"A Comparative study on consumer's preference of Quick Service Restaurants and Fine Dine Restaurants in Pune city"

Dr. Kiran Shende [1]
Associate Professor, AISSMS College of HMCT, Pune
Ms. Mohini Rasal [2]
Assistant Professor, AISSMS College of HMCT, Pune
Ms. Pranali Thorat [3]
Student, AISSMS College of HMCT, Pune

ABSTRACT

Food diversity in India is a blessing for restaurant industry. In the past, eating out was not a part of life for many Indians, however today's scenario proves it as a ritual for many. Various factors like changing standard of living, higher income, travelling and media have contributed to change in the eating habits of the customers. Eating out is considered as an experience today, a way of socializing and hence the result is increase in the number of food and beverage service outlets. Restaurant industry has recently bloomed in all the metro cities like Mumbai, Bangalore, Delhi and Pune. Globalization and urbanization have both contributed in the growth of restaurants as patrons are ready to pay for the attributes of styles of service provided with ambience for the experience. This study will emphasize on the different factors considered by the patrons while making the selection of any food and beverage service outlets. The research will consider Quick service restaurant and fine dining restaurant. (https://shodhganga.inflibnet.ac.in, 2019)

Keywords – Quick service restaurant, Fine dining restaurant, experience

INTRODUCTION

Indian food service industry has seen a large development with the increase in number of cafes, restaurants, small kiosks and many others, however one major contributor to the economy are QSR (quick service restaurants). Quick service restaurants are also known as fast food restaurants. These outlets usually serve finger food like burgers, fries, sandwiches, tacos etc. and are expected to deliver the product within 5 -7 minutes. Popular brands like McDonalds, KFC (Kentucky Fried Chicken), Burger King, Taco Bell are majorly found in the all of the metro cities like Mumbai, Bangalore, Chennai, Delhi and Pune and has captured the growing youth market. At first, the American concept of QSR did not receive the warm acceptance from the Indian market due to misconceptions like affordability, less knowledge about the products and myth about use of ingredients which would hurt religious sentiments of Indians. However, effective advertisements, marketing strategies like kids meals, offers on birthdays, vouchers etc. saw the acceptance from the crowd which included more of youth. With the increasing pace of QSR's other outlets like fine dining restaurants, cafes, kiosks, dhabas also embraced the opportunities due to the growth catalysts like Growing disposable incomes, changing dietary habits, expanding base of young population, rising urbanization, higher proportion of employed women. (Korrane, 2016)

According to research, growth in restaurant industry and rise in competition has initiated the need to provide best of everything to the patron to be satisfied and hence concept of fine dining flourished in the market. Fine dining restaurants are the restaurants which have comfortable seating provided with professional waiter / table service and fancy silverware. Fine dining restaurants are also known as upscale restaurants, which have high quality of upholstery, tableware and menu which is priced expensive. (R. Singarvelan, 2012).Fine dining restaurants offer specific food, with theme based ambience, and formal and professional staff. It differentiates itself from QSR and casual dining in the form of finest food and upscale service that is provided. Average cover charge (each person) can fall between the range of Rs. 750 – Rs. 3000. Clientele that generally visiting fine dining restaurants is usually rich and upper middle class consumer segments. Fine dining restaurants can be stand alone and also can be the part of five star organizations. Some popular brands of fine dining restaurants in India are Mainland China, Zeera, Spice Kitchen (J.W. Marriott, Pune), Koji (Conrad, Pune) and many

more. (https://shodhganga.inflibnet.ac.in, 2019). This paper will compare and discuss the elements of service quality, food and ambience to understand the decision making of selection of the restaurant by the customer.

Need for study
This research will provide the insights about the elements that affect the decision in selecting the restaurants for their meals. According to various research, QSR holds the popularity in the markets due to price and service, it is realized that there is a scope of improvement to sustain longer in the business. Hence, this study also help one to analyze the areas of improvement for example – healthier food options is considered by QSR's and also use of expensive ingredients in products at afforable price can be the USP of that brand. This is an exploratory research which will add to the information, as the field of hospitality still lacks of research.

Definitions:
Quick Service Restaurant (QSR): The term QSR stands for Quick Service Restaurants also known as fast food restaurants these are the restaurants which serves is a specific type of restaurant that serves fast food cuisine and has minimal table service and is focused on providing customers with food as quickly and efficiently as possible with the standard quality and price have the limited menu as compared to fine dining restaurants. The food is cooked in bulk in advance and kept hot, finished and packaged to order, and usually available for take away, though seating may be provided (Blake). Fast food restaurants are typically part of a restaurant chain or franchise operation that provisions standardized ingredients and / or partially prepared foods and supplies to each restaurant through controlled supply channels. QSR's are usually located in urban areas and semi urban areas in malls, theaters and also offers drive through or a drive-in. Ex: McDonalds, like Dominos, Pizza Hut, and KFC. (R.,Singarvlean, 2012)
Fine Dining Restaurant (FDR): These are referred as white tablecloth restaurants which are typically higher end and fancier restaurants. As opposed to casual eateries, cafes or family-style restaurants, fine dining caters to an upscale clientele and provides the highest quality of food. A fine dining restaurant has a formal atmosphere and is always a sit down restaurant, and has a fancier menu than most restaurants. Fine dining restaurants offer wine lists, and sometimes sommeliers, to help you with your food and wine pairing. They also have dress codes in most cases. Fine dining restaurants serves exotic food and believes in high quality of food and services to be provided. It is a high priced luxury establishment. The chefs and service staff are professionally trained. (R.,Singarvlean, 2012)

LITERATURE REVIEW
Restaurant Industry in Pune
With growth in the standard of living, growing disposable income and the change in the life style, Indians are now willing to travel and experience the taste of various gastronomical delights. This trend of eating out and seeking the dining experience has led to growth of several restaurants serving regional and international delicacies. Development of the restaurant industry is not only observed in big cities like Mumbai, Delhi and Bangalore but equal growth is seen in 2 and 3 tier cities like Pune, Ahmedabad, Calcutta. Historical city of Pune, in the state of Maharashtra is also known as 'Oxford of East' and is believed to have majority of students from all the parts of the globe for the purpose of education. City of Pune is also the upcoming market of Information Technology sector. With the similar pace, city of Pune has also seen the rise in International brands of hotels like Ritz Carlton, Marriott, Westin, Hyatt and many others. With the perfect market clientele, the restaurant industry captures the markets of teenagers, IT professionals, tourists, foreigners and has the option for each and every age group. However, seizing the opportunity various QSR's and Fine dining restaurants have marked their place in the market of Pune.

Comparison of elements in terms of Quick Service Restaurants and Fine Dining Restaurants
- **Food quality**

Quick service restaurants are meant for providing the services within a short span of 5 – 7 minutes and hence emphasize on the products which can be assembled faster and served quickly. Hence, the menu items include of burgers, fries, tacos, sandwiches and beverages like milkshakes, cold coffee

and flurry. However, in comparison to QSR's, fine dining establishments also known as 'white tablecloth establishments' are expected to serve dishes which generally includes of all the fresh quality ingredients, standard recipes, all ingredients cooked to perfection, with the right amount of seasoning and elegant plate presentations for visual appeal. (Grant, 2018). With consideration of food provided by both the outlets, the providers have to give utmost significance to taste and consistency in the quality. According to author's observation, food sent back or if not completely consumed by the patron is the matter of concern for fine dine restaurants and is taken seriously in comparison to the QSR's.

- **Service Quality**

Style of service provided in Quick service restaurants is self – service or single – point service which means the order is placed, paid for and collected from the same counter. All the steps are carried out by the customers themselves. Though meant for convenience sometimes, it can be annoying for the customers to wait in queue and feeling of dissatisfaction can sink through. However, service quality plays a vital role in fine dining restaurants unlike QSR's. Fine dining restaurants have skilled employees who are aware about different styles of service and well versed with menu knowledge including knowledge about wines. All the professionalism demonstrated by the waiters / stewards results in creating good or bad impression in front of the customers. In recent years, research on service quality has become popular as it is one of most important element contributing to customer satisfaction further leading to customer retention and loyalty. (Rasal, M. 2018)

- **Affordability / Pricing**

Pricing is one of the important element or factor and also one of the important P from 7 P's of marketing. However, comparison of pricing of both the outlets will create a gap as QSR meals are supposed to be 2- 3 times cheaper compared to fine dining restaurants. For example a meal combo at McDonald's is priced at Rs. 250 – Rs. 300 whereas, an appetizer in fine dining restaurant can be priced at Rs. 300 – Rs. 600. Price is certainly an element considered by the patrons while deciding on the selection of the restaurant, however the recent scenario is changing and customers are ready to pay for the services being offered by the restaurants as eating out is no more only the habit but more of dining experience. (Jacboy,J., & Olson,J., 1977). On contrast, according to latest trends, quick service restaurants are adapting to use expensive ingredients like wagyu beef for burger in McDonalds, Australia which is priced at AUD 30 (Australian Dollar) to sail through the competition and be unique amongst the other QSR's.

- **Ambience / Décor**

Ambience or décor includes of dynamics like lighting, furniture, colors and overall interiors. In terms of fast food restaurants, ambience is not paid much attention too. Generally bright colors are utilized in QSR's and warm and dark colors are used in fine dine restaurants. Similarly, the lighting is bright in fast food outlets whereas dimmed lights and chandeliers are aspects of fine dining restaurants. Ambience is one of the key factor which adds to building of the customer's experience but unfortunately is not paid much attention too.

Fast food restaurants prefer using marble table tops without any tablecloth or table mat on top of, on the contrary wooden tables with baize, white table cloths are essential part of fine dining restaurants. Stone table tops are appropriate for fast food restaurants as the maintenance and care is easy and suitable for establishment with high seat turnover. However, similar tables are not applicable for fine dine restaurants as it is significant for the restaurant to consider the factors building customer satisfaction. (Ryu, 2010)

- **Consumer emotions**

Emotions are intense feelings that influence customer's perceptions and evaluation of their experiences. Service is intangible product meaning, it can be only experienced, and emotions play critical role in shaping the perceived effectiveness of service encounters. All the above elements of food quality, service quality, affordability and ambience hold the strings to develop a dining experience which customers seek and hence any outlet providing and fulfilling the needs have much higher demand in the market. Subsequently, all the above elements certainly influence the decision to select the restaurant.

(https://shodhganga.inflibnet.ac.in, 2019)

Limitations of the Study

1. This study is purely based on the information given by the target respondents.
2. The study is conducted in the current scenario and the opinions, perception and expectations of the respondents may differ with time.
3. The study does not differentiate respondents on basis of their demographic factors which may have an influence of their perception thereby identifying scope for further research.

OBJECTIVES OF THE STUDY

- To identify the factors affecting the choice of consumers while opting for a place to eat outside.
- To study the consumption pattern towards eating in restaurants or any F&B outlets based on frequency of visits.
- To understand the impact of various factors influencing the choice of a restaurant.

RESEARCH METHODOLOGY

This research is based on the comparative study on QSR's and FDR's which was done with the help of online questionnaire and the feedback was taken and the responses were recorded and the survey was carried out successfully.

Type of Research: A descriptive research was used to study the various factors affecting customer's choice for selection of restaurants and their consumption pattern.

Method of data collection:
Primary Data: Primary data was collected from the students and it was collected with the help of questionnaire which was designed to know why students prefer QSR's over fine dining restaurants.
Questionnaire: It was designed in Google docs so that every student can fill the questionnaire in their smart phones and it contained all the multiple choice questions do that it would be easy for them to fill and to collect data from them.
**Secondary Data:** Secondary data was collected from Magazines, online articles and books etc.
Sample design: The target for this research was more focused on the younger generation so the questionnaire was designed keeping in mind that each and every respondent must be able to understand what are they answering to and could answer all the questions correctly.
Sampling Unit: A sampling unit is one of the units into which an aggregate is divided for the purpose of sampling of each unit regarded as individual and indivisible when the selection is made during my research project I have taken group responses to find out what young generation thinks and what is their preference between the QSR's and the fine dining restaurants.
**Sampling Frame:** The questionnaires were circulated to the targeted respondents and the responses were collected online through Google docs. The data was collected and used as sample for this research paper. A total of 150 questionnaires were sent and 108 respondents have been received.

DATA ANALYSIS & INTERPRETATION

The data collected was analyzed using basic and advanced analytical tools. This also includes the detailed analysis of the data which was conducted with the purpose of attaining the set objectives of the research. Mentioned below is the analysis which be presented graphically and in tabulated form for better interpretation. The Interpretation of the collected data was done by drawing inferences from the collected facts after the analysis of the study.
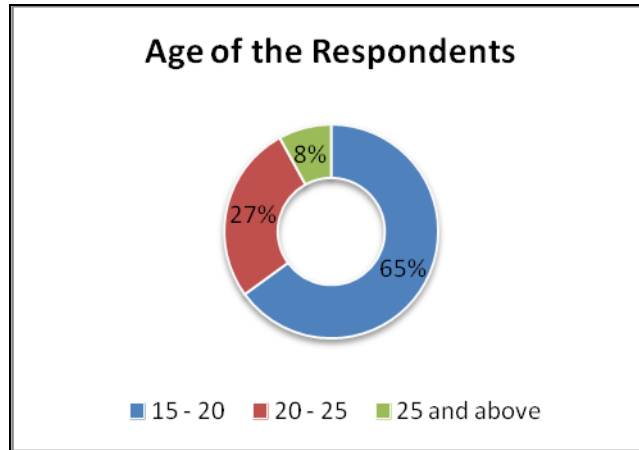
Inferences: According to the data shows that 64.7% of respondents are from 15-20 years of age group which is maximum and second highest is 27.5% of respondents are between the age group of 20-25 years and at last with 7.8% of responses are from age group between 25 & above as shown in pie chart. As per this data shown in the pie chart it is clear that more than half of the respondents are from age group between 15-20 years.
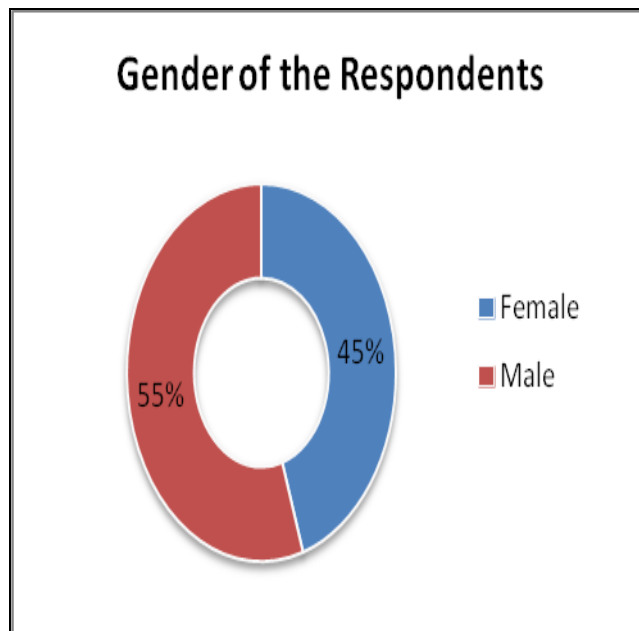
Inferences: According to the above chart majority of the respondent i.e. almost 54.9 % were male respondents and the rest of the respondents i.e. 45.1 % were females respectively.

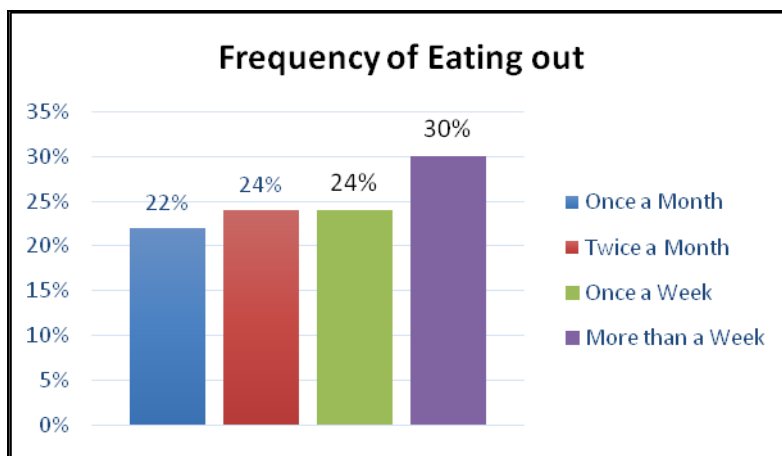**Table I – Frequency Analysis –Eating out Preferences of QSR and FDR**

Frequency		Total
QSR	FDR	
59 %	41 %	100 %
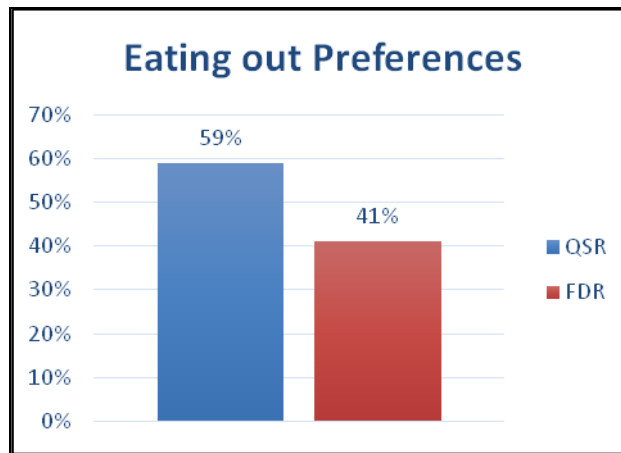
Inferences: According to the chart it can be seen that 58.8% of the respondents prefer to go to QSR's as compared to fine dining restaurants which was preferred by only 41.2% of respondents. Hence, it is clear that more than half of the respondents prefer to go to Quick Service Restaurants as compared to Fine dining restaurants (Multi-cuisine restaurants).

Table II – Frequency Analysis – Frequency of visits to the restaurants for eating out.

Frequency				Total
Once a month	Twice a month	Once a week	More than a week	
21.6 %	23.5 %	23.5 %	31.4 %	100 %

Inferences: According to the chart it can be seen that 21.6% of the respondents prefer to visit these outlets once a month, 23.5 % of the respondents visit twice a month, 23.5 % of the respondents prefer to visit once in a week and 31.4 % of the respondents like to visit more than a week. Hence, it can be stated that majority of the respondents prefer to go to restaurants more than once a week which shows popularity of restaurants among the people as per the data shown in the pie chart above.

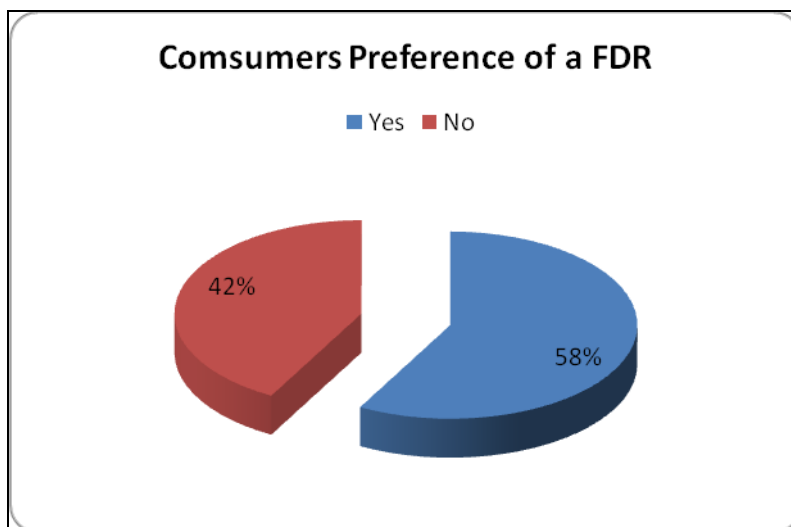**Table III – Frequency Analysis – Consumers' Preference of a QSR over FDR for eating out.**

Frequency		Total
Yes	No	
83 %	17 %	100 %
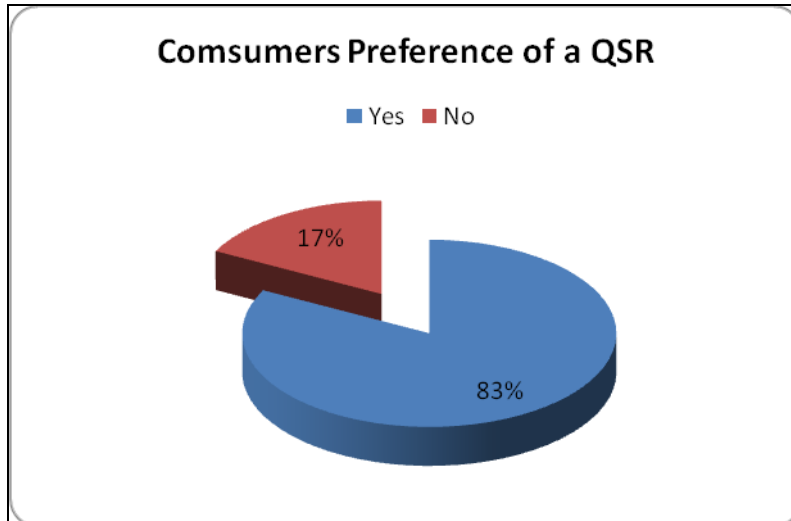
Inferences: According to the chart it can be stated that most of the respondents i.e. 83 % prefer to visit a QSR were as 17% of the respondents are not willing to visit.

Table IV – Frequency Analysis – Consumers' Preference of a FDR over QSR for eating out.

Frequency		Total
Yes	**No**	
58 %	42 %	100 %

Inferences: According to the chart it can be stated that 58 % of the respondents are willing to visit a FDR where 42 % of the respondents are are not willing to visit.

Table V – Frequency Analysis – Factors affecting selection of a restaurant for eating out.

Frequency					Total
Type of Service	**Cost**	**Choice Available**	**Quality**	**Quantity**	
35.5 %	39.2 %	60.8 %	82.4 %	43.1 %	100 %
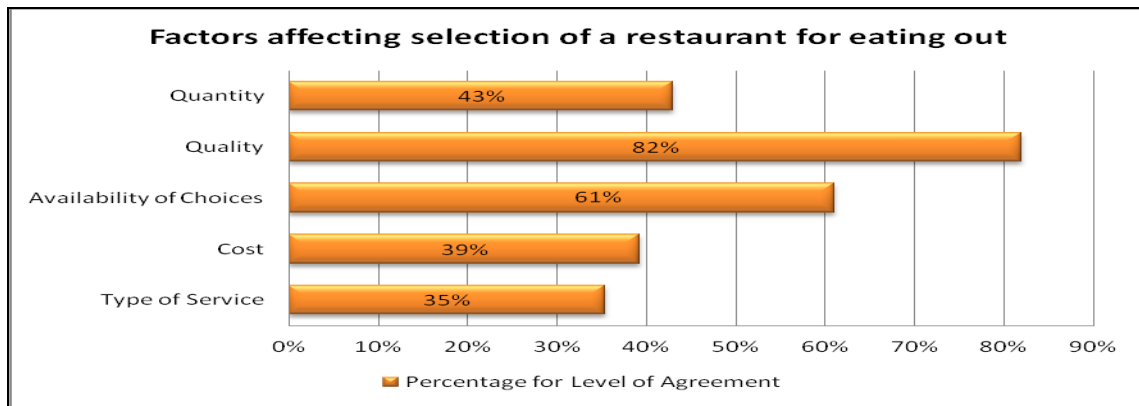
Inferences: As per the provided options i.e. type of service, cost, choices available, quality and quantity. In this respondents were allowed to select more than one option as per their choice. As per the data shown in bar chart most of the respondents selected Quality with 82.4 %, after quality most of the respondents have opted for third option Choices Available which was 60.8 %, thirdly respondents have opted for Quantity which was 43.1 %. The next was the Cost factor which was 39.2 % which shows that most of the people are not worried about the price, and lastly Type of service offered by the restaurants which was 35.3 % as per the respondents.

FINDINGS

According to the analyzed data below mentioned are the findings.

- As majority of the respondents were belonging to the younger generation they have more inclination towards fast food hence, they prefer QSR's over FDR's.
- As fast food is mostly liked by the respondents it has been found that majority of the respondents prefer to go to restaurants more than once a week which shows popularity of restaurants among the respondents.
- The increasing popularity of QSR has given opportunity to different International and Indian brands like Faasos, Eatsome etc. to innovate the products and capture the market.
- Findings also reveal the factors of quality of food and choices / options provided on the menu are the most significant in consideration to making decision to visit the restaurant.
- Quantity of the food is also one of the vital factors which are also moderately opted by most of the consumers.
- As per the respondents the type of food and beverage service offered by the restaurant is not given much importance, the reason for the same can be the lack of knowledge about the hospitality industry.
- Finally, the factor of affordability / pricing is also not considered as important by around 39% of the respondents out of 108 responses received. This may imply as consumers are ready to pay for the dining experience.

COMPARISION BETWEEN QSR's AND FINE DINING RESTAURANTS

KEY FACTORS	QSR's	FINE DINING
Type of service	Service offered by QSR are mostly fast and easy	Services offered by fine dining are usually on table service by a professional steward
Quality	Quality of food is maintained due to use of standardized recipes.	Quality of food is consistent and maintained with the help of standard recipes, but might change as per the chef.
Quantity	Quantity of food is standardized.	Portion size of food served is generally less compared to QSR's, due to involvement of various courses in the menu.
Cost	Price of QSR are affordable these are priced keeping in mind of target customers and	Price of Fine dining is quiet high as compared to QSR because of the upscale ambience and the quality food and service they are offering.

	serve more number of pax.	
Choices available	Choices available in QSR are limited to their small menu.	Choices available in fine dining is more in comparison to QSR as it serves exotic and quality food.

Conclusion and recommendation

- As per the findings and analysis the study reveals the popularity of the quick service restaurants over fine dining restaurants in the city of Pune. Factors of quality, quantity, price and other are important for all the patrons to make their decision, however factor of quantity matters the most group of respondents aged between 15 -20 years who contribute majorly to the data. According to the researcher, the factor of affordability plays a vital role for the youth as understanding majority of them are students and hence may choose QSR over Fine dining restaurant.

- With the fierce competition and equal acceptance for QSR's has given opportunities from new international brands like Taco bell, Wendy's, Burger King are penetrating and capturing Indian market. To survive, fine dining restaurants are utilizing different marketing strategies to attract more patrons. The strategy also sometimes include reducing the prices of food items and also selling the alcohol at MRP (Market retail prices). On the contrary, fine example of Malaka Spice (Oriental Outlet) has proved with consistency, quality and value for money any fine dining restaurant can create a long lasting impression for all the age groups.

- All the food and beverage outlets should certainly do market survey before being established, which also should include the study of clientele demands, location. Other factors like media, travelling aboard and knowledge have opened the doors of exploration for patrons. Considering these points, any fine dining or any F&B outlet should emphasize on customer's needs providing rather fulfilling demands and creating an experience for the diner to have the repeat business.

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