



MARKETING STRATEGIES ADOPTED BY RESTAURANTS STUDY OF BHIWANI CITY

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In India restaurants industry is growing very rapidly and specially in small cities. During last many years it is growing not even in big cities but also in small cities like Bhiwani. As we know restaurant are the back bone of the Tourism. This study will help to small restaurant owners to choose right strategies for their business promotion.

SIGNIFICANCE OF STUDY

- * This study will be great importance to the managers of the restaurant by knowing the feedback of not only customer but also of their internal staff.
- * Moreover they will come to know about their competitive strategy.
- * This study also through light on the recent trends in restaurants service marketing and provide a clear picture of various strategies adopted by various restaurants to attract customers.

OBJECTIVES OF THE STUDY

1. To know the marketing practices adopted by the various restaurants.
2. To give suggestions to managers :

LIMITATIONS OF STUDY:-Due to time constraints, it is difficult to get the entire data about various marketing practices adopted by them

RESEARCH DESIGN

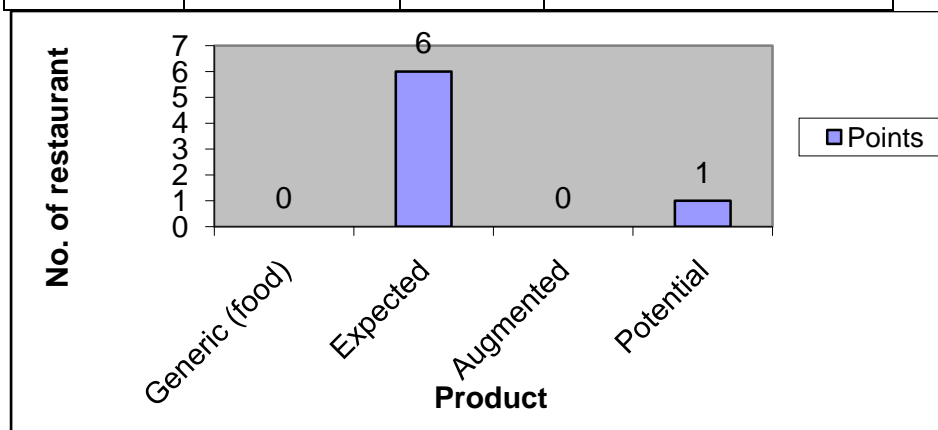
Universe and Survey Population

Universe is all the Restaurants in Bhiwani in this study seven Restaurants were selected & out of seven one is non-vegetarian point and rests six are vegetarian

For data collection questionnaire and structured interviews were conducted throughout the study and study period was Jan 2018 to June 2018.

1. SERVICE OFFERED BY RESTAURANT

Sr. No.	Service	Points	%age
1	Generic (food)	-	-
2	Expected	6	85.7
3	Augmented	-	-
4	Potential	1	14.28



It is clear shown in graph that all six restaurants all providing expected service i.e. cleanliness, timely service, and menu availability. Out of seven restaurants, no one providing the augmented service likes that of pleasant music. Music is there but not any special type & only one restaurant i.e. “BAYA” that provide potential service like welcome flowers & word of thanks etc.

Reasons for providing expected service

1. Today the customers are more conscious about cleanliness of the restaurant, timely service& menu availability.

Reasons for not providing augmented service

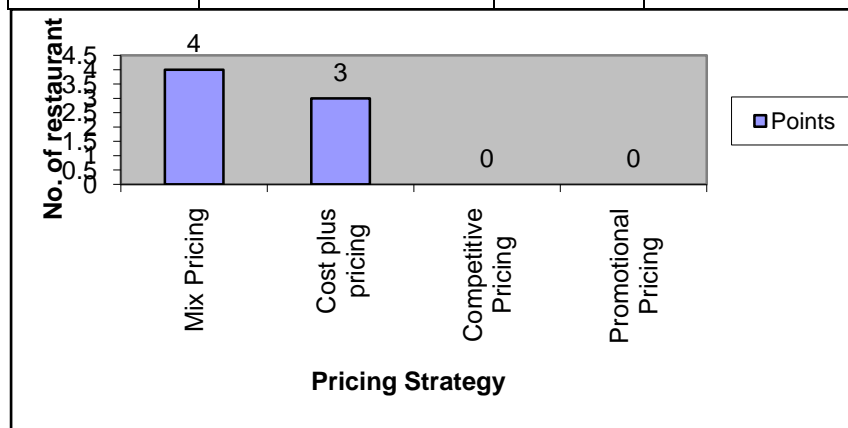
1. Cost is more for providing augmented service.
2. Customer expectations are not more high

Reasons for providing potential service

1. Customer delightment
2. Positive word of mouth

2. PRICING STRATEGY OF RESTURANT

Sr. No.	Pricing Strategy	Points	%age
1	Mix Pricing	4	57.14
2	Cost plus pricing	3	42.85
3	Competitive Pricing	-	-
4	Promotional Pricing	-	-



Reasons/Benefits of these strategies

From the above graph it is clear that four restaurants Spice World, City Heart, Eaza and Valentine adopts mix-pricing strategies e.g. Eaza follows competitive pricing & promotional pricing both. In Promotional pricing if bill of the customer is more than 500 than A customer get 10% discount & several types of concessions on Kitty Party is also there & rest of three restaurants uses cost plus markup pricing. These restaurants are Baya, Non-Veg Point & Midtown. Pricing strategy of Non-veg restaurants is O.K and vegetarian restaurants used mix-pricing strategy i.e. they charge customer for extra promotion or facilities as customer perceive it.

Reasons for using mix pricing

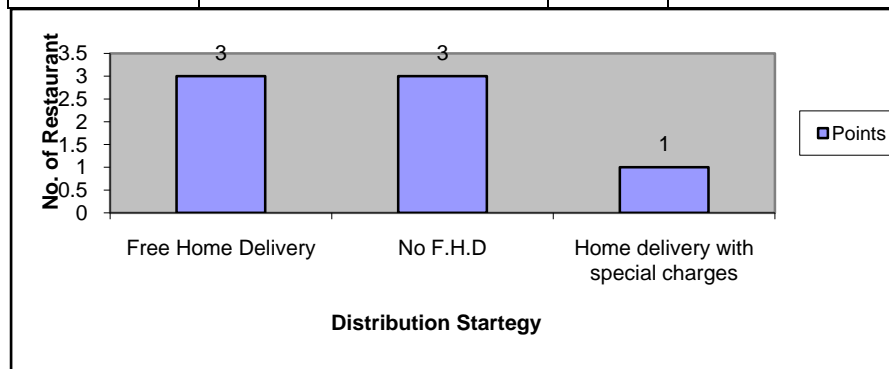
1. In order to make their pricing policy flexible
2. To cope up with the competition
3. Fulfilling customer demand also

Reasons for using Cost plus pricing

1. Easy method for restaurants to charge cost plus pricing
2. Reduce market warfare among restaurant.

3. DISTRIBUTION STRATEGY OF RESTAURANT

Sr. No.	Distribution Strategy	Points	%age
1	Free Home Delivery	3	42.8
2	No F.H.D	3	42.8
3	Home delivery with special charges	1	14.28

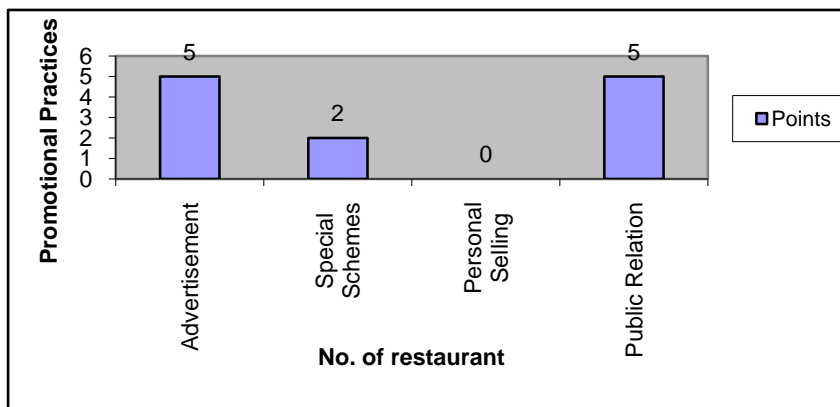


According to above graph it is clear that 3 restaurants i.e. Eaza, Mid-Town, Non Veg Point) are providing free home delivery and for 3 restaurants like (City Heart, Baya, Spice World) there is no free home delivery and rest one Valentine Home delivery is there but additional charges are there.

1. Non Veg Point provides free home delivery because this restaurant is the new player in the market. Eaza provides it because it faces intense competition from Spice World. Midtown provides because it has good will in the market and customer expects free home delivery.
2. City Heart does not provide free home delivery because it adds up to cost. Baya is Govt. restaurant that's why no free home delivery is there. Spice World want to attract customer to come & see their unique location that's why not providing free home delivery.
3. Valentine provide free home delivery but charge special prices for e.g. if the order is more than 100 Rs than only home delivery is there & special charges are there. They charges because to cover up their cost.

4. PROMOTIONAL PRACTICES ADOPTED BY VARIOUS RESTAURANTS

Sr. No.	Promotional Practices	Points	%age
1	Advertisement	5	71.4
2	Special Schemes	2	28.5
3	Personal Selling	-	-
4	Public Relation	5	71.4



In regard to their promotional practices, five restaurants (Baya, City Heart, Non Veg Point, Spice World ,Eaza) are using advertisement & two restaurants (Valentine, Baya) are using special schemes like quizzes, schemes on valentine day, tours are there for customers & no one is using personnel selling & five restaurants promotional selling & five restaurants promotional practices is public relation. These restaurants are City Heart, Valentine, Mid town, Spice World &Eaza .

1. No restaurants use personnel selling because it is very expensive for restaurant.
2. One restaurant uses more than one promotional mix in order to promote their restaurant.
3. Restaurant uses advertisement on Cable TV, Cable TV operator charge 1200 Rs per month for their advertisement
4. Valentine &Baya also uses special schemes like Baya offering discount to tours of colleges, school & business partner & Valentine on special occasion like valentine day arrange for quizzes, games etc.
5. Public Relation plays important part because it costs nothing

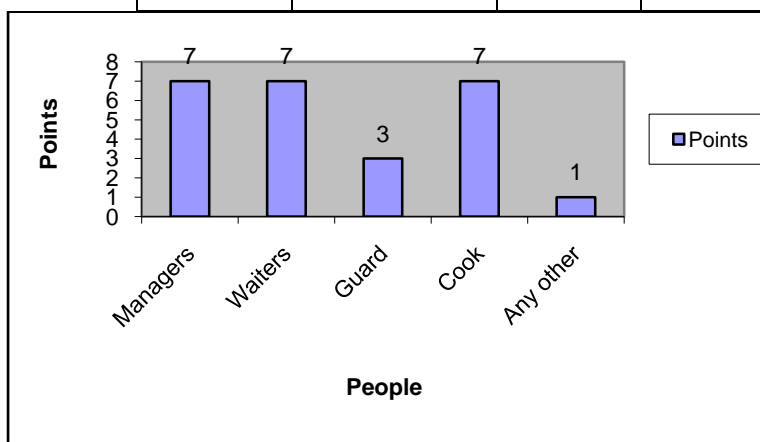
6. Two restaurants are providing special schemes but 81% Veg. customers says there is not promotional scheme and 92% Non-Veg. Customer also says there is no scheme for them.

The reason for this may be:

- Ineffective Communication by the restaurant
- Infrequency in providing in promotional schemes.

5. EMPLOYEES WHO ARE DIRECTLY INVOLVED IN PROVIDING SERVICES TO THE CUSTOMER

Sr. No.	Employees	Points	% age
1	Managers	7	100
2	Waiters	7	100
3	Guard	3	42.8
4	Cook	7	100
5	Any other	1	14.2



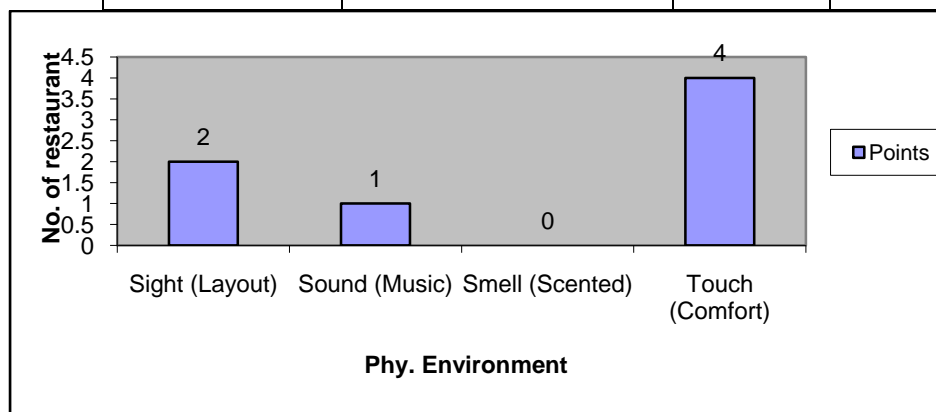
As all seven restaurants are using their managers, waiters & cook for providing the service to the customer. But out of 7, three restaurants are also using guard, these include, Valentine use guard in evening, Baya uses Guard in night & Eaza uses their waiter as a guard to welcome customers & one restaurant i.e. Baya uses the services of Gardner, sweepers etc.

Interpretation?

1. Mangers, cook & waiters in any restaurant plays a major role without them service of restaurants are ineffective.
2. In the three restaurants i.e. Valentine, Eaza&Baya uses Guard but they treat their employees like waiters, gardeners etc. as a guard when they are free. More over their timings for using guard is also different.
3. Baya also uses the service of their sweepers & gardener in providing services because of the Bar facility.
4. Regarding customer expectations 62% of Veg. Customer need change in waiters and 25% in Non Veg also want change.
5. 21% Veg. Customer want change in cook because they are unsatisfied and 62% Non-Veg also want change in cook.

6. CONCENTARTION REGARDING PHYSICAL REQUIREMENT

Sr. No.	Physical Envir.	Points	%age
1	Sight (Layout)	2	28.57
2	Sound (Music)	1	14.28
3	Smell (Scented)	-	-
4	Touch (Comfort)	4	57.14



From the above graph it is clear that two restaurants i.e. Baya& Spice World concentrate more on sight (layout) of the restaurant & valentine concentrates on sound (music) & rest four restaurants focuses on touch (comfort, proper sitting). These restaurants are Eaza, Mid Town, Non Veg Point & City Heart.

Reasons for concentration on Sight (Layout)

1. In order to look unique like in Baya garden is there & several types of flowers are there in the garden.
2. Spice World sight is totally different from rest of the restaurant. Several colors are uses to collects children also.

Reasons for concentration on Sound (Music)

1. For fulfilling the different demands regarding music likewise several cassettes are there for Birthday, Old Songs etc. Songs are fit according to the atmosphere.

2. On valentine day because of their unique music, couples enjoyed their valentine in valentine Restaurant.

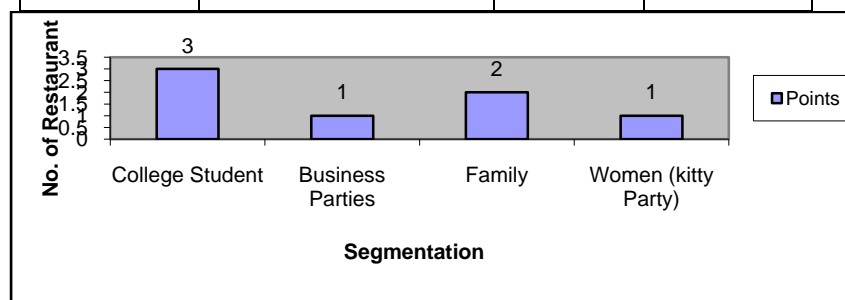
Reasons for concentration on Touch (Comfort, proper sitting)

1. Customer comes back to the same restaurant again.

Interpretation Today Cleanliness is the most favored factor in physical environment.

7. MARKET SEGMENTS OF RESTURANT

Sr. No.	Segmentation	Points	%age
1	College Student	3	42.85
2	Business Parties	1	14.28
3	Family	2	28.57
4	Women (kitty Party)	1	14.28



The above graph shows that Valentine, Mid town & Spice World market segmentation in college students mostly & Baya focuses on special groups like business parties are there, business tours are there who also want stay in restaurant & Non Veg Point & Eaza focuses on as a family restaurant & one City Heart market segmentation is women (Kitty Party)

Reasons for choosing college students

1. Colleges are near by their restaurant.
2. Discount are only for college students

Reasons for choosing Business Parties

1. Business Parties also want to stay in restaurant.
2. As it is a govt. restaurant, so they serve various business tours of Govt. also.

Reasons for choosing Family

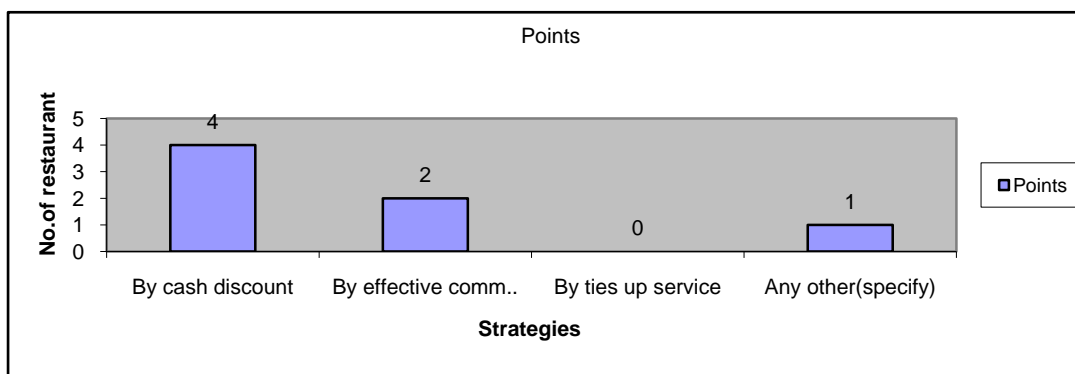
1. Nuclear families are there, so by targeting them profits are more.
2. Non Veg Point focuses on special families like businessman family, doctors families etc.
By these groups special profits are there for the restaurant.

Reasons for choosing women

1. Because of the layout of restaurant, CityHeart layout in such a way that it facilitates women regarding arranging there kitty parties.

8. STRATIGIES FOR RETAINING CUSTOMER

Sr. No.	Strategies	Points	%age
1	By cash discount	4	57.14
2	By effective comm.	2	28.14
3	By ties up service	-	-
4	Any other (specify)	1	14.28



From the above graph, 4 restaurants i.e. Non Veg Point, Spice World, Mid town & Valentine are providing cash discounts to their customer. Baya& City Heart by the way of effective

communication retains their customer. There is no restaurant, which provide tied up services for retaining customer & one restaurant i.e. Eaza by way of focusing that it is purely vegetarian restaurant can retain their customer

Reasons for giving cash discount

1. In order to retain college student

Reasons for effective communication

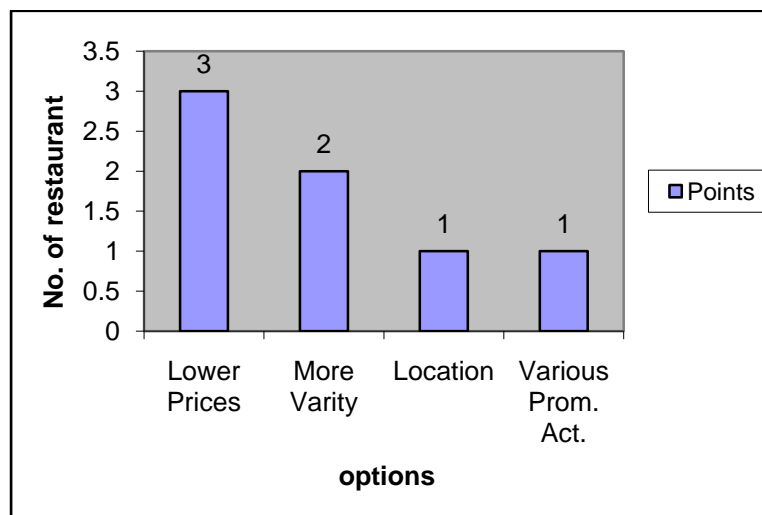
1. Leads to satisfy existing customer
2. Good word of mouth

Reasons for focusing on purely vegetarian

1. Positioning the restaurant in the mind of customer.

9. COMPETITIVE ADVANTAGE OF RESTUARNT

Sr. No.	Options	Points	%age
1	Lower Prices	3	42.85
2	More Varity	2	28.57
3	Location	1	14.28
4	Various Prom. Act.	1	14.28



Above graph indicates that three restaurants i.e. City Heart, Baya& Non Veg Point has a competitive advantage of lower prices. Eaza& Spice World has give more variety as compare to their competitors & Mid Town has an advantage of location & provide various promotional schemes are there.

Reasons for lower prices

1. Baya is a Govt. Restaurant, so its price is lower.
2. City Heart has a location disadvantage, in order to compensate this disadvantage, its go for lower price.
3. Non-Vegetarian point is a new restaurant, so its main aim is to penetrate mktg. that's why it has go for lower price.

Reasons for more Varsity

1. Eaza and Spice World both are competitors of each other so their main aim is to giving something innovative to their customer. In Eaza a board is there in which it is written "Eaza's Special Today"

Reasons for location as a competitive advantage

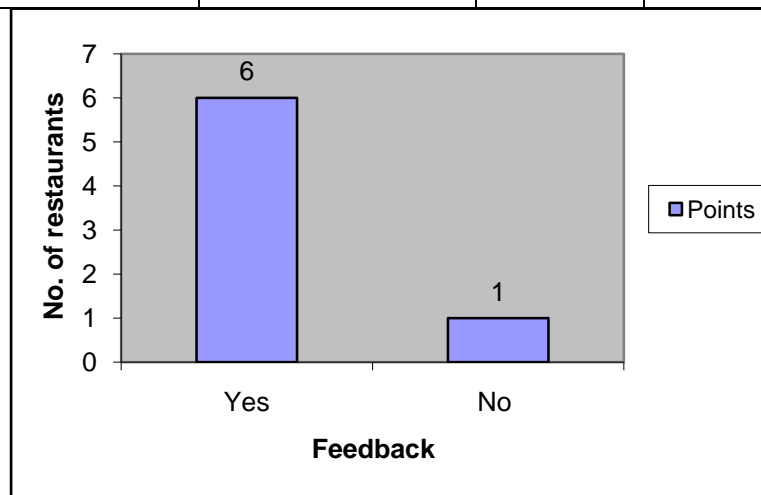
1. Colleges are there just near to Midtown like Adarsh College, K.M. College.
2. Market is there.
3. There fat food restaurant "Sweet Corner " is there in front of Mid town

Reasons for various promotional activities

1. Attracts more students & college girls.
2. Customer especially girls find this promotional practices is an interesting one.

10 TAKE FEEDBACK FROM CUSTOMER

Sr. No.	Options	Points	%age
1	Yes	6	85.71
2	No	1	14.28



As above graph indicates that six restaurant take feedback from customer about their service but one restaurant i.e. valentine not taking nay feedback from customer.

Reasons for taking feedback

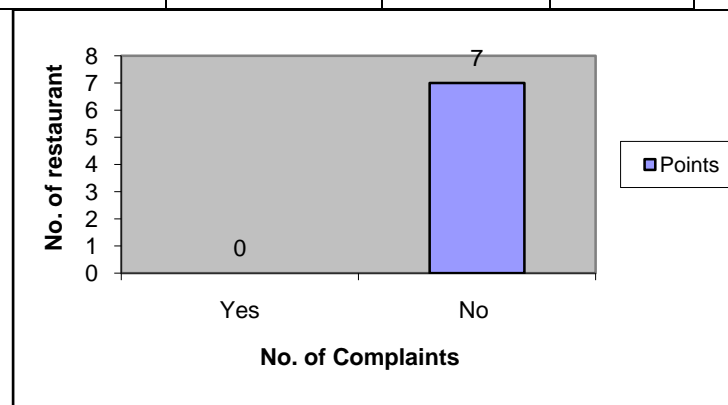
1. Eaza has one complaint box, if any complaint is there, all efforts are made so that complaint cannot be arise in future.
2. Baya has one “Visitors Book Record”. In this book every customer has to give remarks about the service of Baya. They have to show this remarks to Govt. because it is a Govt. restaurant.

Reasons for not taking feedback

1. Earlier valentine taking the feedback from customer but now it is not interested but according to valentine it is just a formality & if customer has any complaint they will automatically instruct to the restaurant manger.

11.ANY COMPLAINT AGIANST RESTURANT IN CONSUMER COURT

Sr. No.	Options	Points	%age
1	Yes	-	-
2	No	7	100



According to the above graph, it is clearly shows that there is no complaint against any of the seven restaurants.

Reasons are:

1. Provide better quality food.
2. Hygienic surroundings.
3. If any complaint is there so there are special complaint box are there like that in the Eaza and visitors record book in Baya.
4. Fresh Vegetable they use.

12.SATISFACTION LEVEL FOR MARKETING PRACTICES

Sr. No.	Options	Points	%age
1	Yes	6	85.71
2	No	1	14.28



From the above graph it is clear that six restaurants in the Bhiwani are satisfied with their services but the one restaurant i.e. Eaza is not satisfied.

Reasons for satisfaction:

1. Better profits.
2. Wider market.
3. Expansion in restaurant service mktg. Reasons.

Reasons for dissatisfaction:

1. More competition
2. Complex task to manger restaurant service marketing
3. In social elements are there.

Interpretation

1. Above tables shows that 85.71% restaurants says that they are satisfied with their marketing practices. But customer says that improvement is required in staff, promotion or quality of food . And about the satisfaction level of customer 61% of non-veg. Customer says they are satisfied and 60% of Veg. Customer.

CONCLUSIONS

1. Now a day's people are more conscious about their health.
2. In addition to core product, potential service like timely delivery, cleanliness, and menu availability are also important.
3. Various promotional practices e.g. quiz programs, free gifts are in demand
4. Customers attract towards physical environment.
5. Restaurants are now concentrate more on layout and proper sitting arrangement for customers.
6. Restaurants are not providing promotional schemes according to customer expectations.

SUGGESTIONS

1. Complaint box may be provided in the restaurant like that in Bhiwani only one restaurant that is Eaza is providing this facility.
2. Whole time guard should be there to welcome the customers.
3. Free home delivery also a necessity for time saving, as people are more time conscious.
4. Female staff is also required to depict the role of women in service sector also.
5. Proper Dress Code for peoples like cook, waiters who provide the service to the customers.
6. On special occasion, like Valentine Day, Rose Day, Diwali etc. the arrangement of several events give customers a kind of change.
7. Various restaurants should use promotional schemes like quizzes, coupons, and competitions.

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