RESEARCH PROPOSAL PRESENTATION

Cultivating Brand Loyalty: Key Factors Influencing Brand Image of Indian Restaurants in Birmingham

PRESENTED BY

Student name

OVERVIEW OF THE RESEARCH PROBLEM

- Brand image is the main factor influencing the consumer's selection and loyalty in the harsh hospitality industry. For Indian restaurants in Birmingham, a good brand image can be a way to draw a diverse clientele and make the restaurants different in a saturated market (Keller, 2013).
- The multicultural environment of Birmingham gives Indian restaurants a chance to face problems and opportunities. Forming a good brand image is the key to successful cultural diversity and the fusion of traditional elements with modern dining expectations (Harrington, 2017).
- Research has shown that authenticity and quality are the main factors consumers use when choosing a restaurant, especially in ethnic cuisine, where cultural authenticity increases the dining experience and affects brand loyalty (Nguyen & Cheung, 2020).

Good morning/afternoon everyone,

In my talk, I will discuss the main thing that brand image is in the hospitality industry, mainly the Indian restaurants in the lively and culturally diverse city of Birmingham. Brand image is a critical element that affects buying decisions and brand loyalty, as Keller (2013) stated. A powerful and unique brand image attracts many customers in a competitive market such as the Birmingham hospitality industry. It separates the businesses from others in a crowded market. This separation is significant for the survival and the growth of the restaurants. Hence, they can get and keep a big part of the market.

Birmingham's multicultural environment has both challenges and opportunities for Indian restaurants; thus, the establishment of a strong brand image is vital. Harrington (2017)

states that the environment in this way enables these restaurants to make the most of the city's cultural diversity, mixing traditional with modern dining habits. This blend is not merely about providing food; it is about creating an authentic and high-quality experience, which are the main factors influencing a restaurant's choice. Nguyen and Cheung (2020)

stated that consumers' perceptions about the authenticity and quality of ethnic cuisine are the most critical factors that affect the dining experience and brand loyalty. Through the knowledge and application of these components, the Indian restaurants in

Birmingham can prosper by improving their brand image and, hence, the number of customers.

CONTEXTUALIZATION WITHIN THE HOSPITALITY INDUSTRY

- Economic Contributions: Ethnic restaurants are the main factor in urban economic dynamics because of the tourism they attract and the local economies they improve. The study stressed the significance of these facilities in the urban regeneration process, and they often act as the main factors in gentrified areas (Jones & Singh, 2018).
- Cultural Impact: Ethnic restaurants are culturally enriching in cosmopolitan cities; they are the cultural bridges that improve the multicultural tapestry and cultural appreciation (Patel, 2019).
- Adaptation to Market Trends: The ever-growing involvement of digital marketing strategies in the ethnic restaurant sector shows that keeping up with changes to live and be relevant is necessary. Effective branding and digital presence are essential factors in getting consumers who are not satisfied with offline but still are digital consumers (Lee & Zhao, 2021).

Economic contributions are the first to come into the picture when discussing ethnic restaurants. They are the ones that enrich the urban economies by attracting tourists and revitalizing the local areas. The two researchers, Jones and Singh (2018), said that these places are not just places to eat but also critical points in urban regeneration, and they are the causes of the gentrification of the neighbourhoods. Their presence triggers economic activity, thus creating jobs for the locals and encouraging community development.

Patel (2019) argues that ethnic restaurants are the cultural bridges of cosmopolitan cities. Thus, they enrich the cities with the culture of the ethnic groups. These institutions stimulate cultural appreciation and understanding. At the same time, they integrate diverse culinary traditions into urban life. They are an essential factor in developing the multicultural tapestry of cities by giving the city residents and visitors a chance to experience the world's cultures.

In addition, the sector's response to market trends, especially using digital marketing strategies, is the key to staying ahead of the competition. Lee and Zhao (2021) stress that a good digital presence is the key to the engagement of contemporary consumers who are digital natives. By using online marketing, ethnic restaurants can reach a wider audience. Hence, they will be relevant and visible in the ever-growing digital marketplace.

In summary, ethnic restaurants significantly influence the hospitality industry by driving economic growth, enriching cultural landscapes, and adapting to modern marketing trends. Their ability to integrate cultural authenticity with innovative marketing strategies makes them indispensable in the evolving dynamics of urban hospitality.

FRAMEWORK

Overview	Model
• Cultural authenticity is the key element of the brand perception of ethnic restaurants that increases customer satisfaction and the intention of revisiting. Hence, it is the most critical aspect of the brand perception of ethnic restaurants (Wan et al., 2017). • The customer experiences, which entail the services, the ambience and the emotional satisfaction, can enhance customer loyalty and improve the brand image (Kandampully & Suhartanto, 2000). • Digital marketing, carried out through social media, is crucial in promoting brand visibility and customer engagement; thus, it is the main reason for the brand image (Tafesse & Wien, 2018).	
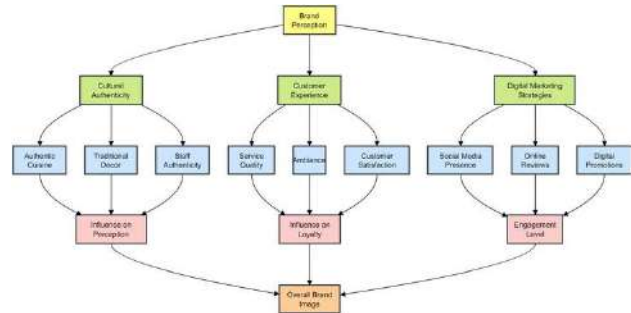
The theoretical model we have created shows the process by which brand perception is influenced in the Indian restaurant field. This model integrates three primary constructs: cultural authenticity, customer experience, and digital marketing strategies, all of which are the critical factors that determine the brand image and are the main reasons why a business needs to focus on them.

The first thing that springs to my mind is cultural authenticity, the principal reason ethnic restaurants exist. The authentic food, the traditional decor, and the authenticity of the staff are the essential elements of a genuine cultural experience. As per Wan et al. (2017), authentic cultural representation is a significant factor in the well-being of customers and their probability of returning. Thus, it is the key to creating a good brand image.

The other crucial aspect is customer experience, which includes service quality, ambience, and customer satisfaction. Vandampully and Suhartanto (2000) stress that the best service and a friendly atmosphere are the central stimulants that make customers loyal to a business. These kinds of experiences are very emotionally connecting for the customers, leading them to visit the patrons repeatedly. This, in turn, promotes the brand image through word-of-mouth.

Last but not least, the current market requires a solid online presence. Tafesse and Wien (2018) stress that the best digital marketing, primarily through social media and online reviews, is critical for engaging customers and increasing brand visibility. These strategies draw new customers and keep those already using the brand engaged, thus strengthening the brand image.

GAP IN THE LITERATURE

Summary of key findings from the current literature	Identified Gaps
• Beforehand discussions clearly stated that the authenticity of ethnic restaurants is essential because it significantly impacts customer perceptions and loyalty (Wan et al., 2017). Nevertheless, there is not enough research on how some elements of authenticity, like staff behaviour or menu design, affect the brand perception of Indian restaurants in India's urban UK settings. • Studies have proved that customer experience greatly influences brand loyalty, and the main factors that affect it are the quality of service and the ambience (Kandasampi & Suhartonto, 2000). There is a void of knowledge on how the influencing factors interact with the customer experience in Indian restaurants in Birmingham.	• The absence of a clear definition of cultural authenticity and its direct influence on customer loyalty in the diverse population of Birmingham's culture needs to be more specific. • There is a lack of knowledge about the combined influence of the different customer experience factors on the overall brand image of the Indian restaurants in Birmingham. • It is necessary to do in-depth research on effective digital marketing techniques for the specific case of Birmingham.

To mention one, the study by Wan et al. (2017) which deals with the realness of ethnic restaurants and how it influences customer perception and loyalty, has proved that customers are more likely to be drawn to such restaurants. Nevertheless, the research on the influence of the specific elements of authenticity, for instance staff behavior or menu design, on brand perception, especially for Birmingham's Indian restaurants is still limited.

In addition, research by Kandampully and Suhartanto (2000) states that the customer experience is a significant factor in brand loyalty, explicitly noting the role of service quality and ambience. Although these points are helpful, there is still a lack of comprehension of how these aspects affect the total customer experience in Birmingham's Indian restaurants.

This project will fill the gaps. Thus, our research will give particular information on how cultural authenticity is seen and the direct impact of it on the customer loyalty of the Birmingham city people. Besides this, we also want to find out how the different customer experience factors interact and affect the overall brand image of Indian restaurants in the area. Besides, there is a solid requirement to investigate the usefulness of digital marketing methods designed specifically for the particular market conditions of Birmingham.

This study will increase academic understanding and provide practical advice for local restaurant owners to improve their competitive advantage in a multicultural and ever-growing digital market.

| Research Aim:	Research Objective	Research Question:
To find out the main factors that make Indian restaurants in Birmingham a brand that people like and to study how cultural authenticity, customer experience and digital marketing strategies influence this in order to help Indian restaurants to be a brand that people like.	1. Re-phrase the given sentence. The elements such as food and décor that are a part of the traditional cuisine and décor community and their role in influencing the customer's perception of authenticity and his/her overall dining experience will be studied. 2. Check the quality of service, ambience, and customer engagement to determine their influence on brand loyalty and customer return. 3. To understand how digital marketing campaigns affect customer engagement and how they contribute to the development of a stronger brand image.	The main issues that determine the image of Indian restaurants in Birmingham are the critical factors that affect customer loyalty and business success.

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OVERVIEW OF THE RESEARCH DESIGN

- **Research Design Type:**

The author explains that quantitative research is a way to objectively measure the factors that affect brand perception and customer loyalty (Creswell, 2014).

Type of Data Required:
Collecting numerical data through surveys to analyze: Collecting numerical data through surveys to analyze:
- **Possibility of the customer ratings of authenticity, the service quality, and their digital engagement experiences.**
- **Importance and the effect of customer contacts with digital marketing activities.**
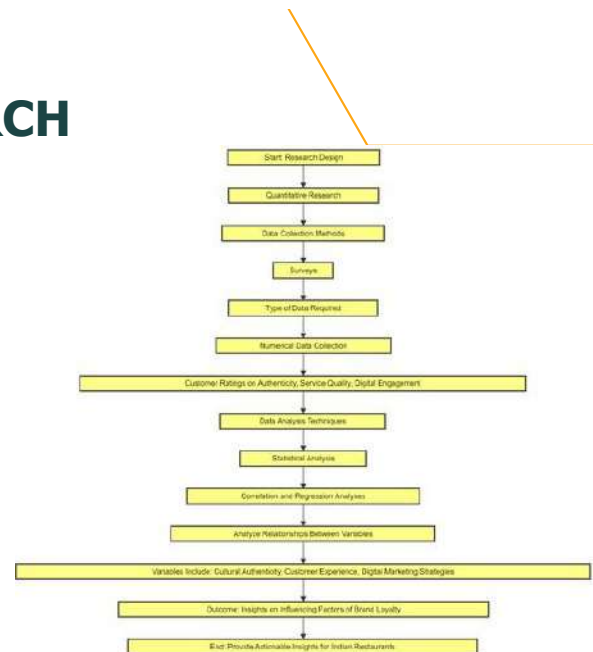
The research plan uses a quantitative method to precisely measure the factors that influence brand loyalty and image, as Creswell (2014) recommended. This involves gathering numerical data through surveys to assess various aspects: This involves gathering numerical data through surveys to assess various aspects:

The term for the input is the treatment of the customers' authenticity ratings, service quality, and digital engagement experiences.

Customer engagement and the influence of digital marketing activities.

Through surveys, the study will get quantifiable data that can be analyzed statistically to conclude the relationship between these factors and brand perception or customer loyalty.

DATA COLLECTION METHODS

Surveys:

- Structured Questionnaires: The utilization of standardized questionnaires to gather quantitative data from the customers of Indian restaurants (Babbie, 2016) is the text that will be rephrased.
- Distribution Methods: Surveys will be handed out online through restaurant websites and social media platforms and at the restaurant locations to increase the coverage and the rate of responses (Fowler, 2013).

Data Collection Goals:

- Objective Measurements: Owing to the customer's opinions regarding authenticity, service quality, and responsiveness to digital marketing activities,
- Target Sample Size: The study committee wanted to collect feedback from at least 300 customers to ensure that the data counted for the analysis was statistically significant and reliable (Israel, 2013).

The data collection methods for this research project primarily involve the utilization of surveys, structured questionnaires, and specific distribution strategies: The data collection methods for this research project primarily involve the utilization of surveys, structured questionnaires, and specific distribution strategies:

Surveys:

Structured Questionnaires: The use of standardized questionnaires adapted from Babbie (2016) for the purpose of gathering quantitative data from the customers of Indian restaurants is one of the most practical solutions.

Distribution Methods: The survey hence forms a dual structure for its distribution among the approach while disseminating a survey. Surveys will be posted online on the restaurant websites and social media platforms, thus, access to the audience will be widened. Moreover, Fowler (2013) suggests that the surveys will be printed on physical copies and distributed at restaurant locations to the customers to directly engage them.

Data Collection Goals: Objective Measurements: The main aim is to collect the data of customers on their views about authenticity, service quality, and their reaction to digital marketing activities.

Target Sample Size: The research will be done to make sure that the analysis is statistically significant and reliable, and this is what is achieved by the fact that the research aims to get responses from a minimum of 300 customers, as suggested by Israel (2013).

Thus, the research will use these methods and follow the predefined goals to get an all-round idea on the elements that affect the brand image and customer loyalty in the Indian restaurant market.

RESEARCH INSTRUMENTS AND SOFTWARE

Research Instruments:	Software for Data Analysis:
• Structured Questionnaires: This is because they are excellent at collecting the same kind of data across a broad sample, which is necessary for quantitative analysis. Questionnaires will be designed to capture aspects like the authenticity, the quality of service, and the effect of digital marketing (Dillman et al., 2014). • Online and Paper Formats: Through the incentives of better response rates among people of different ages and social statuses, the survey enhances accessibility and convenience (Fowler, 2013). • Google Forms: Via its simple interface, a wide range of data analysis tools and accessibility, Google surveys are preferred for online survey dissemination (Google, 2020).	• **SPSS (Statistical Package for the Social Sciences):** Like all platforms, it was explicitly designed for statistical analysis, which includes handling large datasets and doing complex analyses like regression and correlation (Field, 2013). • **Microsoft Excel:** Seen as the primary tool for data classification and coding, in addition to creating early visuals that assist in data examination (Excel, 2021).

Research Instruments:

Structured Questionnaires: Nowadays, survey forms are chosen for their ability to collect the same data from a wide range of people, a vital factor for quantitative research. These questionnaires will be changed to the data analysis of factors like authenticity, service quality, and the impact of digital marketing efforts (Dillman et al., 2014).

Online and Paper Formats: Either the online or the paper formats will be used to ensure accessibility and convenience, which, in turn, will help improve the response rates to different groups of people(Fowler, 2013).

Google Forms: Online surveys are used for this reason because of their easy-to-use interface, accessibility and capability to integrate with data analysis tools (Google, 2020).

Software for Data Analysis:

SPSS (Statistical Package for the Social Sciences): It was chosen because of its statistical solid analysis capabilities. Naturally, it is suitable for managing big data and doing complicated analyses like regression and correlation (Field, 2013).

Microsoft Excel: Gone through the first step of classifying and coding the data and making the preliminary visualizations to assist in exploring the data (Excel, 2021).

These research instruments and software are chosen to collect and analyze data in the best possible way to ensure that the research objectives are most effectively met.

SAMPLING DESIGN

Sampling Strategy:

Stratified Random Sampling: The extent of the human population is categorized into strata that include age, gender, and dining frequency, and then participants are randomly selected from each stratum (Thompson, 2012).

Selection Criteria:

- Age: Participants should be 18 years or older to obtain permission from a legal point of view.
- Dining Frequency: The panel also included categories of users who visited the page infrequently and those who were regular patrons to cover the range of exposure and loyalty to the brand.
- Geographic Location: The potential consumers of Indian food that have to be picked must be those who usually go to Indian restaurants situated in Birmingham for the sake of the project's relevance to the local market context (Bryman, 2016).
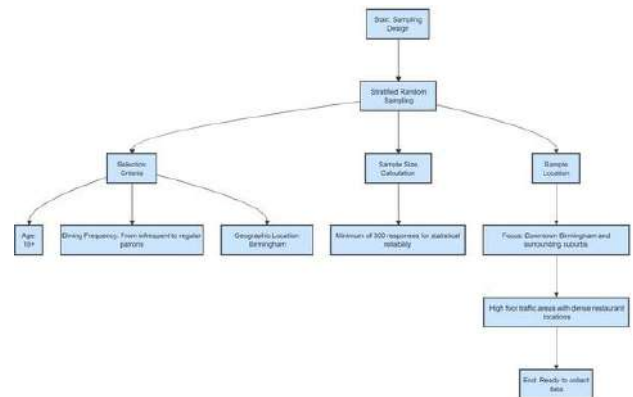
The research utilizes a Stratified Random Sampling method to represent different demographic groups comprehensively. This operation system is characterized by dividing the population into different subgroups, such as age, gender, and dining frequency. Then, random selection draws participants from each of these subgroups. This strategy is meant to be the predictor of the target population. Thus, the study will be able to capture the details and the differences in the target population. Therefore, the validity and reliability of the results will be emphasized (Thompson, 2012).

As for the selection of the participants, they have to fulfil specific criteria to qualify for inclusion in the study. Initially, people must be at least 18 to consent to participate legally. This requirement is the primary condition which guarantees ethical compliance and protects the research process from possible fraud. Besides, the participants are separated into groups according to the number of meals a week, from the one who visits the restaurant once or twice a month to the one who is a regular customer. This stratification makes it possible to study the situation of the brands and their loyalty among the customers at different levels of engagement with them. Hence, it gives information about consumer habits.

Apart from that, geographical location is another factor used as the basis for selecting participants. The study is specific to people who visit Indian restaurants in Birmingham. Hence, the research is relevant to the local market. This geographic specificity, hence, allows the research to focus on the specific ways in which the Birmingham area dynamics and preferences

are created; thus, the research will better understand the correlation between brand perception and customer loyalty (Bryman, 2016).

The research will follow the selection criteria and sampling design to generate a representative sample that will mirror the attributes and preferences of the target population. This method improves the broader applicability of the findings and strengthens the validity of the research outcomes, which, in turn, helps in making more objective decisions in the matter of Indian restaurant marketing and management.

SUMMARY OF PROPOSED OUTCOMES

TARGETED MARKETING ENHANCEMENTS:

Insights from the study will enable restaurant owners to optimize their marketing strategies, focusing specifically on the elements that resonate most with customers, such as cultural authenticity and effective digital presence.

CUSTOMER EXPERIENCE IMPROVEMENTS:

The research will highlight critical aspects of customer service and ambiance that significantly influence customer satisfaction, aiding restaurant owners in enhancing overall guest experiences.

CONTRIBUTIONS TO ACADEMIC RESEARCH:

The findings will enrich the existing body of knowledge on brand management in multicultural urban settings, providing a detailed analysis of how cultural and digital factors affect brand perception in the hospitality industry.

The initiated research is supposed to bring out several valuable discoveries that will benefit industry professionals in the hospitality sector and further academic research in brand management. Here is a summary of the anticipated outcomes: Here is a summary of the anticipated outcomes:

Marketing Strategy Optimization: The conclusions of the study will help restaurant owners improve their marketing strategies by focusing on the most critical parts of the customers. The two significant things to be emphasized are cultural authenticity and a solid digital presence. By concentrating on these vital areas, restaurant owners can easily stand out in a market of competitors and hence keep and get new customers.

Enhanced Guest Experiences: The investigation will enlighten on crucial customer service and ambience features that considerably influence customer satisfaction. The insights gained will be helpful to the restaurant owners in making their decisions. Thus, the overall guest experience will be improved to the extent that the customers will become loyal and give positive word-of-mouth to the restaurants. Restaurants can increase customer satisfaction and expand their business by paying more attention to the areas of service customers have declared to be the most important.

Enrichment of Academic Knowledge: The results of the study will be an added value to the existing literature on the subject of brand management in the multicultural urban cities. The research will delve into the fates of brand perception in the hospitality industry through a detailed

analysis of the cultural and digital factors that influence it, and thus, it will provide the valuable insights into consumer behavior and preferences. This contribution to the research of the academic will not only enhance our knowledge of brand management but also will be the basis for further studies exploring similar issues.

To sum up, the proposed study will, on the one hand, provide restaurant owners with the information they need to improve their marketing strategies and, on the other hand, the study will add to the academic research by giving us the insight on brand management in the context of the hospitality industry in the multicultural cities.

TIMELINE

Tasks/Dates	W 1	W 2	W 3	W 4	W 5	W 6	W 7	W 8	W 9	W 10	W 11	W 12	W 13	W 14	W15	W16	W 17	W18	W 19	W 20	W 21	W 22	W 23	W 24	W 25
Literature Review	■	■	■	■	■																				
Questionnaire Design					■	■	■																		
Data Collection								■	■	■	■														
Data Analysis												■	■	■	■										
Results Compilation																■	■	■							
Drafting Report																			■	■	■				
Final Review & Submission																						■	■	■	■

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THANK YOU!