of information.

Association between age group and dining patterns of customers at restaurants

The table given below studies the association between the age group and the dining patterns at restaurants like; frequency of visit, the source of information, reasons for visiting, and sources of information are analyzed. It can be viewed that for association between age and frequency of visit the person chi-square value is 33.632 and significance value is 0.046, which is less than cut-off value of 0.05 at 95 per cent confidence level. Therefore, the null hypothesis is rejected, and hence it can be said that there is a significant association between age groups and frequency of visiting restaurants.

Table 7: Cross Tabulation and chi-square test for Association between Age group and dining patterns of customers at restaurants

Categories	Age Group					Pearson Chi-Square	df	P-value
	< 20 years	21-40 Years	41-60 Years	Above 61	Total			
At least once in a week	16	35	12	12	75	33.632	15	0.004
Twice in the month	35	47	33	27	142			
Once in a Month	13	39	37	16	105			
More than a 5 times in a year	23	31	27	19	100			
3-5 times a year	9	19	6	8	42			
1-3 times a year	7	25	5	1	38			
Total	103	196	120	83	502			
Family Style	52	109	56	38	255	13.209	9	0.153
Fine Dinning	13	15	7	6	41			
Cafe or Bistro	27	55	50	32	164			
Food Truck	11	17	7	7	42			
Total	103	196	120	83	502			
Dinning	53	85	31	42	211	54.179	12	0.000
Take away	11	11	5	6	33			
Hangout	26	45	39	32	142			
Office Meeting	6	35	26	3	70			
Conference	7	20	19	0	46			
Total	103	196	120	83	502			
Billboards	6	22	4	4	36	34.205	15	0.003
Magazines	7	8	8	5	28			
Newspapers	3	3	7	1	14			
Online	23	31	15	13	82			
Family and Friends	45	93	46	49	233			
Word of Mouth	19	39	40	11	109			
Total	103	196	120	83	502			

In regards to cross-tabulation of age and reasons for visiting restaurants, it can be observed that the person chi-square value is 54.179 and significance value is 0.000, which is less than cut-off value of 0.05 at 95 per cent confidence level. Hence, the null hypothesis "There is no association between gender and reasons for visiting restaurants" was rejected, and hence it can be inferred that there is a significant association between age group of customers and reasons for visiting restaurants. In case of cross-tabulation of age group and type of restaurant preferred, it can be observed that the person chi-square value is 13.21 and significance value is 0.153, which is much higher than cut-off value of 0.05 at 95 per cent confidence level. Hence, the null hypothesis "There is no association between age group and type of restaurant preferred" is not rejected, and hence it can be said that there is no significant association between gender and type of restaurant preferred. In regards to

cross-tabulation of age group and sources of information, it can be observed that the person chi-square value is 34.21 and significance value is 0.003, which is less than cut-off value of 0.05 at 95 per cent confidence level. Hence, the null hypothesis "There is no association between gender and sources of information" was rejected, and hence it can be said that there is a significant association between age group of customers and sources of information.

Association between educational qualification and dining patterns of customers at restaurants

The table given below studies the association between the educational qualification and the dining patterns at restaurants like; frequency of visit, the source of information, reasons for visiting, and sources of information are analyzed.

Table 8: Cross Tabulation and chi-square test for Association between educational qualification and dining patterns of customers at restaurants

Variables	Categories	Educational Qualification					Pearson Chi-Square	d.f.	Asymp. Sig. (2-sided)
		High School	Under Graduate	Graduate	P.G. and Above	Total			
Frequency of visit	At least once in a week	8	10	19	38	75	28.356	15	0.019
	Twice in the month	15	34	38	55	142			
	Once in a Month	5	16	22	62	105			
	More than a 5 times in a year	7	21	35	37	100			
	3-5 times a year	0	10	17	15	42			
	1-3 times a year	3	11	8	16	38			
	Total	38	102	139	223	502			
Preferred Restaurant type	Family Style	23	41	75	116	255	13.915	9	0.125
	Fine Dinning	3	15	6	17	41			
	Cafe or Bistro	8	36	46	74	164			
	Food Truck	4	10	12	16	42			
	Total	38	102	139	223	502			
Reasons for visiting the restaurant	Dinning	21	43	62	85	211	16.015	12	0.191
	Take away	3	11	7	12	33			
	Hangout	7	33	41	61	142			
	Office Meeting	4	10	17	39	70			
	Conference	3	5	12	26	46			
	Total	38	102	139	223	502			
Sources of Information	Billboards	4	5	13	14	36	15.226	15	0.435
	Magazines	4	4	5	15	28			
	Newspapers	0	3	4	7	14			
	Online	5	23	21	33	82			
	Family and Friends	16	51	69	97	233			
	Word of Mouth	9	16	27	57	109			
	Total	38	102	139	223	502			

In regards to cross-tabulation of educational qualification and reasons for visiting restaurants, it can be observed that the person chi-square value is 16.015 and significance value is 0.191, which is much higher than cut-off value of 0.05 at 95 per cent confidence level. Hence, the null hypothesis "There is no association between educational qualification and reasons for visiting restaurants" was not rejected, and hence it can be inferred that there is a significant association between age group of customers and reasons for visiting restaurants. In case of cross-tabulation of age educational qualification and type of restaurant preferred, it can be observed that the person chi-square value is 13.915 and significance value is 0.125, which is much higher than cut-off value of 0.05 at 95 per cent confidence level. Hence, the null hypothesis "There is no association between educational qualification and type of restaurant preferred" was not rejected, and hence it can be said that there is no significant association between educational qualification and type of restaurant preferred. In regards to cross-tabulation of educational qualification and sources of information, it can be observed that the person chi-square value is 15.226 and significance value is 0.435, which is higher than cut-off value of 0.05 at 95 per cent confidence level. Hence, the null hypothesis "There is no association between educational qualification and sources of information" was not rejected, and hence it can be said that there is no significant association between educational qualification customers and sources of information.

Association between Income and dining patterns of customers at restaurants

The table given below studies the association between the income and the dining patterns at restaurants like; frequency of visit, the source of information, reasons for visiting, and sources of information are analyzed.

It can be observed that for association between income and frequency of visit the person chi-square value is 49.47 and significance value is 0.002, which is less than cut-off value of 0.05 at 95 per cent confidence level. Therefore, the null hypothesis is rejected, and hence it can be said that there is a significant association between income and frequency of visiting restaurants. In regards to cross-tabulation of income and reasons for visiting restaurants, it can be observed that the person chi-square value is 76.0 and significance value is 0.000, which is lesser than cut-off value of 0.05 at 95 per cent confidence level. Hence, the null hypothesis "There is no association between income and reasons for visiting restaurants" was rejected, and hence it can be inferred that there is a significant association between income of customers and reasons for visiting restaurants.

In case of cross-tabulation of income and type of restaurant preferred, it can be observed that the person chi-square value is 17.89 and significance value is 0.272, which is much higher than cut-off value of 0.05 at 95 per cent confidence level. Hence, the null hypothesis "There is no association between income and type of restaurant preferred" was not rejected, and hence it can be said that there is no significant association between income and type of restaurant preferred. In regards to cross-tabulation of income and sources of information, it can be observed that the person chi-square value is 27.08 and significance value is 0.352, which is higher than cut-off value of 0.05 at 95 per cent confidence level. Hence, the null hypothesis "There is no association between income and sources of information" was not rejected, and hence it can be said that there is no significant association between income of customers and sources of information.

Table 9: Cross Tabulation and chi-square test for Association between Income and dining patterns of customers at restaurants

Variables	Categories	Income							Pearson Chi-Square	df	Asymp. Sig. (2-sided)
		Below INR. 24,999	INR. 25,000-49,999	INR. 50000-74,999	INR. 75000-99999	INR. 1000000-149,999	INR. 150000 and above	Total			
Frequency of visit	At least once in a week	37	17	5	3	11	2	75	49.47	25	0.002
	Twice in the month	82	26	13	14	4	3	142			
	Once in a Month	49	23	13	3	9	8	105			
	More than a 5 times in a year	51	13	14	12	7	3	100			
	3-5 times a year	23	6	6	5	0	2	42			
	1-3 times a year	29	2	5	2	0	0	38			
	Total	271	87	56	39	31	18	502			
Preferred Restaurant type	Family Style	135	43	29	16	16	16	255	17.89	15	0.272
	Fine Dinning	21	6	6	6	2	0	41			
	Cafe or Bistro	91	28	18	15	11	1	164			
	Food Truck	24	10	3	2	2	1	42			
	Total	271	87	56	39	31	18	502			
Reasons for visiting the restaurant	Dinning	137	25	17	12	9	11	211	76.0	20	0.00
	Take away	19	5	5	4	0	0	33			
	Hangout	85	23	13	13	8	0	142			
	Office Meeting	17	25	10	5	10	3	70			
	Conference	13	9	11	5	4	4	46			
	Total	271	87	56	39	31	18	502			
Sources of Information	Billboards	20	6	6	2	1	1	36	27.085	25	0.352
	Magazines	17	1	2	4	3	1	28			
	Newspapers	8	1	2	0	1	2	14			
	Online	47	12	9	8	4	2	82			
	Family and Friends	117	41	29	20	19	7	233			
	Word of Mouth	62	26	8	5	3	5	109			
	Total	271	87	56	39	31	18	502			

IV. Discussion and Implications

The study reveals that there is a significant association between various demographic profile and different aspects of dining patterns. The major cities of Odisha are fall under the category of tier-2 or tier-3 where the cultural values are very different than those of metropolitan cities. The customers are less flexible to accept modern types of restaurants. Keeping the cultural backgrounds of the consumers the restaurants are of less variety like family restaurants, cafes, fine dining etc. in Odisha. This could be a reason for not having any significant association between male and female towards deciding preferred type of restaurants. The youth and young consumers primarily visit the restaurants to hang out with friends whereas the adults and older adults visit restaurants for social interactions with family members or colleagues. So, restaurants must accommodate the differences in the preferences among the customers with regards to their age. The restaurants can attract youths or teen agers by incorporating attractive ambience, spacious layouts, global cuisines and digitalization. The managers of restaurants can have tie-ups with some corporate houses in the localities to attract corporate clients and executives can visit both for formal and informal meetings. At last, they are also suggested to opt for aggressive advertisements in their respective localities through traditional and non-traditional mode of media to reach wider customer base. The restaurants can take the leverage of interactive media to reach youth and adults with more cost effective way.

V. Conclusion

Food quality has and will continue to have a big impact on customer satisfaction because food is such an important part of the restaurant experience. As a result, restaurants should pay attention to their customers' senses of taste, smell, and sight to guarantee that they receive good, fresh, and garnished cuisine that meets or surpasses their expectations. To improve the presentation of the food, garnishes should be used. Food presentation is vital since it will satisfy clients' aesthetic needs. Because customers are growing more health-conscious, eateries must feature healthy food alternatives on their menus. Customers' expectations of restaurant offerings are rising, and they're becoming more demanding when it comes to making better restaurant decisions based on what they can obtain. An investigation of key factors influencing customers' restaurant choice in eating-out decision making can help restaurateurs not only understand restaurant customers' perceptions of key factors when choosing a restaurant, but also develop appropriate marketing strategies to attract existing and potential customers and outperform competitors. When it comes to the complicated phenomenon of eating out, our research adds to the body of information about the relative importance of restaurant selection criteria.

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