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Consumer preference towards food outlets in Coimbatore city

Varshini Shalom S and Samsai T

Abstract
India being a huge market in the F&B Industry, competition is inevitable and so in order to have a competitive edge understanding the tastes and preferences of consumers is crucial. The main aim of this research is to study the Consumer Preference towards the multitudinous Food Outlets with respect to the Coimbatore City. Embed with a purpose to explore and analyse the factors influencing consumer preference, this study employed Convenience sampling for pooling the primary data from 175 respondents who have dined out at different food outlets in the past. With a descriptive approach, the analysis was performed with statistical tools like Descriptive Analysis, Factor Analysis and Garret Ranking. The analysis reveals the unanimous preference of consumers towards the various categories of food outlets in existence. The study reflects the impact of Taste, Variety, Ambience, Quality, Price etc. to the question of influential factors in the preference of food outlet.

Keywords: Food outlets, dine-out, perception, consumer preference, consumer buying behaviour, selection attributes

1. Introduction

Food – a platter embedded with flare of flavours, infusions of cultures and a rush of experience has come a long way from being just a source of sustenance. Farm to Fork entails a complete food supply chain from the point of production to point of consumption with the Food & Beverage service forming the last integral step. Taking a leap with the simplest of ingredients and a culinary touch, serving a dish or quench a drink, a food outlet has a greater say in evoking a surreal experience. Food Industry is a realm of its own encompassing a blend of the plush star hotels, restaurants, café, quick service restaurants (fast food chains), Ethnic Restaurants, food trucks, Ice cream parlours, Desserts & Beverages and many more mushrooming every minute. One such destination is India – a varsity of cuisine. Abode of multifarious cuisines wreathed in the tangles of either 5 Star Taj or chai wala on the streets, one can sojourn within the bounds of India to relish the outburst of flavours. India is not home only to Star hotel but also a culinary heritage encompassing a variety of options of Street Food culture with a touch of regionalism in every dish platted and Traditional sweets. Soaked in the land of spices India has a lot more to offer.

As much as India has to offer in the food industry it sure has a huge consumer base all by itself owing to its thriving population. With new food outlets mushrooming every other day and shifting lifestyle of the consumers, it is high time to look deep beneath the numbers, analyse to infer the preferences of the consumers, the patterns recurring in the consumption and the behaviour executed. By venturing so far into the insights of consumer behaviour in the food market, opportunities could be assessed and strategies worked upon to make the best of the existing customer base and to obtain a high-fairing reach to the potential consumer base backed with solid data and analysis of the consumers. The research was progressed to venture into the stated objectives.

1.1 Research Objectives

The research objectives of this study are

- To study the consumer preference towards various food outlets in Coimbatore city
- To analyse the factors influencing the choice of food outlets
- To determine the constraints faced in the choice of an outlet

2. Review of Literature

Neha and Pandey (2023) [6] concluded that Taste of the food matters primarily and consumers sought Quality over Price with Hygiene and Cleanliness of the place significant nevertheless. It was evident consumers had an eye for offers but the ambience and the courteous staff with a fast service did attract more consumers than the offers did.

Nida Malik *et al.* (2022) [4] indicated that the Indian consumers prefer International fast foods outlets to Indian outlets owing to their packaging, quality, service, hygiene and ambience.

Kahkashan *et al*. (2022) [3] found that the food itself, service speed, friendliness of the staff, ambience has a direct impact on the consumer's choice of a restaurant in turn effecting upon their revisit intention eventually a consumer becoming a customer. For sure the Food Quality and service turned to be the substantial factors followed by Price and offers. In the aspects of frequency of visits consumers made it clear they dine out at least once a month.

As in the words of Salman and Ahmed (2021) [7], when customers perceive an ethnic restaurant as authentic in turn they perceive the restaurant and the food as of high quality. The study points the necessity of appropriate Menu Visuals as they positively effect upon the customers perception of menu in formativeness which in turn is a precursor for a whole process of Perceived Authenticity, Perceived Quality and ultimately stimulating a Desire to Order.

Seong and Young (2021) [8] in their attempt to study the difference between the consumers preferring delivery and consumers preferring to visit an eatery outlet inferred that there lies a significant difference in terms of atmosphere and reputation of an eatery outlet yet both the set of respondents considered interiors, accessibility, brand, service, menu variety, cost-effectiveness as influential factors towards the choice of an outlet.

Sneha and Dikshya (2021) [10] concluded that consumers preferred to consume the variegated Ethnic cuisines of the North-Eastern part of India, especially the Assamese cuisine. The demographic factors like age, ethnicity partakes its effect on consumers preference towards ethnic cuisines with equally

Aswini and Sreeya (2019) [1] found that the preference towards dishes totally depended on the age with majority of the respondents preferring North Indian dishes. The study also points out that consumers preferred the nearest restaurants and a special mention that they chose their food based on their income sounding a significant relationship between the income of the consumers and the price of the food they chose. Embarking the area and affordability the prime criteria for preference.

Siddhi (2019) [9] opined that the fast food sector of India is definitely progressing owing to the swift in lifestyle of the consumers in the wake of urbanization and the influence upon them due the entry of MNCs as a result of liberalization.

Narayan and Narayan (2019) [5] figured the impact of sensory marketing upon consumers marking taste to be the prime factor for purchase intention.

Deepak Ashokkumar (2016) [2] confirmed the prevalence of different decision making styles ranging from the most desirable to the undesired styles amongst the youth towards the organized fast food outlets. The desirable styles being the Perfectionist-Quality Consciousness, Quality Consciousness and Price Consciousness while the undesired lot being confused by over choice. Also the study throws light on consumers being Brand Conscious simultaneously needing it to be recreational as well.

3. Research Methodology

This study followed a descriptive research design where a smaller sample of the wider population was targeted to ascertain the behavior of the population. This study was conducted in different regions of the Coimbatore city of Tamil Nadu. The city was selected purposively as it is one of the fastest growing city. Convenience Sampling was used to collect primary data from sample respondents in this study. Data was collected from primary and secondary sources. The survey was carried out through an online questionnaire for primary data. For this study, totally 175 respondents were selected who consumes food in food outlets. Tools used for data analysis were Percentage analysis for analyzing consumer preference and consumption pattern, Factor analysis to find out the factors influencing the choice of an outlet and Garret ranking technique to identify the constraints faced by consumers while choosing a food outlet.

4. Results and Discussions

(A) Demographic Details

In Table 1, the demographic characters include gender, age, education, occupation, individual income, family type and family income of the sample respondents are given. From Table 1, we could infer that the majority of the samples are Female respondents (53 percent) followed by Male (47 percent). In the age category, majority of the respondents fall between 21-30 years (55 percent) followed by less than 20 years (18 percent), 31-40 years (14 percent), 41-50 years (10 percent), 51-65 years (3 percent) with no respondents were of the category of 65-80 years. In terms of education, the majority of the sample respondents are Undergraduate (48 percent) followed by Postgraduate (42 percent), Other educational qualifications (6 percent), Ph. D (3 percent), HSC (1 percent) and none of the respondents were illiterate or with just an SSLC. In case of Occupation for a living, almost (50 percent) of the respondents were Students followed by Private sector (21 percent), Public sector (10 percent), Unemployed (8 percent) Business (6 percent), Homemaker (6 percent), and no respondents were retired people. Concerning the individual income, most of the respondents had no income (50 percent) in line with the fact 50 percent of the respondents were students, followed by 50001 – 1 Lakh (11 percent), 40001-50000 (10 percent), 10000 – 20000 (10 percent), 30001-40000 (7 percent), Above 1 Lakh (7 percent) and 20001-30000 (5 percent). As for the family type of the respondents, 52 percent of them were of nuclear family without elders while 27 percent were of nuclear with elders and 21 percent of them held as joint family. Considering the fact most of the respondents were students, their family income per month was regarded indicating that majority of them had family income of 75000 – 1 Lakh (22 percent) seconded by monthly income of 25000 – 50000 (18 percent), 50000 – 75000 (18 percent), (15 percent) of the respondents' family income were below 25000 while (14 percent) of theirs were Above 2 Lakhs and (13 percent) fall between 1 Lakh – 2 Lakhs.

Table 1: Demographic details of sample respondents

S. No.	Characteristics	Category	No of Sample respondents (n=175)	Percentage to Total
1	Gender	Male	83	47
		Female	92	53
	Total		175	100
2	Age (In years)	Less than 20 years	31	18
		21-30 years	96	55
		31-40 years	24	14
		41-50 years	18	10
		51-65 years	6	3
		65-80 years	0	0
	Total		175	100
3	Education	Illiterate	0	0
		SSLC	0	0
		HSC	2	1
		Undergraduate	84	48
		Postgraduate	73	42
		Ph.D.	5	3
		Others	10	6
	Total		175	100
4	Occupation	Private sector	36	21
		Public sector	17	10
		Student	87	50
		Business	11	6
		Retired	0	0
		Homemaker	10	6
		Unemployed	14	8
	Total		175	100
5	Individual Income (per month)	10000-20000	18	10
		20001-30000	8	5
		30001-40000	12	7
		40001-50000	17	10
		50001-100000	20	11
		Above 100000	13	7
		Nil	87	50
	Total		175	100
6	Family Type	Nuclear without elders	92	53
		Nuclear with elders	47	27
		Joint	36	21
	Total		175	100
7	Family Income (per month)	Below 25000	26	15
		25000-50000	32	18
		50000-75000	31	18
		75000-100000	38	22
		1 lakh – 2 lakhs	23	13
		Above 2 Lakhs	25	14
	Total		175	100

(B) Consumer Awareness

It is observed from the Table 2 that most of the sample respondents were Highly Aware and in regular usage of Restaurant (60.57 percent), Fast Food Outlets (58.29 percent), Café/Coffee Shop (58.29 percent), Tiffin Centers (53.14 percent), Ice cream Parlor (46.29 percent) and Food cart/Truck (45.14 percent) followed by Moderate awareness in Ethnic Restaurants (44 percent) and Desserts & Beverages (42.29 percent) It is concluded that most of the sample respondents were aware of the various Food Outlets.

Table 2: Level of awareness about Food Outlets

S. No	Food Outlets Category considered	Awareness level	No of Sample respondents(n=175)	Percentage to Total
1	Restaurant	Highly Aware	106	60.57
		Moderately Aware	60	34.29
		Less Aware	9	5.14
	Total		175	100.00
2	Ethnic Restaurant	Highly Aware	56	32
		Moderately Aware	77	44
		Less Aware	42	24
	Total		175	100.00
3	Fast Food Outlets	Highly Aware	102	58.29
		Moderately Aware	46	26.29
		Less Aware	27	15.42
	Total		175	100.00
4	Tiffin Centers	Highly Aware	93	53.14
		Moderately Aware	47	26.86
		Less Aware	35	20
	Total		175	100.00
5	Café/Coffee Shop	Highly Aware	102	58.29
		Moderately Aware	54	30.85
		Less Aware	19	10.86
	Total		175	100.00
6	Desserts & Beverage	Highly Aware	66	37.71
		Moderately Aware	74	42.29
		Less Aware	35	20
	Total		175	100.00
7	Ice cream Parlor	Highly Aware	81	46.29
		Moderately Aware	57	32.57
		Less Aware	37	21.14
	Total		175	100.00
8	Food Cart/ Food Truck	Highly Aware	79	45.14
		Moderately Aware	64	36.57
		Less Aware	32	18.29
	Total		175	100.00

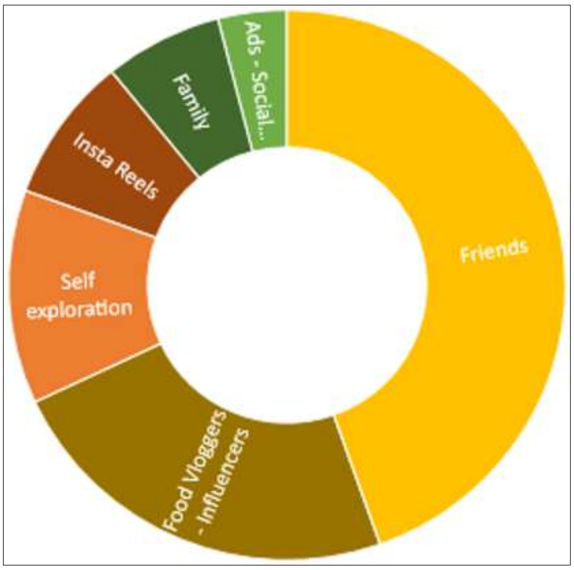

Fig 1: Response for Informers of Food Outlets

Table 3: Source of Information about Food Outlets

S. No	Source of Information about Food Outlets	No of Sample respondents(n=175)	Percentage to Total
1	Self - exploration	22	13
2	Friends	78	44
3	Family	12	7
4	Ads – Social Media	7	4
5	Instagram Reels	15	9
6	Food Vloggers	41	23
	Total	175	100

It is observed from the Table 3 & Fig 1 that most of the sample respondents obtained information regarding food outlets from Friends (44 percent) and Food Vloggers (23 percent) followed by Self exploration (13 percent), Instagram Reels (9 percent) and Social Media-Ads (7 percent). It could be inferred that people take up choices inclined to Word of Mouth by Friends & look up to food influencers.

(C) Consumer Preference

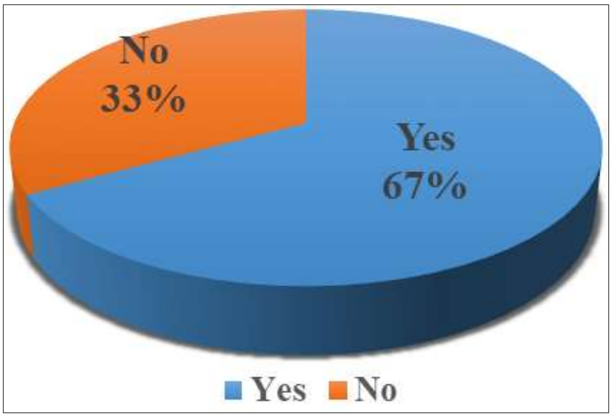

Fig 2: Response for Preference to Dine Out

It is understood from Fig 2 that Majority of the respondents (67 percent) prefer to dine out against (33 percent) those not preferring to dine out much.

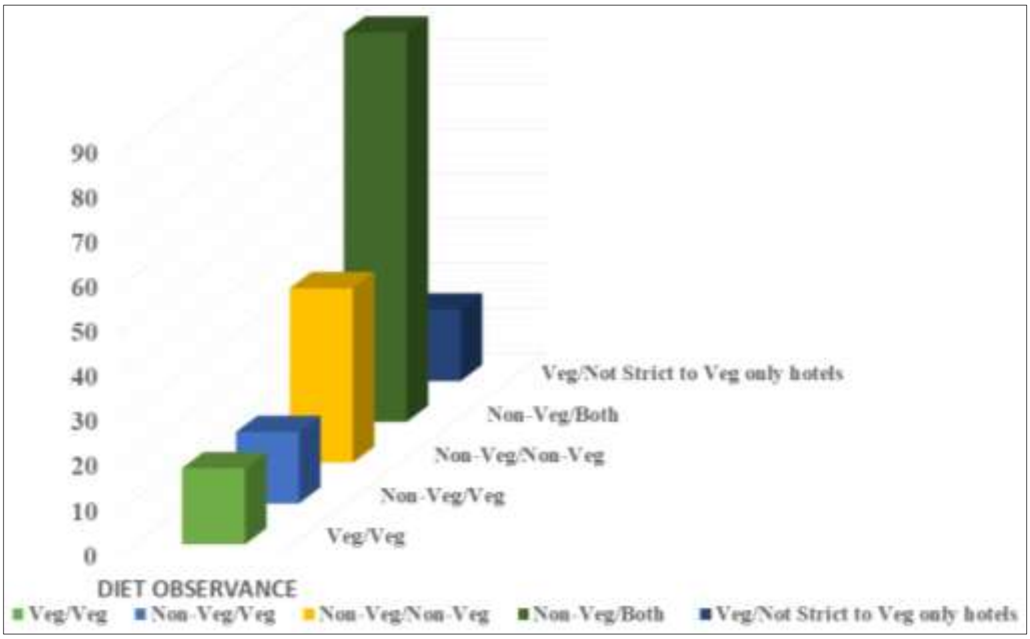

Fig 3: Response for Diet Practice & Preference while choosing a food outlet

From Fig 3, it is observed that majority (49.71 percent) of the respondents were Non-Vegetarians & preferred both Veg & non-Veg food outlets, while (22.28 percent) of them were Non-Vegetarians & preferred only Non-Veg Food outlets. (9.71 percent) of the respondents observe Veg Diet & also prefer only Veg outlets, (9.14 percent) of the respondents were Non-Vegetarians yet preferred only Veg food outlets while (9.14 percent) observed only Vegetarians diet as a lifestyle still they were not orthodox about preferring only veg outlets.

Table 4: Cuisine Preference

S. No	Cuisine Preferred	No of Sample respondents(n=175)	Percentage to Total
1	South Indian	122	69.72
2	North Indian	19	10.86
3	Chinese	19	10.86
4	Italian	6	3.42
5	Mexican	7	4.00
6	Burmese	2	1.14
7	French	0	0.00
	Total	175	100.00

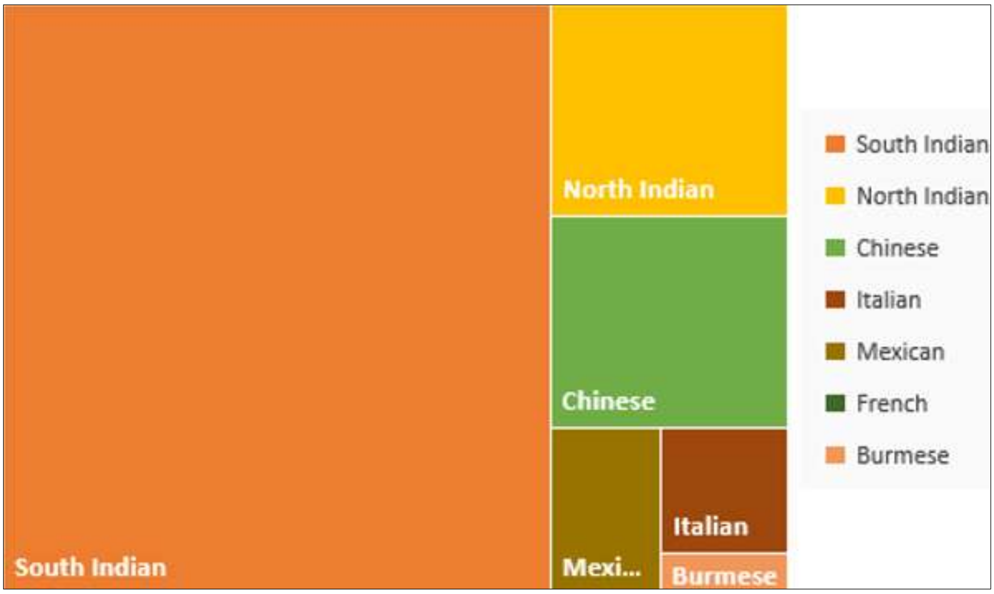

Fig 4: Cuisine Preferred

From Table 4 & Fig 4, the fact that almost 69.72 percent of the sample respondents prefer South Indian can be reflected followed by an appetency for North Indian & Chines cuisine at 10.86 percent each. Next in line of preference was Mexican (4 percent), Italian (3.42 percent), Burmese (1.14 percent) and with no preferential response for the French Cuisine.

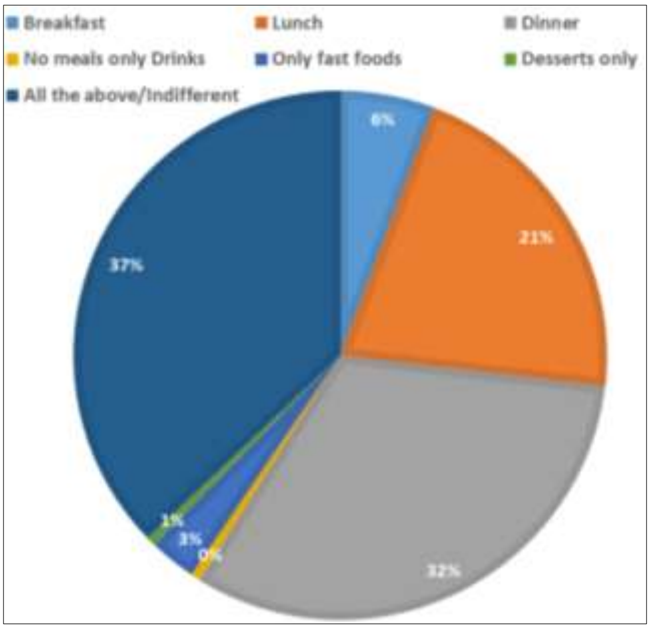

Fig 5: Preference of Meal Timings

Table 5: Preference of Meal Timings

S. No	Preference of Meal Timings	No of Sample respondents(n=175)	Percentage to Total
1	Breakfast	10	6
2	Lunch	37	21
3	Dinner	56	32
4	No meals only Drinks	1	1
5	Only Fast Food	5	3
6	Desserts only	1	1
7	All the above/Indifferent	65	37
	Total	175	100

It is observed from Table 5 & Fig 5 that 65 of the total 175 respondents are indifferent to meal preference (i.e. they prefer to dine out anytime of the day) while another 56 of the respondents prefer Dinner time. Followed by 37 of the respondents preferring Lunch as against 10 preferring Breakfast, 5 for only Fast foods, and 1 response for only drinks and only desserts each. Thus it can be inferred that prevalent of the consumers are indifferent to the preference of meal timings.

Table 6: Stimulating Force to Dine Out

S. No	Stimulating Force to Dine Out	No of Sample respondents (n=175)	Percentage to Total
1	Social Media – Food Vloggers	33	18.86
2	Food Review by others	94	53.71
3	Mouth-watering Advertisements	22	12.57
4	Offers/Discounts	26	14.86
	Total	175	100

In wake of stimulating agents to dine out, it can be observed from Table 6 that more than 50 percent of the respondents are steered to try out food outlets based on the food reviews given by others. With Social Media stimulating around 18.86 percent to dine out, Mouth - watering Advertisements stands next in line of stimulation followed by Offers/Discounts with 12.57 percent.

Table 7: Companionship preferred to Dine Out With

S. No	Preference of Companion to dine out with	No of Sample respondents (n=175)	Percentage to Total
1	Alone	5	2.86
2	With your significant other (Bf/Gf)	15	8.57
3	Friends	101	57.71
4	Family	54	30.86
	Total	175	100

Table 7 showcases that majority of the respondents prefer to go to a food outlet with Friends (101 respondents) followed by family (54 respondents), with their significant other (15 respondents) while 5 of the respondents prefer to go to an outlet alone. The preference of companionship itself has a greater influence in the preference of a food outlet.

Table 8: Reasons for preferring to Dine out

S. No	Reasons to Dine Out	No of Sample respondents(n=175)	Percentage to Total
1	Your Hunger	29	17
2	In order to give a day off for your mother/ spouse from cooking	24	14
3	Weekend plans to spend quality time with family	52	30
4	Cravings	54	31
5	Business Work	1	1
6	Date	1	1
7	When new outlets open – as exploration	11	6
	Total	175	100

Table 8 delineates that 31 percent of the respondent' reason's harbours on their cravings followed by 30 percent with weekend plans to spend quality family time followed by 17 percent reasoning to dine out due to hunger while 14 percent in order to give their mother'/spouse a day off from cooking. 6 percent prefer to dine out when new outlets are launched whereas 1 percent choice of Business work & as date each.

Table 9: Preference of Food Outlets

	Restaurant	Ethnic Restaurant	Fast Food Outlets	Tiffin Centres	Café / Coffee Shop	Desserts & Beverages	Ice cream parlour	Food cart/ Food Truck
Rank 1	90	33	41	40	49	26	55	35
Rank 2	30	52	37	35	34	37	18	30
Rank 3	16	29	34	39	24	25	22	23
Rank 4	5	11	11	21	21	18	24	11
Rank 5	6	5	16	8	6	33	19	22
Rank 6	15	10	4	6	9	14	10	27
Rank 7	4	11	16	9	4	8	14	10
Rank 8	9	24	16	17	28	14	13	17
Total	175	175	175	175	175	175	175	175

Table 9. & Fig 6 surmises Consumer' preference towards various food outlets. On a count of 175 respondents for each category Restaurant was ranked First by 90 of them followed by Ethnic Restaurant ranked second with a majority of 52 respondents, Fast food outlets ranked first in preference with a poll of 41 responses, Tiffin centres ranked first with 40 responses, Café ranked first with 49 preferential responses, Desserts & Beverages ranked second with 37 responses, Ice cream parlour ranked first with 55 up votes and Food cart ranked first with 35 responses. Thus it can be concluded that Restaurant, Ice cream parlours, Fast food outlets and café were highly preferred.

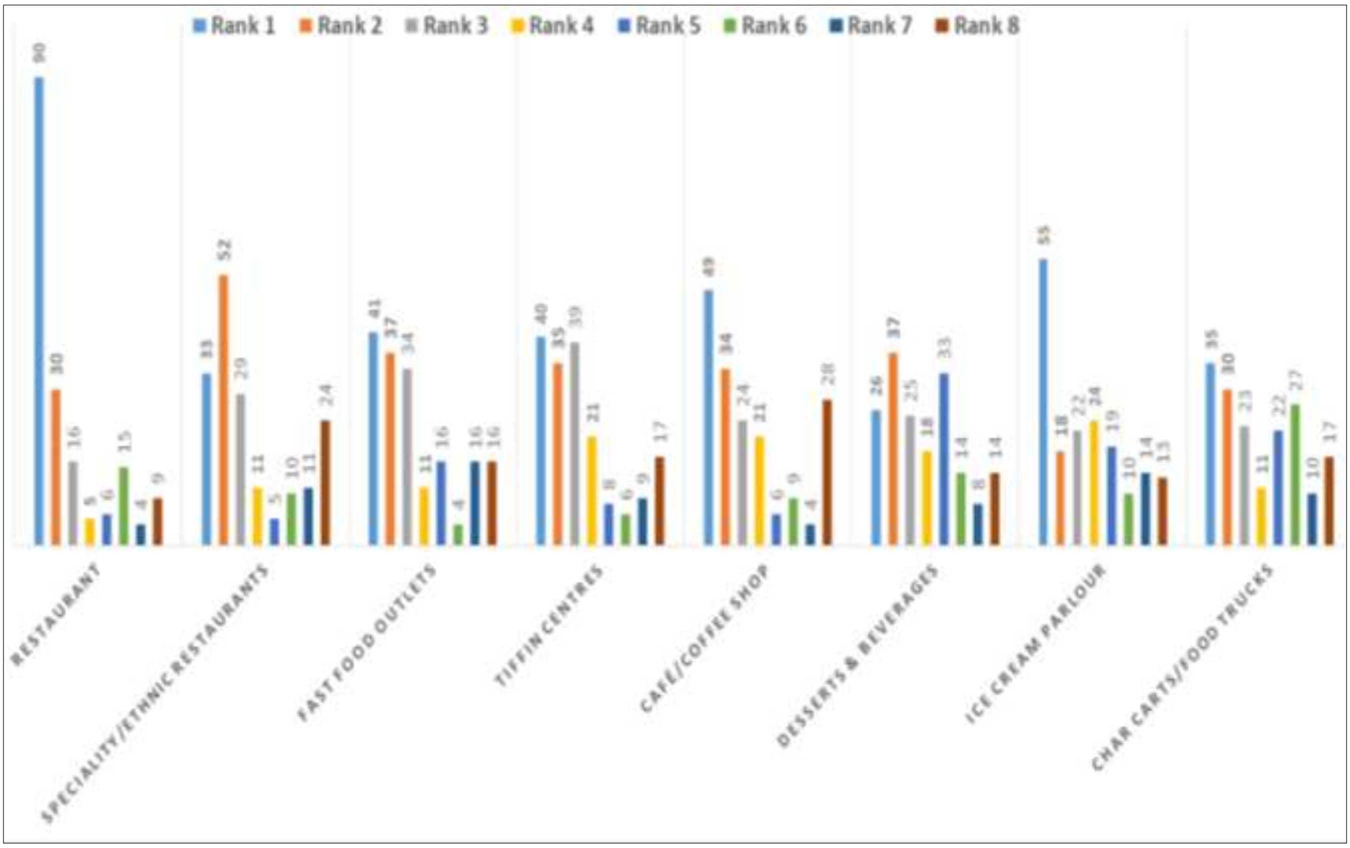

Fig 6: Preference of Food Outlets Ranked

(D) Consumption Pattern

Table 10. & Fig 7 displays the frequency of visits consumers make to a food outlet. Restaurant is mostly visited once a month by 40 respondents, Ethnic Restaurants is occasionally visited by 50 respondents, Fast food outlets has visitations once in a week for 40 respondents, Tiffin Centres were visited twice a week by 46 respondents, café with 35 responses for daily visits, Desserts & Beverages with 41 responses for fortnightly visitations, Occasional visits by 40 respondents for Ice cream parlours and Food cart were visited twice a week by 42 respondents.

From Fig 8 it is deciphered that 45 percent of the respondents spend less than Thousand rupees individually on food outlets per month seconded by 28 percent of the respondents happen to spend between 1000 – 2000 Rupees, 16 percent about 2500 – 4000 Rupees in a month followed by 11 percent spending Above 5000 Rupees monthly on an average expenses on food outlets. From Fig 9 it can be deciphered that 33 percent of the respondents spend less than Two Thousand rupees for a family on Dining out per month followed by 25 percent of the respondents happen to have spent anywhere between 2000 – 3000 Rupees, 21 percent about 3500 – 5000 Rupees in a month. 15 percent of the respondents have reported average expenses of about 5000 – 10000 rupees on food outlets as a family followed by 6 percent spending Above 10,000 Rupees monthly.

(E) Consumer Behaviour

Table 11 & Fig 10 exposes to the perception of the consumers about food with 31 percent of them perceive food to enhance their mood – a stressbuster, 30 percent of them claimed food – just to satisfy their hunger, while 24 percent of the respondents feel food is something to be explored & experimented & around 15 percent felt food has to be relished every mouth.

Table 10: Frequency of visits to a food outlet

	Restaurant	Ethnic Restaurant	Fast Food Outlets	Tiffin Centres	Café / Coffee Shop	Desserts & Beverages	Ice cream parlour	Food cart/ Food Truck
Daily	9	10	13	16	35	13	11	10
More than once in a day	21	10	12	14	27	8	8	8
Once in a week	24	14	40	21	24	30	26	25
Twice in a week	27	16	32	46	31	24	26	42
Once in 15 days	25	25	16	13	12	41	22	15
Once in a month	40	18	17	15	10	17	17	17
Occasionally	17	50	26	12	13	15	40	23
Rarely	12	32	19	38	23	27	25	35
Total	175	175	175	175	175	175	175	175

Table 11: Perception about Food

S. No	Perception About Food	No of Sample respondents (n=175)	Percentage to Total
1	Just to satisfy hunger	52	30
2	To be explored and experimented	42	24
3	To be relished every mouth	26	15
4	To enhance our mood - stressbuster	55	31
	Total	175	100

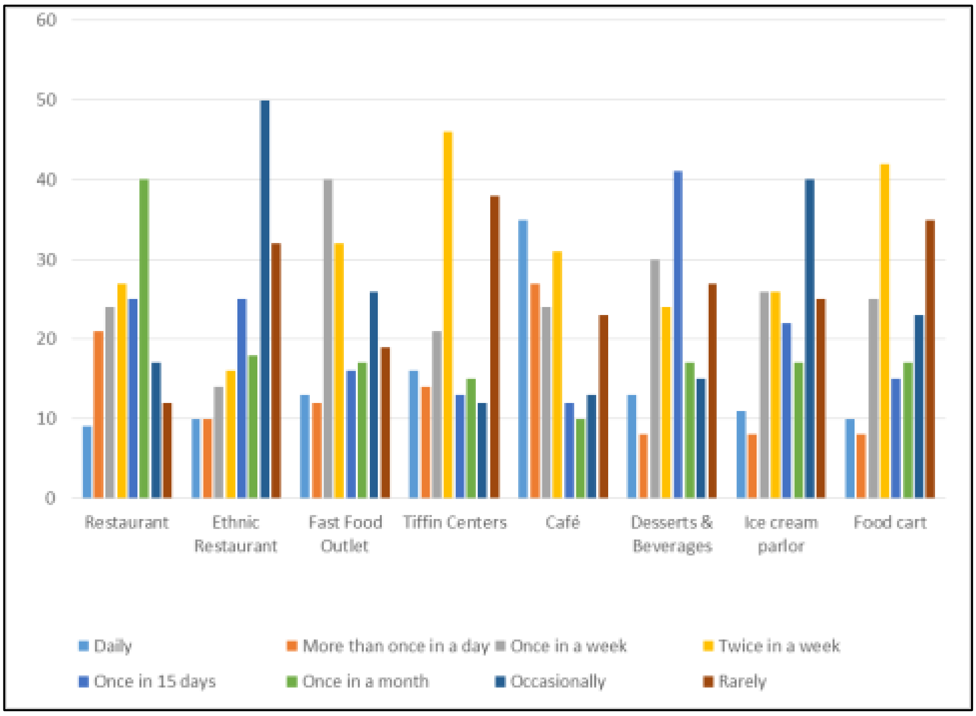

Fig 7: Frequency of visits to a food outlet

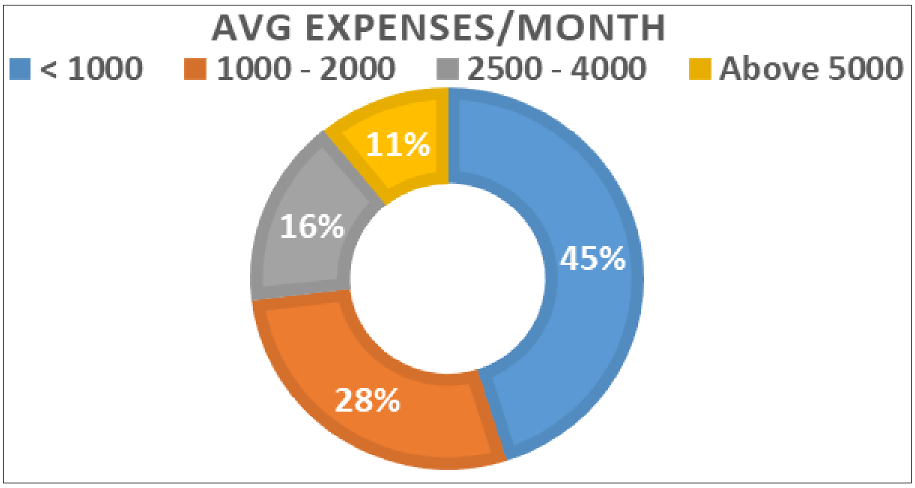

Fig 8: Average Expense/per month for an Individual on Dining Out

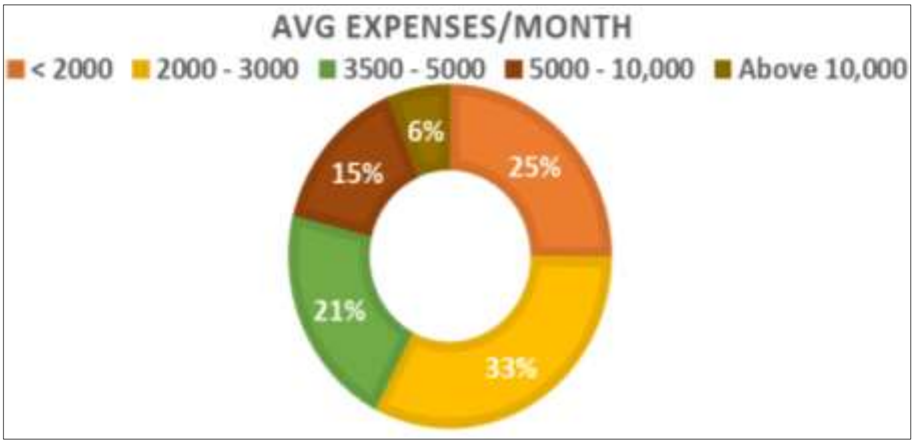

Fig 9: Average Expense/per month for a Family on Dining Out

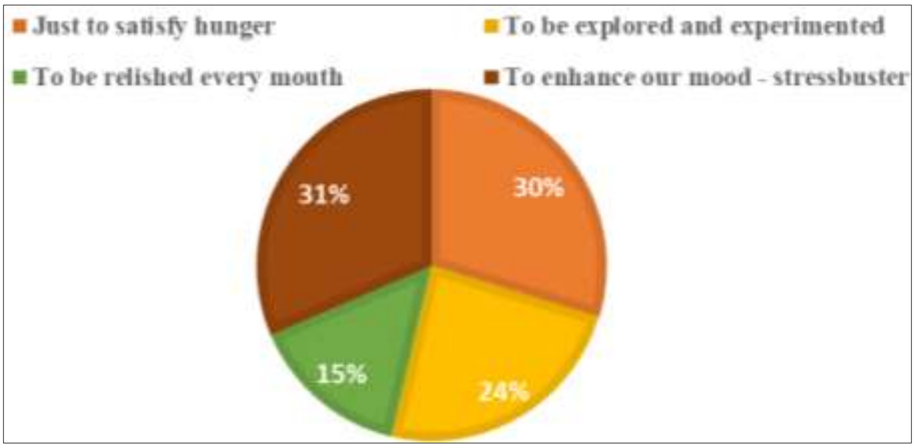

Fig 10: Consumer Perception about Food

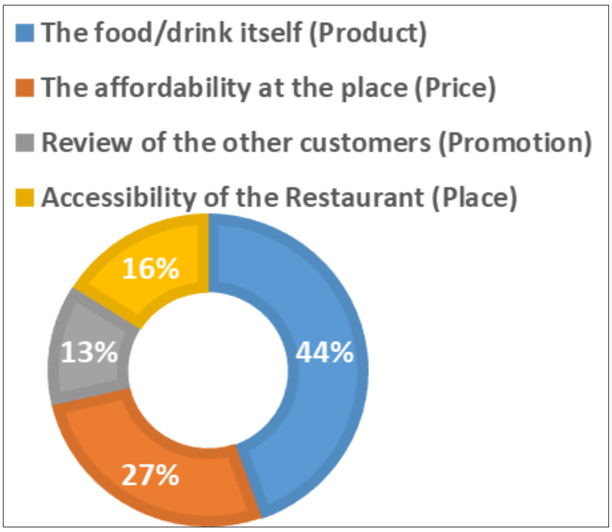

Fig 11: Choice of 4 Ps

From Fig 11. It is evident that food comes first with a percentage of 44, followed by price with 27 percentage, promotion with 16 percentage and accessibility to the place with 13 percentage.

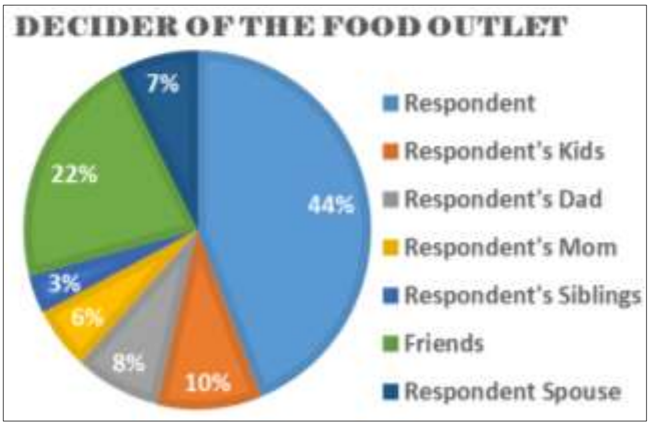

Fig 12: Decision making personnel to dine out/choice of outlet

From Fig 12. It can be assessed that the decision to dine out/choice of an outlet lies with the respondent for nearly 44 percent of them, 22 percent friends, 10 percent by the respondent's kids & 7 percent by the respondent' siblings marking almost nearly 83 percent of the responses as decision makers are the young adults. While 8 percent of the respondents go with their dad's decision, 6 percent with their Mom's & 3 percent with their spouse' decision.

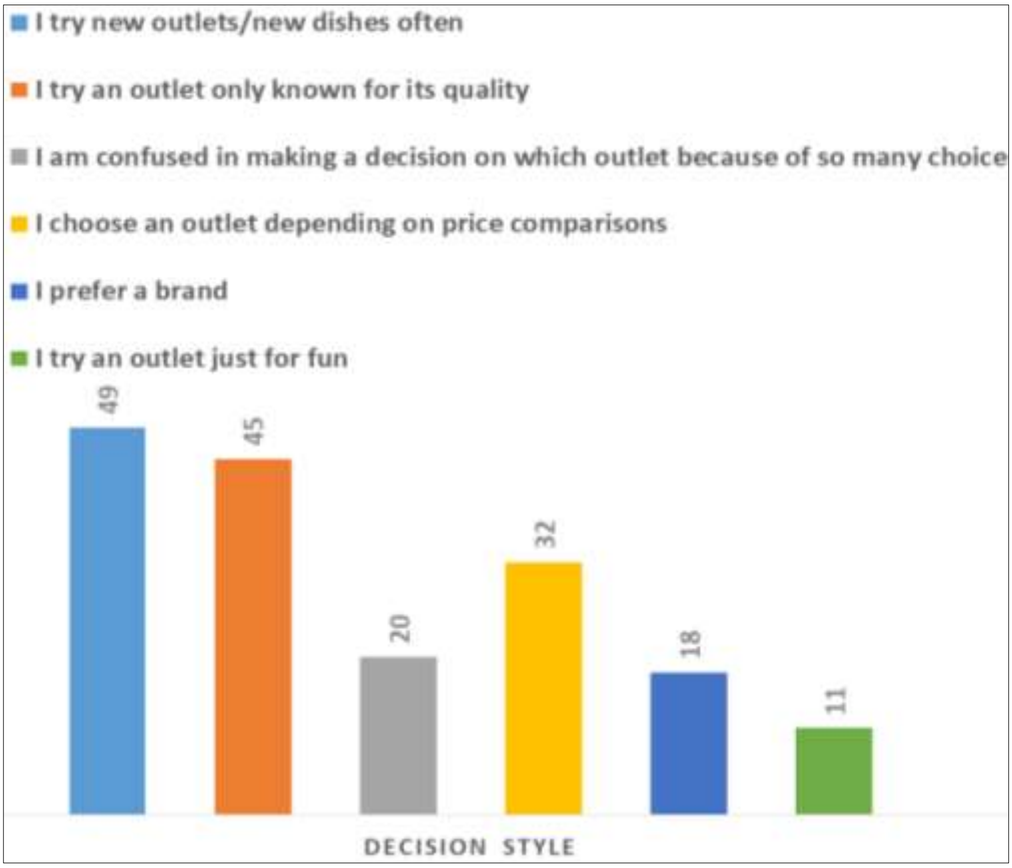

Fig 13: Decision Making Style

Fig 13. Displays the Decision making style of the respondents. At the options 'I try new outlets/new dishes often' deciphers as the Novelty Consciousness, 'I try an outlet only known for its quality' deciphers as Quality Consciousness, 'I am confused in making a decision on which outlet because of so many choice' as Confused by over choice 'I choose an outlet depending on price comparisons' as Price Consciousness, 'I prefer a brand' deciphered as Brand Consciousness and 'I try an outlet just for fun' as Recreational trait. It is observed that 49 of the respondents are Novelty Conscious, 45 of them are Quality Conscious, 32 of them are Price Conscious, 20 of the respondents are confused by over choice, 18 are Brand Conscious and 11 are Recreational oriented.

Fig 14: Buying Behaviour Exhibited

Fig 14. Exhibits the Consumer Buying Behaviour expressed towards the choice of a food outlet, at the options, 'I don't see much difference' – Habitual type, 'I seek for varieties, new experiences and mostly never repeats the same' – Variety – Seeking type, 'I am afraid that I would regret my choice of outlets afterwards' – Dissonance Reducing Behaviour and 'I surf a lot and highly involved in deciding an outlet' – Complex Behaviour is inferred. It is observed that 60 respondents exhibit Variety seeking behaviour in the choice of a food outlet while 54 of the respondents exhibit Complex nature and put in lot of effort to seek information before trying out a food outlet. 49 of the respondents are Habitual buyers followed by 12 of the respondents to be Dissonance Reducing Behaviour who are afraid their choices might go bad sooner or later.

(F) Factors influencing the preference of a food outlet

Attributes involved in the selection of an outlet considered for Factor Analysis

- Taste
- Ambience
- Variety
- Quality
- Price
- Hygiene & Cleanliness
- Service
- Offers & Promotion
- Accessibility

Table 12: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.622	
Bartlett's Test of Sphericity	Approximate Chi- square	189.010
	Sig.	0

It could be inferred from the Table 12. that KMO measure of sampling adequacy is 0.622 which is large (greater than 0.5). Bartlett's test of sphericity with chi-square value of 189.010 which is significant at 0.000 levels. It could be concluded that for further analysis of data, Factor analysis is recommended as suitable technique.

Table 13: Total Variables Explained (Principal Component Analysis)

Component	Initial Eigen values			Extracted sums of Square Loading		
	Total	Variance %	Cumulative %	Total	Variance %	Cumulative %
1	2.261	25.125	25.125	2.261	25.125	25.125
2	1.223	13.588	38.712	1.223	13.588	38.712
3	1.131	12.561	51.274	1.131	12.561	51.274
4	1.100	12.221	63.495	1.100	12.221	63.495
5	1.001	11.124	74.619	1.001	11.124	74.619
6	.801	8.897	83.516			
7	.545	6.051	89.567			
8	.502	5.574	95.141			
9	.437	4.859	100.00			

It could be concluded from the Table 13. that 74.619 percent was explained by the first five factors of total variables. Eigen values greater than one are taken. From this table it is clear that 5 components are formed with eigen values of 2.26, 1.22, 1.13, 1.10, 1.00 having the percentage variance of 25.125, 13.58, 12.56, 12.22 and 11.12 respectively.

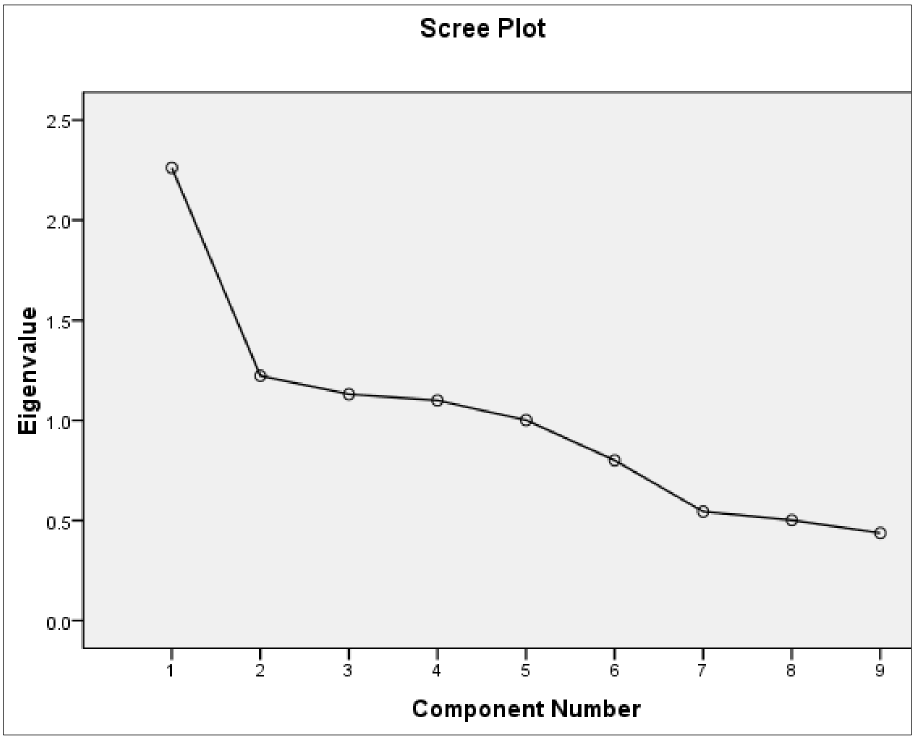

Fig 15: Scree plot

It could be concluded from the figure that after the seventh component the screen plot has become straight line and the eigen values are less than one after the fifth component. The first five principal component t has eigen values greater than one and it accounts for major influential factors in the preference of a food outlet. Remaining components are relatively unimportant as their eigen values are close to zero

Table 14: Component Matrix

Factors	Components				
	1	**2**	**3**	**4**	**5**
Variety	.768	-.040	.007	-.334	-.082
Ambience	.758	-.244	.177	-.099	.085
Service	.647	.255	-.141	.459	.100
Taste	.531	-.498	.405	.085	.056
Hygiene & Cleanliness	-.078	.570	.210	-.283	.518
Offers & Promotion	.484	.488	.053	-.4-5	.042
Quality	.281	-.070	-.706	.347	.424
Accessibility	.044	.352	.582	.614	.076
Price & Value	.275	.408	.174	.138	-.720

It could be concluded from the Table 14. that component matrix has come up with cross loadings. For getting a valid conclusion, varimax rotation was performed with Kaiser normalization.

Table 15: Rotated Component Matrix

	Component				
	1	**2**	**3**	**4**	**5**
Ambience	.806	.128	.074	.026	.013
Taste	.756	-.051	-.254	-.185	.177
Variety	.727	.076	.242	.264	-.216
Quality	-.006	.923	-.047	-.087	-.145
Service	.339	.600	111	.319	.368
Hygiene & Cleanliness	-.153	-.054	.779	-.248	.172
Offers & Promotion	.283	.064	.660	.323	-.129
Price	-.013	-.001	-.035	.898	.057
Accessibility	-.008	-.043	.042	.038	.918

It could be inferred form the Table 15. that factor loadings are arrived after varimax rotation. Factor loadings having values equal to or greater than 0.5 are considered. First component had 3 factor loadings with eigen value greater than 0.5. Second component with 2 factor loadings and Third component with 2 factor loadings with eigen value greater than 0.5. Fourth and fifth components with 1 factor loading each with eigen value greater than 0.5. These components are assigned with suitable component names on the basis of their factors.

Table 16: Components and Factors

Components	Variance %	Factors
Dining Experience & Environment	25.125	Ambience
		Taste
		Variety
Dining Quality	13.588	Quality
		Service
Diner' Attracting features	12.561	Hygiene & Cleanliness
		Offers & Promotions
Dining Price	12.221	Price
Dining Location	11.124	Accessibility

It could be inferred from Table 16. the First component was named the Dining Experience & Environment comprising of Ambience, Variety, Taste with variance of 25.12 percentage, the second component named the Dining Quality comprising of Quality & Service with variance of 13.58 percentage and the third component comprising of Hygiene & Cleanliness and Offers & Promotions was named the Diners' Attracting Features with a variance of 12.56 percentage. The fourth Component was named the Dining Price comprised of the monetary price factor with a variance of 12.22 percentage while the fifth component comprising of Accessibility was named the Dining Location with a variance of 11.12 percentage. It could be inferred from factor analysis that the Dining Experience & Environment factors was the most influential in the consumer preference towards a food outlet.

(G) Constraints faced by consumers in case of a particular food outlet preference

At the question, "Why would you not go to a food outlet?", Statements used for Garett's Ranking technique

- Because its priced more than its' worth
- Unclean & lack of facilities
- Long distance
- Because of the waiting time
- Not satisfied with the Menu & Variety dishes
- Because of poor service
- Because I feel it is below my status

Table 17: Constraints faced by consumers that hinder them to visit a food outlet

S. No	Constraints	Garett Score	Rank
1	Because its priced more than it's worth	52.62	I
2	Unclean & lack of facilities	52.33	II
3	Long distance	52.25	III
4	Because of the waiting time	51.96	IV
5	Not satisfied with the Menu & Variety dishes	51.14	V
6	Because of poor service	50.19	VI
7	Because I feel it is below my status	45.82	VII

In Table 13, it is concluded that because a dish is priced more than its worth (52.62) was the major cause for the sample respondents to not choose a food outlet inferring that consumers expect value for money. Unclean & Lack of facilities of an outlet (52.33) was the second most cause for the consumers to not prefer an outlet indicating Hygiene & modern amenities as essentiality. The third constraint faced by the sample respondents was the Long Distance (52.25) of a food outlet denoting the significance of accessibility amidst being popular. Another factor that drive away the consumer of an outlet was the Waiting time (51.96). Being Not satisfied with the Menu & Variety dishes was regarded as the fifth constraint (51.14) sensing the thirst of consumers for variety in dishes throbbing each of their desire. One would not visit a food outlet Because of its poor service (50.19) ranked sixth among the constraints suggesting keen eye to be rendered in improving the service offered by the outlets. The least factor of hindrance faced was Because one feels below their status (45.82).

5. Conclusions

The F&B Industry is perpetual & dynamic with throbbing food lovers at every corner of street lined up for their favourite bite. But beware the torrent of consumers have predefined perception and preference of wants to be addressed by the multifarious food outlets. It lies with the business minds to quest and strive to quench the wants and the needs of the consumers besides casting away the possible hindrances with an exquisite touch to retain in the realm of Food Industry. This study has attempted to furnish the facts about consumer preference towards the various food outlets. An attempt to peek who prefers which food, at where, at when, how often and at how much has been made by this study and has put forth an eagle view of Consumer Buying Behaviour as much as possible. Majority of the consumers prefer to dine out and the preferences are vastly depended on the Demographics like Age highlighting the young adults forming a huge customer base in the food market. Interestingly the study throws light on consumers' preference towards other cuisine yet South Indian fairing high amongst the favourites seconded by the North Indian cuisine. A lot more significance is regarded to food itself, its taste & variety not mentioning the impact of ambience, the necessity of Quality and Service and of course the mandatory Hygiene are the influential factors in negotiating the perceived value of an overall dining experience. The study comes handy in providing the restaurateurs & those in F&B Industry with valuable insights for improving customer satisfaction by creating a customized dining experience.

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