ISSN (Online): 2455-3662
EPRA International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal
Volume: 10| Issue: 6| June 2024|| Journal DOI: 10.36713/epra2013 || SJIF Impact Factor 2024: 8.402 || ISI Value: 1.188

ANALYZING THE ROLE OF FOOD IN ENHANCING CUSTOMER DINING EXPERIENCE: AN EXPLORATORY STUDY ON HAVELI RESTAURANT IN HARYANA

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Article DOI: https://doi.org/10.36713/epra17341
DOI No: 10.36713/epra17341

ABSTRACT
The present study conducted at Haveli restaurant in Haryana, aimed to analyze the role of culinary elements in enhancing the customer dining experience. The study involved 182 participants who recently dined at the restaurant. Through purposive sampling and questionnaire surveys, data was collected on various aspects including taste, presentation, quality, and cultural authenticity of the cuisine. Statistical analysis, including stepwise multiple regression, was employed to test the hypotheses and determine the impact of different culinary attributes on the dining experience. Results revealed that factors such as visual appeal, nutritional balance, uniqueness, and overall food quality significantly influenced customer satisfaction. Additionally, affordability, freshness of ingredients, and flavor diversity played noteworthy roles. The study affirmed that culinary elements indeed have a positive impact on the dining experience. Recommendations for Haveli restaurant include refining culinary elements, enhancing dish presentation, ensuring ingredient quality and freshness, maintaining affordability, and incorporating unique flavours. Moreover, efforts to gather customer feedback and collaborate with local producers were suggested for continuous improvement.

KEY WORDS: *Culinary elements, Customer, Dining experience, Haveli restaurant, Regression analysis*

INTRODUCTION
The role of food in enhancing the dining experience for tourists has been a subject of interest in the tourism and hospitality industry. Westering (1999) discusses how heritage and gastronomy play a significant role in attracting the 'new tourist' who seeks authentic experiences. This highlights the importance of local cuisine in shaping the overall tourist experience. Similarly, Andersson et al. (2004) explore whether restaurants satisfy customer needs in terms of the dining experience, emphasizing the crucial role of food in meeting tourist expectations. Moreover, the symbolic power of food is evident in various contexts, as discussed by Godderis (2006) in the setting of a prison. The article delves into how food holds significance in institutional settings, shedding light on the power dynamics associated with consumption. This underscores the idea that food is not merely sustenance but a symbol that influences experiences and interactions. Government websites also play a vital role in promoting culinary tourism, as highlighted by Horng et al. (2010). These platforms serve to showcase a destination's cuisine and food culture, creating a virtual experience for potential tourists. By effectively presenting culinary offerings, destinations can attract visitors interested in exploring local gastronomy. Innovative approaches to enhancing the dining experience are also explored in the literature. Koizumi et al. (2011) introduce the concept of using sound effects to augment food texture, creating a cross-modal illusion that enhances the sensory experience of dining. This demonstrates how multisensory elements can contribute to a more immersive and memorable dining experience. Furthermore, the importance of touch in the gastronomic experience is discussed by Spence et al. (2012). The study emphasizes how tactile sensations, from the weight of the menu to the feel of tableware, can impact the overall eating experience. This highlights the sensory complexity involved in dining and how touch influences perceptions of food. Cultural and religious aspects of food also play a significant role in enhancing the tourist experience. Son et al. (2013) explore the role of Buddhist temple food in Western tourists' experiences, underscoring how religious food can serve as a unique attraction for visitors. Additionally, Bessiere et al. (2013) examine the role of traditional food in rural spaces,

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emphasizing how local cuisine can offer tourists a departure from routine and an opportunity to explore unfamiliar culinary traditions. The presentation of food also influences the dining experience, as demonstrated by Michel et al. (2014). The study assesses how art-inspired culinary presentations can impact diners' expectations and sensory experiences. By creatively presenting dishes, restaurants can enhance the perceived artistic value and complexity of their offerings, contributing to a more engaging dining experience. In conclusion, from cultural and heritage aspects to sensory and innovative approaches, food plays a central role in shaping memorable and authentic experiences for visitors. By understanding the significance of food in tourism, destinations and restaurants can create compelling culinary offerings that attract and delight tourists.

LITERATURE REVIEW

Focusing on tourists' dining experiences Yüksel and Yüksel (2003) investigated whether tourists could be grouped into distinct segments; whether the composition of variables determining customer satisfaction differed among the identified segments; and whether market segmentation strategy could contribute to more parsimonious satisfaction prediction models. Multiple regression analyses were then employed to examine the relative importance of service dimensions in determining satisfaction judgments of each segment. Studies on customer satisfaction have showed that customer satisfaction is strongly dependent on the perceived experience and prior expectation of the customers. Ali et. al., (2014) propose foodservice experience as a key driver of satisfaction, dining frequency and dining expenditure in formation of causal relationships. Empirical findings support the positive relationship between foodservice experience, customer satisfaction, their dining frequency and dining expenditure. The contribution of Canny, (2014) was to investigate the role of dining experience attributes on customer satisfaction on behavioural intentions in casual dining restaurant in Jakarta. Based on a sample of 213 customers, which analyse with multiple regression approach, this study revealed that: (1) dining experience attributes (food quality, service quality and physical environment) positively influences on customer satisfaction (2) service quality was found as the most important factor in dining experience attributes that affecting customer satisfaction, and (3) customer satisfaction positively influences on behavioural intentions. Hussein, (2018) aimed to explore the dimensions of experience quality in the area of Indonesia casual dining restaurant. Customer satisfaction, restaurant image and customer engagement are noted as the antecedents of customer loyalty. Hu et. al., (2020) seek to understand the impacts of restaurant technology on customer dining experiences Furthermore, the study places particular emphasis on exploring the moderating effects of the need for interaction on customer dining experiences through the application of restaurant technology. A theoretical framework has been proposed to explain the relationships among restaurant technology, service quality, service experience, relationship quality and need for interaction. Many hospitality enterprises nowadays seek to engage their customers in the process of value creation. Mohammad and AbouElezz(2020) investigated the concept of co-creation of the dining experience and its outcomes. The results revealed that the impact of dining experience co-creation on perceived personalization and brand love was positive, while it was negative on customer satiation and non significant on switching behaviour. Yu et. al., (2020) discovered the role of seasonality in customer dining experiences. Content analysis was conducted based on the core attributes of the customer dining experiences. Positive feelings towards the food and the service do not show a linear relationship, while the overall dining experiences increase in line with the positive feelings on food quality. Le et. al., (2021) explored authenticity dimensions that are of value to customers in dining experiences, and by that gains a multi-dimensional understanding of authenticity in this context. Following an integrated learning approach using text mining and classification techniques, they confirmed different dimensions of authenticity by identifying and classifying authenticity judgements in online restaurant reviews. Oh et. al., (2021) investigated the factors influencing the customer dining experience and retention at Marrybrown in Malaysia. The findings indicated that food quality, location preference, menu innovation, restaurant environment, and service quality are important variables that affect the customer dining experience and customer retention.

OBJECTIVE OF THE STUDY

The primary focus of this study was to determine the impact of the culinary elements of food served in Haveli restaurant in Haryana on enhancing the customer dining experience. This entailed examining various aspects such as taste, presentation, quality, and cultural authenticity of the cuisine offered at the restaurant. By understanding the specific elements that influence customer satisfaction, the study aimed to provide insights into how the restaurant can further enhance its offerings to better meet the expectations and preferences of its clientele.

RESEARCH METHODOLOGY

The study was conducted in person, focusing on 182 customers who had recently visited *Haveli*, a themed restaurant situated in Karnal, Haryana. Data gathering occurred directly after their dining experience. Purposive sampling was utilized, selecting participants based on their affiliation with *Haveli* restaurant in Haryana, whether as regular patrons or individuals engaged in its culinary operations. A survey questionnaire, administered in English, was constructed to obtain information about respondents' demographic backgrounds, their culinary preferences at the restaurant, and how these preferences influenced their dining experiences. A total of 203 questionnaires were personally distributed, with each participant providing consent before participation. After receiving the completed questionnaires, a comprehensive review was undertaken to detect any instances of missing information, incompleteness, or inaccuracies. Subsequently, it was found that 21 out of the 203 questionnaires displayed such inconsistencies. Consequently, these questionnaires were excluded from further analysis to uphold the accuracy and dependability of the findings. This adjustment reduced the final sample size considered for subsequent analysis to 182. Following data organization, the collected information was inputted into IBM SPSS software version 26 for subsequent analysis. The analysis primarily consisted of stepwise multiple regression analysis aimed at uncovering relationships and patterns within the dataset.

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DATA ANALYSIS AND RESULTS

In order to achieve this objective, a null hypothesis ***H01 "The culinary elements of food served in Haveli restaurant have no impact on enhancing the customer dining experience"*** was formulated and tested. The detailed process of hypothesis testing, results and conclusions are presented below. A stepwise multiple regression was applied to see the impact of 14 elements of food served in Haveli restaurants on enhancing the customer dining experience. However, before applying the test, data was tested for all the assumptions of regression analysis, which included assumptions of no outliers, normal distribution, data linearity, homoscedasticity and no autocorrelations. Residual statistics analysis for outliers (Table 1) showed that the minimum value of standard residual was -3.320 and maximum value was 2.274 postulating that the collected data had no outliers. It was confirmed from the bell shaped and symmetrical histogram for regression standard residual and normal P-P plot for regression standard residual that residuals were normally distributed. A scatterplot showing a random array of dots indicated a straight-line linear relationship between the variables and a constant variance of the residuals in the regression model, which means that the data met the assumptions of linearity and homoscedasticity. To check the lack of autocorrelations, the values of test statistic for Durbin Watson test analysis were observed. The value of Durbin Watson test (Table 2) was 1.677, which was closer to 2 confirming that the residuals had no autocorrelation among them. After testing the data for all assumptions, a stepwise multiple regression was applied to determine the impact of culinary elements of food served in Haveli restaurant on enhancing the customer dining experience.

The analysis suggested 12 models based on 14 attributes (Table 2) describing the impact of these attributes on enhancing the customer dining experience. The remaining 2 attributes were automatically removed from the analysis by the software as they did not play a significant role in enhancing the customer dining experience. These factors were "Food items have balanced combination of Hot and Spicy" and "Food items are Aromatic".

Table 1: Residual statistics for Stepwise Multiple Regression Analysis between culinary elements of food served in Haveli restaurant and their impact on enhancing the customer dining experience

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.1835	4.7791	3.8540	.28683	182
Residual	-.52763	.36147	.00000	.15358	182
Std. Predicted Value	-2.338	3.225	.000	1.000	182
Std. Residual	-3.320	2.274	.000	.966	182

Table 2: Model summary for Stepwise Multiple Regression between culinary elements of food served in Haveli restaurant and their impact on enhancing the customer dining experience

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.550	.302	.299	.27248	**1.677**
2	.674	.454	.448	.24166	
3	.720	.518	.510	.22780	
4	.757	.573	.563	.21504	
5	.790	.625	.614	.20212	
6	.815	.664	.652	.19190	
7	.837	.701	.689	.18150	
8	.855	.731	.718	.17265	
9	.868	.753	.740	.16593	
10	.872	.761	.747	.16356	
11	.877	.770	.755	.16110	
12	.882	.777	.761	.15894	

It is evident from Table 2 above that the 12th regression model having $R^2 = .777$, contains 12 attributes out of 14 that describe 77.7 % of the total variance in the dining experiences of customers. Furthermore, the value of F-statistic [F (12, 169) = 49.121, $p < .05$] with p-value = 0.000, indicated that the 12th regression model is statistically significant (Table 3).

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Table 3: ANOVA for Stepwise Multiple Regression between culinary elements of food served in Haveli restaurant and their impact on enhancing the customer dining experience

Models		Sum of Squares	df	Mean Square	F	Sig.
1	**Regression**	5.796	1	5.796	**78.060**	**.000**
	Residual	13.364	180	.074		
	Total	19.160	181			
2	**Regression**	8.707	2	4.353	**74.545**	**.000**
	Residual	10.453	179	.058		
	Total	19.160	181			
3	**Regression**	9.923	3	3.308	**63.744**	**.000**
	Residual	9.237	178	.052		
	Total	19.160	181			
4	**Regression**	10.975	4	2.744	**59.339**	**.000**
	Residual	8.185	177	.046		
	Total	19.160	181			
5	**Regression**	11.970	5	2.394	**58.597**	**.000**
	Residual	7.190	176	.041		
	Total	19.160	181			
6	**Regression**	12.716	6	2.119	**57.550**	**.000**
	Residual	6.444	175	.037		
	Total	19.160	181			
7	**Regression**	13.428	7	1.918	**58.235**	**.000**
	Residual	5.732	174	.033		
	Total	19.160	181			
8	**Regression**	14.003	8	1.750	**58.717**	**.000**
	Residual	5.157	173	.030		
	Total	19.160	181			
9	**Regression**	14.424	9	1.603	**58.212**	**.000**
	Residual	4.736	172	.028		
	Total	19.160	181			
10	**Regression**	14.585	10	1.459	**54.517**	**.000**
	Residual	4.575	171	.027		
	Total	19.160	181			
11	**Regression**	14.748	11	1.341	**51.656**	**.000**
	Residual	4.412	170	.026		
	Total	19.160	181			
12	**Regression**	14.891	12	1.241	**49.121**	**.000**
	Residual	4.269	169	.025		
	Total	19.160	181			

It is revealed from Table 3 above that in the 12th regression model the value of sum of squares of mean is highest (14.891) and the value of sum of squares of residual is lowest (4.269) which indicates that the model explained a significant amount of variance in establishing a significant impact of culinary elements of food served in Haveli restaurant on enhancing the customer dining experience.

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Table 4: Model summary of individual impact of culinary elements of food served in Haveli restaurant on enhancing the customer dining experience

	Culinary elements	B	Std. Error	Beta (β)	t	p
12th Model	*(Constant)*	.838	.141		5.930	***.000***
	Food items are Unique	.077	.018	.190	4.319	***.000***
	Food items are Easily digestible	.042	.020	.096	2.079	***.039***
	Food items have overall good quality	.070	.015	.189	4.844	***.000***
	Food items are Inexpensive	.083	.020	.186	4.180	***.000***
	Food items are Healthy/nutritionally balanced	.089	.018	.212	5.070	***.000***
	Food items are Exotic	.069	.019	.156	3.653	***.000***
	Food items are Visually appealing	.086	.016	.221	5.459	***.000***
	Fresh ingredients used in Food items	.082	.020	.177	4.071	***.000***
	Food items give good value for money	.054	.016	.143	3.357	***.001***
	Food items are diverse in terms of flavors, ingredients and cooking methods	.042	.019	.092	2.137	***.034***
	Food items are Tasty and flavorful	.053	.018	.116	2.882	***.004***
	Food items are positively Surprising	.043	.018	.107	2.379	***.018***

To determine the individual contribution of each culinary elements of food served in Haveli restaurant on enhancing the customer dining experience, standardized beta value and t values of the 12th model were observed (Table 4). The p-value (0.000) of the slope coefficients of t statistics (5.930) is less than 5% significance level (p=.000) which means that significant relationship has been observed between the elements. By looking into the values of standardized coefficients, it was observed that element "Food items are Visually appealing" had the highest influence [β = .221, t (181) = 5.459, p= .000] on enhancing the customer dining experience, followed by elements "Food items are Healthy/nutritionally balanced" [β = .212, t (181) = 5.070, p= .000]; "Food items are Unique" [β = .190, t (181) = 4.319, p= .000]; "Food items have overall good quality" [β = .189, t (181) = 4.844, p= .000]; "Food items are Inexpensive" (β = .186, t (181) = 4.180, p= .000]; "Fresh ingredients used in Food items" [β = .177, t (181) = 4.071, p= .000]; "Food items are Exotic" [β = .156, t (181) = 3.653, p= .000]; "Food items give good value for money" [β = .143, t (181) = 3.357, p= .001]; "Food items are Tasty and flavorful" [β = .116, t (181) = 2.882, p= .004]; "Food items are positively Surprising" (β = .107, t (181) = 2.379, p= .018]; "Food items are Easily digestible" [β = .096, t (181) = 2.079, p= .039] and "Food items are diverse in terms of flavors, ingredients and cooking methods" (β = .092, t (181) = 2.137, p= .034].

In addition to this, all the 12 factors had a significant p-value ($p < 0.05$), meaning that there is a significant relationship between culinary elements of food served in Haveli restaurant and customer dining experience. Hence the results of the stepwise multiple regression analysis implied that culinary elements of food served in Haveli restaurant had significant impact on enhancing the customer dining experience. Hence our hypothesis ***H_01 "The culinary elements of food served in Haveli restaurant have no impact on enhancing the customer dining experience" is rejected.***

CONCLUSION AND DISCUSSION

The study underscores how crucial culinary elements are in elevating the dining experience for patrons at Haveli restaurant in Haryana. Extensive analysis revealed that various factors, such as taste, presentation, quality, and cultural authenticity of the cuisine, significantly contribute to customer satisfaction. Robust regression analysis highlighted that attributes like visual appeal, nutritional balance, uniqueness, and overall food quality exerted the most significant influence on enhancing the dining experience. Additionally, affordability, freshness of ingredients, and flavour diversity also played noteworthy roles. These findings reject the null hypothesis, confirming that the culinary elements at Haveli restaurant indeed have a positive impact on the customer dining experience.

Based on the findings, Haveli restaurant is recommended to prioritize and invest in refining its culinary elements to further elevate the dining experience. This entails initiatives such as enhancing visual dish presentation, ensuring consistent quality and freshness of ingredients, and maintaining affordability without compromising taste or authenticity. Additionally, efforts to introduce unique and diverse flavours, emphasizing nutritional balance, and implementing periodic menu updates reflecting seasonal or regional specialties can contribute to sustained customer satisfaction and loyalty. Incorporating customer feedback mechanisms like suggestion boxes or online surveys would offer valuable insights for continuous improvement and adaptation to evolving preferences. Collaborations with local producers or artisans to source fresh, high-quality ingredients could further enhance the restaurant's reputation for culinary excellence. While acknowledging potential limitations, such as the study's single-restaurant focus and geographical constraints, these findings align with previous research, emphasizing the significant role of culinary aspects in shaping overall dining experiences. Further research exploring diverse culinary contexts or investigating the interplay between

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culinary elements and other factors like service quality or ambiance could provide a more comprehensive understanding of the dining experience, benefiting both practitioners and scholars. Overall, this study contributes valuable insights into the importance of food in creating memorable dining experiences.

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