

*Consumer Perception: Case of Restaurants in
Jammu*

Yasir Ayoub and Waqar ul Ashraf

Research Journal of Agricultural Sciences
An International Journal

P- ISSN: 0976-1675

E- ISSN: 2249-4538

Volume: 12

Issue: 04

Res Jr of Agril Sci (2021) 12: 1256–1261

 CARAS

Consumer Perception: Case of Restaurants in Jammu

Yasir Ayoub*¹ and Waqar ul Ashraf²

Received: 30 Apr 2021 | Revised accepted: 26 Jun 2021 | Published online: 24 July 2021

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ABSTRACT

The study entitled Consumer perception: Case of restaurants in Jammu was carried in Jammu district of J and K during the year 2019. The study was descriptive type in nature and the total 150 number of respondents were conveniently selected for the study. The study revealed that the highest number of the respondents i.e., 42.67 per cent visit the restaurants weekly. The majority of the respondents i.e., 92.00 said that they like the restaurant food while as other 8.00 per cent said that they do not like the restaurant food. The highest number of respondents i.e., 42.66 per cent said that they prefer two-star restaurant. Furthermore, the highest number of the respondents i.e., 30.66 said that among the all-factors price of food influences their perception towards the restaurant.

Key words: Consumer perception, Descriptive, Restaurants, Food

India, being a young promising nation is projected to be one of the three major economies in the world within the coming decade with the estimated average growth rate of 6.7 per cent (IMF 2017). In India there are profitable markets for consumer products, therefore attracting a strong and unremitting flow of investments in scalable businesses with a well-built back-end supply chain. The demand for quick service, fine dining and casual dining restaurant is increasing rapidly due to increasing preferences to eat outside, increasing women participation in work force and increasing income of Indian middle class. Because of highest possible abilities of value addition in food processing business the food sector of our country is considered as one of the most profitable and sector. During the financial year 2016 -17 the Indian food service industry has come up with the direct employment opportunity for millions of people i.e. (5.5-6 million), and is projected to reach 8.5-9 million by the period of 2021. The (organized and unorganized food services market of India was valued at Rs. 3, 37,500 crore during the year 2017 and is projected to grow at a Compound Annual Growth Rate (CAGR) of 10 percent for the coming five years to achieve the value of Rs. 5, 52,000 crore by the period of 2022 (Business-Standard). The various cooking habits, food cultures, diverse cuisines and tastes are some of the significant factors that augments the growth and prosperity of restaurants in India. Now a day's people are seeking varieties of restaurants because of

changing lifestyle and increasing living standard of the people. There has been an increasing trend among the Indian consumers to taste different types of gastronomically delights which has contributed to the augmentation of restaurant business which cater the various domestic and international food stuffs. Lungberg and Walker [1] conducted a study in the year 1993 and reported that the people eat outside because of many motives within which some reasons are complex in nature. According to the study conducted by Mill [2] in the year 1998 the among the consumers visiting fast food restaurants, 65 per cent are more focused on time and convenience and only 8 percent of such consumers give importance to the price of food.

Perception is a way of understanding the surrounding environment. It is a process in which a person firstly gets the perceptual inputs, organizes and interprets it in order to give meaning to the things, people, phenomenon and other objects surrounding him or her. The study of consumer's perception is considered very important in the field of marketing; it is the prime factors which influences the buying behavior of a consumer [3]. The processing of perceptual information has four main stages in series. It basically begins with exposure, then attention, interpretation and finally retention [4]. Every consumer undergoes all these stages however the nature of information perceived varies from one person to another. It is a common fact that people respond differently towards a same stimulus because of the difference in the perception which exists between them. Perception is subjective in nature and can be influenced by a large number of factors such as culture, environment, education, family background of a person and so on.

MATERIALS AND METHODS

* Yasir Ayoub

✉ yasirayoub5@gmail.com

¹ Division of Agricultural Economics and Agri-business Management, Sher-e-Kashmir University of Agricultural Sciences and Technology of Jammu, Jammu - 180 009, Jammu and Kashmir

The study was undertaken within the Jammu district of Jammu and Kashmir.

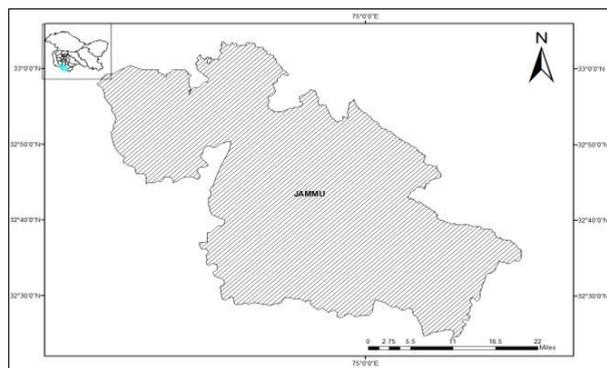


Fig 1 Map of study area

Type of study: The study was descriptive type in nature.

Data collection: To undertake the study, both the secondary and primary data was incorporated. The primary data was collected with the help of schedule while as the secondary data was collected with the help of books, journals, internet etc.

Sampling design: In order to conduct sampling, the researcher selected three categories of restaurants from the study area i.e., Non star restaurants (local dhabas), Two Star restaurants (Pahalwan Di Hatti, JK –TDC Restaurant and Taj Restaurant), Three-star restaurants (KC Residency, Asia and Ramada).

The 50 number of respondents from each category of restaurants were contently selected which constituted the total sample size of 150 respondents.

Tools of data analysis: The data was analysed with the help of percentage analysis, frequency and results were represented through suitable tables and graphs.

Percentage analysis: Percentage indicates a special type of ratio. It assists to make a meaningful comparison between the relative items, distribution of two or more than two data series.

$$\text{Percentage} = (x / y) \times (100 / 1)$$

Where;

x = number of respondents respond

y= total number of respondents

RESULTS AND DISCUSSION

Respondents visiting the restaurants

Data depicted in (Table 1, Fig 1) represents the respondents visiting the restaurants. Out of 150 respondents, the 150 respondents i.e. (100 per cent) said that they visit the restaurants, followed by 0 respondents i.e. (0.00 per cent) who said they do not visit the restaurants.

Table 1 Respondents visiting the restaurants

Factors	Frequency	Percentage
Yes	150	100
No	0	0.00
Total	150	100

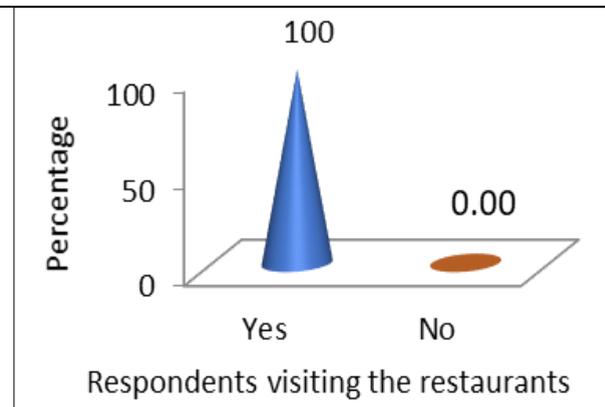


Fig 1 Respondents visiting the restaurants

Frequency of visiting the restaurants

Data in (Table 2, Fig 2) represents the frequency of visits to the restaurants by the respondents. Out of 150 respondents the 19 respondents i.e. (12.67 per cent) said that they visit restaurants daily, followed by 64 respondents i.e. (42.67 per cent) which said that they visit the restaurants on weekly basis, followed by 56 respondents i.e. (37.33 per cent) which said that they visit the restaurants on monthly basis, followed by 11 respondents i.e. (7.33 per cent) which said that they visit the restaurants on yearly basis.

Table 2 Frequency of visiting the restaurants

Factors	Frequency	Percentage
Daily	19	12.67
Weekly	64	42.67
Monthly	56	37.33
Yearly	11	7.33
Total	150	100

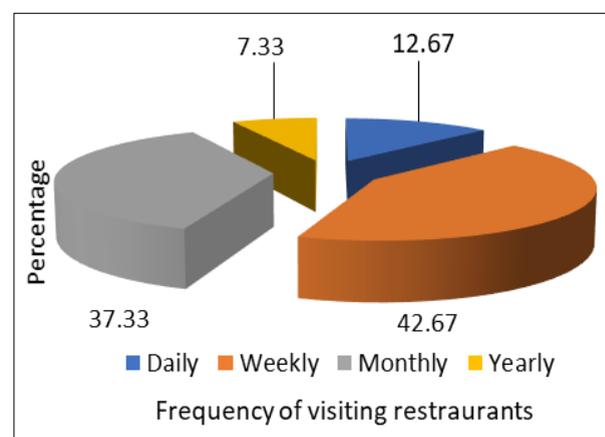


Fig 2 Frequency of visiting the restaurants

Frequency of liking the restaurant food

Data in (Table 3, Fig 3) represents the frequency of liking the restaurant food. Out of 150 respondents, the 138 respondents i.e. (92.00 per cent) said that they like the restaurant food, followed by the 12 respondents i.e. (8.00 per cent) which said that they do not like the restaurant food.

Table 3 Frequency of liking the restaurant food

Factors	Frequency	Percentage
Yes	138	92.00
No	12	8.00
Total	150	100

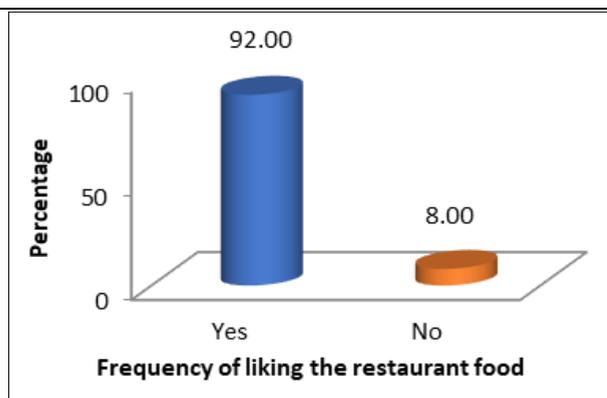


Fig 3 Frequency of liking the restaurant food

Mode of advertisement influenced the respondents to visit a restaurant

Data depicted in (Table 4, Fig 4) represents the type of advertisement influenced the respondents to visit a restaurant. Out of 150 respondents, the 27 i.e. (18.00 per cent) respondents said television advertisement influenced them to visit a restaurant, followed by 23 respondents i.e. (15.33 per cent) which said that television advertisement influenced them to visit a restaurant, followed by 29 respondents i.e. (19.34 per cent) which said that hoarding advertisement influenced them to visit a restaurant, followed by 32 respondents i.e. (21.33 per cent) which said that banner advertisement influenced them to visit a restaurant, followed by 39 respondents i.e. (26.00 per cent) which said that internet advertisement influenced them to visit a restaurant.

Table 4 Mode of advertisement influenced the respondents to visit a restaurant

Modes	Frequency	Percentage
Television	27	18.00
News paper	23	15.33
Hording	29	19.34
Banners	32	21.33
Internet	39	26.00
Total	150	100

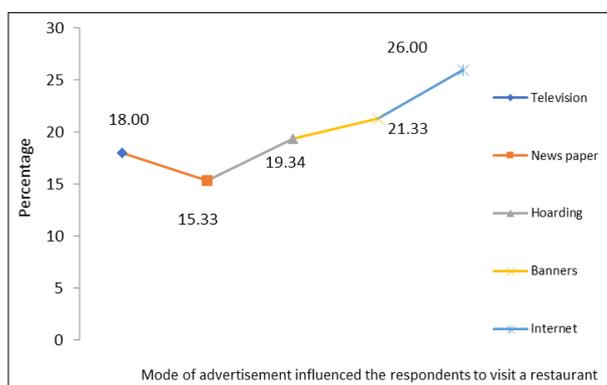


Fig 4 Mode of advertisement influenced the respondents to visit a restaurant

Type of restaurant preferred by the respondents

Table 4.5 and Figure 4.5 represents the type of restaurant preferred by the respondents. Out of 150 respondents, the 28 respondents i.e. (18.67 per cent) respondents prefer without star restaurants, followed by 64 respondents i.e. (42.66 per cent) respondents prefer two-star

restaurants, followed by 58 respondents i.e. (38.67 per cent) respondents prefer three star restaurants.

Table 5 Type of restaurant preferred by the respondents

Type	Frequency	Percentage
Without star	28	18.67
Two star	64	42.66
Three star	58	38.67
Total	150	100

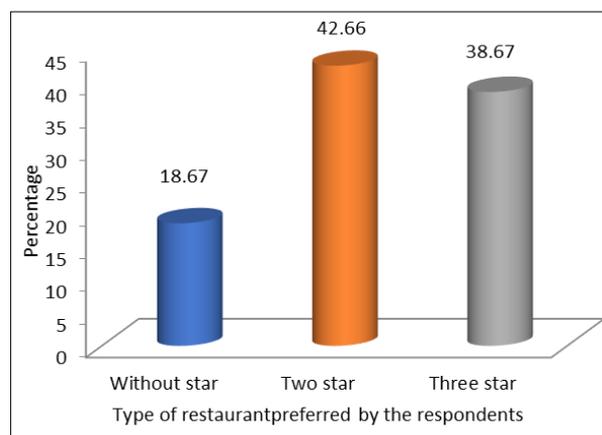


Fig 5 Type of restaurant preferred by the respondents

Perception of the respondents regarding various aspects of the restaurants

(Fig 6, Table 6) represents the perception of respondents regarding various aspects of restaurants. Regarding (The facilities like building, dining area, waiting were eye-catching and comfortable) out of 150 respondents, the 15 respondents i.e. (10.00 per cent) said that they are strongly disagree, followed by 24 respondents i.e. (16.00 per cent) who said that they are disagree, followed by 5 respondents i.e. (3.33 per cent), who said that they have no strong opinion, followed by 59 respondents i.e. (39.33 per cent), who said that they are agree, followed by 47 respondents i.e. (31.34 per cent), who said that they are strongly agree. Regarding (Service was very prompt) out of 150 respondents, the 29 respondents i.e. (19.33 per cent) said that they are strongly disagree, followed by 32 respondents i.e. (21.34 per cent) who said that they are disagree, followed by 14 respondents i.e. (9.33 per cent), who said that they have no strong opinion, followed by 37 respondents i.e. (24.67 per cent), who said that they are agree, followed by 38 respondents i.e. (25.33 per cent), who said that they are strongly agree. Regarding (Employees were there to answer my quires) out of 150 respondents, the 17 respondents i.e. (11.33 per cent) said that they are strongly disagree, followed by 14 respondents i.e. (9.33 per cent) who said that they are disagree, followed by 6 respondents i.e. (4.00 per cent), who said that they have no strong opinion, followed by 51 respondents i.e. (34.00 per cent), who said that they are agree, followed by 62 respondents i.e. (41.34 per cent), who said that they are strongly agree. Regarding (Food was the same what I ordered) out of 150 respondents, the 0 respondents i.e. (0.00 per cent) said that they are strongly disagree, followed by 4 respondents i.e. (2.67 per cent) who said that they are disagree, followed by 3 respondents i.e. (2.00 per cent), who said that they have no strong opinion, followed by 56 respondents i.e. (37.33 per cent), who said that they are

agree, followed by 87 respondents i.e. (58.00 per cent), who said that they are strongly agree.

Table 6 Perception of the respondents regarding various aspects of the restaurants

Factors	Frequency					Total	Percentage				
	Strongly disagree	Disagree	No strong opinion	Agree	Strongly Agree		Strongly disagree	Disagree	No strong opinion	Agree	Strongly Agree
The facilities (like building, dining area, waiting area) were eye-catching and comfortable	15	24	5	59	47	150	10.00	16.00	3.33	39.33	31.34
Service was very prompt	29	32	14	37	38	150	19.33	21.34	9.33	24.67	25.33
Employees were there to answer my quires	17	14	6	51	62	150	11.33	9.33	4.00	34	41.34
Food was the same what I ordered	0	4	3	56	87	150	0.00	2.67	2.00	37.33	58.00
Total	61	74	28	203	234		40.66	49.34	18.66	135.33	156.01

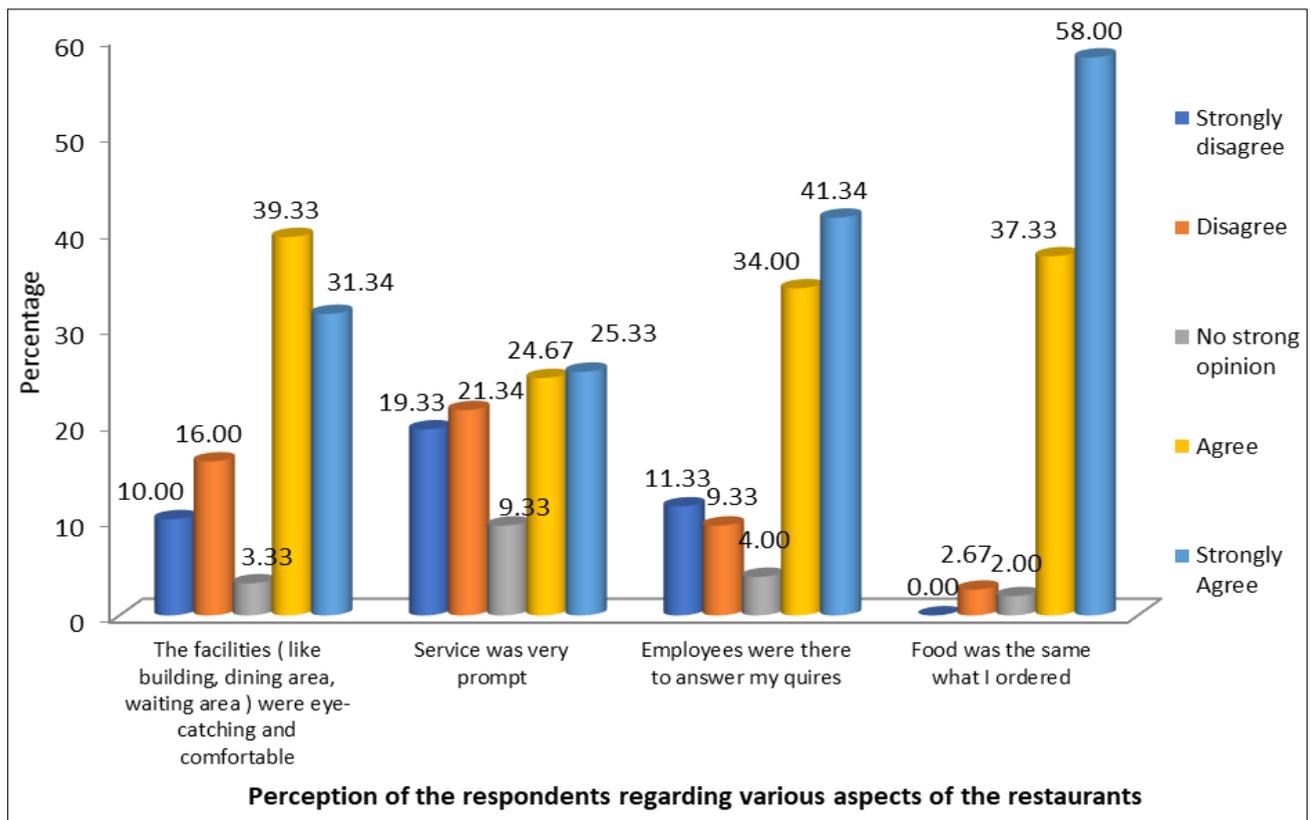


Fig 6 Perception of the respondents regarding various aspects of the restaurants

Perception of the respondents regarding various aspects of the restaurants

(Table 7, Fig 7) represents the perception of respondents regarding various aspects of restaurants. Regarding (Employees really have customer satisfaction in heart) out of 150 respondents, the 1 respondents i.e. (0.60 per cent) said that they are strongly disagree, followed by 8 respondents i.e. (5.33 per cent) who said that they are disagree, followed by 20 respondents i.e. (13.33 per cent), who said that they have no strong opinion, followed by 42 respondents i.e. (28.00 per cent), who said that they are agree, followed by 79 respondents i.e. (52.67 per cent) who said that they are strongly agree. Regarding (Food is excellent at this place) out of 150 respondents, the 0 respondents i.e. (0.00 per cent) said that they are strongly disagree, followed by 12 respondents i.e. (8.00 per cent) who said that they are disagree, followed by 5 respondents i.e. (3.33 per cent), who said that they have no strong opinion, followed by 82 respondents i.e. (54.67 per cent),

who said that they are agree, followed by 51 respondents i.e. (34.00 per cent) who said that they are strongly agree. Regarding (I will visit this restaurant again) out of 150 respondents, the 16 respondents i.e. (10.67 per cent) said that they are strongly disagree, followed by 23 respondents i.e. (15.33 per cent) who said that they are disagree, followed by 5 respondents i.e. (3.33 per cent), who said that they have no strong opinion, followed by 60 respondents i.e. (40.00 per cent), who said that they are agree, followed by 46 respondents i.e. (30.67 per cent) who said that they are strongly agree. Regarding (I will recommend this restaurant to my dears) out of 150 respondents, the 7 respondents i.e. (4.67 per cent) said that they are strongly disagree, followed by 4 respondents i.e. (2.67 per cent) who said that they are disagree, followed by 21 respondents i.e. (14 per cent), who said that they have no strong opinion, followed by 52 respondents i.e. (34.66 per cent), who said that they are agree, followed by 66 respondents i.e. (44.00 per cent) who said that they are strongly agree [5].

Table 7 Perceptions of the respondents regarding various aspects of the restaurants

Factors	Frequency					Percentage						
	Strongly disagree	Disagree	No strong opinion	Agree	Strongly Agree	Total	Strongly disagree	Disagree	No strong opinion	Agree	Strongly Agree	
Employees really have customer satisfaction in heart	1	8	20	42	79	150	0.67	5.33	13.33	28.00	52.67	
Food is excellent at this place	0	12	5	82	51	150	0.00	8.00	3.33	54.67	34.00	
I will visit this restaurant again	16	23	5	60	46	150	10.67	15.33	3.33	40.00	30.67	
I will recommend this restaurant to my dears	7	4	21	52	66	150	4.67	2.67	14.00	34.66	44.00	
Total	97	118	140	386	309		16.01	31.33	33.99	157.33	161.34	

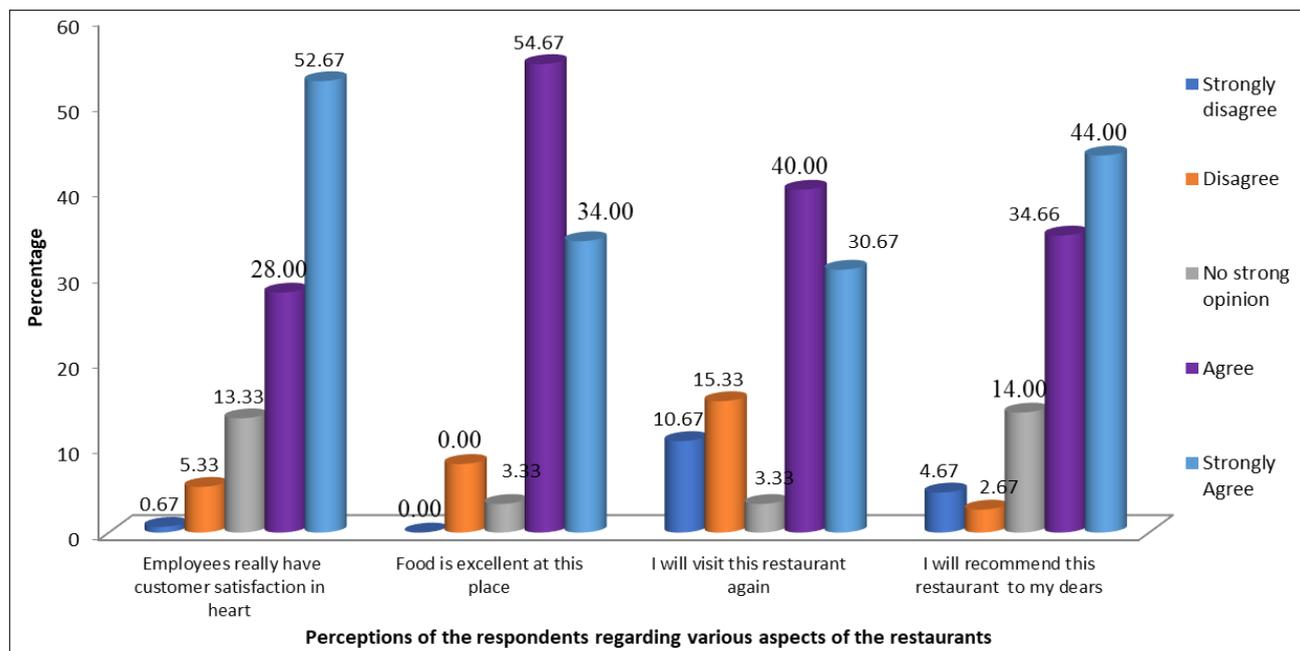


Fig 7 Perceptions of the respondents regarding various aspects of the restaurants

Table 8 Factors affecting perception of the respondents towards restaurants

Type	Frequency	Percentage
Service quality	43	28.67
Food quality and quantity	28	18.67
Price of food	46	30.66
Physical design	33	22.00
Total	150	100

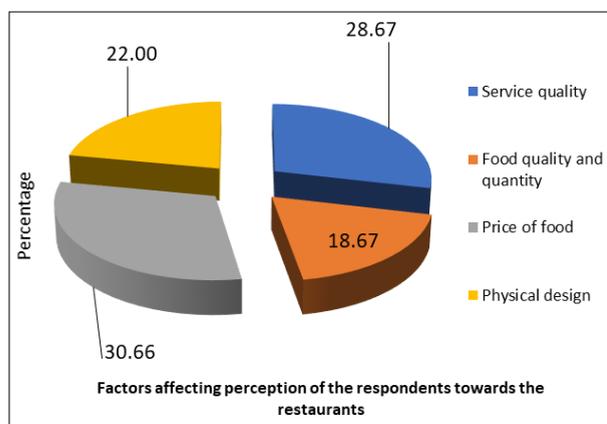


Fig 8 Factors affecting perception of the respondents towards restaurants

Represents the factors affecting perception of the respondents towards restaurants

(Table 8, Fig 8) represents the factors affecting the perception of the respondents towards the restaurants. Out of 150 respondents the 43 respondents i.e. (28.67 per cent) said that the service quality of the restaurants is the main factor affecting their perception level, followed by 28 respondents i.e. (18.67 per cent) which said that the food quality and quantity of the restaurants is the main factor affecting their perception level, followed by 46 respondents i.e. (30.66 per cent) which said that the price of food of the restaurants is the main factor affecting their perception level, followed by 33 respondents i.e. (22.00 per cent) which said that the physical design of the restaurant is the main factor affecting their perception level [6].

CONCLUSION

The study found that the majority of the respondents i.e., 100 per cent said that they visit restaurants. The highest number of the respondents i.e., 42.67 per cent said that they visit the restaurants weekly. The majority of the respondents i.e., 92.00 said that they like the restaurant food while as other 8.00 per cent said that they do not like the restaurant food. Furthermore, the highest number of respondents i.e., 26 per cent said that internet advertisement influences them to visit a restaurant. The highest number of respondents i.e., 42.66 per cent said that they prefer two-star restaurant. The highest number of the respondents i.e., 39.33 were “Agree” with the statement i.e. “The facilities (like building, dining

area, waiting area) were eye-catching and comfortable”. The highest number of the respondents i.e., 25.33 were “Strongly Agree” with the statement i.e., “Service was very prompt”. The highest number of the respondents i.e., 41.34 were “Strongly Agree” with the statement i.e., “Employees were there to answer my quires”. The majority of the respondents i.e., 58.00 were “Strongly Agree” with the statement i.e., “Food was the same what I ordered”. The majority of the respondents i.e., 52.67 were “Strongly Agree” with the statement i.e., “Employees really have customer satisfaction

in heart”. The majority of the respondents i.e., 54.67 were “Agree” with the statement i.e., “Food is excellent at this place”. The highest number of the respondents i.e., 40.00 were “Agree” with the statement i.e. “I will visit this restaurant again”. The highest number of the respondents i.e., 44.00 were “Strongly Agree” with the statement i.e. “I will recommend this restaurant to my dears”. Furthermore, the highest number of the respondents i.e., 30.66 said that among the all-factors price of food influences their perception towards the restaurant.

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