



Factors Affecting Consumer Loyalty of Food Restaurants

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Abstract:

A business organization always focuses on the fulfillment of long term objectives, as the results it sets various goals which help in accomplishment of set standard. One of such goals is improving and maintaining consumer. Consumer loyalty is not a new concept, however is still quiet unpopular. Our project bring out the another criteria of factors affecting consumer loyalty of food restaurants. It focuses on main nine factors with their explanation

Key words: objective, consumer, restaurant, satisfaction, loyalty, business, profit, success

I. Introduction

A business is an organization which aims at its perpetual succession with profit. The main objectives of business generally fall into three categories given below:

- Economic objective
- Social objective
- Individual objective

These are the basic classifications of any business. There are other several steps and objectives under these which ultimately help a business to be profitable. Under these several other steps and objectives, a crucial feature is played by consumer loyalty of consumer towards the business.^[1,2]

Consumer loyalty defines the success of an organization in pertaining long- terms relations with its regular consumers in return of efforts and time spent in interaction, communication and conveying desired information. The final result of these efforts is loyal consumer which gives a surety to business of minimum number of consumers. Loyal consumers serve as the assets of an organization and thus an organization focuses on improving the scale of loyal consumer in the market.^[11]

Consumer loyalty differ with product line and product type, also it varies particularly in services offered. Similarly, there are some basic factors which affect consumer loyalty of food restaurants. These factors can be categorized as follows:

- 1.1 Quality
- 1.2 Quantity
- 1.3 Consumer value
- 1.4 Location
- 1.5 Price
- 1.6 Variety
- 1.7 Services
- 1.8 Plating
- 1.9 Promotion

Particularly these are basic nine factors which affects consumer loyalty towards a restaurant or café or any outlet offering food.



Figure 1

II. Quality

Consumer prefers a good quality of food in return of the value paid. There has been change in consumer consciousness with respect to quality offered. A rational consumer will now look at better quality of food than lower price. The quality of food is determined by the products used, ingredients, freshness, taste and method of cooking.^[6]

Quality not only refers to quality of food but is also extended to the quality of various other services offered such as: staff, parking, entertainment etc.

A business offering good quality of food and secondary services have more chances to gain loyal consumers and work in a long run.



Figure 2

III. Quantity

Quantity offered at particular price is another factor which affects the choice of a consumer. A rational consumer will always prefer better quantity of food with respect to the price paid for the same. Not every individual might be affected by the quality but expects an acceptable quality.^[4]

A business offering excess quantity in complementary of price may cause a doubt in mind of consumer regarding the quality of food. Also, minute quantity at high price might leave consumer unsatisfied and would ultimately result in low consumer value. Therefore the price of the food and the quantity offered must be complementary to each other. This would ultimately help a business to gain regular consumers.^[5]



Figure 3

IV. Consumer value

Consumer value refers to the amount of satisfaction derived by a consumer after being offered a service or product. A satiated consumer would have highest consumer value when compared to an unsatisfied consumer.^[10]

A business focusing on providing high consumer value to its consumers will have more loyal consumer as satisfaction is the ultimate aim of a consumer after consuming a service of product. Consumer value is affected by all the aspects including quality, quantity, presentation, services, location etc.



Figure 4

V. Location

Location of a business provides a sort of convenience to the consumers to avail the goods and services. It serves as a point where most of the consumer would find their convenience to reach easily. A business offering its services at location where

most people will reach has better prospect chances and more loyal consumers.

No location can be called ideal location because it is not always convenient for everyone to reach a place. A good location attracts more number of consumers and gains more number of loyal consumers.^[6]

A location near to street market might be more profitable than a location at the outskirts of city.



Figure 5

VI. Price

The basic feature which determines the preferability of a product by a consumer is the price of the product. A rational consumer would always look for the option where he would get maximum satisfaction at minimum cost. A business offering services food at reasonable price has more chance to get loyal consumers. More or less price always remains an undeniable factor affecting consumer loyalty.

However in some cases high price doesn't affect the consumer until the person is getting satisfactory quality and quantity. Also if the consumer is able to draw high consumer value at the given price there are more chances that the consumer will sooner be a loyal consumer.^[6]

A business offering its services at a reasonable price has prospects of gaining more loyal consumers.



Figure 6

VII. Variety

A consumer mostly looks for new varieties and tastes. A foodie will always look for large variety of cuisines and tastes. The variety offered in a particular restaurant attracts large

number of consumers. In regards of changing trends people find more amusement in trying new dishes and combinations. This ultimately makes it important for a restaurant to keep a wide variety of food items, combinations and combos to attract more and more consumers.

Variety refers to broader classification of dishes and cuisines offered. Also, it is not just restricted to a particular group, it excel with every item offered.^[9]

A business offering number of varieties to all sorts of consumers have higher prospects to gain more loyal consumers who prefer new variety every time they visit the restaurants.



Figure 7

VIII. Services

A restaurant doesn't only serves as a food provider; it has many other services including entertainment, home deliveries, offers, luxuries etc. to offer. A consumer not only looks for good taste and quality but also analyzes various other services offered with it.^[1]

Services mainly attracts consumer who prefer overall entertainment and want more hospitality. Proper services offered would give a person a feeling of special treatment and consumers would will visit more. Services offered are directly related to consumer value derived and hence more services offers have more chances of providing higher consumer value.^[2]

Since the consumer will derive more consumer value, it is probable that the consumer soon will be our loyal consumer. Therefore, services offered by the food restaurant other than food also affect the choice of consumers.



Figure 8

IX. Plating

Food plating comprises of using different colors and items to make the presentation of food item more attractive and appealing to eyes. It emphasizes on the concept of eat with eyes. Good plating directly adds to cost and increases its worth in minds of the consumer.^[3]

Plating directly affects the perception of the item and is scientifically proven that more color on the plate attracts more eyes. Plating also signifies the standard of restaurant, quality of food and is a mark of professionalism.

A business offering attractive plating services attracts more consumers and directly improves consumer value.



Figure 9

X. Promotion

Promotion plays a crucial role in publicizing a restaurant. The way it promotes itself influences consumer's choice. Also, marketing philosophy says that aggressive promotion technique could help us to gain more consumers. A restaurant promoting itself has more chances of gain new consumers and gives a sense of satisfaction to existing consumers. Promotion is not only restricted to advertising but also broadens to the areas of coupons, sales promotions, public offerings, social services etc.^{[7][8]}

An organization promoting itself has more chances of getting new consumers and makes more loyal consumers.



Figure 10

XI. Analysis

A survey was conducted via a questionnaire including the factors. The sample size was of 50 people belonging to different income levels and age groups.

People were given choices of different factors and were asked does it affect them. The responses are summed in the table below:

BASIS	YES	NO	MAY BE	TOTAL
Loyal consumers	22	20	8	50
Quality	45	2	3	50
Location	20	20	10	50
Variety	28	12	10	50
Plating	22	12	16	50
Quantity	28	11	11	50
Price	25	13	12	50
Services	28	15	7	50
Promotion	15	16	19	50
Consumer Value	25	4	21	50

Figure 11

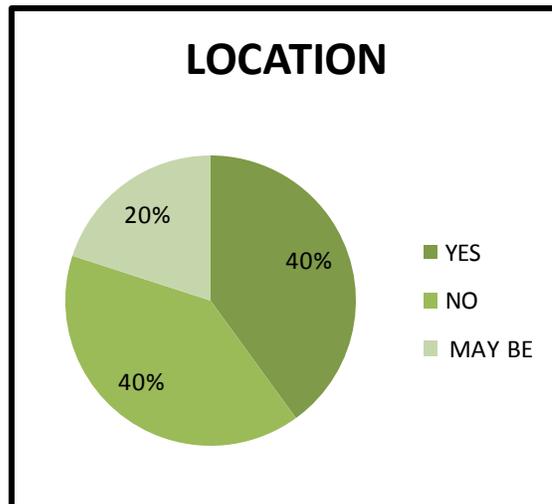


Figure 14

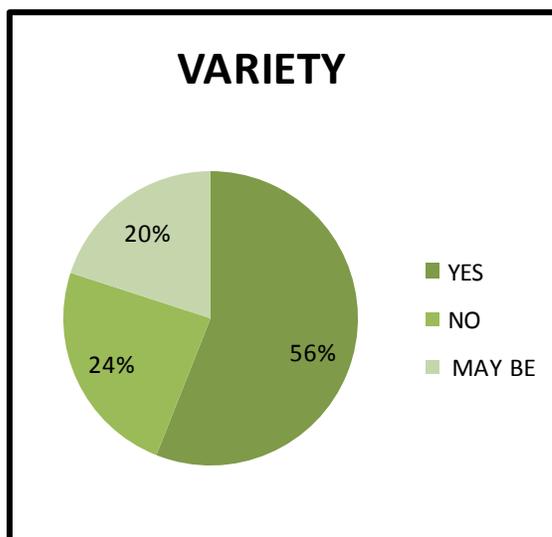


Figure 15

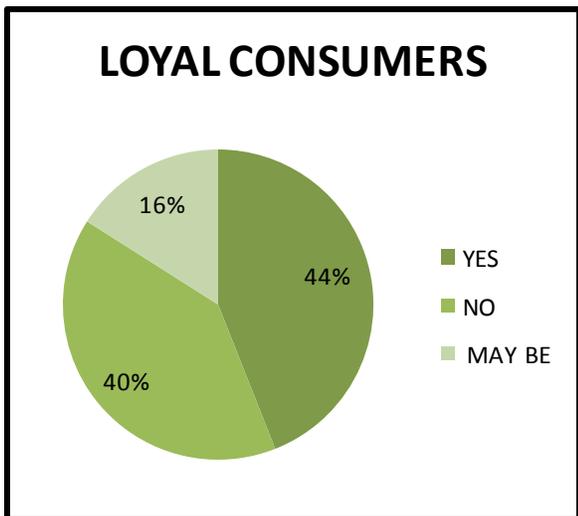


Figure 12

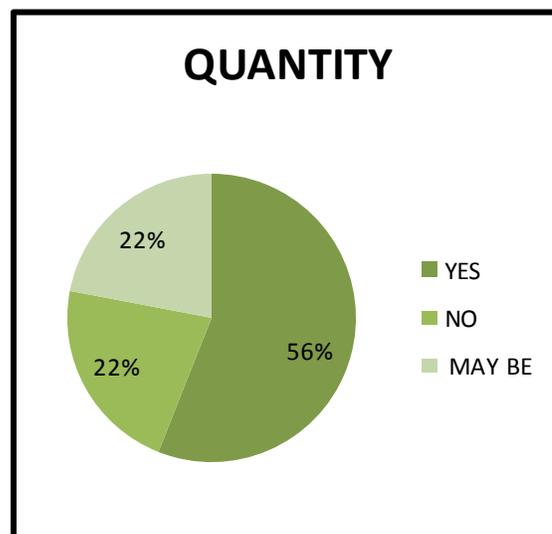


Figure 16

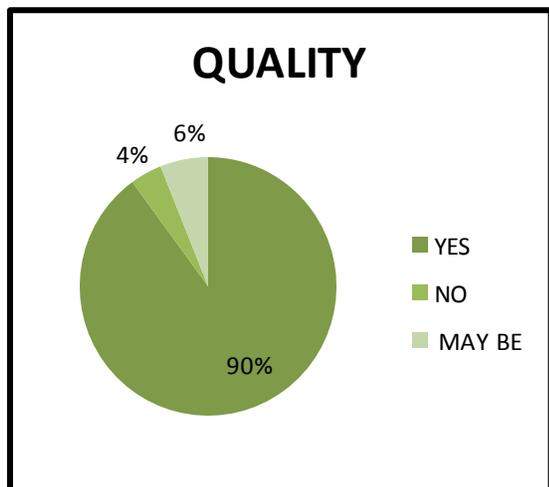


Figure 13

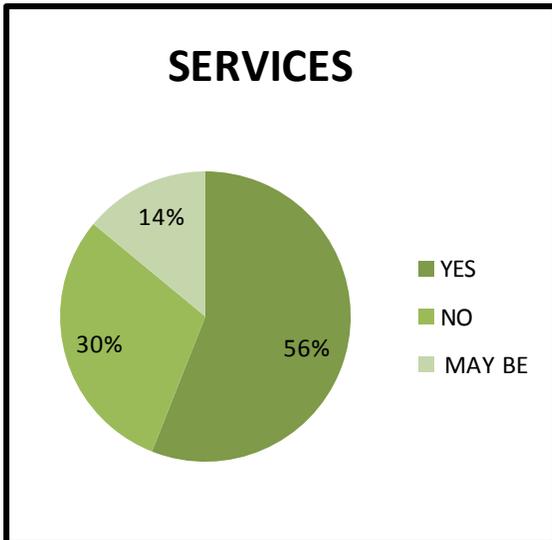


Figure 17



Figure 20

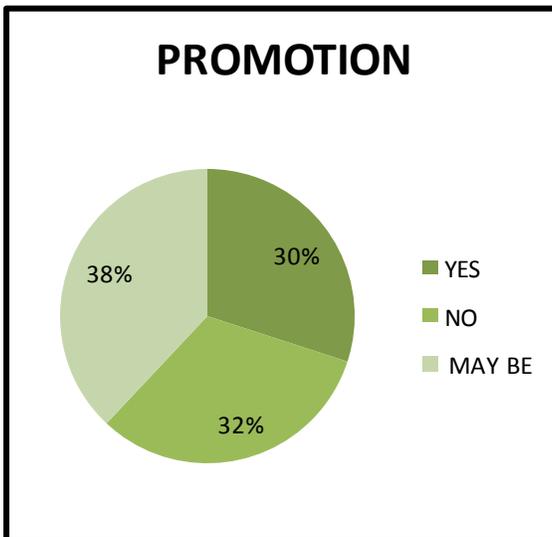


Figure18

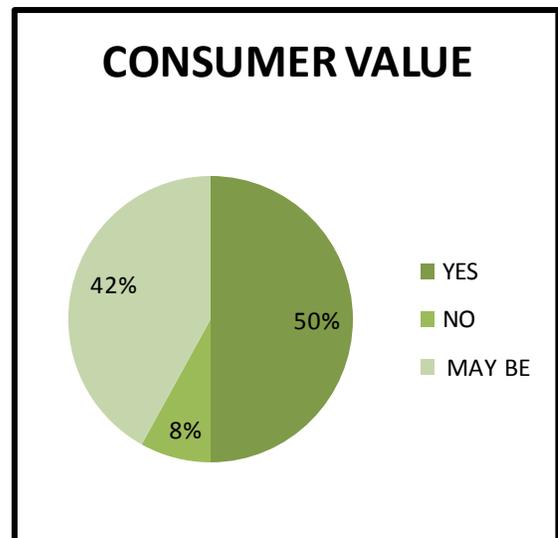


Figure 21

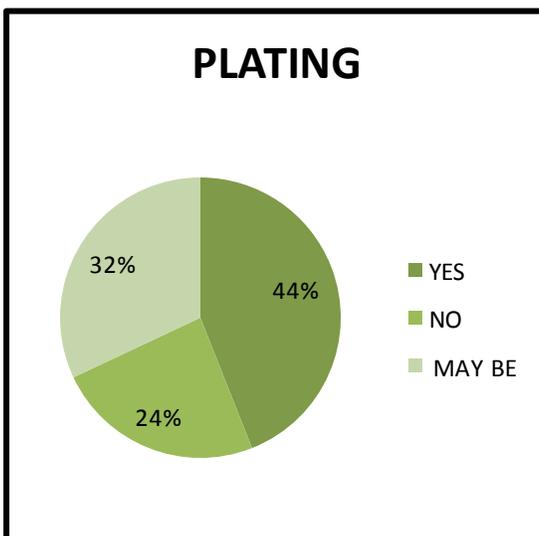


Figure 19

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