

Changing Trends In Restaurant Business In Goa

Dr. (Mrs.) Yasmin Z. Shaikh^{1*}

^{1*} Associate Professor, Department of Commerce, St. Xavier's College, Mapusa 403507, Goa, India
e-mail: yasmin_sxc@rediffmail.com

***Corresponding Author:** Dr. (Mrs.) Yasmin Z. Shaikh

*Associate Professor, Department of Commerce, St. Xavier's College, Mapusa 403507, Goa, India
e-mail: yasmin_sxc@rediffmail.com

Paper Abstract:

The Restaurants industry in India has been growing at a rapid rate over the last decade and the growth trend is set to continue. Restaurant have witnessed an era of new trends apart from the usual, fine dining, casual dining, food trucks etc. Restaurants are serving their customer digitally through digital apps or third -party service, this is an easy way to deliver the food on time and provides opportunity to grow in the restaurant industry. The restaurants in Goa in recent years have also been adopting foreign food cuisine since there is a lot of foreign tourists. As the foreign cultures and food has made an impact on Goan cuisine, the people of Goa are curious to try out foreign dishes. Goa offers an array of cuisines to its local, domestic and overseas customers. The present paper provides an overview of the changing trends in restaurant business in Goa, based on data collected from 40 restaurants in Goa. A more detailed study of various apps preferred by restaurants and customers can be undertaken for research.

Key words: Restaurant trends, digital apps, Goa

1. Introduction

While India has always been a food loving country with each region having its own special cuisine, eating out has never been so popular, but all that is changing now. The restaurant industry is undergoing a transition. The customer bases ranges from those seeking fancy ambience, exotic dishes and do not think twice about paying a high price and on the other side there are extremely price - sensitive customers seeking value for money. Most restaurants are trying to do some innovation with their pricing as well as products offered. The changing food demands accompanied by new technologies have brought in extreme growth in the restaurant industry. The eating out culture in India has changed drastically, and changing food habits of this generation, and willingness to try out new cuisine has made a significant contribution towards this changing trend in restaurants business.

In recent years, there has been a huge change in restaurant business in Goa. There are several reasons why food culture is changing in Goa. One of the reason could be an increase in the number of working women which has led to an increase in people eating at restaurants and in the recent times working people don't find enough time to cook at home so they would rather eat at the restaurants. Especially now that there are international fast food outlets like KFC, Domino's pizza, Subway, McDonald's, Burger king and several more attracting people of Goa since past 5-6 years. Too add to this the recent food apps like Swiggy, Zomato have boosted the restaurant business in Goa

2. Objectives

1. To provide overview of restaurant business.
2. To study changing trends in restaurant business.

3. Changing Trends in Restaurants

Restaurant business in India has seen changes over the last few years. With a huge positive socio-economic culture, the sector has emerged as one of the highest revenue generators to the government both in terms of service tax collection and employment generation.

Over the past few years, India has witnessed a heavy growth of fine dining restaurants, cafes, pubs, bars, clubs and international fast food joints. Indians no longer need a reason or special occasion to eat out. Indians across metro and non-metro cities eat out simply because they want to experiment, love food or spend their free time. Eating out is very common in today's world irrespective of economic class.

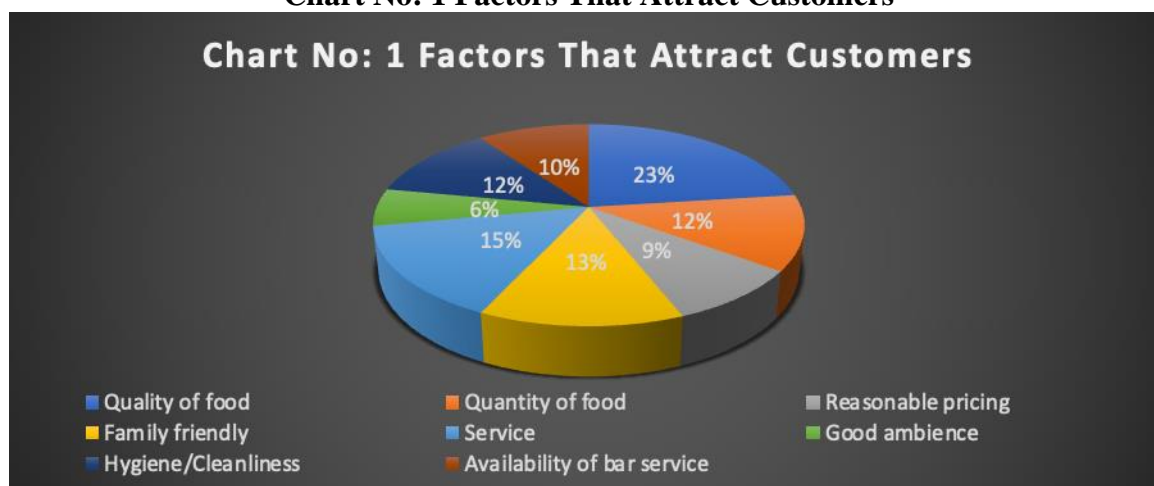
Earlier, food lovers had to wait for annual food guides, eating out directories of restaurants or other publications on opinions and vital information on where to dine out. But with digital restaurant apps like Zomato, Swiggy expert reviews and opinions are made available in just a few clicks.

The demand for takeaways and home delivery services have soared over the years across all eateries. This is due to the convenience that mobile app-based food ordering offers, both in terms of the ordering process, as it can be done using a smartphone and at the comfort of sitting at home. The growing demand for takeaways and home delivery services can be attributed to the ease of ordering along with the increasing access of the internet and smartphones, increasing all-round efficiency of the restaurant business from order taking process, to packaging, to delivery time, coverage, value offers and the growth of digital apps. Ordering in has changed in the past five years with platforms like Food panda which pioneered the food ordering industry, Zomato and Swiggy food panda etc, that have made it convenient to order food from the neighbourhood restaurants.

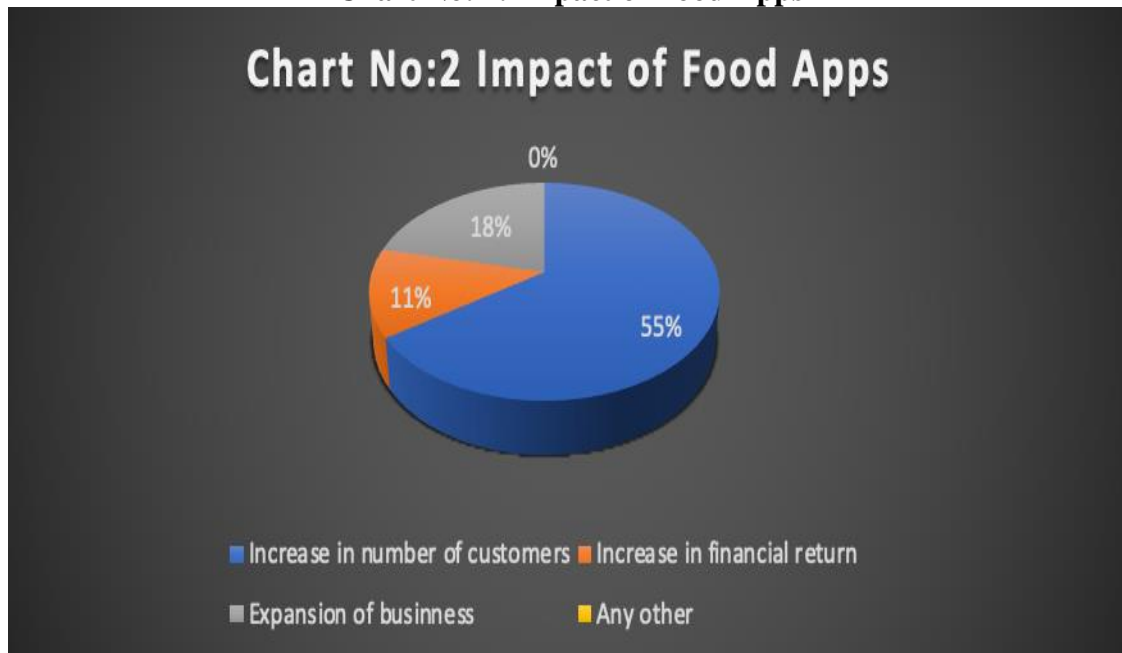
4. Analysis of Data

Questionnaires were administered as a source of obtaining information directly from restaurants. A survey of 40 restaurants from different parts of Goa was conducted. The analysis of the data is stated below.

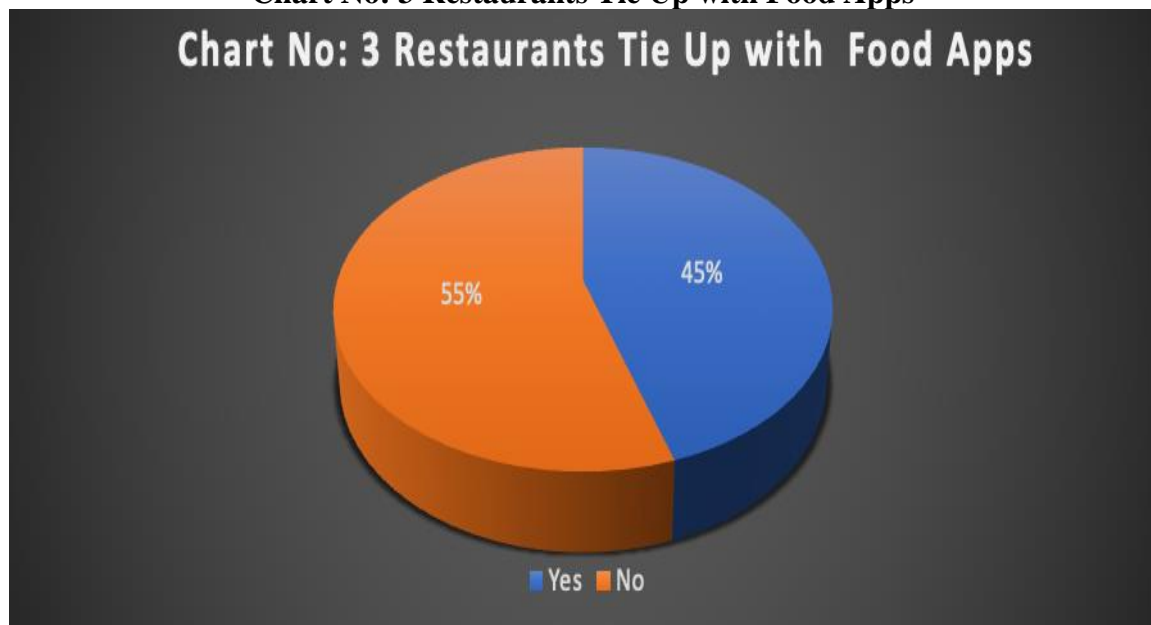
Chart No: 1 Factors That Attract Customers



It is observed from the above pie chart that of 40 restaurants interviewed in Goa, 23% of the restaurants attract their customers by offering good quality of food, 15% of the restaurant provide good service to attract customers, 13% of the restaurants attract their customers by providing family friendly environment, 12% of the restaurant attract their customers by offering good quantity of food and good hygiene and cleanliness, 10% of the restaurants attract their customers by offering bar service and only 9% of the restaurants offer reasonable pricing facility to its customers and 6% offer good ambience. Thus, it can be concluded that maturity of the restaurants attracts the customers by providing good quality of food.

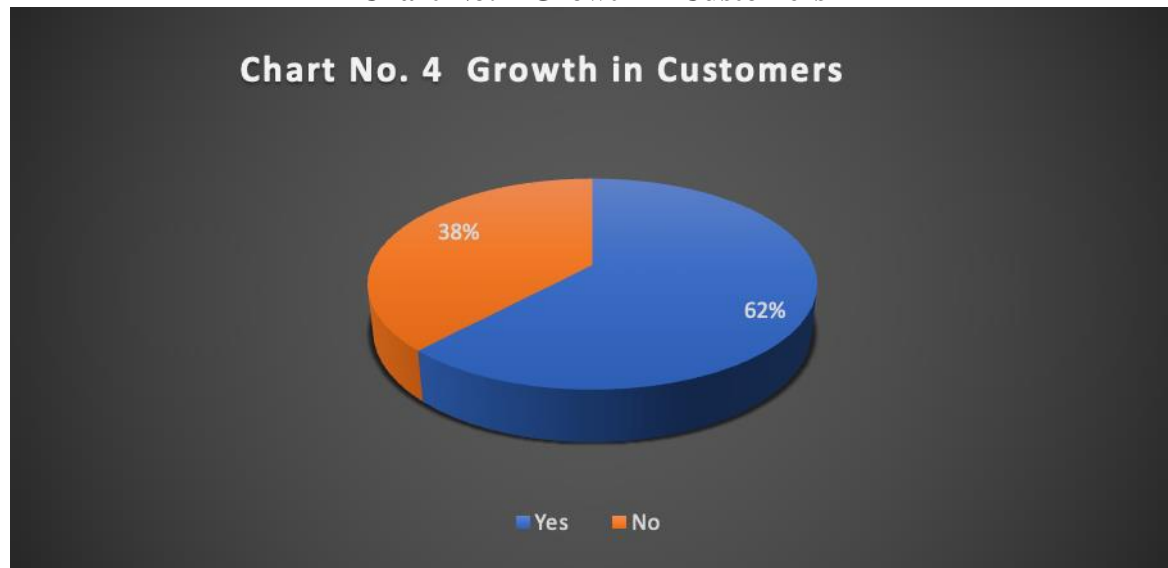
Chart No: 2. Impact of Food Apps

It is observed from the above pie chart that of 40 restaurants interviewed in Goa, 55% of the restaurants have an increase in number of customers due to food apps, 18% of the restaurant have stated expansion of business, remaining 11% of the restaurants have stated an increase in the financial return due to food apps. Thus, it can be concluded that majority of the restaurants have witnessed and an increase in number of customers due to food apps.

Chart No: 3 Restaurants Tie Up with Food Apps

It is observed from the above pie chart that of 40 restaurants interviewed in North Goa. 55% of the restaurants have tie up with food apps remaining 45% of the restaurants don't have any tie-up with the food apps. Thus, it can be concluded that majority of the restaurants have tie up with the food apps.

Chart No: 4 Growth in Customers



It is observed from the above pie chart that of 40 restaurants interviewed in Goa, 62% of the restaurants have witnessed an increase in customers in the recent years and the remaining 38% of the restaurant have not witnessed any increase in customer in recent years. Thus, it can be concluded that the majority of the restaurants have witnessed a growth in customers in recent years.

5. Findings

- i. **Factors That Attract Customers:** Majority of the restaurants attract the customers by providing good quality of food. (Chart No: 1)
- ii. **Impact of Food Apps:** It can be concluded that majority of the restaurants have an increase in number of customers on account of food apps (Chart No: 2)
- iii. **Restaurants Tie Up with Food Apps:** Majority of the restaurants have tie up with the food apps. (Chart No: 3)
- iv. **Growth in Customers:** Majority of the restaurants have witnessed a growth in customers in recent years. (Chart No: 4)

6. Conclusion

Restaurant industry has undergone tremendous changes over the past few years. With an entirely new world of food apps, customer expectations have undergone a full transformation. More customers are turning towards digital food services options for the convenience it offers, Restaurants should keep itself updated about the latest trends adopted by other restaurants. Restaurants must also try to fulfil customer expectations so that the customers are happy with their services, as, customers expect things to be done quickly and efficiently. The restaurants should try to increase their presence on social media platforms so that more people are aware about the restaurant and its services.

References:

Websites:

1. <https://www.entrepreneur.com/article/336640>
2. <https://businessfirstfamily.com/important-fast-food-industry-trends-to-investigate/>
3. <https://www.webstaurantstore.com/blog/2214/top-foodservice-trends.html>
4. <https://pos.toasttab.com/blog/restaurant-survey-questions>
5. <https://bizfluent.com/about-5375595-factors-growth-fast-food-companies.html>
6. <https://theaims.ac.in/resources/rise-of-the-restaurant-industry-in-india.html>
7. Thebalancesmb.com

8. Restaurantindia.com
9. Livemint.com
10. Indiaretailing.com
11. Edgearticles.com
12. Sweetrevelations.com
13. Marketrealist.com
14. Theaims.ac.in