

DHABA VERSUS MUTLTI CUISINE RESTAURANTS: DINNING PREFERNCES FOR LOCAL FOOD WHILE TRAVELLING ACROSS INDIA

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ABSTRACT

Background: Dhabas and multicuisine restaurant play an important role in food business. Preferences of travelers keeps on changing as per their requirements. **Objective:** Dhabas and multicuisine restaurants play an important role in food business. Preferences of travellers keeps on changing as per their requirement. The present study was done to identify the factor responsible for food tourism and secondly to identify the factors responsible for choosing the particular food outlet. **Methodology:** The data for the descriptive research was gathered from people (310) from all over India. A structured questionnaire with closed ended questions was prepared for survey and distributed to respondents through digital platform by Google Forms and also through offline mode. Data collection was done in the month of March-June, 2023. **Result:** The results revealed many important points for food travellers. Most (52%) of the travellers loved to dine at Dhaba. People loved to explore new cuisine. People who travels were emotionally attached with the local food. Further factors responsible for choosing food outlet were unique selling techniques, convenient vehicle parking, variation in food and beverage and maintaining cuisine authenticity. Cronbach's alpha value calculated was found to be 0.0641 which is good and acceptable for the research. **Conclusion:** Thus study concludes to suggest that people loves to travel and want to enjoy different flavour of food. Extensive study can be done on any one of the two objectives achieved in the study.

Key Words: Food, Tourism, Dbabas, Multi-Cuisine Restaurants, Cuisine.

INTRODUCTION

Urbanisation on a large scale has an impact on every element of life. People's eating habits and routines have also altered. In urban India, going out to eat with family and friends on weekends and other special occasions has grown increasingly popular. The catering sector in India is expanding daily to fulfil the constantly growing demand for different cuisines (Tiwari, 2015).

Restaurants now serve as the primary location for social meetings, providing both novelty and convenience. There are already 1.5 million dining establishments in India, and this figure is anticipated to increase significantly in the near future. The expansion of restaurants in India has also benefited from the expansion of the tourism sector. More eateries are anticipated to open up all around India, especially in the smaller towns, if the tourism boom persists. A significant

share of the workforce is employed by such a big number of eateries (Jagranjosh, 2011).

Restaurants make up a sizable, labour-intensive, broadly diversified service sector made up primarily of small businesses. In India, eateries are typically run by one person, especially the roadside dhabas. The majority of occupations are unskilled and pay very little or nothing. They only hire people with the bare minimum of training and experience as a result. While employees of large restaurants are protected by the Employees State Insurance Scheme for health and welfare-related activities, this is not the case for employees of small restaurants and dhaba, especially those that are situated near highways. As a result, these employees lack access to services for their health and wellbeing. The health risks differ depending on the restaurant's workplace. If these employees

don't practise adequate hygiene, they put the consumers at risk by acting as a source of illness.

Restaurant and food service market value in India, by segment, FY 2014–2025: As of fiscal year 2020, the market value of the Indian restaurant and food service sectors was roughly four trillion Indian rupees. Although the country's restaurant and food service sector is split into two segments, the unorganised segment makes up the lion's share of the total market size. Nevertheless, between 2014 and 2020, the organised sectors experienced rapid growth. Quick service restaurants (QSR) are included in the chain segment, which more than doubled in value. Individuals or families selling ready-to-eat food through vendors, dhabas, food carts, street kiosks, and other outlets make up the unorganised component (statistica.com, 2022).

During the years 2023 to 2028, the India food service industry is anticipated to increase at a rate of 12.58% (CAGR). When referring to catering services offered by food and beverage (F&B) businesses, it is important to note that meals are cooked outside of the home for dining, delivery, and takeout (imarcgroup, 2023).

As per Mak et al. (2012) tourist pattern for the consumption of meal were influenced by religious and cultural influences, socio-demographic elements, motivating elements, personality qualities related to food and past experiences and exposure effects.

Posist (2018) listed important factors for the food outlet business –

a) Owner should have the best knowledge about the business: The management of operations, a crucial component of the restaurant industry, calls for expertise and knowledge. Comparing food costs, labour costs, gross margins, and profits should be possible. If we are a novice restaurateur, do much research before opening our establishment. We frequently overlook the importance of making wise judgements, which are frequently difficult to make, but are necessary for a successful restaurant. We must have a thorough awareness of how the company functions in order to negotiate with vendors, manage the workforce, and carry out restaurant operations.

b) Good food: It goes without saying that a well-known restaurant is known for its cuisine, and a good restaurant must have delicious food. No matter what done, if your restaurant's food is subpar, customers won't come back.

This is why a restaurant's ability to serve delectable meals is essential. It's not even necessary for the food you serve to be distinctive or exclusive. The restaurant will succeed if it can make the identical "red sauce pasta" taste better than your rivals. Successful restaurants are proud of their outstanding chefs who serve up delectable meals to patrons. Restaurants frequently have a signature dish that is notable for bringing in guests.

c) Location: One of the characteristics of an excellent restaurant is considered to be the location of the establishment. The success of franchise restaurants can vary greatly, even when the same food, service, and employees are provided. When compared to a restaurant located in a rural place, the one in a busy area is likely to have higher foot traffic. After taking into account the target market and the restaurant idea, you must choose the location.

d) Well-designed menu: A carefully crafted menu may transform the establishment. The high-profit goods are highlighted on a well-designed menu, which increases sales. One of the most vital qualities of a good restaurant is a well-designed menu. If one pays close attention, menu design is frequently one of the things a successful restaurant does that a comparatively less busy restaurant doesn't. Even if the menu items at the two locations are largely the same, it's likely that the renowned restaurant has profitably exploited the menu.

e) Customer service: A successful restaurant business has excellent customer service as a defining characteristic. The complete customer experience is defined by customer service, which includes everything from the staff's courtesy and helpfulness to the service itself—how quickly the meal is delivered, how much the dishes cost, the atmosphere of the restaurant, etc. The total customer experience can be greatly enhanced by effective customer engagement.

f) Marketing of the business: Word-of-mouth alone won't suffice. There are some venerable eateries out there that don't invest any money in marketing yet are nonetheless successful, but these are exceptional situations. It is thought that online marketing, also known as digital marketing, is more widely used and more successful as a method of client outreach. It largely includes of online presence growth, email and SMS marketing, and social media marketing. Offline Marketing: Some methods of offline marketing for your restaurant include holding events, doing local advertising, handing out pamphlets, etc.

g) Work environment: A productive and devoted workforce is what makes a restaurant successful and run smoothly. A content workforce produces more. If employees are not happy, it is nearly assured that their unhappiness will show in their work. As a result, one of the essential qualities of a good restaurant is that it prioritises employee happiness on par with that of its patrons. The work in the restaurant business is very demanding; keeping strict hours and patiently serving irritable patrons are challenging tasks.

h) Good running business: One of the most underappreciated aspects of restaurant management is the owner's engagement. With several locations, relying on the restaurant manager is unavoidable; even then, the owner must be in charge of all operations. Currently, restaurant owners use smartphone analytics to monitor their operations. To keep track of the daily sales, overall foot traffic, etc. in your restaurant, you are not required to be there in person.

People use tourism as a means of experiencing new things and escaping the recurring patterns and rituals in their daily life. Many people's experiences as tourists revolve around food (Quan and Wang, 2004; Richards, 2002). Food has a significant impact and is vital to millions of travellers throughout the world. Although it plays a significant influence in the satisfaction that travellers feel at the end of their journey, food can be a supporting aspect when the primary reason for travelling is something other than a culinary focus (Mak et al., 2012). Many people find that food plays a significant role in the memories they bring back from trips (Fields, 2002); it can also serve as a quick way to engage with another culture (Croce & Perri, 2010).

The importance of food in tourism is thus well acknowledged, albeit its precise function is not always evident (Tsai, 2013). This has become a recent area of emphasis in travel and tourism because of pertinent published research like Gurbaskan Akyuz (2019) and Zhang et al. (2019) testing comparable models for explaining local food consumption. The consumption value theory was empirically applied in a separate study to the local food intake of tourists (Choe and Kim, 2018). The intricacy and inclusion of variables thought to evaluate inclination or lack thereof for eating of local foods at destinations, however, led this study to specifically examine the food consumption model created by Mak et al. (2012). The research study expands on the model created by Mak et al. following a thorough literature search that centred on the relevant elements. The study uses hierarchical linear regression to build on and control for the relevant variables.

As a result, the goal of this study is to experimentally evaluate the Mak et al. (2012) model in order to identify the variables that influence a traveler's food consumption decisions while they are away from home and to better understand the impact that food has on their experiences. The study aims to expand knowledge in the field by improving understanding of travellers' food-related preferences and the elements involved and by giving operators useful information for better serving tourists.

Food has a big impact on the traveler's experience, according to Wolf (2002). As was already noted, travellers are motivated to travel by their curiosity, and their perceptions of the destination they are visiting are formed based on the knowledge they gather from a variety of sources (Finkelstein, 1989). Travellers that are primarily motivated by food (gastronomic tourists) arrive with the purpose of partaking in the local cuisine. People who are more interested in travelling than in eating at a site, on the other hand, are less likely to fully commit to the dining experience (Guzel and Apaydin, 2016). The impact of eating different types of food from throughout the world has different effects. Research from the past has demonstrated that travellers' past eating experiences, whether positive or negative, can influence their choices in the future (Boyne et al., 2003). As a result, an examination of the impact of the dietary exposure factors on travellers was done in this study.

Numerous studies demonstrate how a traveler's motivational variables influence the amount of food they consume. In example, Hall and Mitchell (2001) contend that food can be a significant motivator for some travellers. Food was found to be a significant factor in travellers' overall trip experiences and their inclination to return to a destination (Kivela & Crofts, 2006). In a different study, participants' motivations for eating differed, and their decisions had a big impact on what they did when they got there (Ignatov & Smith, 2006). Travellers seek out novelty or a departure from their regular routines. The tourist's ability to experience something new that differs from the daily routine they are accustomed to at their native area is a key motivating factor.

Food decision motivations can be broken down into five categories by Hjalager and Richards (2003): symbolic, mandatory, contrast, extension, and enjoyment. The idea that food is a draw for tourists visiting various locations forms the theoretical basis for this classification. Food can, however, also be a barrier for visitors who choose not to consume particular foods offered at tourist attractions (Cohen & Avieli,

2004). The two distinct theoretical pillars are founded on the symbolic and required food consumption by tourists, which have two distinct meanings.

A number of food-related behaviours are influenced by the personality traits of travellers, and Mak et al. (2013) identified the most prevalent tendencies, which include food neophobia and diversity seeking. Pliner and Salvy (2006) claim that one of the main factors influencing travellers' dietary decisions is their reluctance to try a new cuisine (food neophobia). A relative preference for familiar food items over novel ones is another personality feature associated with food neophobia (Pliner and Salvy, 2006). Humans are omnivores, thus they will experiment with different dietary sources while being careful to avoid dangerous foods. According to Köster et al. (2007), "natural biological correlate of omnivorous exploratory behaviour" describes food neophobia. Humans often have a predisposition to seek out a variety of meals to eat, which is similar to how travellers behave while travelling. Travellers are continually pushed to diversify their eating options in order to enhance their travel experiences (Khan, 1981). They also want variety in the services and items available to them. The van Trijp and Steenkamp (1992) VARSEEK scale can be used to assess this characteristic. Mak et al. (2012) provide evidence that researchers that examine how travellers consume food frequently use the idea of variety-seeking. According to the survey, customers are more inclined to look for a variety of sensory features than non-sensory attributes. The suggestion of their optimal stimulation level allows researchers to explore the sensory characteristics of variety-seeking behaviour (Mak et al., 2012). In contrast to travellers who avoid new stimuli or variation, when the optimal stimulation level declines, the individual seeks variety or additional stimulation (van Trijp, 1995). Travellers select a variety of goods and services to maintain or increase their level of excitement in order to prevent boredom (Ratner et al., 1999; Van Trijp, 1995).

Dhabas are a vital and important part of the Indian culinary landscape. Dhabas are typically found on roads and are open 24 hours a day. They typically serve local cuisine and function as pauses as well as providing delicious food and pleasant memories. Today, they are incredibly well-liked and hold a unique place in the Indian culinary movement. They are different from fine dining establishments in that they have their own allure. They never fail to wow us with their rustic cooking and modest décor. Even though a five-star restaurant is spotless, well-run, and elegant, the same air frequently intimidates the patrons. After all, we all desire leisure and

comfort to go along with our meals. Offering food and beverage to the guest is an integral part of any food outlet. Food and beverage service department in hotels is an integral part of hospitality. It not only offers scrumptious food and beverages to visitors, but also makes for a memorable and pleasurable experience. In the study different reasons for choosing the types of food and beverage service outlets has been explored. Food establishments not only provide service, but also improve the visitor's experience.

The study reveals the potential and difficulties that come with running a Food and Beverage Company. People are free to pay for anything they deem appropriate. The study will aid business people in understanding consumer preferences when selecting a particular outlet. Also it will serve as a guide for academicians and researchers working in the food and service industries.

The objectives of the study were:

- To study the factors influencing the people visiting the food outlets.
- To analyse the elements on which the food outlet can be chosen.

METHODOLOGY

Research Design: The present study is a descriptive research as it tries to describe the people's behaviour regarding choosing the food outlets. The frequency of dining and choosing outlets vary with demographic profile of the peoples.

Locale: Responses were from all over the India.

Sampling Design: Convenience sampling technique has been used to approach random population of India. Total 400 people were contacted for the response from which 310 responses were finalised for the research.

Tools and Technique: A structured questionnaire was prepared for survey and distributed to respondents through digital platform using Google forms and structured questionnaire in offline mode. 400 questionnaires were distributed, all 400 questionnaires were received back from both online and offline mode. Further 90 questionnaires were having missing data that were considered as incomplete. Thus, 90 responses were removed from analysis and resulting into 310 final responses for data analysis. The structured questionnaire was framed with closed ended questions and was filled by the respondents in the month of March-June,

2023. Five point likert scale analysis was used to analyse the questionnaire ranging from strongly disagree:1, disagree:2, neutral :3, agree:4, strongly agree:5. The questionnaire was divided into three parts. The first section included the information on the demographic profile of the respondents. The second section consisted of the first objective which was to study the factors influencing the food tourism. Third section was the second objective which was to analyse the elements on which the food outlet can be chosen.

Data Analysis and Statistical Analysis: To achieve the objectives of this research following test were done: reliability test was done to check the errors if any in measurement and to minimise the errors. Frequency and percentage method in tabular form has been used to show demographic profile and also to show the information of two objectives

RESULTS AND DISCUSSION

Demographic characteristics of respondents: Gender, age, education, income, marital status, and nationality are among the key elements that affect the tourists' socio-demographic preferences, according to scholars. Age, employment, way of life, social and economic standing, and gender of the consumer are among the personal characteristics (Khan and Hackler, 1981). The respondents were 57% male and 43% female. Age group distribution showed that 30% were from the age of 18-30 years, 29% respondents from 31-40 years age, 20% respondents within the age of 41-50 years, 18% respondents within the age of 51-60 years and 3% respondents from the age group of 60 years and above. 61% were married respondents where as 39% respondents were unmarried. The level of education a person has is often used to describe their worldview. In the study, 14% were undergraduate, 35% were graduate, 45% were post-graduate, and 6% respondents were doctorate. In general, having a job helps with financial concerns. The study comprised of 19% as Government employees, 63% respondents as private employees, 20% respondents as business persons and 1% retired. The study comprised of 9% respondents with an income under 1 lakh, 15% respondents with an income between 1-3 lakhs, 40% respondents with an income between 3-6 lakhs, 30% respondents with an income between 6-10 lakhs and 6% respondents with an income above 5 lakhs.

Table 1: Demographic details of respondents

Variables		N	%
Gender	Male	177	57%

	Female	133	43%
Age	18-30years	93	30%
	31-40years	90	29%
	41-50years	62	20%
	51-60years	56	18%
	Above 60years	09	3%
Marital status	Unmarried	121	39%
	Married	189	61%
Educational qualification	Undergraduate	43	14%
	Graduate	109	35%
	Post graduate	140	45%
	Doctorate	19	6%
Occupation	Government job	59	19%
	Private job	195	63%
	Business	62	20%
	Retired	3	1%
Annual income	Less than 1 lakh	28	9%
	1-3 lakhs	47	15%
	3-6 lakhs	124	40%
	6-10 lakhs	93	30%
	More than 10 lakhs	19	6%

Table 2: Food outlet preferred while travelling:

Food outlet	Frequency	Percentage
Dhaba	161	52%
Multi cuisine restaurants	149	48%
Total	310	100%

52%) respondents preferred to dine at Dhaba and 48% respondents preferred to dine at multi cuisine restaurants.

Table 3: Frequency of travelling

How often travel	Frequency	Percentage
Monthly	161	52%
Quarterly	149	48%
Half yearly	170	23%
Yearly	180	58%
Total	310	100%

There are several reasons for which respondents dine out. The study comprised of 40 (13%) respondents who dine out

monthly, 20 (6%) respondents dine out quarterly, 70 (23%) respondents dine out half yearly and 180 (58%) respondents dine out yearly.

Table 4: Checking customer review of any particular outlet before visiting the same

Customer review	Frequency	Percentage
Yes	250	81%
No	49	16%
May be	11	3%
Total	310	100%

Majority (81%) of respondents checked the customer review of any particular food outlet before they visited the same, 16% respondents did not check the customer review and 3% respondents were not sure that they check the review or not.

Table 5: Factors influencing the food tourism

Factors influencing the food tourism	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Total
Popularity of local food is important to me	22	29	29	120	110	310
Festivals or any other speciality of the region	22	10	34	100	144	310
Need a break from the daily busy work life	15	24	31	100	140	310
I love to explore new cuisine	5	20	38	81	166	310
I am health concerned	10	10	15	187	88	310
By seeing the publicity of food on different platforms	10	12	20	70	198	310
Emotionally attached with the local food	12	32	21	147	98	310
Get influenced from my friends and relatives	10	17	35	158	90	310

Food has a big impact on the traveller's experience, according to (Wolf, 2002). As was already noted, travellers were motivated to travel by their curiosity, and their perceptions of the destination they were visiting are formed based on the knowledge they gather from a variety of sources (Finkelstein, 1989). Travellers that are primarily motivated by food (gastronomic tourists) arrive with the purpose of partaking in the local cuisine (Guzel & Apaydin, 2016). As per received responses 38% respondents agreed to the popularity of local food being important to them. 46% respondents strongly agree that festivals or any other speciality of the region attract tourism. 45% respondents agreed to the fact that they need a break from the daily busy work life. Quan and Wang (2004) also stated the same thing that people use tourism as a means of experiencing new things and escaping the recurring patterns and rituals in their daily life. For many, eating is a key component of the vacation experience. 53% respondents strongly agreed that they love to explore new cuisine. There

were 60% respondents who were health concerned. The publicity of food on different platforms are now day is on trend therefore 63% strongly agreed that they get persuaded by advertisements. Many studies provides travellers of the twenty-first century with an up-to-date justification for various types of factors linked with people's motives while they are making food-related decisions at vacation places. Today's travellers rely their decisions on internet-based resources including social media, travel websites, blogs, and vlogs (Fras et al., 2008). 47% respondents agreed about their emotional attachment with the local food. For many people, food plays a significant role in the memories they bring back from travels (Fields, 2003). 50% respondents agreed that they get influenced from friends and relatives about eating food in different outlets.

Table 6: Reasons to choose food outlet

Reasons to choose a food outlet	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)	Total
Maintaining cuisine authenticity	22	20	25	110	133	310
Food with good taste and quality	25	12	30	95	148	310
Variety of food and beverages available	15	16	10	148	100	310
Reasonable price	7	25	28	120	130	310
Good service quality	15	12	10	180	93	310
Unique selling technique like offers and discounts	9	10	15	180	196	310
Friendly environment	12	22	11	147	118	310
Hygiene and cleanliness is maintained	10	12	20	110	158	310
Convenient vehicle parking and basic amenities available	19	15	12	98	166	310
The overall satisfaction after leaving the premises	19	9	18	100	164	310

As per the received responses 42% respondents strongly agreed that they choose food outlet which maintain cuisine authenticity. Now a day's people are aware and want more of about the nutrition, healthy as well as tasty food. Consumers are more interested in and knowledge about nutritious cuisine (Vaida, 2013). 47% respondents strongly agreed that they love exploring the food with good taste and quality. 47% respondents agreed to the variety of food and beverages available in the food outlets. 41% respondents strongly agreed for choosing the outlets which offers reasonable price to them. According to the study of Li (2021) the results indicated that price bundles, discounts, sample meals, and customer loyalty stamp cards are the five promotional strategies that Vietnamese restaurants may use. Good service quality attracted 58% respondents towards them. 63% respondents strongly agreed for the unique selling technique like offers and discounts available at dining places. Everyone wants to save our environment therefore 47% respondents agreed that they choose the outlet if they follow environment friendly practices. 50% respondents strongly agreed for hygiene

and cleanliness maintained in outlets as a factor. 53% respondents strongly agreed for convenient vehicle parking and basic amenities available. 52% respondents agreed to the overall satisfaction after leaving the premises.

Purpose of the study was to identify the factor responsible for choosing the food outlets and also to identify the factors responsible for travelling for food. It supports regional producers like farmers and different field farmers, which helps the local economy. Local available food promotes environmentally friendly farming and makes it easier to trace the supply chain back to its source in order to assess environmental policies. It guarantees that food has met some of the strictest safety requirements in the entire world. Events like festivals help to create or preserve a sense of place by attracting tourists as well as locals. One of the most fascinating and rapidly expanding recreational, commercial, and tourism-related phenomena is festivals (Sen, 2016). It's actually a good idea to manage stress before it becomes overpowering, so unless we already feel energised, driven, excited, creative, and completely involved at work

and in our relationships, we would probably benefit from a holiday. One can maintain optimum performance with frequent self-care, mental health days, and vacations.

People love to explore new cuisine. Food tourism consists of activities that offer opportunities for consumption and appreciation of food and drink while also valuing the nature, history, and culture of a particular locale. Now a days everyone is health concerned. People who travel frequently typically live longer. Whether on a quiet retreat, an adventurous trip, or a pilgrimage, the experience will lower stress, enhance brain health, and maintain our body in good condition. The likelihood of living longer is increased by all of these factors (Fabhotels, 2021). Mostly people visit food outlets by seeing the publicity of food on different platforms. Posting aesthetically pleasing photos and cooking demonstration videos encourages people to try certain dishes and delicacies. By utilising a range of different channels, social media marketing for restaurants aims to raise brand awareness, create leads, and boost sales. People from their

natives' places are emotionally attached with the local food. Stress-related sensations can be temporarily reduced by food, but the impact is just short. When we're stressed, unhappy, or feel self-conscious, foods that are high in fat, sugar, and salt may appeal to more. Emotional eating frequently turns into a habit (Medline Plus, 2022). Maintaining cuisine authenticity attracts consumers. By demonstrating that the meal is what it claims to be, food authenticity is a solution that also speaks to value. Most significantly, food authenticity raises consumers' level of trust in food by allowing them to get what they paid for (qualityassurance, 2018). People prefer food with good taste and quality. People frequently visit restaurants because they believe they will receive the best food, which is one of the main motivators. It's likely that we won't want to eat there again if the meal is bad. Offering variation in food and beverages persuades more consumers towards them. At a restaurant, entertainment, or leisure location, food and drink are an essential component of the visitor experience. Offering a variety of food and drink options enhances both the customer experience and your ability as a business owner to develop new revenue streams for the enterprise (embed, 2021). Controlling food and service quality is crucial to ensuring that consumers eat safe food products and protecting them from the dangers of consuming contaminated food. Additionally, it lessens the likelihood that purchasers would deal with dishonest vendors and end up with subpar items (HQTS, 2023). In other words, they provide a service (waiting on the customer) in addition to a product (dinner). The customer's expectations should be met or exceeded, just as if the restaurant had made a commitment to do so. The food should be properly prepared, and the service should be friendly and efficient. Unique selling technique like offers and discounts are best practises. Being distinctive helps to stand out in the marketplace. The first benefit is that one can charge a higher fee. Customers will be willing to pay more for the good or service if they think it is superior to anything else on the market. A distinctive product or service can also help to develop a devoted clientele. Food safety, hygiene and sanitation keep bacteria from growing and accumulating to hazardous quantities in food. Provides for regular, healthy family living. Maintaining health and avoiding the extra expense of purchasing medication and getting checked up by a doctor. This is crucial in business in particular (hygienefoodsafety, 2019).

The purpose of the study was to highlight the factors for which gives preferences to choose between the Dhaba and multi-cuisine restaurants. Study also highlights the important point

suggested by the respondents for availing the services of the food outlets. Therefore the Cronbach's alpha value calculated and was found 0.0641 which is good and acceptable for the research.

CONCLUSION

This study has some restrictions that could conceivably influence the results. The online study instrument included a number of unavoidable intrinsic flaws and whereas offline study can be language bar as questionnaire was in English language. Although it is presumed from the survey's demographics that the majority of respondents read and comprehend English, some respondents may not have comprehended the questions completely because English is not their first language. The other restriction is bias in self-reported data. It is significant to remember that this study's analyses were based mostly on self-reported data. Bias may be introduced by under- or over-reporting, positive or negative experiences due to a lack of or poor memory recall. Additionally, it's possible that the replies gathered don't accurately reflect the traits and viewpoints of survey respondents who did not participated in the survey. Numerous variables affect people's food consumption habits (Köster, 2009), and the study's discussion of some of these variables does not cover all potential influences. Furthermore, a number of marketing studies have shown that the traveller market is not uniform. Interestingly, segment-based satisfaction analysis has only received a small amount of attention from scholars Yüksel and Yüksel (2003), leaving room for additional study in the field. A major limitation that affects is that data collected was limited within the country. One state response cannot be generalised with the other state where same applicable with other countries as well.

Comparison study of specialty restaurant and multi-cuisine restaurant can be done. Future research can be done on the quality of the food simultaneous maintain the authenticity can be possible. Comparison study on the work life of the staff of restaurants and Dhaba can be done. Since views change as a result of prior experiences, consumer behaviour does not always stay the same over time. As a result, studying is possible on occasion. Comparing the consumer demographic profiles might be the subject of research. Further visiting the restaurant and Dhaba at different age level can be studied. Tourist demographic profile can be studied in detail. Purpose of visit can be focused in study. There are several factors for tourism each factor can be studied separately.

Comparative study on food quality and nutritional values provided by food can be done. How marketing strategies adopted by them is responsible for running the business gives a scope to do a study. Impact of price and perceived value on food purchase decisions while travelling is another suggested area for future investigation. Given that the cost of other general factors has been extensively researched, local foods are the subject of study.

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