"A STUDY ON EFFECT OF COVID-19 ON CUSTOMER EXPECTATIONS TOWARDS RESTAURANTS WITH REFERENCE TO MALAPPURAM MUNCIPALITY"

PROJECT REPORT

Submitted to the University of Calicut in partial fulfillment of the

Requirement for the award of the degree of BACHELOR OF COMMERCE

Submitted by

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2018-2021

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CERTIFICATE

This is to certify that the project report entitled **"A STUDY ON EFFECT OF COVID-19 ON CUSTOMER EXPECTATIONS TOWARDS RESTAURANTS WITH REFERENCE TO MALAPPURAM MUNCIPALITY"** is a record of work done by **MUBASHIRA** (Reg No: MLASBCM031) in partial fulfillment of the requirements for the award of Bachelor of Commerce, Government College Malappuram, under the guidance and supervision and guidance of **SABIDHA.K**, Assistant professor, PG Department of Commerce. No part of this has been submitted earlier for any other purpose.

Place: Malappuram

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CERTIFICATE

This is to certify that the project report entitled **“A STUDY ON EFFECT OF COVID-19 ON CUSTOMER EXPECTATIONS TOWARDS RESTAURANTS WITH REFERENCE TO MALAPPURAM MUNCIPALITY”** is a record of work done by **MUBASHIRA** (Reg No: MLASBCM031) under my guidance and supervision. The work has been done in the partial fulfillment of the requirements for the award of Bachelor of Commerce Degree of University of Calicut and has not performed the basis for award of any Degree/Diploma /and similar project if any .The duration taken for the project work was 21 days.

Place: Malappuram

Date:

SABIDHA.K

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DECLARATION

I **MUBASHIRA**, 6th semester B.COM Student of Government College Malappuram, hereby declare that project report that entitled **"A STUDY ON EFFECT OF COVID-19 ON CUSTOMER EXPECTATIONS TOWARDS RESTAURANTS WITH REFERENCE TO MALAPPURAM MUNCIPALITY"** submitted to the Calicut university, as per requirement of University Syllabus for B.Com regular is a record of work done by me under the guidance of SABIDHA.K, Assistant Professor of PG Department of Commerce.

I also declare that this is an original work done by me and this has not been submitted by me fully or partially for the award of any Degree, Diploma or title of recognition anywhere else earlier.

Place: Malappuram. MUBASHIRA

Date: Reg no: MLASBCM031

ACKNOWLEDGEMENT

At the very outset, I express my thanks to the almighty god who was blessed me with healthy constitution and has bestowed upon me the required skill to complete this work.

I proudly utilize this privilege to express my sincere gratitude to my guide **SABIDHA.K**, Assistant Professor PG Department of Commerce .Government College Malappuram for her Kind Corporation, valuable guidance, and constant encouragement in getting this work completed.

I express my sincere gratitude to all facilities members of PG department of commerce of their inspiration, guidance, encouragement and suggestions.

I convey my sincere thanks to all the respondents who were patient and cooperative in the providing the requisite information.

My special thanks to my beloved parents, family members and all my friends who gave their careful attention and support throughout my project work. Above all the grace of GOD for leads me to complete my project.

Place: Malappuram. MUBASHIRA

Date: Reg no: MLASBCM031

Government College Malappuram

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Covid 19 is an infectious disease caused by a newly identified corona virus. The risk of getting Covid 19 is higher in crowded and inadequately ventilated spaces where infected people spend long periods of time together in close proximity. Social distancing is adopted to reduce spread of covid 19. Social distancing is defined as prohibition of gathering, orders for people to stay at home, a reduction in urban mobility, and a stoppage of non-essential trade (Qureshi, Suri, Chu, Suri & Suri, 2020). As social distancing becomes new normal due to Covid 19 pandemic, consumer habits are adapting real time to the new environment and circumstances. For vulnerable individuals and the customer teams that serve them, it has also forced a rethinking of what customer care means. Suddenly, examinations of customer journeys and satisfaction metrics to inform what customers want have given way to an acute urgency to address what they need.

Due to the complicated progression of the Covid-19 pandemic, many governments around the world have applied lockdowns and restricted the activities as well as services by cutting down the numbers of seats, events and participants gathered in one location. This is an effort to curb the transmission of the coronavirus between people which can easily happen in a crowded place (McCloskey et al. 2020). However, this heavily affects the economy, and especially the businesses rely on services and interaction with customers. The food industry in general and restaurant industry in particular are ones of the industries that must be mentioned in this difficult period. A study conducted by ***Stanford University*** led team of scientists and researchers suggest that indoor businesses particularly restaurants where large number people spend long time together could be the cause of most Covid 19 super spreader events in major cities. The reopening of restaurants necessitated change in business model and restaurant technology, which are influenced by shifting health advisories as the entire world grapples with pandemic. The customer expectations towards restaurants have totally changed. They prefer contactless delivery; take outs, contactless payment solution etc. The business model of restaurants needs to be changed according to customer expectations.

This study is intended to understand customer expectations towards restaurants at present and post Covid period and to find out either people are avoiding going out at restaurants as a preventive measure, to find out either the same number of people are going at restaurants during this covid era. It is conducted among customers of restaurants located in Malappuram Municipality. According to the census of 2011, Malappuram metropolis area is the fourth urban agglomeration in Kerala and 25th largest in India with a total population of 1.01 lakh.

1.2 STATEMENT OF PROBLEM

The coronavirus is forcing all consumers to adopt new habit surroundings, dining at restaurants and eating in general. There will be much more wary and demanding customer unnecessarily as it relates to price or selection, but in regard to their preference of safety, cleanliness and overall quality. The changed customer expectations towards restaurants at present and post covid period, factors influencing preference for dine out and takeout are discussed under this study.

1.3 OBJECTIVES OF THE STUDY

- To analyse the changed customer expectations towards restaurants at present and post covid period.
- To know the changed consumer behaviour.
- To analyse the factors affecting preferences for dine out in restaurants in covid period.
- To know the effective way that the restaurant can market their offers to customers.
- To know the customer satisfaction in restaurants in period of covid 19.

1.4 SIGNIFICANCE OF THE STUDY

Covid 19 has entirely changed the way of interaction of people. The outbreak of covid has put food service industry in challenging and competitive environment. And the customer’s expectations of safety and cleanliness have increased. Customers have clear expectations about what will make them feel safe when ordering from or dining at restaurant. Meeting customer expectations will help to ensure business can survive in difficult time and thrive ones conditions improve. The study is intended to collect crucial information on customer expectations towards restaurants which help to reduce the uncertainty of future restaurant business.

1.5 SCOPE OF THE STUDY

Through the study on fifty customers of restaurant located in Malappuram municipality, it provides information on new customer expectation at present and post covid period which helps in decision making for modern restaurant management.

1.6 RESEARCH METHODOLOGY

1.6.1 RESEARCH DESIGN

The study titled "study on effect of covid 19 on customer expectations towards restaurants with reference to Malappuram municipality" is a descriptive in nature based on both secondary and primary data.

1.6.2 SECONDARY DATA

Secondary data is gathered through journals, websites and other sources.

1.6.3 PRIMARY DATA

The samples have been collected from 50 customers of restaurants located in Malappuram muncipality with the help of questionnaire and interview schedule.

1.6.4 SAMPLING TECHNIQUE

The samples have been collected through convenient sampling.

1.6.5 SAMPLE SIZE

50 customers of restaurants located in Malappuram municipality have been selected as sample.

1.6.6 TOOLS FOR ANALYSIS

- For collection of data, questionnaire and interview schedule is used.
- For classification and presentation of data, tables and charts are used.
- For analysis of data, percentage is used.

1.7 PERIOD OF STUDY

The study has been conducted during the period of 21 days.

1.8 LIMITATIONS OF STUDY

- The number of samples is limited to fifty which may affect in generalising the result on larger population.
- Time available for study is limited.
- Lack of cooperation from respondents.

1.9 CHAPTER PLAN

The study has been presented through following chapter schemes:

1. Introduction
2. Review of literature
3. Theoretical framework of the study
4. Data analysis and interpretation
5. Summary of findings, suggestions and conclusions

CHAPTER 2
REVIEW OF LITERATURE

1. **Fadi Alkasasbeh (2020)** conducted study on effects of covid 19 on restaurant industry. It discussed the impacts covid 19 on restaurant marketing and management practices and outlines a three-pronged research agenda to stimulate knowledge development in restaurant sector. This paper is based on an overview of the relevant literature in social media in food advertising. In addition, this paper recommended that researchers move beyond typical perspectives on precedents and results of restaurants cleanliness and cleanliness to delve into. Moreover, to help restaurants recover from the covid 19 pandemic.
2. **Jungkeun kim, Jacob C Lee (2020)** conducted study on effect of covid 19 on preferences for private dining facilities in restaurants. This research investigated the effects of perceived threat of covid 19 and the salience of virus on consumer's preference for private dining facilities. Integrating the theories about psychology of risk with research on preference for private dining, the study predicted that prominence of the virus systematically increases preference for private dining facilities.
3. **Resul Ozturk (2020)** conducted a study on online purchase intentions of consumers during the covid 19 pandemic. The study shows that a perceived potential threat to life (death threat) is positively related to both utilitarian versus hedonic shopping value and online purchase intention towards food products. Also, utilitarian versus hedonic shopping values are positively related to death threat with regard to food products. Utilitarian shopping and hedonic shopping values can play a mediating role between death threat and online purchase intentions. This demonstrates that a strong perceived threat to life, such as in the case of covid 19 pandemic or the high risk factors, will result in intention to buy food providing hedonic or utilitarian value, which promotes online shopping.
4. **Hayley Grant (2020)** conducted a study on the topic small business use of QR codes during covid 19 pandemic. Research was conducted with two restaurants and two retail businesses with owners being interviewed as well as ethnographic research conducted to ensure observational validity. This thesis concludes by stating that the motivating factors behind the decision to adapt services and other consumer actions to QR codes were customer engagement and safety of staff and customers. The cause of these factors was a decline in sales due to part of closure of "non-essential" businesses

from March-May 2020, as well as restrictions on capacity and customer interaction by government mandate. The choice of QR code above other digital alternatives came as result of cost-effectiveness, ease of recognition and use as well as meeting business goals of increasing safe and effective customer engagement.

5. **Sait Dogan (2020)** conducted a study to identify the potential effects of Coronavirus prevention on Restaurants /Cafes and the consumer preferences after post-epidemic in Turkey. As a result of the explanatory factor analysis , it was observed that the items belonging to the scale consisted of three factors ;Cleaning and Hygiene Expectations, Restaurant Selection Criteria and Post-Epidemic Restaurant Expectations. The potential relationship between dimensions and demographic features was tested by applying independent t test and ANOVA test. The results show that there is relationship between participant's restaurant selection criteria and age and having children, and also between the aforementioned three factors (Cleaning and Hygiene Expectations, Restaurant Selection Criteria and Post-Epidemic Restaurant Expectations) and Gender. The comments regarding 122 other expectations and criteria were analyzed by content analysis method. Accordingly, the most important expectations of the participants from the restaurant/Café businesses are "Employees use masks, gloves and maintain physical distance", "Evidence of hygiene control and the actions taken against the epidemic are visible" and "Having an open kitchen (via TV screen/smart applications)".

6. **Huiwen Jia, Jorge Alberto Ramirez Garcia, Siqia Shen (2020)** conducted a study on the topic "partner with a third party delivery service or not?—a prediction and decision tool for Restaurants facing take out demand surges during a pandemic". This study integrated prediction and decision model to analyze the profit of combining two approaches and to decide the needed number of drivers under stochastic demand. It employed the Susceptible-Infected –Recovered (SIR) model to forecast future infected cases in a given region and then construct an autoregressive-moving-average (ARMA) regression model to predict food ordering demand. Using samples of predicted demand, the study formulated stochastic integer program to optimize food delivery plans. It conducted numerical studies using covid 19 data and food ordering demand data collected from local restaurants in Nuevo Leon, Mexico, to help restaurants build contingency plans under rapid environmental changes.

7. **Esha Jain, Kartikeya Madan (2020)** conducted a study on impact of novel coronavirus on demand and stock prices of hotel, resort and restaurant industry. The

study predicted the future trend of companies listed under the industry and find out the reason for such trends. As the lockdown was introduced in the nation, all the industries took a big hit as they all had to shut down. It was found from the study that stock prices of these hotels took a big hit and went down around mid-March 2020. It was also found that the months from November 2019 till April 2020 were the worst for hotel, resort and restaurants industry.

8. **Fatemeh Mohammadi Nasrabadi, Yeganeh Salmani, Nasrin Broumandnia, Fatemeh Esfarjani (2020)** conducted a mixed method study on covid 19 prevention in Iranian restaurants. Through this study it is found out that the majority of restaurant customers and managers have sufficient knowledge and acceptable practice, but a positive attitude among customers and a negative attitude among managers about the prevention of covid 19 were shown. There is an urgent need to understand the public awareness about preventing covid 19 in restaurants at these critical moments. The results seek to provide strategies for the policymakers and the restaurant industry to plan the specific educational intervention about how to manage future crisis and public health improvement.
9. **Muhammad Kashif, Muhammad Kashan Javed Aziz-Ur-Rehman (2020)** conducted a study on the topic "demystify the covid 19 effect on restaurant". According to this research, it has been concluded that almost people are avoiding going out at restaurants in order to protect themselves from this pandemic coronavirus and many of them are stuck at home due to lockdowns. It is markedly affecting restaurant as almost every Industry throughout the world. People are experiencing shortage in food and high prices due to covid 19. Restrictions on transportation flow and lockdown have effect on sale.
10. **Godwell Nhamo, Kaitano Dube, David Chikodzi (2020)** conducted a study on the topic "Restaurants and covid 19: a focus on sustainability and recovery pathways". The study made of data from Open Table database and the National Restaurant Association of America. It emerged from the study that the most restaurants were shut down for sit in meals as government increasingly promulgated regulations for social distancing and lockdowns. This adversely affected fine dining and public restaurants, pubs and taverns. The fast food outlets were easily affected with businesses mostly operating less than 20% capacity. This led to substantial financial losses and direct and indirect jobs losses thus bringing many restaurants into unprecedented liquidity challenges. The study recommends a raft of tailor made measures to assist the

restaurant businesses and employees during and after the crisis so that both emerge out of it stronger and resilient to withstand such possible future events. Among such measures are tax rebates foe employees and business; improved health and hygiene measures; the provision of grants, loans and debt relief interventions; decreased interests on loans; and other innovative measures to ensure business viability post the pandemic.

11. **Matheus Grage Tardin, Marcelo Gattermann Perin (2020)** conducted a study on the topic “the impact of covid 19 on the Brazilian food service industry: topic modeling of online reviews”. To analyse the data, this research employed text mining and natural language processing techniques, such as topic modelling with Latent Dirichlet Allocation (LDA) and sentiment analysis. Result presents a list of the 15 most relevant topics that characterize the customer relationship with restaurants with Brazil. These topics were then divided into five dimensions: Food Type, Service, Food quality, Cost benefit, and place. In the pandemic period, the four most relevant topics are ‘delivery’, ‘employees’, ‘experience’, and ‘waiter service’. The LDA results altogether with the sentiment analysis clearly presents the most relevant areas that consumers express their interest in restaurants, showing paths for managers facilitate and improve their restaurant operations. Covid 19 context changed the socioeconomic environment in which restaurants operate. In this new milieu, whereas the consumers order through delivery or take away, consumers continue concerned with food quality, service, and the place of restaurant, and thus managers can improve these aspects in order to mitigate their losses. However, a novel topic emerged in this pandemic context. Consumers are evaluating the delivery aspect, and mangers should keep up with this new demand.
12. **Karen Byrd, EunSol Her, Alei Fan, Barbara Almanza, Yiran Liu, Stephen Leitch (2021)** conducted a study on consumer’s risk perceptions about restaurant food and its packaging during pandemic. It’s findings showed that consumers were less concerned about contracting covid 19 from food in general than restaurant food and its packaging, with consumer restaurant concern highest for food served in restaurants, and lowest for hot/cooked restaurant food followed by restaurant food from carry-out and the risk perceptions of consumers varied with financial concern for food, gender, and being in high risk category of covid 19.
13. **Yongping Zhong, Segu Oh, Hee Cheol Moon (2021)** through the study on the topic “what can drive consumer’s dining out behavior in China and Korea during the covid

19 pandemic?” found out that perceived psychological risks, subjective norms, and enjoyment are influential to consumer’s dining out intentions but not restaurant precautionary measures or perceived physical risks. Subjective norms have direct implications on both perceived psychological and physical risks, while restaurant precautionary measures can only significantly affect perceived physical risk. Enjoyment can be negatively influenced by perceived psychological and physical risk, and enjoyment. This study provides further understanding of the current food consumption patterns, which will help restaurant to setup strategies accordingly to sustain their businesses and get them more prepared for any future outbreaks.

14. **Mariana Piton Hakim, Luis D’Avoglio Zanetta, Diogo Thimoteo da Cunha (2021)** conducted a study on consumer’s perceived risk and intention to visit restaurants during the covid 19 pandemic in Brazil. The results indicate that consumer’s trust in a restaurant and brand, fair price, solidarity with the restaurant sector, disease denial, and health surveillance trust predict intention to visit a restaurant during the covid 19 pandemic. Age has significant moderated effects, reducing disease denial effects. The trust in restaurants and brand was the factor with the largest effect size. In a multi group analysis, it was found that solidarity with the sector does not affect the intention to visit restaurants for consumers without formal work. It is discussed the implications of an increased consumer’s risk perception, directly affecting their intentions.
15. **Jimin Shim, Joonho Moon, Myungkeun Song, Won Seok Lee (2021)** conducted a study on antecedents of purchase intention at Starbucks in the context of covid 19 pandemic. It was found that purchase intention is positively influenced by healthiness, hygiene, quarantine and ease of app use. However, environmental responsibility was identified as a non-significant attribute to account for purchase intention. Practical implications are presented for coffee shop management.
16. **Aarni Tuomi, Iis Tussyadiah, Mark Ashton (2021)** conducted a study on the topic “covid 19 and instagram: digital service innovation in top restaurants”. Comparatively analysing 1119 instagram posts across two time-stamps (2019 and 2020) and across 45 restaurants, as well as conducting five semi-structured interviews with restaurant managers, it is found that while the overall number of instagram posts and likes on posts stayed relatively similar to the year prior, the number of comments increased significantly, suggesting a move towards a more didactic and dyadic form of instagram communication. In addition, four digital service innovation strategies are

identified: launching new service offerings and introducing new elements to existing service offerings, fostering social relationship with customers, exploring novel streams of revenue, and reinvigorating the brand's image.

17. **Howook Sean Chang, Bradford Capuozzo, Bendegul Okumus, Meehee Cho (2021)** conducted a study on the topic "why cleaning the invisible in restaurants is important during covid 19: a case study of indoor air quality of an open-kitchen restaurant". The most recent research argues that one invisible element leaving people vulnerable to the health effects of covid 19 is particulate matter (PM), micron-sized particles known to cause acute or chronic respiratory illnesses, including lung cancer. While research shows PM is emitted from cooking, this study examines indoor PM pollution of an open-kitchen full-service chain restaurant, where commercial cooking frequently dining in an open-kitchen restaurant where grilling or frying takes place is likely to cause respiratory health problems and elevate susceptibility to covid 19 unless surveillance and preventative measures are taken.
18. **Kwangji Kim, Mark A Bonn, Meehee Cho (2021)** conducted a study on the topic "clean safety message framing as survival strategies for small independent restaurants during the covid 19 pandemic". Study findings confirmed that when applying clean hygienic and safe-oriented message framing, restaurant customers are more likely to feel safer, which further results in more positive repurchase intentions and improved sales volume. These results provide empirical evidence that clean safety message framing would be a more appropriate promotional strategy that can be applied to the small independent restaurant sector specifically during this current difficult time involving the covid 19 pandemic.
19. **Prawannarat Brewer, Angela G Sebby (2021)** conducted a study on effect of online restaurant menus on consumer's purchase intentions during the covid 19 pandemic. Using structural equation modelling, this study discovered the indirect effects of the menu's visual appeal and informativeness, and perception on the covid 19 risk on the consumer purchase intentions. This causal relationship was significantly mediated by the consumer's desire for food and their perceived convenience of online food ordering.
20. **Michael G Brizek, Robert E Frash, Brumby M McLeod, Melinda O Patience (2021)** conducted a study on the topic "independent restaurant operator perspectives in the wake of covid 19 pandemic". This study's findings indicated that independent restaurant operators were surprisingly ambivalent about the future viability of

hospitality and tourism industry. This should be a “red flag” for restaurant operators because of interrelated nature of businesses in the hospitality and tourism industry. Independent restaurant operators should work together with community leaders, convention and visitors’ bureaus, and local restaurant associations to enhance the general appeal of the region. For example, restaurant operators can work with other hospitality and tourism business to create packages that benefit all involved.

CHAPTER 3

THEORETICAL FRAME WORK

3.1 **COVID 19 PANDEMIC WORLDWIDE AND IN INDIA**

On 31 December 2019, WHO (World Health Organization) was informed about a number of serious pneumonia cases with unknown origin in the province of Wuhan, Hubei, China. On 9 January 2020, the cause of the disease is identified by the China Center for Disease Control and Prevention (China CDC) as a type of novel coronavirus or SARS-Cov-2 (European Centre for Disease Prevention and Control 2020; WHO 2020a). On February 11, 2020, WHO announced he official name for this disease as Coronavirus disease or abbreviated as COVID-19. ‘CO’ stands for ‘corona’, ‘VI’ for virus, ‘D’ for disease (WHO 2020b; Lovelace 2020). COVID-19 quickly spread from China to other neighboring countries. WHO declared the coronavirus as a Public Health Emergency of International Concern by the time the spread rate has reached 100 to 200 times. The situation got worse and affected various aspects in many countries around the world. It also affected daily life activities such as travel, trade, tourism, food supplies and financial markets (Occupational Safety and Health Administration, 2020). The number of infected cases increased rapidly and there have not been any cures. The statistics of COVID-19 as of November 10, 2020 is 50.9 Million active cases, 33.3 million recovered and 1.26 million deaths.

The most common symptoms of Covid-19 include:

- Fever
- Dry cough
- Tiredness

Less common symptoms are:

- Aches and pains
- Sore throat
- Diarrhea
- Conjunctivitis
- Headache
- Loss of taste, smell

• A rash on skins or discoloration of fingers or toes

(World Health Organization 2020a)

The Coronavirus spread mainly through droplets produced when an infected person coughs sneezes or exhales. These droplets quickly fall on floors or surfaces because they are too heavy to hang in the air. One can be infected by inhaling the virus when in close contact with someone who has Covid-19 or by touching a contaminated surface and transmit the virus to their eyes, nose or mouth (Karia et al. 2020).

The first case of COVID-19 in India, which originated from China, was reported on 30 January 2020. India currently has the largest number of confirmed cases in Asia, and, as of April 2021, has the second-highest number of confirmed cases in the world after the United States with more than 13.53 million reported cases of COVID-19 infection and more than 170,179 deaths as of April 12, 2021. The per day cases peaked mid-September in India with over 90,000 cases reported per day and came down to below 15,000 in January 2021 before rising again under a second wave from March 2021. On 15th April, India became the second country in the world to record more than 200,000 cases in a single day, after USA.

In July 2020, India's Ministry of Information and Broadcasting claimed the country's case fatality rate was among the lowest in the world at 2.41% and "steadily declining". By mid-May 2020, eight cities accounted for around half of all reported cases in the country: Mumbai, Delhi, Ahmedabad, Bangalore, Chennai, Pune, and Kolkata. The last region to report its first case was Lakshadweep, on 19 January 2021, nearly a year after the first reported case in India. On 10 June, India's recoveries exceeded active cases for the first time. Infection rates started to drop significantly in September, and the number of daily new cases and active cases started to decline rapidly. A government panel on COVID-19 announced in October that the pandemic had peaked in India, and may come under control by February 2021. This prediction was based on a mathematical simulation assuming that India reaches herd immunity, the so-called "Indian Supermodel". A comparison of the predicted and actual cases is available on its homepage. In a paper on an improved simulation model published February 2021, the same authors estimate the immunity of the Indian population to be close to 60% and claim that India might be the only major economy that has successfully implemented a herd immunity strategy. India has over 30 anti-COVID vaccines in various stages of development and a national vaccination drive was started on 16 January 2021.

3.2 IMPACT OF COVID 19 ON RESTAURANT INDUSTRY

COVID-19 has dramatically impacted the restaurant industry nationwide. Although outbreak severity varies by U.S. region and community, nearly every state and local government has enforced physical distancing orders by banning restaurants' dine-in services. While these intervention efforts have minimized personal interaction and alleviated the virus's spread, they have greatly threatened the restaurant industry's survival. According to a National Restaurant Association survey of 6,500 restaurant owners in mid-April, four of 10 U.S. restaurants were forced to close due to financial hardship from the loss of dine-in customers (Sweet, 2020). Strategies to scale back costs apparently cannot sustain the industry; national data show that, compared to the same date last year, the industry's total revenue had plummeted by a harrowing 3 -63% as of March 29 and was down -40% as of April 30 (Womply, 2020). Alternative offpremise models, such as drive-thru and food delivery, were implemented by restaurants to offset the impact. However, these service models offered an edge for fast food restaurants that had already equipped with digital infrastructure and drive-thru windows; full-service restaurants, however, were not able to quickly adapt to the change, and consequently, took the biggest financial hit (Liddle, 2020).

3.3 UNCERTAINTY RISK

Due to fear of infection and uncertainties of safety and product quality, customers are reluctant to dine out and instead try to find alternatives to minimize uncertainties associated with quality / safety. Customer uncertainty can be theoretically explained by uncertainty reduction theory (*Berger and Calabrese, 1974).* When individuals have high uncertainty, they are willing to collect additional relevant information to minimize the negative consequences of uncertainty (*Tidwell and Walther, 2002*).

Customer makes purchase decisions based on their expectations and the uncertainty of restaurant consumption and the pandemic. Due to the uncertainty and the anxiety about safety and fear of infection throughout the consumption process, customers are reluctant to dine out and instead trying to find alternatives to minimize quality/ safety associated risk uncertainty. In this context, restaurateurs need to identify what people's concerns is (cognitive uncertainty) and what customer's behaviors mean (behavioral uncertainty; *Berger and Calabrese, 1974).* This information could be cues of reducing risk uncertainty as well as signaling quality and safety of products that recover customer's sense of trust toward the restaurants (*Bandura, 2001; Kim et al., 2020).*

In a pandemic situation, restaurateurs should communicate with customers regarding the actual risk uncertainty (i.e., COVID-19), their strategic plans for safety and sanitation, and how they can back up and diversify sales channels in considerably protective manner.

3.4 CUSTOMER EXPECTATIONS TOWARDS RESTAURANTS SINCE COVID 19

The covid 19 pandemic has fundamentally changed the way that all interact with each other. Unsurprisingly, industries centered on social connections and gatherings have been hit the hardest during lockdown. Even as restaurants begin to reopen, customers are anxious and have new expectations for dining experiences. From the overnight rise of delivery and pick-up and the need for contactless ordering and payment options, to new ways to eliminate crowded waiting areas, operators are exploring ways to adapt to meet the expectations of a changed customer in order to thrive in a post pandemic world.

3.4.1 Safety first mentality

Recent research indicates that consumers have developed a heightened sense of what they view as safe food handling practices and an increasing desire to know where their food came from, how it has grown, raised and processed. For restaurants, this means consumers will have a lower tolerance than ever for employees not using gloves, mishandling of food, as well as associated "cleanliness indicators" like dirty restrooms and overflowing garbage can. Additionally, consumers will likely continue to be interested in the source and processing of food prior to making its way to their plate.

3.4.2 Enhanced sanitization measures

Along the same line as the consumer's safety first mentality, they will be more interested than ever in restaurant sanitization measures. Simply having a sign in the bathrooms that reads "employees must was hands" will no longer be enough. The increased use of sanitizers, wipes and hand washing will likely continue for foreseeable future. More consumers will carry sanitizers and wipes with them and also expects restaurant to supply them. Regular sanitization of dining rooms, single use menus, mandatory use of masks by staff, and signage communicating these practices will become more popular to meet customer expectations to cleanliness. Unfortunately, this means that the future of buffets and salad bars is uncertain as anything that more than one patron touches, like self-serve condiments or beverage machines, will need to either be regularly sanitized, modified, or removed entirely.

3.4.3 Adoption of contactless ordering and payment option

Pre-COVID, many restaurants were starting to adopt self-service ordering kiosks, table-top ordering tablets, and other touch-screen-based options. With sanitization at top-of-mind, consumers will likely continue to wear gloves or use a napkin to interact with these touch-screens for the short-term, but will eventually expect no-touch solutions to be put in place. As a result new technologies such as mobile apps, facial recognition, and voice-driven solutions are likely to rise in popularity.

3.4.4 Increased use of delivery as a percent of total sales

Certain consumers simply would not feel comfortable eating in a restaurant any time soon, but that does not mean they do not want to enjoy restaurant-quality food. Throughout the coronavirus crisis, many consumers have adopted delivery as their primary way to access restaurant food. Even if they still use drive-through, many who have never tried 3rd party delivery before are deciding to use it. This higher level of comfort with the service will remain and translate into greater long-term use of foodservice delivery options.

3.4.5 More delivery options

As mentioned above, delivery will likely become a greater source of revenue for restaurants, but delivery customers will expect greater convenience and variety when ordering. Consumers' demand for high-end restaurant food will continue, but so will their desire for take-out and delivery. We expect that polished casual and higher-end restaurants will work quickly to expand their take-out and delivery menus, packaging and services. This means embracing third-party delivery services, revamping menus, embracing curbside pickup, expansion into ghost kitchens, and more to meet evolving consumer expectations.

3.4.6 The popularization of curbside takeout and frictionless drive thru

Consumers worried about dining in will also be drawn to convenient and safe take out options. It’s convenient, the food is hotter and fresher than delivery and there is no delivery person handling it. Curb-side pick-up offers the best of all options and will likely become a part of virtually every full-service restaurant operation. Similarly, no-touch protocols will likely be put into place for quick-service restaurants and fast casual drive thrus.

3.4.7 Improved take-out/delivery packaging

As delivery becomes more popular and contactless, packaging will also need to improve to ensure safety protocols are followed. Packaging will need to be tamper-evident and maintain the food's temperature, moisture and presentation. This is a tall order. Operators have been reluctant to use higher-cost take-out packaging because they feel they can't pass the cost along. Consumers are about to demand it and may now be willing to pay for it. Delivery packaging will become a differentiator and part of an operator's brand experience and no longer be viewed as a cost to be minimized.

3.4.8 Socially distanced table and chair arrangement

Intimate dining will change. In the near future, there will be no more sitting shoulder to shoulder with other diners. During this time, seat count may be reduced in bars and dining rooms to accommodate physical distancing guidelines. Fine dining will be reinvented-perhaps becoming even more expensive and exclusive for customers who will pay a premium for the luxury of fewer tables with larger spaces in between.

3.4.9 Creative and changed menu

Aside from actual dining experience, Covid 19 has impacted restaurant supply chains and made it difficult for some restaurants to source their normal ingredients. During the height of the pandemic, many restaurants trimmed their menus to their best selling items and are now re-evaluating their original menu options. Restaurants are moving to more local ingredients and innovative uses for the same ingredients. Menu items are also shifting towards smaller portions, which are not only less expensive for diners during strange economic times, but also are not as time consuming to eat, which makes for a quicker dining experience with less chance of exposure.

3.5 SOCIAL MEDIA MARKETING

Social media marketing is a tool that pursue to accommodate and advance social media marketing approaches along different other kinds of ideas which influences the social behaviors of an individual and the society for a better valuable social deed (International Social Marketing Association 2016, cited 09.02.1017). The universality of social media is a big issue in this digital 21st century for marketing purpose. Before the introduction of Web 2.0 customers had few alternatives approaching about products or services of a specific organization so that the companies had to spend money for raising the brand profile. The traditional marketing principle suggests that your company needs to stand in a crowd of millions global sites to accomplish brand awareness and reach their goal for ultimate sales. (Richardson, Gosnay & Carroll 2010, 42.) Introduction of social media has eliminated those traditional ways. The most effective way of promotion marketers agrees is word- of-mouth which is now replaced by Word-of-Mouse in social networks to approach bigger target communities with low cost marketing paths. (Richardson et al. 43.)

Social media has powerful impact on business. Social media has decreased the traditional way for success of business where marketers used to be dependent on radio, television, newspapers and direct mails for marketing. As social media platforms provide direct screening hence the impact of marketing through social media can influence more than that of traditional way. In addition, it can take more time to see the fullest impact as developing relationship with customers in social media is not a straightforward process. (Barker et al. 2016, 8-9.) Leaders of small business are using social media promoting their business to obtain viability, visibility and sustainability for survival. According to MerchantCircle, small businesses are using social media as they provide easy access to peoples easily and quickly, developing relationship and approaching potential customers. Also, 60 % people know about a specific brand or retailer through social networking sites as they use three or more digital means for purchasing a product. (Taneja & Toombs 2014, 249-260.) Recently, a new research has shown that social media plays a vital role to create buzz to get consumers to buy. Over the past decade social media networks has been used to create buzz by marketers around their products. To examine what impacts tweets and other recommendations have on sales and to increase return on investment and the size of the companies, 20,000 European consumers were examined, across 30 product areas and more than 100 brands, in 2013 and 2014. Respondents were asked to how extent does the social media affect their decision journeys and about instances when they recommend products. Impacts of social media on buying decision are greater than before and it is growing in multiplying rate

In recent years, the use of social media has increased significantly (Thota, 2018), and the COVID-19 pandemic has accelerated social media use among U.S. adults (Samet, 2020). Furthermore, the growth of social media platforms has transformed the dynamics of the electronic marketplace by creating social networks of consumers, opinion leaders, and field experts. Kumar et al. (2020) illustrated the importance of social media marketing when they found that integrated marketing promotional messages can be effective at influencing consumers' perceptions about product image and lead to consumption behaviors.

There are various reasons that people are attracted to social media. Based upon Uses and Gratification Theory, Malik et al. (2016) examined benefits that Facebook users' derived from social media activity. Specifically, from their online survey of 368 Facebook users, they identified six different types of gratifications achieved from sharing photos. They found that user gratification can result from affection, attention seeking, habit, information sharing, disclosure, and social influence.

3.5.1 ADVANTAGES OF SOCIAL MEDIA

- **Identifying product needs**

  Social media is a powerful tool for message exposure. Thota (2018) found that 93% of U.S. businesses use Facebook and other platforms, such as Twitter and LinkedIn. As such, social media provides businesses with virtual avenues to enhance consumers' product/brand awareness. Social media platforms are also used for consumer-to-consumer interactions to share their product/brand experiences (Thota, 2018). As such, social media offers businesses a means to generate brand awareness for their products or services. For example, using owned media, businesses can post brand content related to their products and services. Awareness and excitement for brands can also be generated with paid media, such as boosted Facebook posts, in order to activate recognition of a need/problem that the brand can resolve. In addition, posts by consumer peers and opinion leaders can provide brand influencing stimuli. For example, Jashari and Rrustemi (2017) assert that "every photo, video, comment, review, and other content posted on social media, to which consumers are exposed, plays the role of stimulus (incentives) in recognizing a new need" (p. 4). Thus, companies may also encourage customers to post-product purchases in hopes of activating the product need stage within consumers. Utilization of macro-influencers to help build product awareness is also a common practice among businesses attempting to build brands on social media. Businesses can hire elite influencers (e.g., celebrities and athletes) to post-favorable information about their products (Wertz, 2019). This practice is effective because many highly paid macro-influencers (i.e., opinion leaders) have millions of followers on their social media platforms. All such content posted by these opinion leaders has the potential to influence the consumer decision-making process.

- **Evaluating product alternatives**

Businesses can utilize social media strategies to create favorable information and resolve concerns relevant to the consumers' decision criteria. Social media affords a business with the ability to have two-way conversations with customers. Potential consumers can comment on product/brand posts or directly contact the business with direct messaging to obtain more information on product offerings. For instance, consumers can use social media to ask questions about products. In turn, the business can directly respond to the consumer questions/concerns on the same post.

- **Purchase decisions**

During the fourth stage of the Consumer Decision-Making Model, the consumer makes a purchase decision. While, the primary strength of social media is to build awareness for products and services, some platforms allow consumers to make direct purchases. However, for many businesses, the degree to which consumers have purchased from such platforms has been disappointing. For example, Halzack (2016) found only 1.8% of online U.S. sales during the 2015 holiday shopping season were made on social media platforms. Nevertheless, it seems intuitive that as social media platforms evolve with greater capabilities; their use for purchases will also increase. An important factor related to the purchase decision is the consumer's perceived risk that a given product will not deliver as desired. Pre-COVID-19, consumers typically addressed their perceived risk by seeking product validation from family, friends, perceived experts, and opinion leaders (Delener, 1990; Voyer & Ranaweera, 2015). However, the COVID-19 pandemic has restricted consumers' ability to directly contact their social influencers. Fortunately, social media platforms allow consumers to interact with a greater number of consumers without the need to make physical contact. Therefore, in the COVID-19 pandemic environment, social media may play an increased role in consumers' engagement with influencers as they seek to reduce their perceived risk. In other words, the role of social media for purchase decision behaviors is likely to increase.

- **Post-purchase behaviors**

In the final stage of the Consumer Decision-Making Model, the consumer engages in post-purchase processes, such as formulating purchase satisfaction or dissatisfaction emotions. Consumers' level of satisfaction is a key element in the development of consumers' relationships and repeat purchase behaviors, otherwise known as customer loyalty (Shemwell et al., 1998; Spreng et al., 1996). Often when consumers are dissatisfied with a purchase, they do not express why they are dissatisfied. Rather, they shift their future consumer shopping and/or purchase behaviors towards other options. Social media offers a method whereby consumers can express shopping and purchase satisfaction or dissatisfaction. Therefore, social media offers businesses with a quick, efficient and relatively inexpensive means of getting feedback from consumers and, thus, provides a method to quickly resolve concerns. After making a purchase, consumers can turn to social media to show off and/or discuss their new purchase. When pleased, the consumer may turn to social media to promote or endorse the company. For example, if the product is a luxury brand, the consumer may post to display their ownership of the product in order to enhance their status among peers. However, consumers can also post their dissatisfactions about a product or shopping experience. The COVID-19 pandemic and associated government mitigation policies make direct social contact more difficult and, thus, hinder businesses' service efforts. With poorer customer service, customer dissatisfaction will likely increase and, therefore, harm a business' efforts to generate consumer loyalty. Athwal et al. (2019) argue that social media marketing can lower dissatisfaction by providing gratification of consumers' emotional needs and cognitive needs. More specifically, social media marketing activities have been found to satisfy consumers' emotional needs for entertainment (e.g., joy, humor, excitement) and their cognitive needs were satisfied through the use of social media as an information source (Athwal et al., 2019).

CHAPTER 4

DATA ANALYSIS AND INTREPRETATION

This part of project deal with analysis of primary data collected through questionnaires. The data so collected have been analyzed with the help of percentages and graph to see whether they fulfill the objectives of the study.

Table 4.1

GENDER WISE CLASSIFICATION OF RESPONDENTS

S/No	Gender	No of respondents	Percentage
1	male	12	24
2	female	38	76

Source: Primary data

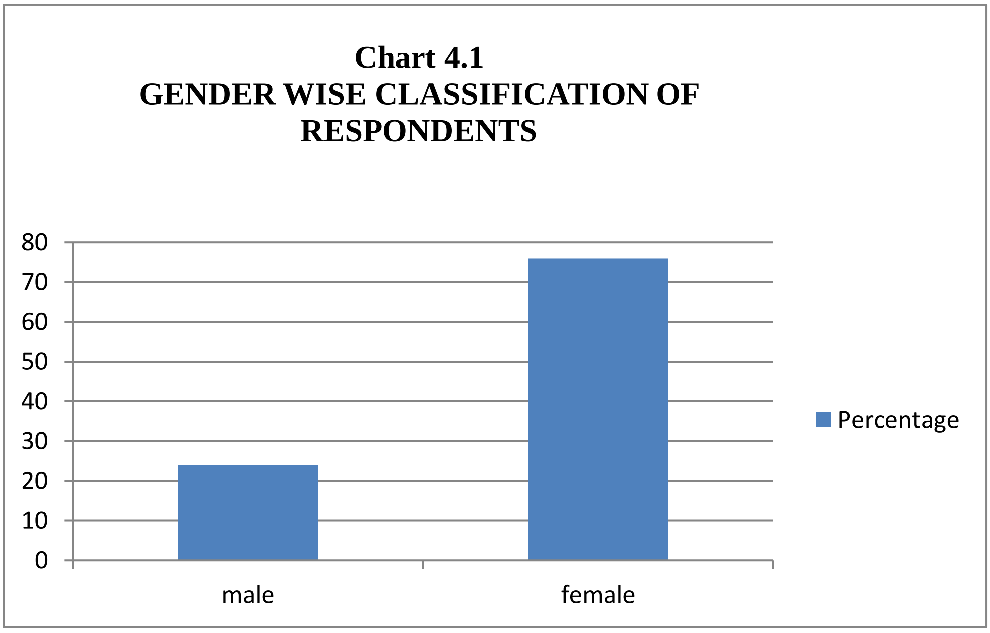

Table 4.1 ad chart 4.1 shows that 76% of respondents are female and remaining 24% of respondents are male.

Table 4.2

AGE WISE CLASSIFICATION OF RESPONDENTS

S/No	Age	No of respondents	Percentage
1	less than 30	33	66
2	30-45	11	22
3	46-60	5	10
4	More than 60	1	2

Source: Primary data

Chart 4.2
AGE WISE CLASSIFICATION OF RESPONDENTS

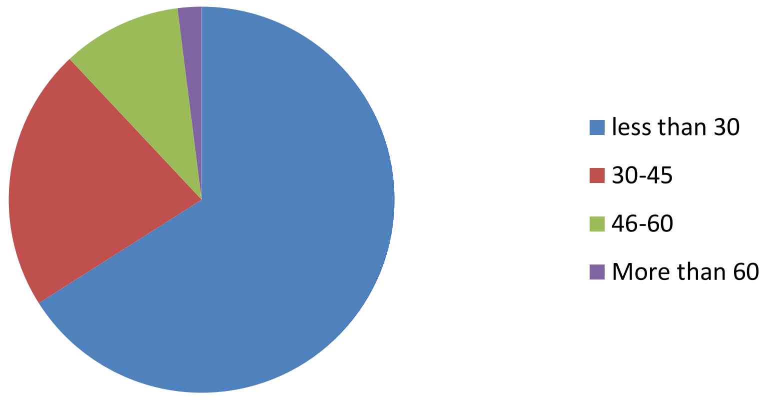

Table 4.2 and chart 4.2 shows that majority of respondents (66%) are below the age 30. And 22% of respondents are lying in the range of age 30-45. Only 2% of respondents are with age above 60.

Table 4.3

OCCUPATIONAL CLASSIFICATION OF RESPONDENTS

S/No	Occupation	No of respondents	Percentage
1	Public sector	2	4
2	Private sector	8	16
3	Unemployed	17	34
4	Other (NGO, Student, retired)	23	46

Source: Primary data

Chart 4.3

OCCUPATIONAL CLASSIFICATION OF RESPONDENTS

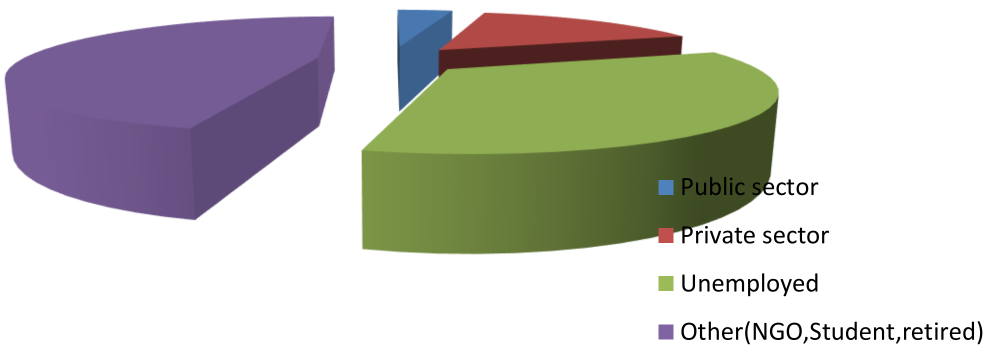

Table 4.3 and chart 4.3 shows that majority of respondents (46%) are in other category. It is followed by unemployed who forms 34% of respondents. 16% of respondents are in private sector. Only 4% are in public sector.

Table 4.4

MARITAL STATUS OF THE RESPONDENTS

S/No	Marital status	No of respondents	Percentage
1	Married	34	68
2	Unmarried	16	32

Source: Primary data

Chart 4.4

MARITAL STATUS OF THE RESPONDENTS

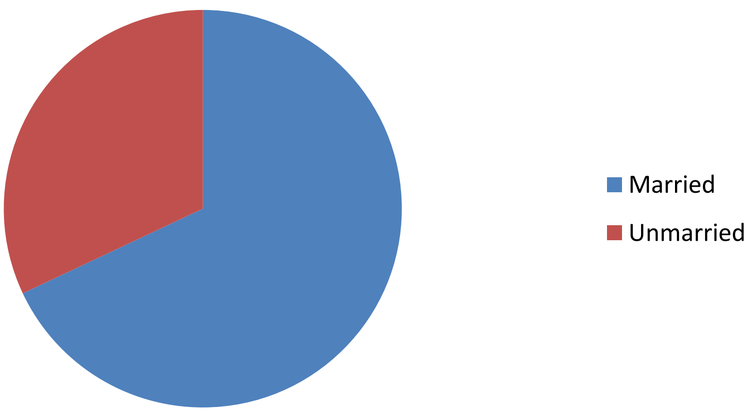

Table 4.4 and chart 4.4 shows that 68% of respondents are married and remaining 32% are unmarried.

Table 4.5

RESPONDENTS HAVING CHILDREN

S/No	Children	No of respondents	Percentage
1	yes	23	46
2	no	27	54

Source: Primary data

Chart 4.5
RESPONDENTS HAVING CHILDREN

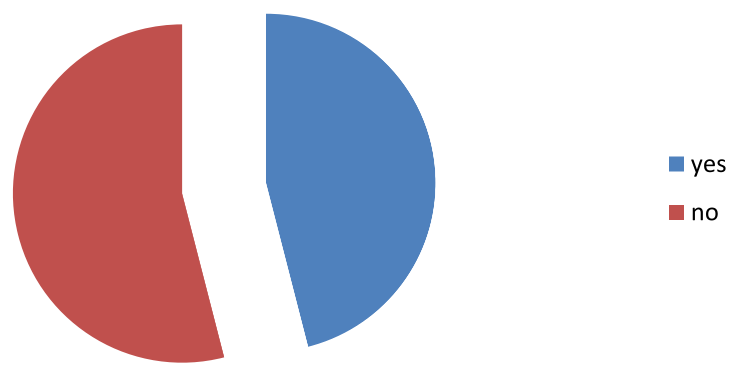

Table 4.5 and chart 4.5 shows that 54% do not have children and 46% of respondents have children.

Table 4.6

KNOWLEDGE REGARDING COVID 19

S/No	Level of knowledge	No of respondents	Percentage
1	None	0	0
2	Little	6	12
3	Medium	23	48
4	High	13	26
5	Very high/ well informed	6	14

Source: Primary data

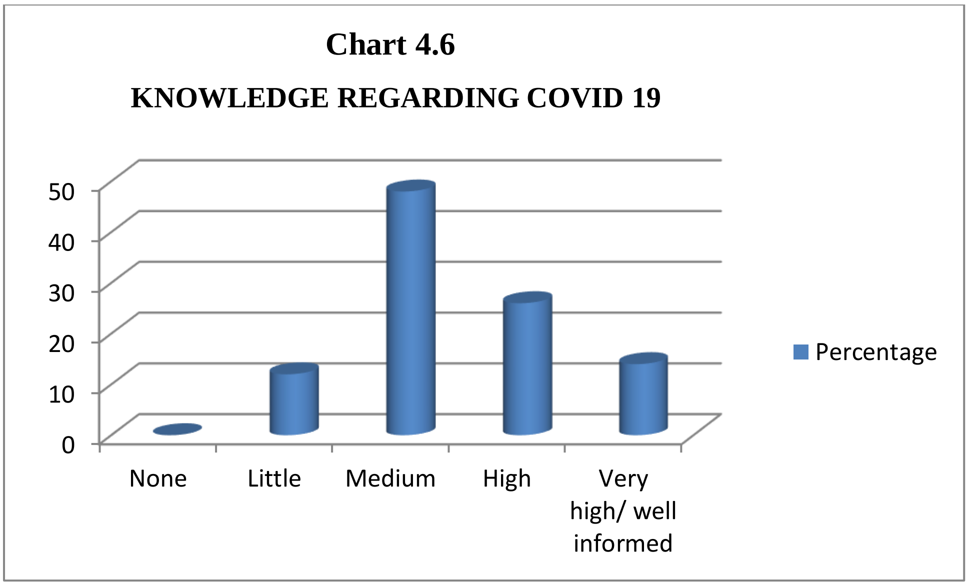

Table 4.6 and chart 4.6 shows that majority of respondents (48%) are medium level of knowledge and everyone has little level of knowledge regarding the covid 19.

Table 4.7

FREQUENCY OF DINING OUT BEFORE COVID 19

S/No	Frequency of dining out	No of respondents	Percentage
1	None	5	10
2	Once a month	14	28
3	Two or three times a month	18	36
4	Four or five times a month	9	18
5	Six times a month	4	8

Source: Primary data

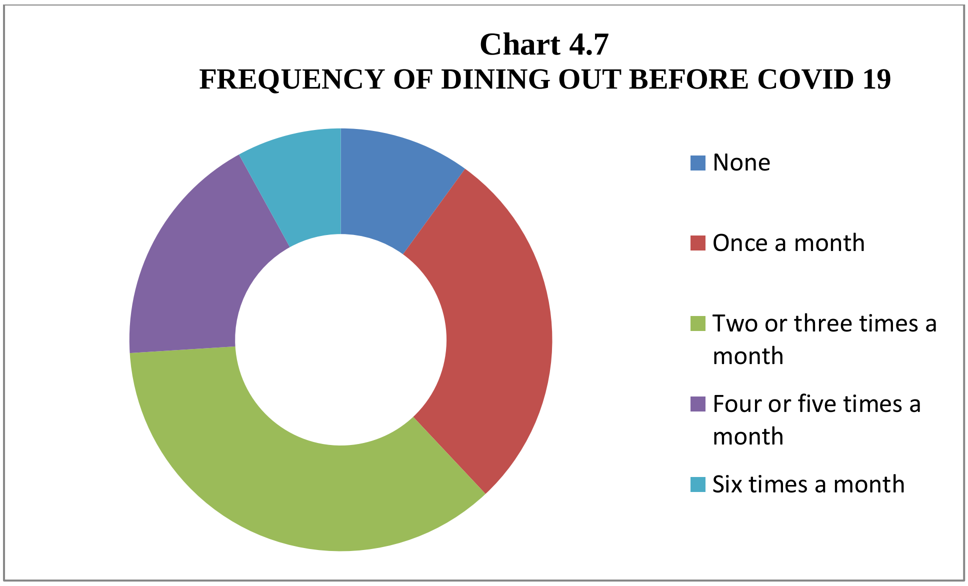

Table 4.7 and chart 4.7 shows that majority of respondents (36%) had visited the restaurant two or three times a month and it are followed by the 28% of respondents who had visited the restaurant once a month before covid 19.

Table 4.8

FREQUENCY OF DINING OUT SINCE COVID 19

S/No	Frequency of dining out	No of respondents	Percentage
1	None	24	48
2	Once a month	19	38
3	Two or three times a month	7	14
4	Four or five times a month	0	0
5	Six times a month	0	0

Source: Primary data

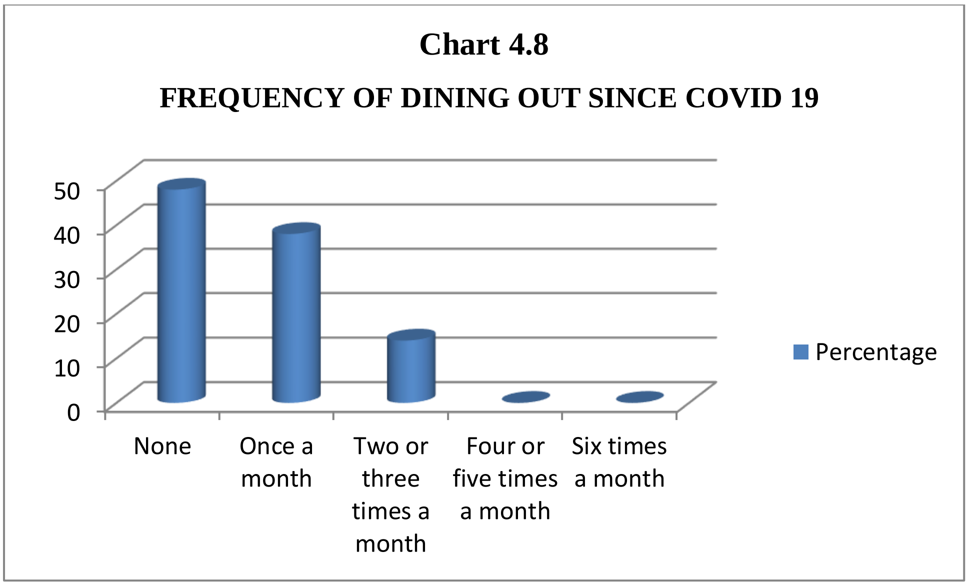

Table 4.8 and chart 4.8 shows that 48% of respondents have not visited restaurant since covid 19. None of the respondents have visited the restaurant four, five or six times a month.

Table 4.9

FREQUENCY OF TAKEAWAY BEFORE COVID-19

S/No	Frequency of takeaway	No of respondents	Percentage
1	None	7	14
2	Once a month	14	28
3	Two or three times a month	17	34
4	Four or five times a month	5	10
5	Six times a month	7	14

Source: Primary data

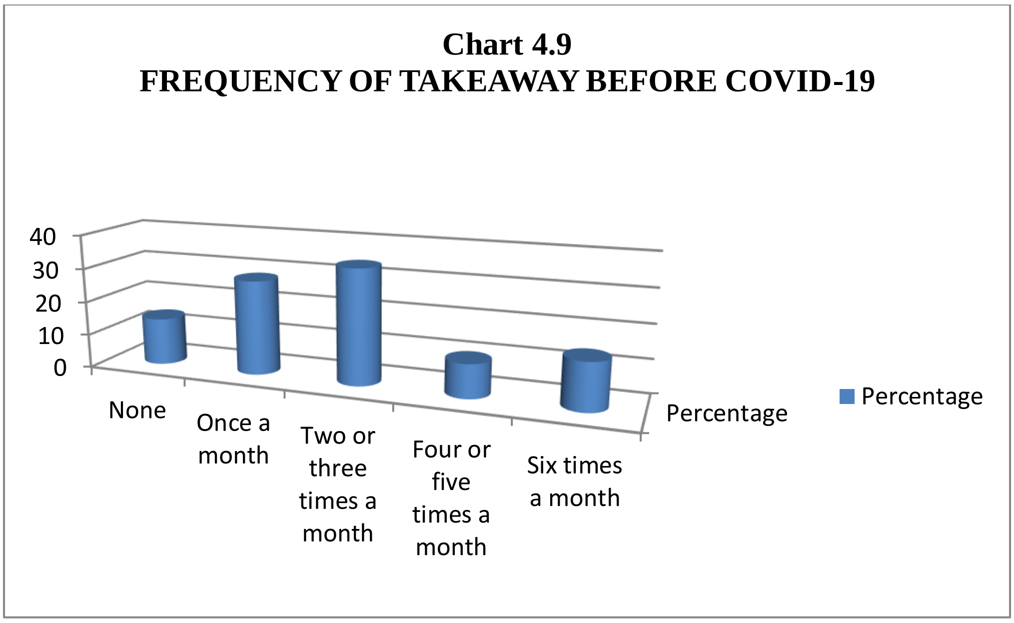

Table 4.9 and chart 4.9 shows that majority of respondents (34%) had chosen takeaway two or three times a month and 28% of respondents had chosen takeaway once a month before covid 19.

Table 4.10

FREQUENCY OF TAKEAWAY SINCE COVID-19

S/No	Frequency of takeaway	No of respondents	Percentage
1	None	7	14
2	Once a month	8	16
3	Two or three times a month	7	14
4	Four or five times a month	10	20
5	Six times a month	18	36

Source: Primary data

Chart 4.10
FREQUENCY OF TAKEAWAY SINCE COVID-19

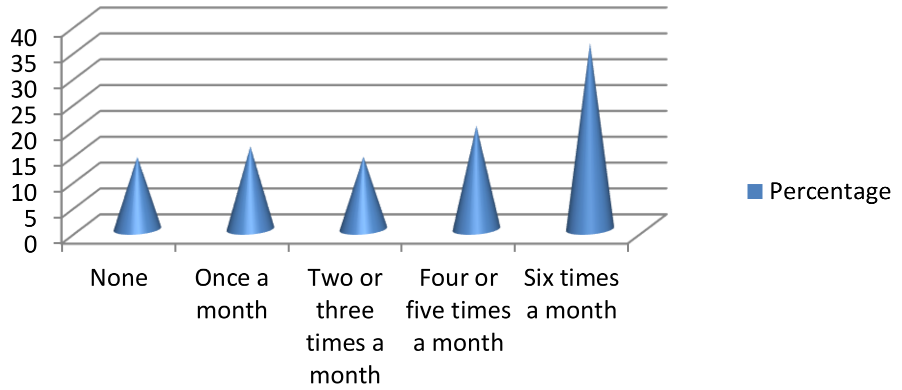

Table 4.10 and chart 4.10 shows that majority of respondents (36%) have chosen takeaway six times a month since covid 19 and it is followed by 20% of respondents who chose takeaway four or five times a month.

Table 4.11

IMPORTANT INFLUENCING FACTORS WHEN ORDERING TO TAKEOUT OR DELIVERY DURING PANDEMIC

S/No	Factors	No of respondents	Percentage
1	Supporting local business during covid 19	8	16
2	Covid 19 precaution taken by restaurants	17	34
3	price	2	4
4	Speed of delivery/order readiness	6	12
5	Environmental friendly containers	3	6
6	Taste	13	26
7	won't do it	1	2

Source: Primary data

Chart 4.11
IMPORTANT INFLUENCING FACTORS WHEN ORDERING TO TAKEOUT OR DELIVERY DURING PANDEMIC

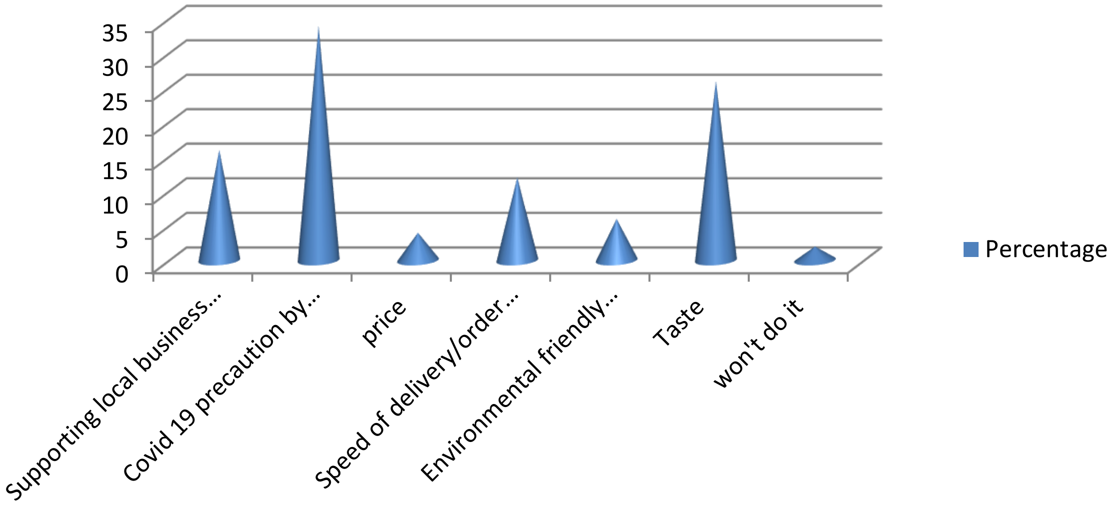

Table 4.11 and chart 4.11 shows that 34% of respondents are influenced by the factor “covid 19 precautions taken by restaurants” when ordering to takeout or delivery during covid 19 period. Only 2% of respondents have chosen the option “won’t do it”.

Table 4.12

PREFERRED CHANNEL TO ORDER FOOD

S/No	Preferred channel	No of respondents	Percentage
1	Food aggregator	15	30
2	Direct channel	35	70

Source: Primary data

Chart 4.12
PREFERRED CHANNEL TO ORDER FOOD

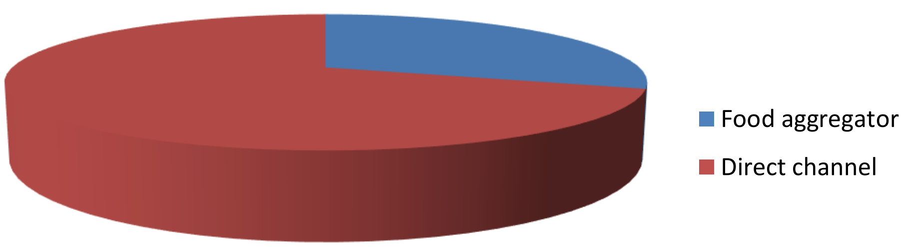

Table 4.12 and 4.12 shows that majority of respondents (70%) prefer to order through direct channel. Remaining prefer to order through food aggregator.

Table 4.13

SATISFACTION LEVEL OF TAKEOUT / DELIVERY BASED ON COVID-19 PRECAUTION THEY HAVE TAKEN

S/No	Satisfaction level	No of respondents	Percentage
1	Very satisfied	26	52
2	Somewhat satisfied	14	28
3	Neither satisfied nor dissatisfied	7	14
4	Somewhat dissatisfied	2	4
5	Very dissatisfied	1	2

Source: Primary data

Chart 4.13
SATISFACTION LEVEL OF TAKEOUT / DELIVERY BASED ON COVID-19 PRECAUTION THEY HAVE TAKEN

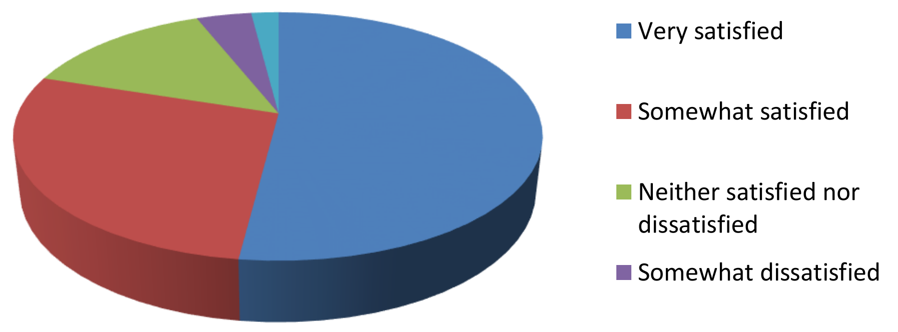

Table 4.13 and chart 4.13 shows that majority of respondents (52%) are very satisfied with the covid 19 precaution taken by restaurants on takeout /delivery. Only 2% of respondents are dissatisfied with it.

Table 4.14

TYPE OF PAYMENT BEFORE COVID-19

S/No	Type of payment	No of respondents	Percentage
1	Cash	48	96
2	Credit card	27	54
3	Contactless payment with credit card	20	40

4	Contactless payment with mobile	23	46

Source: Primary data

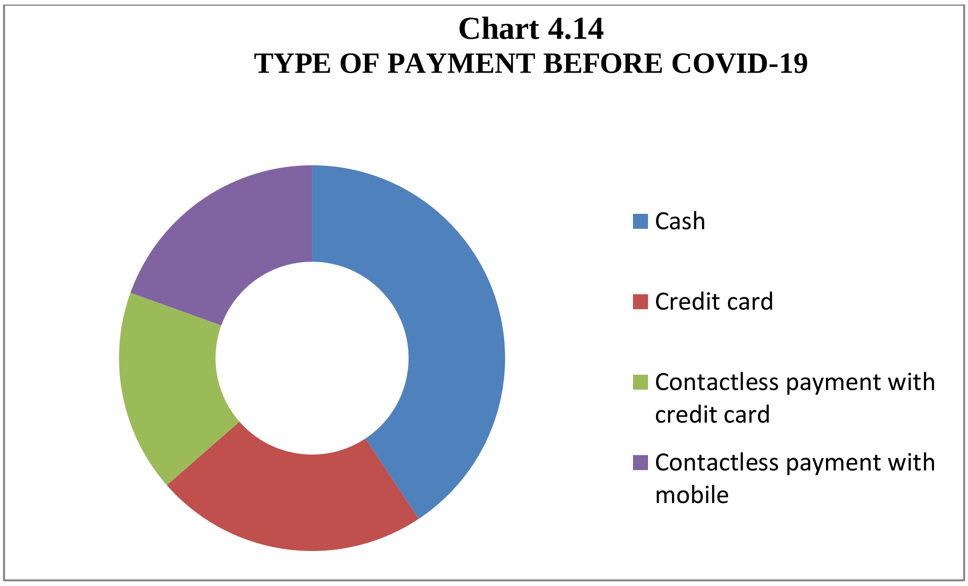

Table 4.14 and chart 4.14 shows that majority of respondents (96%) depended cash as type of payment before covid 19. The least used type of payments is contactless payment with credit card (40%) and mobile (46%).

Table 4.15

PREFERRED TYPE OF PAYMENT SINCE COVID-19

S/No	Preferred type of payment	No of respondents	Percentage
1	Cash	27	54
2	Credit card	26	52
3	Contactless payment with credit card	28	56
4	Contactless payment with mobile	37	74

Source: Primary data

Chart 4.15
PREFERRED TYPE OF PAYMENT SINCE COVID-19

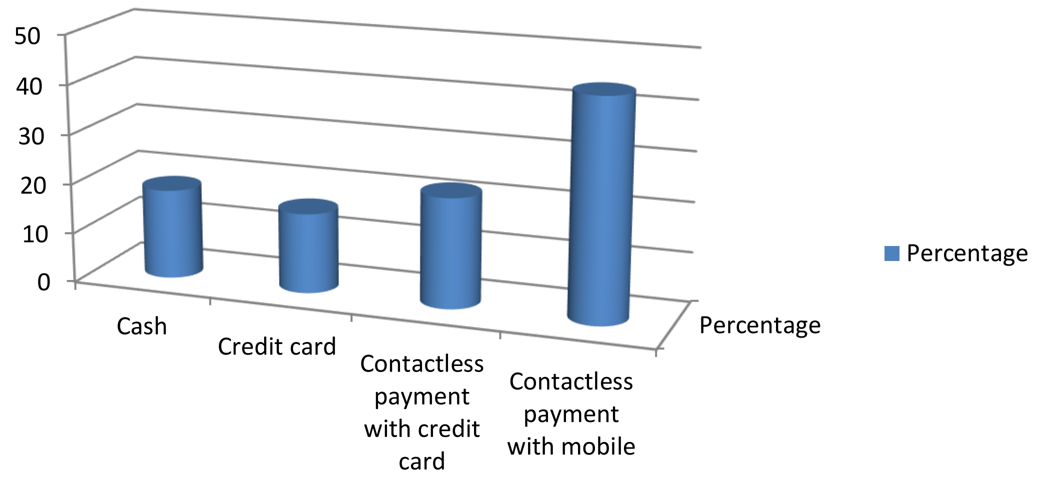

Table 4.15 and chart 4.15 shows that majority of respondents (74%) preferred contactless payment with mobile and it is followed by respondents (56%) who preferred contactless payment with credit card since covid 19.

Table 4.16

ONLINE RESEARCH OF RESPONDENTS BEFORE VISITING A RESTAURANT

S/No	Online research	No of respondents	Percentage
1	yes	28	56
2	no	22	44

Source: Primary data

Chart 4.16
ONLINE RESEARCH OF RESPONDENTS BEFORE VISITING A RESTAURANT

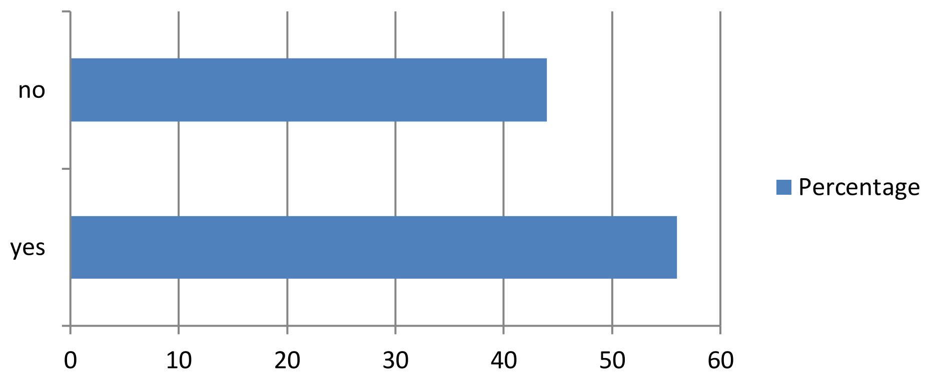

Table 4.16 and chart 4.16 shows that majority of respondents (56%) research online before actually visiting the restaurant. Remaining respondents (44%) do not research online.

Table 4.17

RESPONDENTS FOLLOWING RESTAURANTS IN SOCIAL MEDIA

S/No	Respondents following restaurant in social media	No of respondents	Percentage
1	yes	18	36
2	no	32	64

Source: Primary data

Chart 4.17
RESPONDENTS FOLLOWING RESTAURANTS IN SOCIAL MEDIA

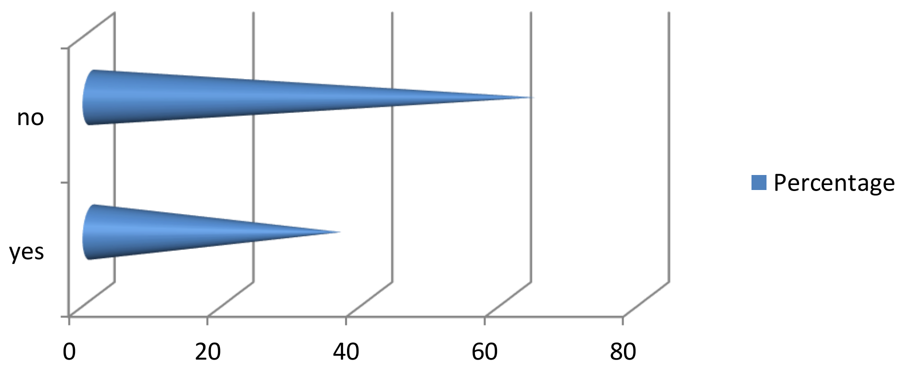

Table 4.17 and chart 4.17 shows that majority of respondents (64%) do not follow restaurant in social media. Remaining 36% of respondents follow restaurants in social media.

Table 4.18

EFFECTIVENESS OF RESTAURANT PROMOTION THROUGH SOCIAL MEDIA

S/No	Respondents who visited the restaurant promoted through social media	No of respondents	Percentage
1	yes	29	58
2	no	21	42

Source: Primary data

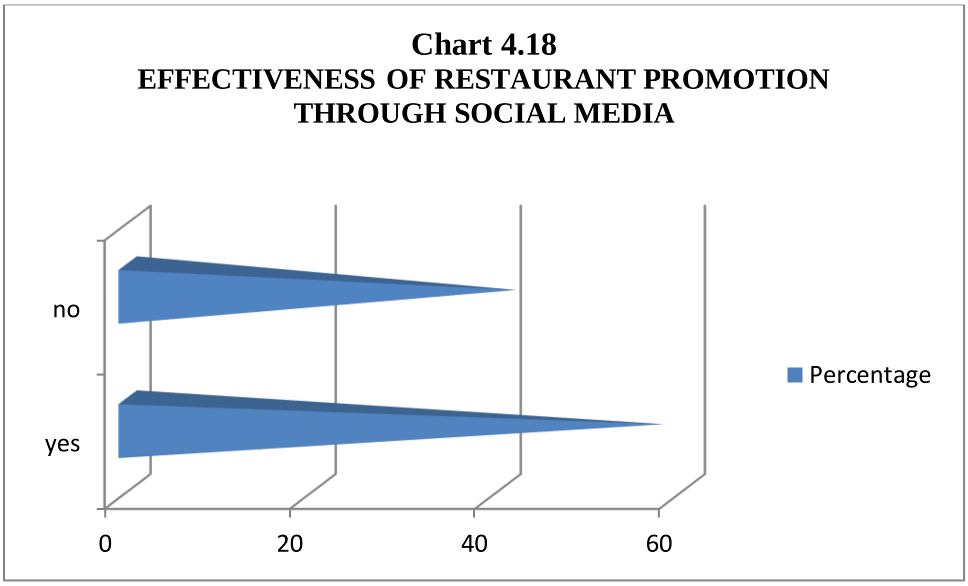

Table 4.18 and chart 4.18 shows that majority of respondents (58%) have visited the restaurant which is promoted through social media. And remaining 42% of respondents have not visited the restaurant which is promoted through social media.

Table 4.19

RESTAURANT SELECTION CRITERIA

S/No	Restaurant selection criteria	No of respondents	Percentage
1	Hygiene and safety	41	82
2	Price	9	18

Source: Primary data

Chart 4.19
RESTAURANT SELECTION CRITERIA

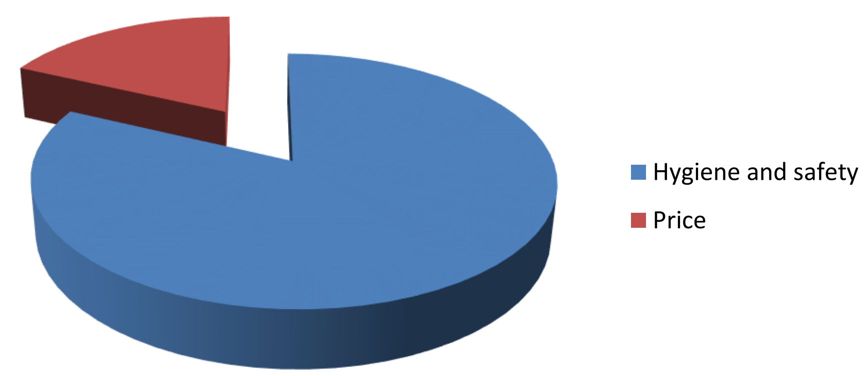

Table 4.19 and chart 4.19 shows that majority of respondents (82%) prioritize hygiene and safety as restaurant selection criteria now. Only 18% of respondents prioritize price as restaurant selection criteria now.

Table 4.20

OPTION FELT SAFER BY RESPONDENTS

S/No	Option	No of respondents	Percentage
1	Dining out /takeaway	6	12
2	Homemade meals	44	88

Source: Primary data

Chart 4.20
OPTION FELT SAFER BY RESPONDENTS

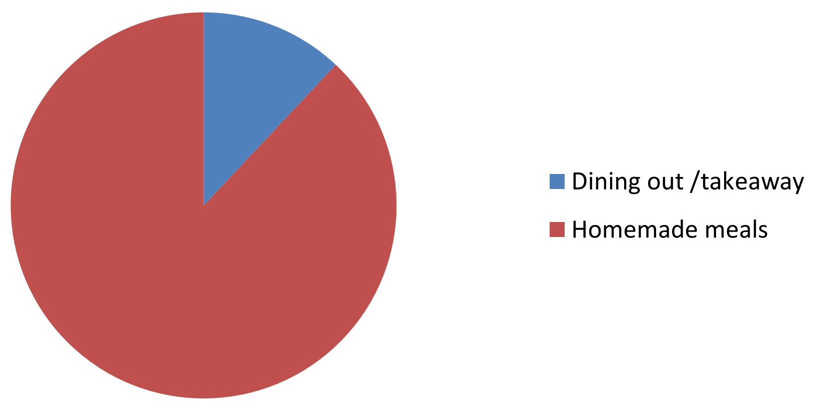

Table 4.20 and chart 4.20 shows that the option that felt safer for the majority of respondents (88%) is homemade meals. Others chose dining out /takeaway as safer option.

Table 4.21

FEARS WHICH WITHDRAW FROM VISITING A RESTAURANT

S/No	Fears	No of respondents	Percentage
1	Touching door handles in restaurants	38	76
2	Using public restrooms in restaurants	34	68
3	Sitting in crowded restaurants	41	82
4	Sharing condiment	27	54
5	Using dishware /silverware /glassware at restaurant	29	58

Source: Primary data

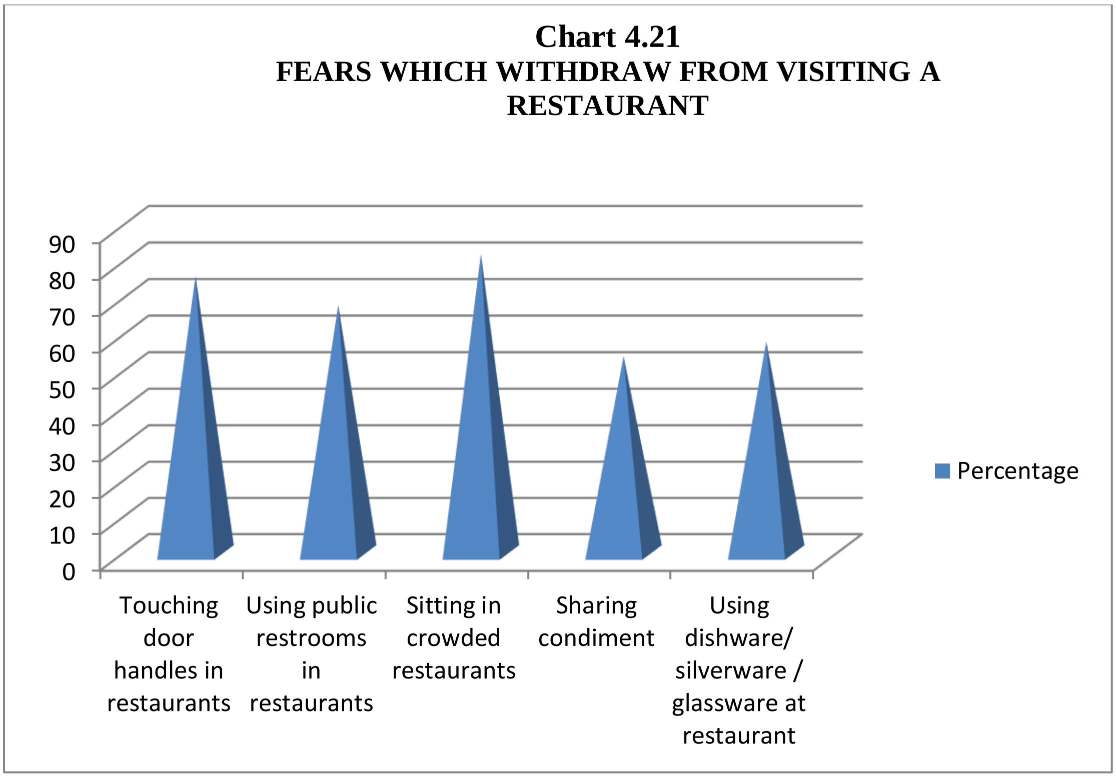

Table 4.21 and chart 4.21 shows that majority of respondents (82%) are afraid to sitting in a crowded restaurant. And it is followed by respondents who fear to touch door handles in restaurants (76%).

Table 4.22

CLEANING AND HYGIENE EXPECTATIONS

S/No	Cleaning and hygiene expectations	No of respondents	Percentage
1	Employees wearing masks, gloves and maintain physical distance	48	96
2	Bringing the fork, knife and spoon in a sterile package to the table	29	58
3	Serving drinks such as tea/ coffee with disposable cups	30	60
4	Serving plates with lids	29	58
5	Fever measurement for both staff and customer at entrance	32	64
6	Opening the cover to the table in front of customer, disinfecting the table	30	60
7	Having disinfectant door	31	62
8	regularly/ visibly wiping down the tables, kiosks, other things people touch	33	66
9	no ingredients coming from coronavirus affected areas	32	64

Source: Primary data

Chart 4.22
CLEANING AND HYGIENE EXPECTATIONS

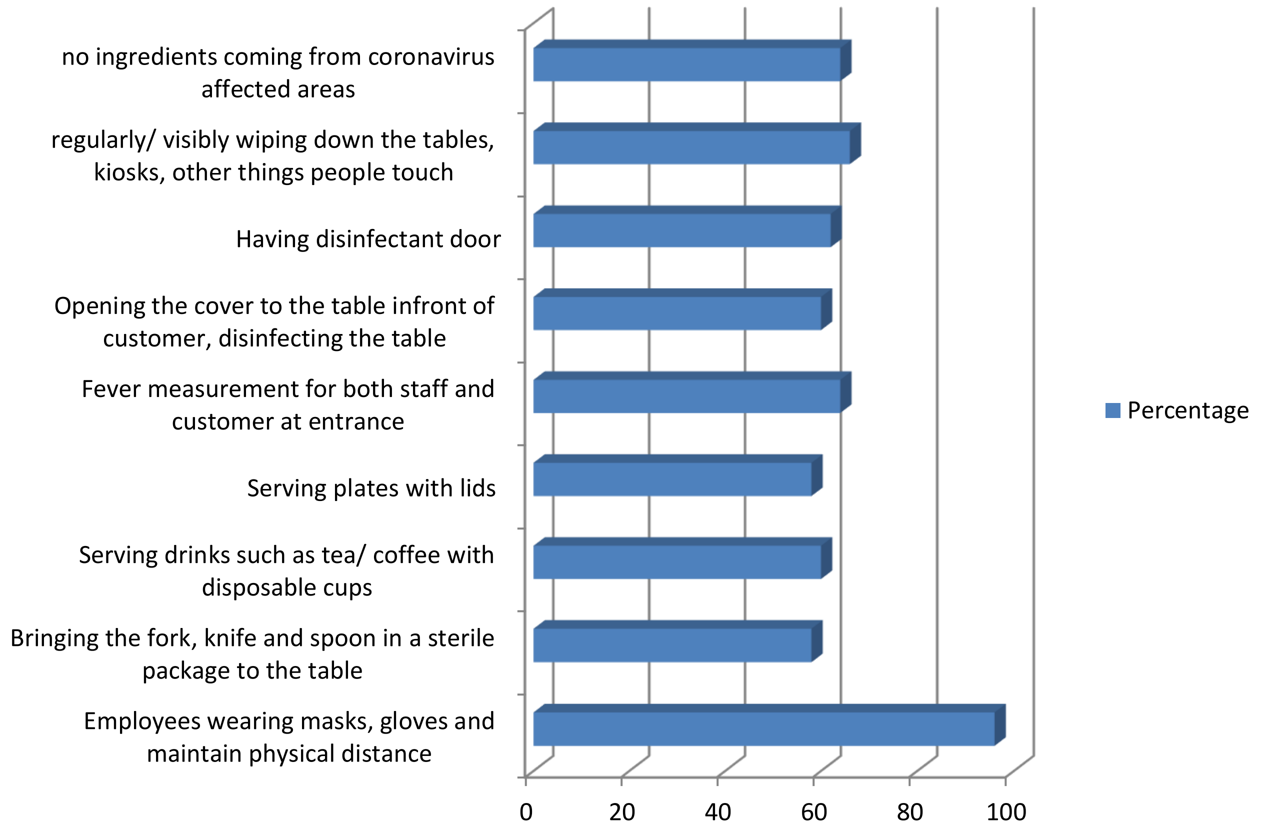

Table 4.22 and chart 4.22 shows that majority of respondents (96%) expect employees wearing masks, gloves and maintain physical distance. And secondly they (66%) are expecting regularly / visibly wiping down the tables, kiosks, other things people touch.

Table 4.23

EXPECTATIONS ON RESTAURANT LAYOUT

S/No	Expectations on restaurant layout	No of respondents	Percentage
1	Open kitchen practice(for monitoring kitchen via TV and smart applications)	42	84

2	Appropriate ventilation system	33	66
3	Sensor doors and taps	32	64
4	Socially distanced table and chair arrangements	35	70
5	Installation of air purification system	33	66
6	Outdoor seating	37	74
7	Glass panels to distance diners	26	52

Source: Primary data

Chart 4.23
EXPECTATIONS ON RESTAURANT LAYOUT

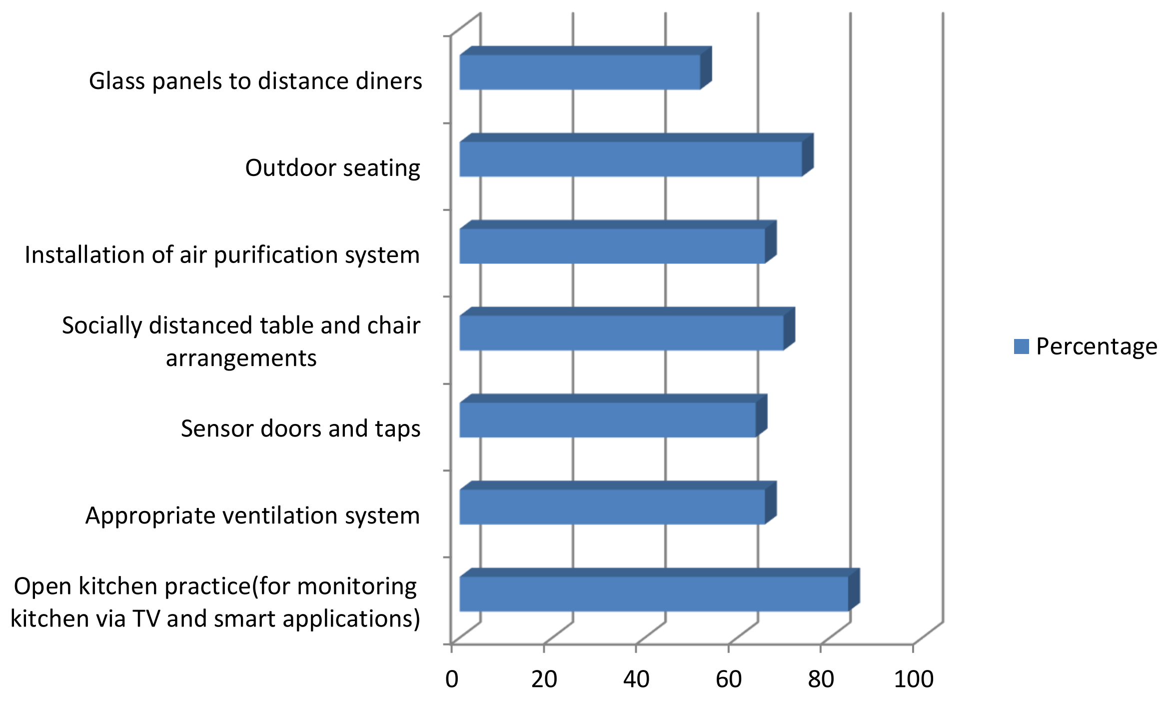

Table 4.23 and chart 4.23 shows that majority of respondents (84%) are expecting open kitchen practice through TV or smart applications. And it is followed by expectation of outdoor seating (74%).

Table 4.24

SATISFACTION LEVEL ON RESTAURANT BASED ON COVID-19 PRECAUTION THEY HAVE TAKEN

S/No	Satisfaction level	No of respondents	Percentage
1	Very satisfied	19	38
2	Somewhat satisfied	21	42
3	Neither satisfied nor dissatisfied	8	16
4	Somewhat dissatisfied	2	4
5	Very dissatisfied	0	0

Source: Primary data

Chart 4.24
SATISFACTION LEVEL ON RESTAURANT BASED ON COVID-19 PRECAUTION THEY HAVE TAKEN

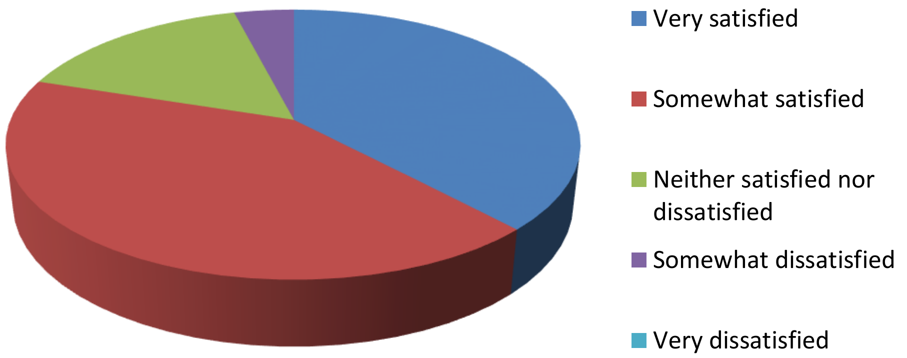

Table 4.24 and chart 4.24 shows that majority of respondents (42%) are somewhat satisfied with the covid 19 precaution taken by restaurant to prevent the spread of pandemic among diners. No respondent is dissatisfied with the restaurant.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- Majority of respondents are female.
- Most of the customers of restaurants belong to age below 30.
- Majority of respondents are students. So they are the part of other category.
- Most of the respondents are married.
- Most of the customers have no children.
- Majority of customers in restaurants have medium level of knowledge regarding covid 19.
- Majority of customers had visited the restaurant two or three times a month before covid 19.
- Majority of customers have not visited the restaurant even once a month since covid 19.
- Majority of respondents had chosen takeaway only two or three times a month before covid 9.
- Majority of respondents have chosen takeaway six times a month since covid 19.
- The most influencing factor when ordering to takeout/ delivery during the pandemic is "covid 19 precaution taken by restaurants".
- Majority of the respondents prefer to order through direct channel.
- Majority of are very satisfied with the covid 19 precaution taken by restaurants on takeout /delivery
- Majority of customers (96%) depended cash as type of payment before covid 19.
- Majority of customers prefer contactless payment with mobile since covid 19.
- Majority of customers research online before actually visiting a restaurant.
- Majority of customers do not follow restaurants in social media.
- Majority of customers have visited the restaurant which is promoted through social media.
- Majority of customers prioritize hygiene and safety over price as restaurant selection criteria.
- Majority of customers felt that homemade meals are safer than dining out / takeaway.
- Majority of customers are afraid to sit in a crowded restaurant.
- The important cleaning and hygiene expectation towards restaurant is "employees wearing masks, gloves and maintain physical distance".

- The major expectation on restaurant layout is "open kitchen practice (for monitoring kitchen via TV and smart applications".
- Majority of customers are somewhat satisfied with the covid 19 precaution taken by restaurants among diners.

SUGGESTIONS

- The frequency of dining out has decreased since Covid 19. Because, customers are more concerned about the spreading of pandemic among diners. Frequency of dining out can be increased to limited capacity by fulfilling the customer expectations in dining by restaurateur.
- The restaurant layout should focus on outdoor dining as indoor dining may cause spreading of covid 19.And customers also need to prioritize it.
- Restaurants need to increase the use of delivery in greater percentage of sales than dining. Because, it is safer.
- Majority of customers prefer contactless payment since covid 19. Because they are the safest type of payment with no human touch. So, restaurateurs need to facilitate such types of payment and encourage no cash policies to limit the exchange of germs during transactions.
- Social media is a good platform for promotion of restaurants in this digital era. Most of the respondents have visited the restaurant which is promoted through social media. But, majority of them are not following the restaurant through social media such as instagram. So, restaurateurs need to bring creative contents to attract the consumers and keep in touch with them.
- Majority of customers prioritize hygiene and safety over price and most of them have felt homemade meal as safer option. So, restaurateur need to communicate their safety practices with consumers and build confidence to higher the demand of restaurant.

CONCLUSION

Covid 19 is an infectious disease caused by newly invented coronavirus. A study conducted by *Stanford University* lead team of scientists and researchers suggests that indoor businesses particularly where large number of people spends long time together could be cause of most Covid 19 super spreader events in major cities. Due to the complicated progression of the Covid-19 pandemic, many governments around the world have applied lockdowns and restricted the activities as well as services by cutting down the numbers of seats, events and participants gathered in one location. The coronavirus is forcing all consumers to adopt new habit surroundings.

This study titled “study on effect of Covid 19 towards restaurants with reference to Malappuram municipality” discusses the changed expectations and behaviour of customers since covid 19 and promotion of restaurant through social media. Majority of customers are shifting from dining out to takouts/delivery options. Most of them prefer contactless payment solution to limit the exchange of germs during transactions. They prioritize hygiene and safety over price now. And it has discussed social media as effective promotion tool in this digital era.

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APPENDIX

DECLARATION

Hi, I am Mubashira, final year B.com student at Government College Malappuram. As a part of my study, I am conducting a study on the topic "effect of covid 19 on customer expectations towards restaurants with reference to malappuram municipality". I would be very obliged if you spend few minutes to fill up the questionnaire. Please read all the questions carefully before answering. I assures that information provided by you will be kept confidential and use only for the purpose of the study.

QUESTIONNAIRE

1. Name :
2. Gender : male ☐ female ☐
3. Age : less than 30 ☐ 30-45 ☐ 46-60 ☐ more than 60 ☐
4. Occupation : Public sector ☐ Private sector ☐ Unemployed ☐ Other ☐ (NGO, Student, retired)
5. Marital status : Married ☐ Unmarried ☐
6. Children : yes ☐ no ☐
7. Knowledge regarding the covid 19
   None ☐ Little ☐ Medium ☐
   High ☐ Very high / well informed ☐
8. Frequency of dining out before covid 19
   None ☐ Once a month ☐
   Two or three times a month ☐ Four or five times a month ☐
   Six times a month ☐
9. Frequency of dining out since covid 19
   None ☐ Once a month ☐

Two or three times a month ☐ Four or five times a month ☐

Six times a month ☐

10. Frequency of takeaway before covid 19

None ☐ Once a month ☐

Two or three times a month ☐ Four or five times a month ☐

Six times a month ☐

11. Frequency of takeaway since covid 19

None ☐ Once a month ☐

Two or three times a month ☐ Four or five times a month ☐

Six times a month ☐

12. What is more important when ordering to takeout or delivery during pandemic?

Supporting local business during covid 19 ☐

Covid 19 precaution taken by restaurants ☐

price ☐

Speed of delivery/order readiness ☐

Environmental friendly containers ☐

Taste ☐

Would not do it ☐

13. Preferred channel to order food

Food Aggregator ☐ Direct channel ☐

14. Rate your satisfaction level on takeout / delivery based on covid 19 precaution they have taken

Very satisfied ☐

Somewhat satisfied

Neither satisfied nor dissatisfied

Somewhat dissatisfied

Very dissatisfied

15. Select the type of payments you had used before covid 19

Cash

Credit card

Contactless payment with credit card

Contactless payment with mobile

16. Preferred type of payment since covid 19

Cash

Credit card

Contactless payment with credit card

Contactless payment with mobile

17. Do you research online before actually visiting a restaurant?

Yes

No

18. Do you follow any restaurant through your social media account?

Yes

No

19. Have you visited any restaurant which is promoted through social media?

Yes

No

20. Among the following which do you prioritize in selecting a restaurant now?
    - Hygiene and safety ☐
    - Price ☐

21. Select the option which made you felt safer.
    - Dining out /takeaway ☐
    - Homemade meals ☐

22. What are your fears which withdraw you from visiting a restaurant?(multiple responses are allowed)
    - Touching door handles in restaurants ☐
    - Using public restrooms in restaurants ☐
    - Sitting in crowded restaurants ☐
    - Sharing condiment ☐
    - Using dishware /silverware /glassware at restaurant ☐

23. What are your cleaning and hygiene expectations on restaurant since covid 19? (Multiple responses are allowed)
    - Employees wearing masks, gloves and maintain physical distance ☐
    - Bringing the fork, knife and spoon in a sterile package to the table ☐
    - Serving drinks such as tea/ coffee with disposable cups ☐
    - Serving plates with lids ☐
    - Fever measurement for both staff and customer at entrance ☐
    - Opening the cover to the table in front of customer, disinfecting the table ☐
    - Having disinfectant door ☐
    - Regularly/ visibly wiping down the tables, kiosks, other things people touch ☐
    - No ingredients coming from coronavirus affected areas ☐

24. What are your expectations on restaurant layout since covid 19? (multiple responses are allowed)
    - Open kitchen practice (for monitoring kitchen via TV and smart applications) ☐

Appropriate ventilation system

Sensor doors and taps

Socially distanced table and chair arrangements

Installation of air purification system

Outdoor seating

Glass panels to distance diners

25. Rate your satisfaction level on restaurant based on covid 19 precaution they have taken among diners.

Very satisfied

Somewhat satisfied

Neither satisfied nor dissatisfied

Somewhat dissatisfied

Very dissatisfied