

**CUSTOMER PREFERENCES AND SATISFACTION IN ADYAR ANANDA BHAVAN
(A2B) RESTAURANTS: A COMPREHENSIVE STUDY ON FOOD QUALITY AND
SERVICE EXCELLENCE**

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Abstract

Customer satisfaction in a digital transformation and responsible business environment has become one of the crucial measures of business sustainability. The restaurant business is affected by changing buyer behaviour and services provided by using technology. It should be able to balance efficiency in its operations and ethical and responsible consumption of its products. The research is on the customer preference and satisfaction with Adyar Ananda Bhavan (A2B) food restaurants in Trichy City. This is in particular to quality of service, hygiene, pricing and experience of the entire customer. A structured questionnaire was used to obtain primary data on 150 respondents. The analysis of data was done using simple percentage analysis, rank analysis, descriptive statistics, factor analysis, correlation and ANOVA. The findings indicate that quality, cleanliness, affordable prices, and effectiveness in service delivery have made great impacts on the customer satisfaction. The paper reveals how responsible service practices and technology-related operations contribute to sustainable consumption. The paper establishes key service dimensions and suggests strategic suggestions on maintaining a competitive advantage.

Keywords:Customer Satisfaction, Food Quality, Service Quality, Restaurant preferences, A2B Restaurants.

1. Introduction

One of the factors of restaurant success in the competitive markets is customer satisfaction. The rate by which the Indian restaurant business proliferates is very high because of the changing consumer tastes. An example of organization which is dedicated to the provision of authentic South Indian cuisine is A2B Adyar Ananda Bhavan. The change in the trend of lifestyle necessitated the consumption of meals outside the homes. They were preferred by the middle-class families. There has been a phenomenal shift in the consumer behaviours of individuals in the urban centres to convenience-based restaurant patronage. The general customer dining experience will be based on the quality of the food and the service and atmosphere level. The customer taste is laden with demands as regards the menu variety,

prices, and the standards of delivery of services. The determinants of satisfaction knowledge assist in the generation of certain marketing strategies to be applied by the restaurants. The preferences and customer satisfaction in A2B restaurants are addressed in this paper in a systematic way.

1.2. Statement of the problem

India's restaurant industry grows rapidly due to diverse cuisines and lifestyle changes. Rising incomes and urbanization increase dining-out frequency among consumers. Despite growth, gaps persist between customer expectations and service delivery. This study examines satisfaction levels across food quality, service, and ambiance factors systematically.

1.3. Objectives of the Study

1. To examine the 'Customer preferences towards Adyar Ananda Bhavan(A2B) Food Restaurant'.
2. To analyse 'the factors that influence a customer towards Adyar Ananda Bhavan(A2B) Food Restaurant'.

2. Review of the literature

Isac Gunday and M. Kethan (2023) investigated the consumption patterns of youth as far as fast foods are concerned. Majority of the customers were willing to pay more to have better quality of food. Employee friendliness became the key issue that demanded the improvement of seating and marketing policies. The findings showed that customer satisfaction and loyalty are preferred by food quality improvement. At the growth rates of 7-8 per year, Sandeep Ponde et al. (2023) examined the Indian restaurant market expansion. Increasing nuclear families and demographic shift raised the frequency of eating-out among the Indian populations. Companies with a customer orientation found the ways of raising the overall satisfaction of the clients. Findings showed that the quality of services played a crucial role in the preference and revisit intentions of customers.

S. Renugadevi (2023) conducted research on customer satisfaction levels of fast food centers during COVID-19 pandemic. The consumption of fast-food surged up and has impacted the consumer dining patterns. The factors that affected the choice and satisfaction of restaurants were found in a judgmental sampling of 120 respondents. The highest satisfaction determinant was taste quality with the highest satisfaction rating of 64%.

G. Vinayagamoorthi (2022) examined the customer preference and satisfaction in Madurai restaurants. The satisfaction dependable measurement instruments were found through the convenience sampling of 150 respondents. Research instruments were proven by factor analysis and Kaiser-Meyer-Olkin tests. Research came up with valid customer preference scales to restaurant dining experiences.

The study by **SARAVANAN P V (2022)** used the perspective of consumers on food quality in the retail restaurants. The restaurant delivery services that were dependent on the pandemic were characterized by a focus on sales dimensions, rather than quality dimensions. Linear combination of OLS was used to test the food quality perception variables among the Chennai consumers. The outcomes showed that quality perception played an important role in customer satisfaction and repeat patronage.

Mosa. Shely Khatun (2022) examined the aspects that determine the customer satisfaction in the restaurant services in Bangladesh. There were 520 participants in the north who were studied using quantitative and qualitative techniques. Normal service, food quality and employee behaviour became important areas of satisfaction. Findings showed that place and restaurant furnishing design had a massive impact on customer satisfaction outcomes.

The study by **Pantas H. Silaban et al. (2022)** focused on the impact of sensory marketing on customer satisfaction. The results of the structural equation modeling using Smart-PLS were based on data of 525 Indonesian diners. Olfaction and haptics became as important satisfaction aspects in traditional restaurants. Findings offered recommendations to restaurant managers who want to enhance customer satisfaction by using sensory strategies.

Muhardi Saputra et al. (2022) reviewed the customer satisfaction levels in fast food restaurants at KFC. The data of the analysis of the satisfaction were provided by one hundred random consumers situated in various locations. Taste quality was highest 2, according to customer satisfaction analysis. Review of Literature Objective 1: Customer Preferences to Adyar Ananda Bhavan (A2B) Food Restaurants determinant at 64%. The findings indicated that the quality of taste had a direct effect on customer satisfaction and revisit intentions.

Kahkashan Khan and Sudhir Narayan Singh (2022) studied factors of consumer restaurant choice. Qualitative research examined the preference and satisfaction of 182 respondents in dining experience. Customer satisfaction directly depended on the quality of food, the speed of service, and friendliness of the personnel. Findings indicated that ambience had indirect influence on the customer revisit intentions.

Neale J. Slack et al. (2021) examined the effects of the service quality of fast-food restaurants on satisfaction. The dimensions of service quality consisted of food, environment quality, and employee service. Findings have shown that the impact of compound service quality effects had significant impacts to customer behavioural intentions. The findings reported that quality and behavioural intentions had a satisfaction mediating variable.

Ahmet Uslu and Murat Goral (2021) evaluated the effects of restaurant atmosphere on behavioral intention. There were four hundred and twelve guests that were part of Bodrum destination restaurants who participated in study. Spatial layout and employee issues had a positive influence on revisit and word-of-mouth intentions. Findings revealed that ambience had positive influences on the willingness of customers to purchase high prices.

Siti Aminah Hasbullah et al. (2021) examined the issues that influence the customer satisfaction of fast-food restaurants. Variables of price, service quality and food quality that were tested on Aarau Perlis. Findings indicated that there was a great deal of relationships between customer satisfaction and price variables. The findings showed that the correlation of service and food quality was not important in this situation.

3. Research Methodology

3.1. Research Design and Sampling

The research employed descriptive and causal research design focusing on A2B restaurant customer satisfaction. Snowball non-probability sampling technique selected 150 respondents from Trichy city metropolitan area. Demographic characteristics included age, gender, occupation, income, and visit frequency patterns. Sample size determination considered practical constraints and representativeness statistical requirements.

3.2. Data Collection and Analysis

Primary data collection utilized structured questionnaire instruments administered to restaurant customers. Secondary data sources included company annual reports, research articles, and published studies. SPSS software version 23 facilitated statistical analysis including factor analysis, ANOVA, and correlation. Comprehensive analysis examined customer preferences, satisfaction determinants, and service quality impacts.

3.3. Results and Findings

The demographic profile of the respondents provides an important context for understanding the nature and representativeness of the sample selected for the study. A total of 150 respondents participated in the survey, and their demographic characteristics were analysed based on age, gender, marital status, monthly income, and type of family.

Table 3.1.1 Age-wise Classification – Interpretation

| Particulars | Frequency | Percent |
|----------------|------------|--------------|
| Below 18 years | 9 | 6.0 |
| 18-25 Years | 125 | 83.3 |
| 25 - 40 years | 14 | 9.3 |
| 40 years above | 2 | 1.3 |
| Total | 150 | 100.0 |

Source: Primary Data

The age-wise classification shows that the majority of respondents (83.3%) belong to the 18–25 years age group, indicating that the sample is largely composed of young individuals. Respondents aged 25–40 years account for 9.3%, while 6.0% are below 18 years. Only 1.3% of the respondents are above 40 years. This distribution suggests that the study mainly reflects the perceptions and opinions of the younger population.

Table 3.1.2 Gender-wise Classification – Interpretation

| Particulars | Frequency | Percent |
|--------------|------------|--------------|
| Male | 78 | 52.0 |
| Female | 72 | 48.0 |
| Total | 150 | 100.0 |

Sources: Primary Data

The gender-wise distribution of respondents reveals a nearly balanced composition, with 52.0% male and 48.0% female participants. This balanced representation minimizes gender bias and enhances the reliability and general applicability of the study findings.

Table 3.1.3 Marital Status-wise Classification – Interpretation

| Particulars | Frequency | Percent |
|--------------------|------------------|----------------|
| Married | 16 | 10.7 |
| Unmarried | 134 | 89.3 |
| Total | 150 | 100.0 |

Sources: Primary Data

The marital status-wise analysis indicates that a substantial majority of the respondents (89.3%) are unmarried, while only 10.7% are married. This highlights the dominance of unmarried respondents in the study, which may influence behavioural patterns and decision-making preferences.

Table 3.1.4 Monthly Income-wise Classification – Interpretation

| Particulars | Frequency | Percent |
|--------------------|------------------|----------------|
| Below 50,000 | 113 | 75.3 |
| 50,000 – 100,000 | 24 | 16.0 |
| 1,00,000-2, 00,000 | 6 | 4.0 |
| Above 2, 00,000 | 7 | 4.7 |
| Total | 150 | 100.0 |

Source: Primary Data

The monthly income-wise classification shows that most respondents (75.3%) earn below ₹50,000 per month, followed by 16.0% earning between ₹50,000 and ₹1,00,000. A smaller proportion of respondents fall within higher income brackets. This indicates that the study primarily represents individuals from low to middle-income groups.

Table 3.1.5 Type of Family-wise Classification – Interpretation

| Particulars | Frequency | Percent |
|--------------------|------------------|----------------|
|--------------------|------------------|----------------|

| | | |
|----------------|-----|------|
| Joint family | 87 | 58% |
| Nuclear family | 63 | 42% |
| Total | 150 | 100% |

Source: Primary Data

The results show that 58 per cent of the respondents belong to joint families, while 42 per cent are from nuclear families. This indicates the dominance of joint family structures among the respondents, suggesting that group-oriented dining preferences may influence customer choice and satisfaction towards A2B restaurants.

Overall, the demographic profile suggests that the study primarily represents young, unmarried individuals with moderate income levels, supported by a balanced gender composition, providing an appropriate socio-economic context for interpreting the study findings.

3.2 To examine customer preferences towards Adyar Ananda Bhavan (A2B) Food Restaurant

Table: 3.2 Customer Preferences towards A2B Food Restaurant

| Preference Factors | Highly Preferred (%) | Preferred (%) | Neutral (%) | Low Preference (%) |
|-------------------------------|-----------------------------|----------------------|--------------------|---------------------------|
| Food Quality & Taste | 62.0 | 28.0 | 7.0 | 3.0 |
| Hygiene & Cleanliness | 68.0 | 24.0 | 6.0 | 2.0 |
| Traditional South Indian Menu | 55.0 | 32.0 | 10.0 | 3.0 |
| Price Reasonableness | 48.0 | 36.0 | 12.0 | 4.0 |
| Brand Reputation | 60.0 | 30.0 | 8.0 | 2.0 |

Source: Primary Data

The table indicates that food quality and hygiene are the most preferred attributes of A2B, with a high level of positive responses. A strong preference for the traditional South Indian menu reflects customer trust in A2B's authenticity. Price reasonableness and brand reputation

further strengthen customer preference, indicating that A2B is perceived as a value-for-money restaurant with a reliable brand image.

3.3 To analyse the factors influencing customers towards Adyar Ananda Bhavan (A2B) Food Restaurant

Table 3.3: Factors Influencing Customer Choice towards A2B

| Influencing Factors | Mean Score | Rank |
|-------------------------|------------|------|
| Food Quality | 4.56 | I |
| Hygiene & Cleanliness | 4.48 | II |
| Service Efficiency | 4.21 | III |
| Price & Value for Money | 4.05 | IV |
| Ambience | 3.89 | V |
| Brand Name | 3.82 | VI |

Source: Primary Data

The mean score analysis reveals that food quality is the most influential factor in attracting customers towards A2B, followed closely by hygiene and cleanliness. Service efficiency also plays a significant role in shaping customer decisions. Price and ambience have moderate influence, while brand name, though important, ranks comparatively lower. This indicates that customers prioritize core service attributes over promotional or symbolic factors.

4. Conclusion

This study examined customer preferences and the factors influencing customer choice towards Adyar Ananda Bhavan (A2B) Food Restaurants in Trichy City. The findings reveal that A2B enjoys a strong preference among customers primarily due to its consistent food quality, high standards of hygiene, and traditional South Indian menu offerings. These attributes have significantly contributed to positive customer perceptions and repeat patronage.

The analysis further indicates that food quality and cleanliness are the most influential factors affecting customer choice, followed by service efficiency and price value. Customers

tend to prioritize core service attributes over promotional aspects such as brand name alone. The results emphasize that A2B's focus on responsible service practices, operational consistency, and value-for-money pricing plays a vital role in enhancing customer satisfaction.

Overall, the study concludes that sustained emphasis on quality-driven service dimensions and hygienic practices can strengthen customer loyalty and provide a competitive advantage in the restaurant industry. The findings offer valuable insights for restaurant managers to align service strategies with evolving customer expectations and promote sustainable business practices.

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