A study of Customer Delight in specialty restaurants-an example from Pune city (India)

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Abstract

This study aims to assess the factors that lead to customer delight in specialty restaurants in Pune city (India). The purpose of the study is to identify the factors that could create the customer delight for customer in specialty restaurant. These identified factors would help specialty restaurants to analyze the most important factors of a product or service by a customer which leads to customer delight. In this highly competitive restaurant business environment the specialty restaurants can identify their position with regards to competitors and identify new growth opportunities. A sample of specialized restaurants in Pune city(India) is surveyed using a structured questionnaire. The outcome of the study illustrate that to delight customers few factors play an significant role. The study discovered that Word of Mouth assumes the most imperative job in conveying customers to a specialty restaurant. Future research suggestions and strategies are recommended.

Keywords: Customer Satisfaction, Customer Delight, WOM,Specialty restaurant

1 Introduction

A delivery of positive experience which has exceeded the expectation of a customer in any restaurant business will lead to customer delight. Delight = Expectation + 1.The favorable emotional response of delighted customer can lead to repeat buying, loyalty, word of mouth and referrals. It is very much important to delight the customer as most of the resources i.e Money and time are spend in getting the customer. Once the customer is obtained there should never be end of the restaurant goals but should just be the beginning. When many people hear about customer delight they think its similar to customer satisfaction. However there is a important difference in between the two. Customer satisfactions occurs when the expectations of the customer are met while customer delight occurs when the customer expectations are exceeded. Delighting customer is exceeding the expectation. Delighting a customer has become the key strategic goal for restaurant businesses.

Service in any business consists of perceived service and expected service. If the service quality as expected it leads to customer satisfaction and the customer is vulnerable. If the service is much better than expected it leads to delighted customer which is a loyal customer. This loyal customer will have a positive WOM. If the service is worse and different than expected it leads to dissatisfied customer. This customer will walk and talk about the service received. These customers will have negative WOM. Customer delight pays to the organization. Researchers have found that 96% of the customer disappear who are unhappy, if the complaints of the customer are resolved 54% to 70%customers will return

back. It takes a toll to find new customer and is easier to retain the old one.

In regards to research a speciality restaurants refers to full service restaurant serving specialized food. Specialty restaurants are those food operations that specializes in national and ethnic cuisine. A full service restaurants provide table service where customers give there orders to the server and then the food is brought to the table.

2. Review of Literature

Customer Delight

Hanselman A. (2011) tells about the six elements which contribute to customer delight. Customer delight is defined as exceeding the expectations of customers and surprising the customer with the level of service. The six elements of Customer Delight is creating a 'wow' effect , must be out of the blue, must make the customers feel dear, must have a personal touch, must be true and should make the customers talk about it. Toister J. (2013) explains that satisfaction and delight is not similar. When expectations are met of Customer it leads to customer Satisfaction and when expectations are exceeded it leads to customer delight. A service is said to be failed when it falls short of expectations. Further it points out that those experiences which are unusual from their expectations, customers only remember those resulting to delighted customer. Torres (2014) analyzed the the factors that drives to of customer delight. Different services and amenities can delight guests from different nationalities and cultures. Dey &Ghosh (2015) study explores six different attractive moments-of-truths in full service restaurant and the collective impact of revelation, bliss, interest and fascination in creating customer delight. The consequence of customer delight that is, customer loyalty and

past history were measured. It was examined whether customer delight occurs due to revelation, bliss, interest and fascination which leads to customer loyalty. It was found that customer delight is result of bliss and fascination. A delighted Customer led to loyal customer.

Customer Loyalty

Tsaur et al. 2002 explores Customer loyalty and for the profitabity and sustainability customer loyalty is the main determinant in restaurant business. Loyal customer helps to increase the profits of the restaurant.Ryu, K. and Jang, S. (2007), The study have found that customer loyalty is the result of customer satisfaction and for a satisfied customer price is the key contributor among other factors. Joseph e. Salee (2009), The study reveals that customers are loyal to restaurants not due to the restaurants' efforts on improving their relationships with their customers, but more due to the position of these restaurants with regards to their competitors on the market and their focuson high quality and image..Hwang (2011) The study suggest that each service quality is not a separate entity but connected to the other service qualities. Brand preference was found to be an important antecedent of word-of-mouth. A positive word of mouth is spread by the customer who likes a particular restaurant. Different reactions to different stimuli are seen as per the level of expectation.

3. Objectives:

1. To understand the demographic profile of customer visiting specialty restaurant.
2. To identify the factors that could create the customer delight for customer in specialty restaurant.
3. To study the scope & benefits of customer delight in specialty restaurant.
4. To recommend strategy for improving customer delight in specialty restaurant.

4. Data Collection & Data Analysis

Primary Data*:* Questionnaires are administered to customers of specialty restaurants in Pune city (India) for the purpose of collection of primary data and results obtained are analyzed. The main focus of the questionnaire is towards identifying the factors contributing towards the customer delight in specialty restaurant. Secondary Data*:* Secondary data will be used for the purpose of the study. Secondary data from research papers, journals and e books will be collected and analyzed.

Data Analysis is done with the Appropriate statistical tools

Software: SPSS, Microsoft excel is used.Sampling Method used is Random Sampling method to collect data for the purpose of study.

Sampling technique:

In order to collect primary data, Non-probability Quota sampling technique was used to select the sample.

Sample population

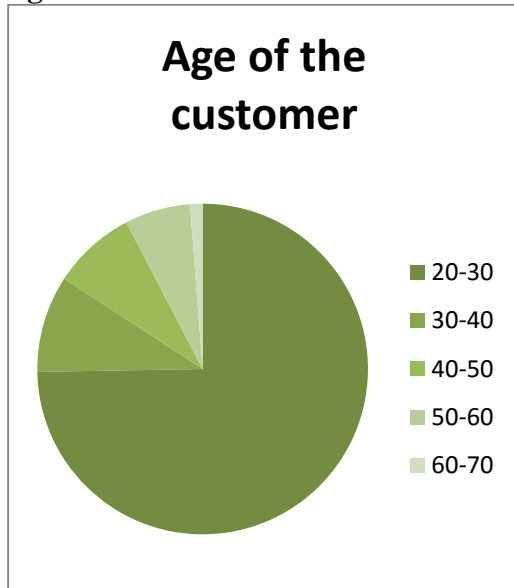| Unit of Food and Beverage	Respondents	Respondents(Management)
Specialty restaurant	Customers visiting specialty restaurants	Specialty restaurant owner or restaurant mangers

Sample size

The population were the customers visiting specialty restaurant and specialty restaurant managers and owners. A total sample of customers from 30 specialty restaurants in Pune city were selected. The method adopted for sampling was Quota sampling. From the 30 restaurants identified 108 customers responded.

Data was first entered in Excel sheets. It was then coded to make it suitable for analysis using SPSS software (Version 16.0).

The analysis of data was done in two stages.
Uni-variate analysis.
Bi-variate analysis.
Limitations
There might be sampling bias involved.
Scope of the study would be limited to Pune city   (India)

5. Data Analysis
Demographic profile of the customers

Age of the customers

Age of the customers		
	Frequency	%
20 to 30 Years	79	73.3
30 to 40 Years	10	9.3
40 to 50 Years	07	8.0
50 to 60 Years	09	6.3
60 to 70 Years	01	1.2
70 to 80 Years	02	1.9
Total	108	100.0

Interpretation:The age distribution of the customers is explained in table and graph . The age of the customers is categorized into 7 categories with the interval of 10 years up to 80 years. It can be seen from the table and graph Majority of the customers fall within 20-30 years. It can be also seen that the proportion of 30-40 years customers is 9.3 % and 8 % are from 40-50 years.

II. Gender of the customers
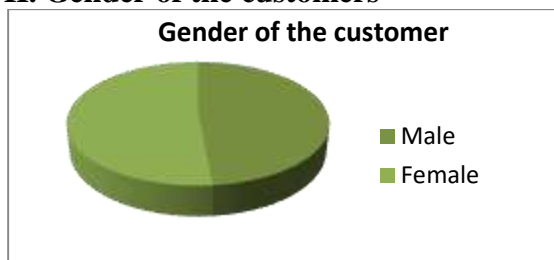
Gender of the customers		
	Frequency	%
Male	52	48.5
Female	56	51.5
Total	108	100.0

Interpretation: Table and graph signify the distribution of gender of customer. Among total 108 respondents the proportion of female customers was nearly 52**%** whereas the percentage of male customers was 48**%** respectively. It can be observed from the table that the proportion of females dining out is slightly more than of the male customers**.**

III. Marital Status of the customers

Marital Status
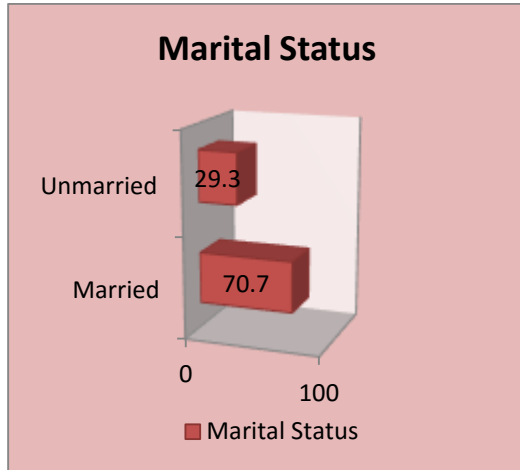
Marital Status of the customers		
	Frequency	%
Married	76	70.7
Unmarried	32	29.3
Total	108	100.0

Interpretation: It can be observed from table that almost 71% customers among the 108 are married whereas the proportion of unmarried customers is 29 %.

IV. Profession of the customers

Interpretation: In case of profession of the customers table and graph shows that most of the customers are from the high income professionals, such as from medial , engineering, field as well as from business sector. The proportion of government professionals is as low as 2 % among the all. Almost 1/4th of the respondents are students whereas the proportion of homemakers is nearly 15 %.

Profession of the customers
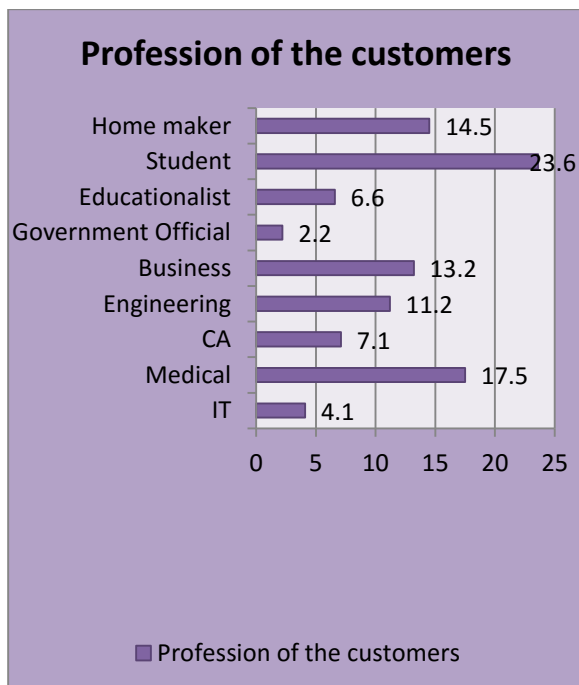
Profession of the customers		
	Frequency	%
IT	4	4.1
Medical	19	17.5
CA	8	7.1
Engineering	12	11.2
Business	14	13.2
Government Official	2	2.2
Educationalist	7	6.6
Student	25	23.6
Home maker	16	14.5
Total	108	100.0

V. Practices of dining out

In addition to the profile of the customers information on dining out practices such as frequency of dining out, food preference, occasion of dining out etc. was also taken from the customers. The below Table and graph talks about the responses of such practices reported by the respondents.

Distribution of customer respondents by their frequency of dining in specialty restaurants
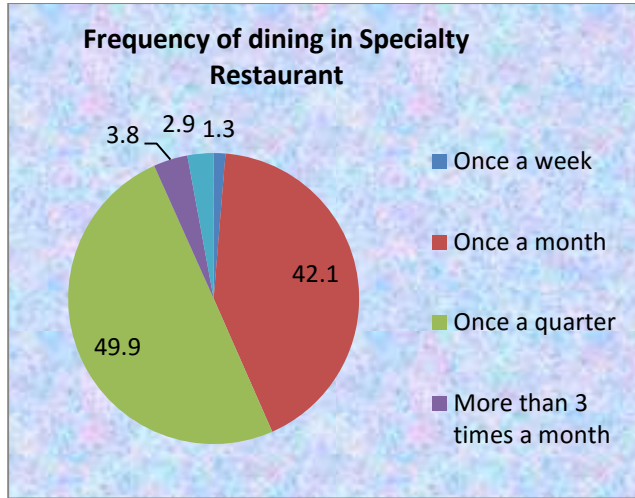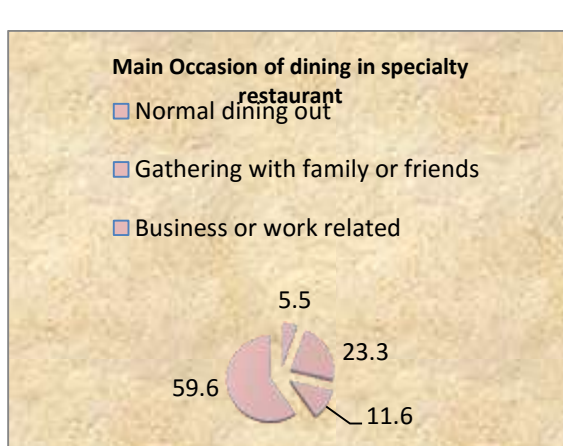

Frequency of dining in Specialty Restaurant		
	Frequency	%
Once a week	2	1.3
Once a month	45	42.1
Once a quarter	54	49.9
More than 3 times a month	4	3.8
Once a year	3	2.9
Total	108	100.0

Interpretation: The respondents are further asked about their frequency of dining out in specialty restaurants. It can be observed from the table and graph that almost half of the respondent prefer to go to specialty restaurants once in a quarter. This proportion is 42 % for the customers opting for once in a month. The proportion of customers going to specialty restaurants weekly is very negligible. Hence it can be said that people do not tend to go to specialty restaurants more frequently but on some special occasion.

Distribution of customer respondents by their main occasion of dining in specialty restaurant

Main Occasion of dining in specialty restaurant		
	Frequency	%
Normal dining out	6	5.5
Gathering with family or friends	25	23.3
Business or work related	13	11.6
Special occasion(Birthday, wedding anniversary)	64	59.6
Total	108	100.0

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Interpretation: It further clarifies the fact that going to specialty restaurants is not a frequent phenomenon. Only 5.5 % of all go to specialty restaurants for normal dining out. The proportion of customers going to specialty restaurants on the occasion of get together with family and friends as well as on special occasion like (birthday, wedding anniversary) is 23 % and 60 % respectively. More than 11 % of them go to such restaurants in case business or work related occasions.
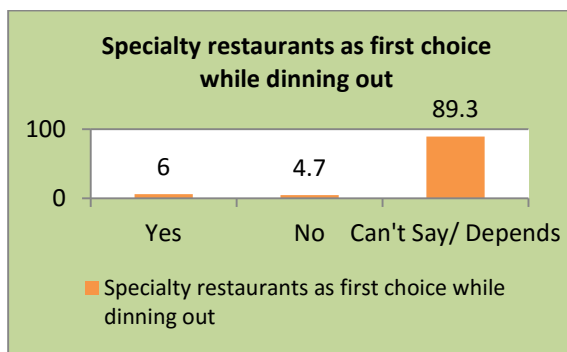
Specialty restaurants as first choice while dinning out		
	Frequency	%
Yes	7	6.0
No	5	4.7
Can't Say/ Depends	96	89.3
Total	108	100.0

Interpretation: When the customers are asked whether specialty restaurant is their first choice while dining out, majority of the respondents could not give a fix answer. Only 6 % said that it is their first choice and the proportion of respondents saying no is 5 % among the all.

VI. Level of importance of different parameters
 the respondents were asked about the importance of few characteristics when they decide to dine at restaurant at specialty restaurants the following tables shows the level of importance reported by the customers in case of the selected parameters. The parameters are divided into 3 main categories such as personal choicesv(occasion of dinning out, Price), importance of physical environment of the restaurants and importance of food and service quality. The personal choices included importance of occasion and price. Physical environment, cleanliness of the restaurant and privacy is included in the importance of physical environment category whereas quality parameters include importance of food quality and service quality.

Level of importance of personal choices

Occasion of dining out		
	Frequency	%
Unimportant	40	37.5
Somewhat Important	21	19.5
Important	18	16.4
Very Important	29	26.5

Price		
Unimportant	1	.5
Somewhat Important	3	2.7
Important	21	19.5
Very Important	83	77.3
Total	108	100.0
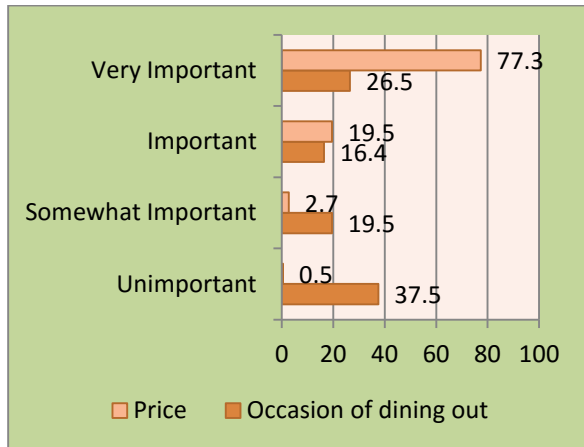
Interpretation: The above table and figure denotes the level of importance of the personal choices of the customers such as occasion and price. It can be seen that for more than 37 % of the customers occasion is unimportant whereas for price this proportion is very negligible. Hence it can be said that irrespective of any occasion people tend to go out and going out on any occasion is not much important for them, In case of level of importance for 16 % customers' occasion is important whereas more or less same proportion reported the importance for price as well (19.5 %). For majority of the customers pricing of the restaurant is very important as this proportion is almost $1/4^{th}$ of the total for occasion.
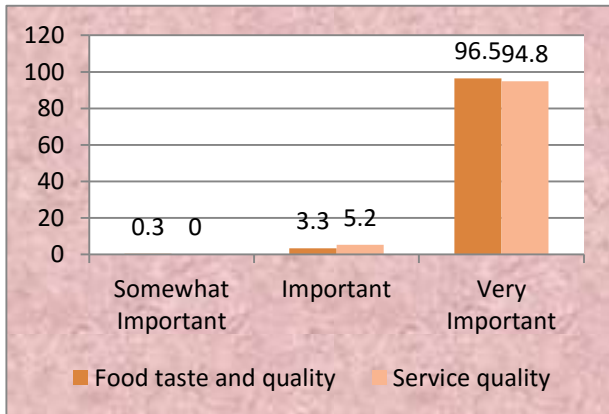

Level of Importance of quality parameters

Food Quality		
	Frequency	%
Somewhat Important	4	3.3
Important	104	96.5
Very Important	108	100
Service Quality		
Important	6	5.2
Very Important	102	94.8
Total	108	100.0

Interpretation: In case of food taste, quality and service quality most of the customers reported that both of these parameters are very important for them while dining out.

Level of Importance of ambience and physical environment of the specialty restaurant


■ Price

in the restaurant
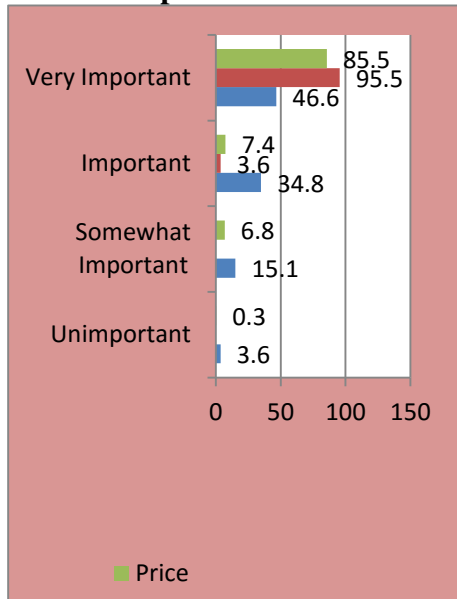
Interpretation: The above table explains the level of importance of physical environment to the customers while dining out. It can be seen from the above table that for majority of the customers' cleanliness and privacy is very important. The proportion is as high as 95 % and more than 85 % respectively. For physical environment the proportion of importance reported by the customers is almost 47 % which is around half of the total.

\Level of Importance of factors that delights customers

Physical Environment of restaurant		
	Frequency	%
Unimportant	4	3.6
Somewhat Important	16	15.1
Important	37	34.8
Very Important	50	46.6
Cleanliness		
Important	4	3.6
Very Important	104	95.5
Privacy		
Unimportant	1	.3
Somewhat Important	7	6.8
Important	8	7.4
Very Important	92	85.5
Total	108	100.0
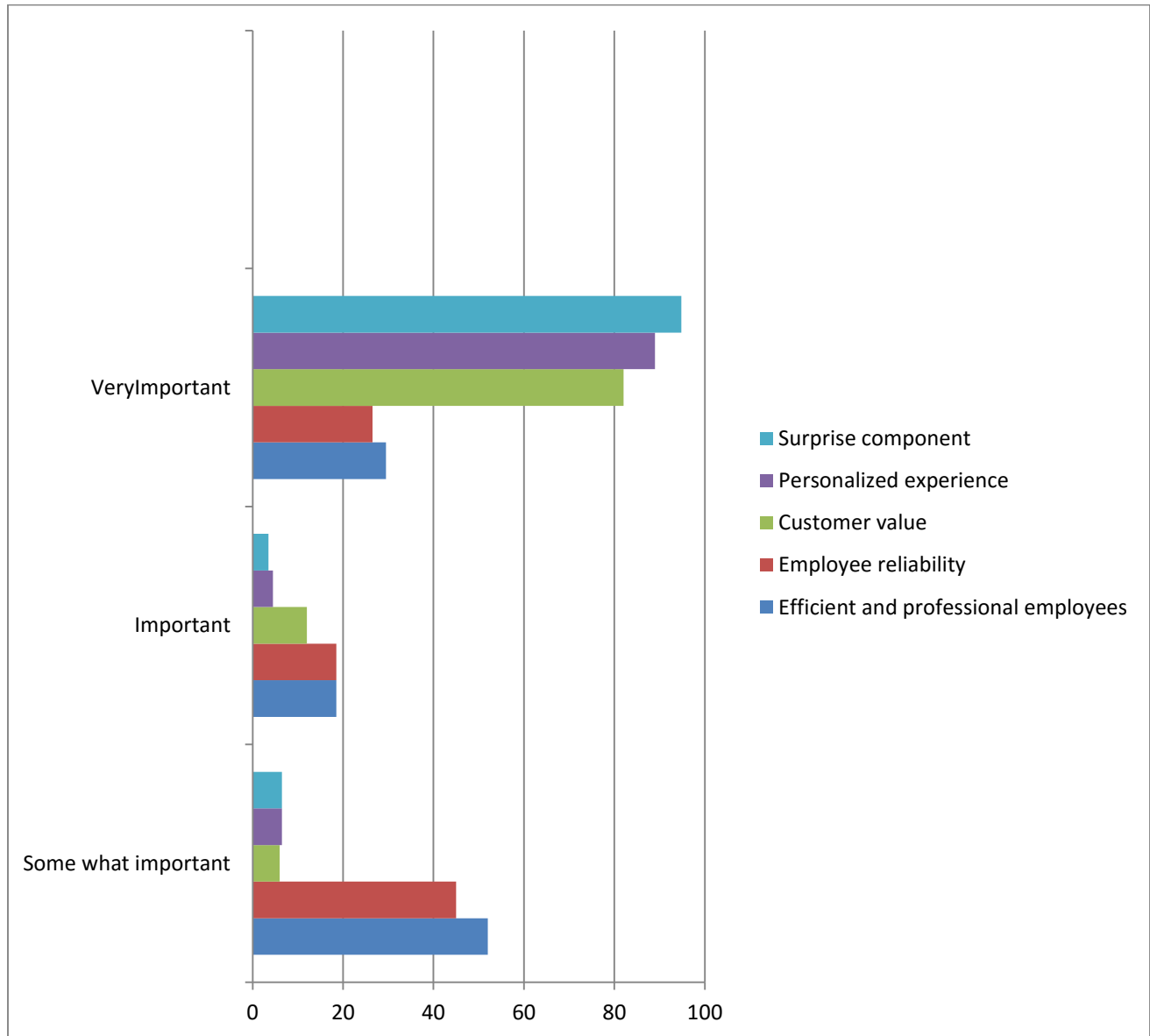
Factors that delights the customers		
Efficient and professional employees		
	Frequency	%
Somewhat Important	56	52
Important	20	18.5

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Very Important	32	29.5
Total	108	100.0
Employee reliability		
Somewhat Important	49	45
Important	20	18.5
Very Important	29	26.5
Total	108	100.0
Customer value		
Somewhat Important	7	6
Important	13	12
Very Important	88	82
Total	108	100.0
Personalized experience		
Somewhat Important	7	6.5
Important	5	4.5
Very Important	96	89
Total	108	100.0
Surprise component in service		
Somewhat Important	7	6.5
Important	4	3.5
Very Important	97	90
Total	108	100.0

Interpretation: The above table explains the level of importance of factors that delights customers. It can be seen from the above table that for majority of the customers personalized service and surprise component in service is very important. The proportion is as high as 89 % and more than 90 % respectively. For customer value the proportion of importance reported by the customers is almost 82 % which is also high. 29.5% and 26.5% respondents feel efficient and professional employees and employee reliability very important to delight the customers.

6.CONCLUSIONS

Specialty restaurants have been characterized as that having greater service quality, décor and ambience and food quality. Acquisition of distinctive variables contributing towards the consumer loyalty and client enchant were carried out in this examination. The major contributing elements featured through a review taken from 108 respondents. The survey questionnaire was prepared and the respondents were made the inquiries on their opinion and belief about specialty restaurant. Research demonstrated that the most vital elements were service quality and food quality for loyal customer in specialty restaurant. Correct temperature , taste and portion size of food served were the factors that satisfied customer. Incase of quality of service quality the elements that satisfied customers were well groomed and friendly

employees. So if specialty restaurant enhances these elements then the odds of accomplishing consumer loyalty are higher.Nevertheless there is not much dissimilarity in linking delighted customer and satisfied customer. To make a client faithful over the long period it is essential that the client is enchanted with his experience of the service. An enchanted client helps in expanding positive WoM . From the exploration few elements were recognized that lead to delighted customer . Client enjoyment can be accomplished from any little factor or exertion done bythe specialty restaurant that achieves a WOW factor.

7.RECCOMENDATION

The study discovered that Word of Mouth assumes the most imperative job in conveying customers to a specialty restaurant. Any customer would be fulfilled in the event that he gets fast food and beverage service, great food and a charming mood. Anyway to guarantee that customers are pleased, the restaurant management must go the additional mile to give a better eating background than its customers as the same number of them like to go to these spots for unique events. The knowledge of food, understanding customers need and making the customers feel 'esteemed' will make more customers talk about their restaurant and allude it to their companions and furthermore guarantee that customers return. Understanding customer inclinations, their preferences and making focused on advancements around these would likewise help in pulling in new customers and holding old ones.

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