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 C A R A S



## Consumer Satisfaction: Case of Restaurants in Jammu

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### ABSTRACT

The present study entitled Consumer Satisfaction: Case of Restaurants in Jammu was carried in Jammu district of Jammu and Kashmir. The study was descriptive type in nature and the total numbers of 150 respondents were conveniently selected for the study. The study found that highest numbers of respondents i.e., 34.67 per cent were “satisfied” with the taste of food within the restaurants. The highest number of respondents i.e., 29.33 per cent were “dissatisfied” with the “offers and discounts” offered by the restaurants. Furthermore, highest number of respondents i.e., 32.67 per cent said that “taste” of food is the factor affecting their satisfaction level towards the restaurants.

**Key words:** Consumer satisfaction, Restaurants, Descriptive, Jammu

Food is considered as an important part of the Indian culture. Whether it is a regular everyday food prepared devotedly for the friends and family or special treats made during festivals, food has always been something that Indians have bonded over. There is a fastest growing dining out trend in our country India. But the consumers of India still lag far after some Asian countries and West when it comes to dining at restaurants. According to a survey conducted by the National Restaurant Association of India (NRAI) 2018, on an average the people of China eat out 60 times a month, Thai people 45 times, Indonesians 15 times and Indian people, eat out about 2-4 times in a month. Furthermore, as compared to some other Asian countries the Indian consumers spend far less amount of money on dining out at restaurants such as, on an average people in Japan spend \$213 monthly on eating out, while as the people in Hong Kong and Singapore \$195 and \$212 respectively and for the Indian consumers the average expenditure on eating out is only \$20 in a month [1]. So far as eating out is concerned the people of India have a bunch of catching up to do with other Asian countries and the West. As there are numerous drivers of the growth of restaurant business in India thus this sector has nothing to worry about. The restaurant business is one of the most competitive sectors in India [2]. The industry is largely depended upon the consumer satisfaction, value and experience. The core focus of every restaurant business organization is to increase their customer satisfaction by offering them best food services at the right time

and at the right place [3] states that a satisfied consumer tends to become a loyal consumer to the organization. As every business organization aims at increasing their market share it can be achieved by offering goods and services that can target consumer needs in order to achieve maximum consumer satisfaction and value.

Satisfaction is basically a measure of how the requirements and needs of the consumers are being fulfilled by the firms in order to meet the consumer expectation. In present era of multi-dimensional trade consumer satisfaction is considered one of the significant exponents of performance and a basic differentiator of business strategies. Therefore, more your consumers are satisfied more will be the increase of competitive advantage and new market opportunities for the business organization. Consumer satisfaction is an important aspect of consumer’s experience of that exposes behavior of supplier on expectations of consumers. It also relies on how effectively and promptly services, daily deliveries and other facilities are provided to the consumers. The term satisfaction might be associated to diverse aspects of business-like marketing; quality of products and services, product manufacturing, addressing consumer’s grievances and complaint management etc. [3] explains the consumer satisfaction as the sentiment of delight or displeasure by a person regarding the use of a product or service in comparison to its expected and actual performance. According to consumer gets satisfied when his demand gets satisfied at a right time and at a right place. Consumer satisfaction is said to be a mirror that reflects the how excellent the features of a product or service are as whole [4].

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### MATERIALS AND METHODS

*Locale of study:* The locale of the study was Jammu district of Jammu and Kashmir.

*Type of study:* The descriptive type of study.

**Sampling techniques:** The convenient sampling technique was adopted in the study.

**Sample size:** The researcher selected three categories of restaurants i.e., no star restaurants, 2 star restaurants and 3 star restaurants. The restaurants covered in no star category were local *Dhabas* within the research area, in 2 star categories Pahalwan Di Hatti, JK- TDC Restaurant and Taj Restaurant and in three star category KC Residency, Asia and Ramada. The 50 number of respondents from each above-mentioned classes of restaurants were selected with convenient sampling technique which formed the total sample size of 150 respondents.

**Data collection:** The study included both primary data (collected through schedule) and secondary data (collected through journals, magazines, books etc.).

**Methods of analyzing data:** After collecting the data the results were analyzed by using percentage analysis and tables.

**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.

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

## RESULTS AND DISCUSSION

*Satisfaction of the respondents towards various aspects of the restaurants*

The (Table 1, Fig 1) represents the satisfaction of the respondents towards various aspects of the restaurants. On the

basis of (taste) out of 150 respondents, 26 respondents i.e. (17.33 per cent) said that they are strongly dissatisfied, followed by 18 respondents i.e. (12.00 per cent) which said that they are dissatisfied with it, followed by 10 respondents i.e. (6.67 per cent) which said that they are neutral with it, followed by 52 respondents i.e. (34.67 per cent) which said that they are satisfied with it, followed by 44 respondents i.e. (29.33 per cent) which said that they are highly satisfied with it. On the basis of (quantity) out of 150 respondents, 24 respondents i.e. (16.00 per cent) said that they are strongly dissatisfied, followed by 29 respondents i.e. (19.33 per cent) which said that they are dissatisfied with it, followed by 15 respondents i.e. (10.00 per cent) which said that they are neutral with it, followed by 28 respondents i.e. (18.67 per cent) which said that they are satisfied with it, followed by 54 respondents i.e. (36.00 per cent) which said that they are highly satisfied with it. On the basis of (location) out of 150 respondents, 46 respondents i.e. (30.67 per cent) said that they are strongly dissatisfied, followed by 33 respondents i.e. (22.00 per cent) which said that they are dissatisfied with it, followed by 2 respondents i.e. (1.33 per cent) which said that they are neutral with it, followed by 61 respondents i.e. (40.67 per cent) which said that they are satisfied with it, followed by 8 respondents i.e. (5.33 per cent) which said that they are highly satisfied with it. On the basis of (price) out of 150 respondents, 26 respondents i.e. (17.33 per cent) said that they are strongly dissatisfied, followed by 19 respondents i.e. (12.67 per cent) which said that they are dissatisfied with it, followed by 34 respondents i.e. (22.67 per cent) which said that they are neutral with it, followed by 41 respondents i.e. (27.33 per cent) which said that they are satisfied with it, followed by 30 respondents i.e. (20.00 per cent) which said that they are highly satisfied with it [5-6].

Table 1 Satisfaction of the respondents towards various aspects of the restaurants

Rank the following factors	Frequency					Total	Percentage				
	Strongly dissatisfied (1)	Dissatisfied (2)	Neutral (3)	Satisfied (4)	Highly satisfied (5)		Strongly dissatisfied (1)	Dissatisfied (2)	Neutral (3)	Satisfied (4)	Highly satisfied (5)
Taste	26	18	10	52	44	150	17.33	12.00	6.67	34.67	29.33
Quantity	24	29	15	28	54	150	16.00	19.33	10.00	18.67	36.00
Location	46	33	2	61	8	150	30.67	22.00	1.33	40.67	5.33
Price	26	19	34	41	30	150	17.33	12.67	22.67	27.33	20.00
Total	122	99	61	182	136		81.33	66.00	40.67	121.34	90.66

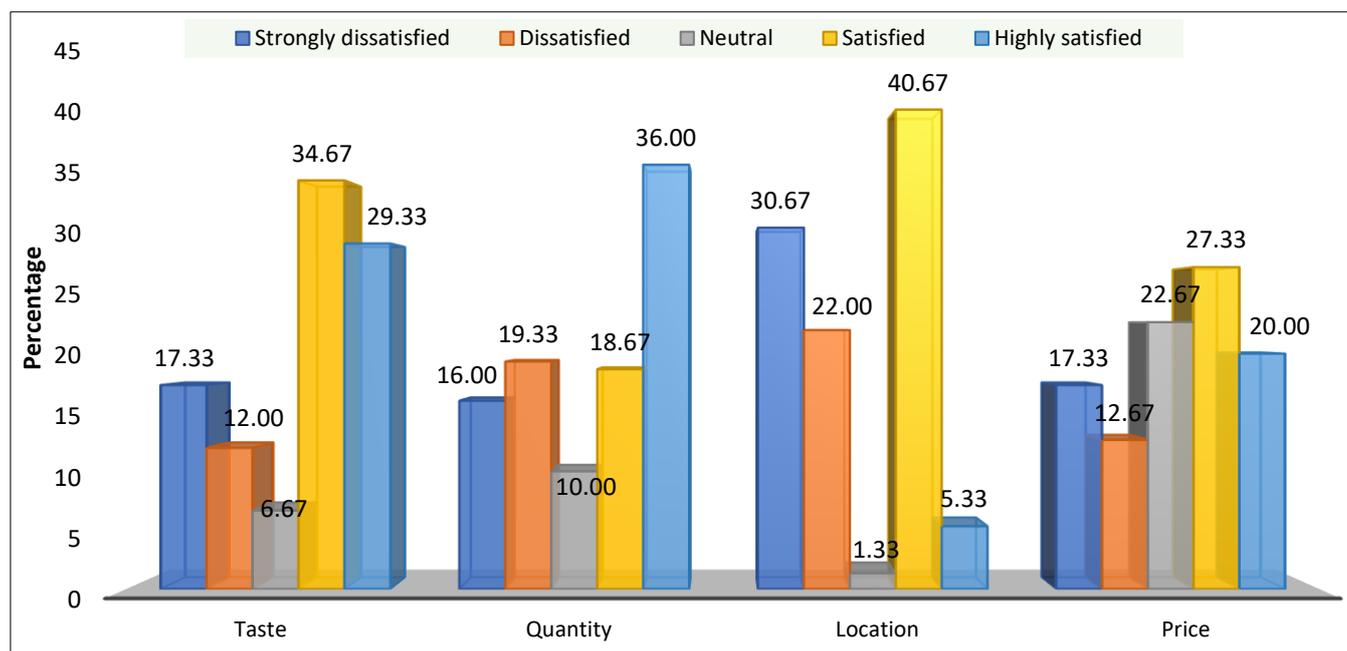


Table 1 Satisfaction of the respondents towards various aspects of the restaurant

Table 2 Satisfaction of the respondents towards various aspects of the restaurants

Factors	Frequency					Total	Percentage				
	Strongly dissatisfied (1)	Dissatisfied (2)	Neutral (3)	Satisfied (4)	Highly satisfied (5)		Strongly dissatisfied (1)	Dissatisfied (2)	Neutral (3)	Satisfied (4)	Highly satisfied (5)
Service design	5	26	11	40	68	150	3.34	17.33	7.33	26.67	45.33
Cleanliness	4	23	0	51	72	150	2.67	15.33	0.00	34.00	48.00
Dish variants	0	17	26	38	69	150	0.00	11.33	17.34	25.33	46.00
Offers and discounts	39	44	18	37	12	150	26.00	29.33	12.00	24.67	8.00
Total	48	110	55	166	221		32.01	73.32	36.67	110.67	147.33

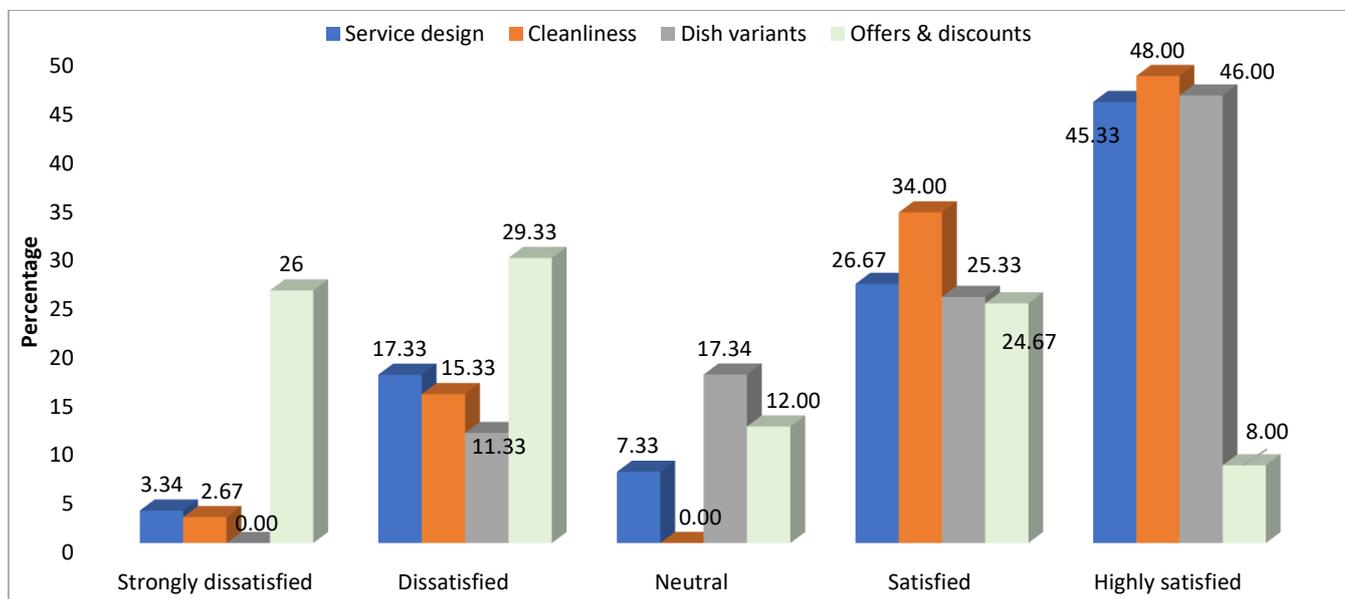


Table 2 Satisfaction of the respondents towards various aspects of the restaurants

*Satisfaction of the respondents towards various aspects of the restaurants*

The (Table 2, Fig 2) represents the satisfaction of the respondents towards various aspects of the restaurant. On the basis of (service design) out of 150 respondents, 5 respondents i.e. (3.34 per cent) said that they are strongly dissatisfied, followed by 26 respondents i.e. (17.33 per cent) which said that they are dissatisfied with it, followed by 11 respondents i.e. (7.33 per cent) which said that they are neutral with it, followed by 40 respondents i.e. (26.67 per cent) which said that they are satisfied with it, followed by 68 respondents i.e. (45.33 per cent) which said that they are highly satisfied with it. On the basis of (cleanliness) out of 150 respondents, 4 respondents i.e. (2.67 per cent) said that they are strongly dissatisfied, followed by 23 respondents i.e. (15.33 per cent) which said that they are dissatisfied with it, followed by 0 respondents i.e. (0.00 per cent) which said that they are neutral with it, followed by 51 respondents i.e. (34.00 per cent) which said that they are satisfied with it, followed by 72 respondents i.e. (48.00 per cent) which said that they are highly satisfied with it. On the basis of (dish variants) out of 150 respondents, 0 respondents i.e. (0.00 per cent) said that they are strongly dissatisfied, followed by 17 respondents i.e. (11.33 per cent) which said that they are dissatisfied with it, followed by 26 respondents i.e. (17.34 per cent) which said that they are neutral with it, followed by 38 respondents i.e. (25.33 per cent) which said that they are satisfied with it, followed by 69 respondents i.e. (46.00 per cent) which said that they are highly satisfied with it. On the basis of (offers and discounts) out of 150 respondents, 39 respondents i.e. (26.00 per cent) said that they are strongly dissatisfied, followed by 44 respondents i.e. (29.33 per cent) which said that they are dissatisfied with it, followed by 18 respondents i.e. (12.00 per cent) which said that they are neutral with it, followed by 37 respondents i.e. (24.67 per cent) which said that

they are satisfied with it, followed by 12 respondents i.e. (8.00 per cent) which said that they are highly satisfied with it [7-8].

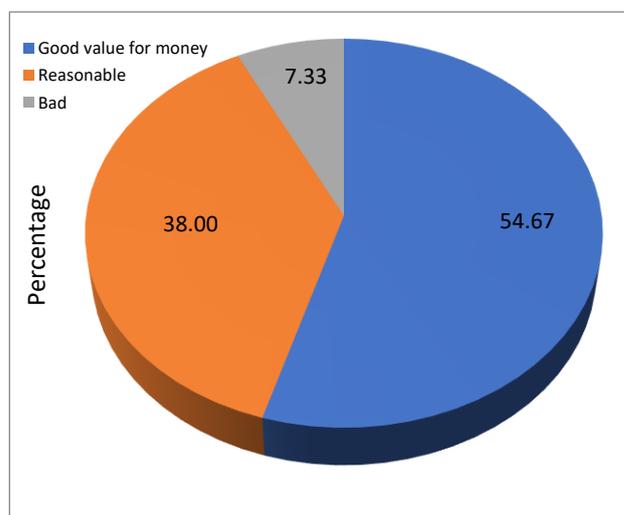


Fig 3 Restaurant experiences of the respondents

Table 3 Restaurant experiences of the respondents

Factors	Frequency	Percentage
Good value for money	82	54.67
Reasonable	57	38.00
Bad	11	7.33
Total	150	100

*Restaurant experiences of the respondents*

The (Table 3, Fig 3) represents the restaurant experiences of the respondents. Out of 150 respondents 82 respondents i.e. (54.67 per cent) said that the experience in the restaurant was a good value for money, followed by 57 respondents i.e. (38 per

cent) which said that the experience in the restaurant was reasonable, and followed by 11 respondents i.e. (7.33 per cent) which said that the experience in the restaurant was bad [9].

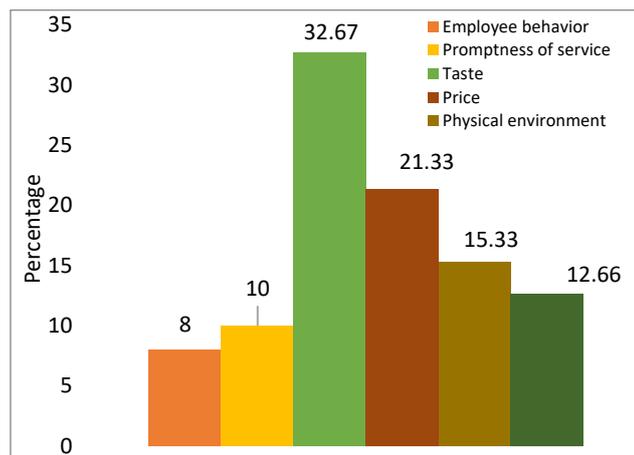


Fig 4 Factors affecting consumer satisfaction towards restaurants

#### Factors affecting consumer satisfaction towards restaurants

The (Table 4, Fig 4) represents the factors affecting consumer satisfaction towards restaurants. Out of 150 respondents, 12 respondents i.e. (8.00 per cent) said that employee behavior affects their satisfaction level towards restaurants, followed by 15 respondents i.e. (10.00 per cent) said that promptness of service affects their satisfaction level towards restaurants, followed by 49 respondents i.e. (32.67 per cent) said that taste affects their satisfaction level towards restaurants, followed by 32 respondents i.e. (21.33 per cent)

said that price affects their satisfaction level towards restaurants, followed by 23 respondents i.e. (15.33 per cent) said that physical environment affects their satisfaction level towards restaurants, followed by 19 respondents i.e. (12.66 per cent) said that quantity of food affects their satisfaction level towards restaurants [10].

Table 4 Factors affecting consumer satisfaction towards restaurants

Factors	Frequency	Percentage
Employee behavior	12	8
Promptness of service	15	10
Taste	49	32.67
Price	32	21.33
Physical environment	23	15.33
Quantity of food	19	12.66
Total	150	100

## CONCLUSION

The project entitled consumer satisfaction: Case of restaurants in Jammu was carried out at Jammu in 2019. A total of 150 sample respondents were selected from the sample area. The information was collected from the sample area. Satisfaction is basically a measure of how the requirements and needs of the consumers are being fulfilled by the firms in order to meet the consumer expectation. It was revealed from the study that consumers were mostly satisfied with the taste, price, service design and cleanliness of the restaurants. It has been found that the experience of visiting a restaurant for most of the respondents was good.

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