A STUDY ON CUSTOMER PERCEPTION ON THEME RESTAURANTS IN HYDERABAD

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ABSTRACT

The restaurants have become a common feature for an outing or a social gathering in the metropolitan and large cities. These restaurants mainly focus not only on food but also an overall ambience, looks and interiors. It is quite natural that the human mind changes. This has led to noticeable changes in the restaurant industry and the emergence of theme restaurants which is a revolutionary trend in the interior of the restaurants. Today, the restaurant industry is developing very rapidly. Theme restaurants have an instantly recognizable, easily articulate concept that can be summed up in a few words as an exaggeration of an idea in their interiors reflecting a specific culture or environment. The literature reviewed on the topic has highlighted some of the well renowned theme restaurants prevalent in different parts of the world. The highlighting characteristics of each of them are presented in the present review paper. The electronic media was used to find out the restaurants with the existing themes within and outside India. The secondary data on the theme restaurants highlighted that their existed theme restaurants in India as well as outside India too. In India the trend of theme restaurants is still in infancy stage, initiated since the last decade only, whereas outside India their existence was marked since 1950s, almost six decades earlier than India. There was mixture of themes found in the restaurants designed outside India from "Horror" to "Devil", "Cartoons" to "Film characters", "Village" to "Contemporary themes", "Colonial themes" and "Nature loving themes". This study aims to find out the spending habits, preferences of the customers with respect to the ambience, price, food quality, creativity etc. Also, this study aims at understanding their level of interest in restaurants and its themes(love, movie, music, nature, etc). The data was collected from students and employees of Hyderabad and the analysis is done by using SPSS version 15.0.

KEY WORDS: Theme Restaurants, Restaurants

HISTORY OF THEME RESTAURANTS

Theme restaurants are restaurants in which the concept of the restaurant takes priority over everything else, influencing the architecture, food, music, and overall 'feel' of the restaurant. The presentation of the theme takes priority over food, and

these restaurants attract customers solely on the premise of the theme itself.

Credit for the development of the first theme restaurants goes to Paris cafés and cabarets which opened in Montmartre in the later nineteenth century. In their early years these artistic cafés had a counter-cultural impetus that in some cases celebrated the revolutionary Paris Commune of 1871 which had been rooted in Montmartre. That was particularly true of the Cafedu Bagne (Café of the Penitentiary) established in 1885 by Maxime Lisbonne (shown with waiters), a member of the Commune long exiled in a South Pacific penal colony. Posters on the wall of his café, which replicated a prison eating hall, hailed Commune heroes. Waiters were dressed as real convicts but with fake balls and chains. . Possessed of a socialistic mission, Lisbonne posted a sign in 1886 announcing a free breakfast for the poor residents of Montmartre: "Come, and eat your fill, your appetite sharpened by the knowledge that it was from their coffers the money was extracted."

The Chateau d'If' of the 1880s, possibly an imitator of the Café du Bagne, was designed to resemble the prison by the same name in Dumas's The Count of Monte Cristo. Outside it had an imitation drawbridge which stretched from the street to a large oak door, while inside were cells and dungeons. The L'Abbaye de Thélème, with a medieval theme, dressed its servers as monks and nuns. At Le Chat Noir, the decor was in Louis XIII style, with waiters dressed in the authentic green jackets of the Immortals of the French Academy whose job it was to protect the purity of the French language – the object being, of course, to mock them. When it was established in 1881, Le Chat Noir, served as a club for artists where they exhibited their work which was also decorated with images of black cats throughout. Its fame spread quickly and it became a magnet for visitors to Paris.

Many of the Montmartre cafés celebrated the macabre, with paintings and decor whose subjects included infanticide, crucifixion, and assassination, but in 1894 The Café of Death opened, furnished with coffins serving as tables. The police objected to its name and its habit of serving beer in imitation human skulls so its name was changed to the Cabaret du Néant. The 1890s marked a turning point at which original owners left the scene, artists stopped coming, bohemianism vanished, and new café owners took dead aim at tourists. Certainly few of the popular cafés and cabarets of the early 20th century had much connection with earlier enterprises even when old names remained. Many felt that the Café de l'Enfer (Café of Hell) exemplified the purely commercial type of enterprise. The spirit of Paris's bohemian cafés passed into the United States first in New York City. Otherwise, though, it seemed like a fairly standard small French restaurant of the day serving dishes such as cold lobster, tripe, and deviled crabs..

THEME RESTAURANTS IN HYDERABAD

1. West Wild
Theme: This restaurant set up in a "Cowboy Theme" offers an authentic experience of the wild west.

2. Village-The Soul Of India
Theme: A blend of modern day food and olden day villages is just a perfect combination.

3. The Moonshine Project
Theme: Based on the movie "Little Miss Sunshine" it offers a pleasant experience.

4. Ohri's Silver Metro & Ohri's Guffa
Theme: A fine dining experience in a local metro and a cave! It couldn't get any better.

5. Sahib Sindh Sultan
Theme: A train themed restaurant that'll take you back in time.

6. Nautanki Gali
Theme: Indian street themed restaurant with rickshaws, banyan tree's is something that makes this place special.

7. The Grand Trunk Road
Theme: A truck palace would be the perfect word to describe this place.

8. The Fisherman's Wharf
Theme: Ste up in a complete "Goan" style this place is a must visit if you want to experience GOA.!.

9. The Filmy Tadka
Theme: A pure vegetarian restaurant in full on filmy style!

10. Beach House
Theme: White and blue coloured place that replicates a true feeling of a beach house.

OBJECTIVES
1. To study the concept of Theme Restaurants in India.
2. To study the level of awareness on Theme Restaurants in the city of Hyderabad.
3. To study the spending habits of customers in Theme Restaurants.
4. To study the level of satisfaction of customers on Theme Restaurants.
5. To find out the way ability to establish a Theme Restaurant.

LITERATURE REVIEW
All styles of design can be traced through hundreds of years of history and seen how their modern counterpart came to be. However, theme design was not officially coined as an area of design until the 1950's with the opening of Disneyland in California. "The modern theme park was born during the 1950's at Disneyland Park in Anaheim, California. Filmmaker Walt Disney's attraction was a quantum leap from its contemporary attractions," (Beck, 1999).

The following chapter, Review of Existing Literature, provides a historical, theoretical and social understanding of the background of theme and experiential entertainment spaces.

For the purpose of this thesis, escapism will be discussed in relation to restaurants and dining out. "Increasingly, consumers are appreciating the value of dining in surroundings that delight their senses, engage their emotions, and excite their imaginations" (ITEC Entertainment Corporation, 2001). Because of this more and more businesses, especially restaurants, are responding to this by designing and promoting spaces that provide a heightened sensorial type of experience. Escapism is an ancient tradition of vicarious experiences that can be traced back to the ancient Greeks with their acted out comedies and dramas. Greek theatres were built to provide a place for gatherers to break away from their daily lives to watch plays and listen to poetry. The plays "lift the reader or spectator, they kindle the imagination, open the gates to a divine pity, light up the soul, exalt the emotions in sorrow—and leave one cleansed," (Cheney, 1929). The Romans also used forms of theatre for escapism along with two new forms: the Coliseum and the Circus Maximus. Both places allowed viewers to vicariously experience a historical battle or high speed chariot race without being placed in danger themselves. Fifteen hundred years later, English crowds escaped the dirty, everyday streets to experience a Shakespearean play of two lovers, a betrayed prince, a strange faraway land and many more. Modern forms of escapism began a hundred years ago with Coney Island, "a beach resort that provided carefree entertainment and thrilling amusement park rides" (Stanton, 1997). These thrill rides provided a safe form of a thrilling experience that immersed the individual into an environment unlike centuries before where individuals viewed them from an audience. This shift from an audience type experience to a more individualized one became more and more popular throughout the 1900's. Once Disneyland was built, a new form of vicarious experiences began and exploded during the latter half of the 20th century: themed spaces. The movement toward this form of design "has exploded in the last 10 years, influencing the look and feel of many commercial, leisure, cultural, and educational projects," (Beck, 1999).

Theme spaces provide a wider range of vicarious experiences that allows individuals to feel as if they really are in another place, yet still within the safety of their hometown or country. Las Vegas has become a boomtown of vicarious experiences. Individuals can travel to Paris, Rome, Egypt and the tropics all within one day and never have to leave the safety of our country or learn a foreign language to get around. Las Vegas's success can be attributed to America's, and many other countries, desire to escape and experience thrilling activities without placing themselves in a harm way. American's feel the need to frequently "get away from it all" in order to relax and ease their mind of everyday stressors. These modern forms of escapism deal with the avoidance of stress or anxiety, both psychological issues. "The construct of escapism implies that the individual uses activities as a way of avoiding current unhappy events or getting away from anxieties. Hence, the characteristics found associated with escapism may have been similarly associated with high anxiety levels and/or the inability to cope with emotional stress," (Hirschman, 1983).

Emotional stress and high anxiety have become common in our advanced world that we've created. Many people perceive reality in our world through individualized human perceptions, whether it is a true reality or a perceived reality. Depending on a person's personality and their perception of reality, they will have a low or high stress level. To counteract the higher levels of stress and anxiety, our society has created means of escape to counteract stressors. These forms of escape include activities that cover the entire spectrum of mental and physical abilities. The simplicity of sitting and reading a book immerses a reader into a whole new world, whereas the mental and physical focus is highly demanding for an avid rock climber, both being forms of escapism. Travellers love to take off time from work to tour exotic, lush and new locations. However, if an entire getaway is out of the budget, a night of dining out can affordably accomplish the same task of "getting away." Due to the technological advances and societal pressures that have arisen in our society over the past 200 years, today's society craves forms of escapism. In response to this, more and more businesses are providing forms of entertainment and memorable experiences that the business can profit from.

## RESEARCH METHODOLOGY
Research Design and Data Collection

The study is based on the primary data collected through sample of students and employee. Questionnaires have been constructed to understand the contribution of various components towards consumer perception on Theme Restaurants. The data has been collected through online survey along with demographic details of respondents.

## DATA ANALYSIS
Profile of respondents:

- From the collected data, it was observed that there was equal percentage of male and female respondents. Also majority of the respondents belonged to the age group of 18-25 years.
- 51 percentage of respondents were students and 42 percentage of the respondents were employees.

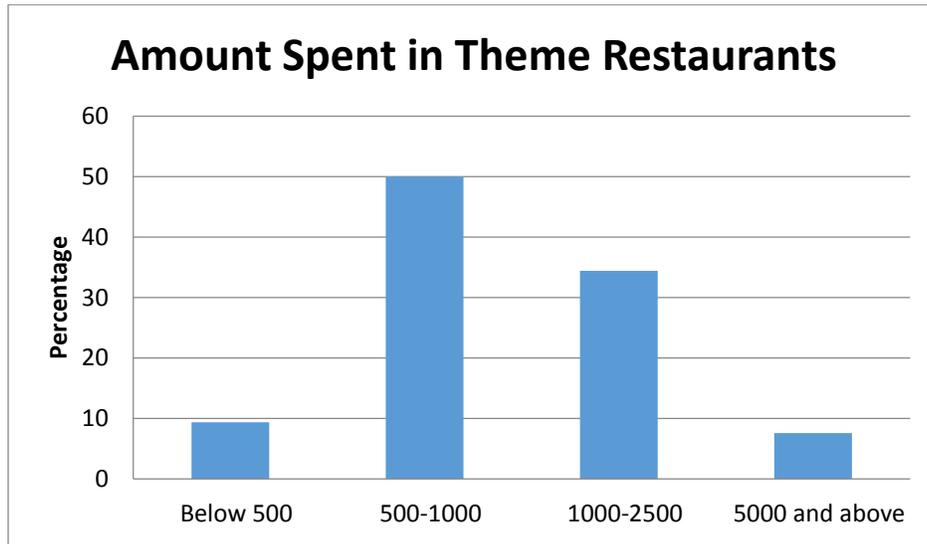**Frequency of visiting restaurants:**
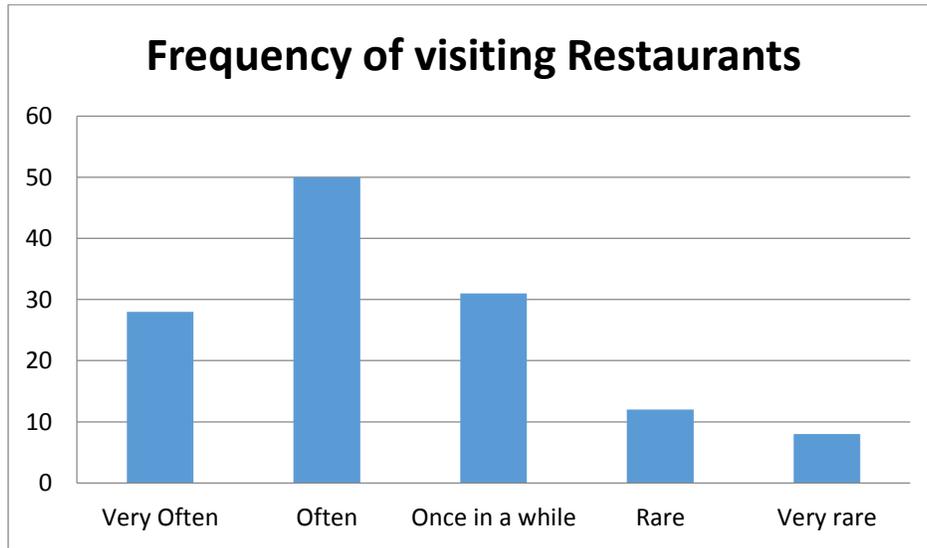
Interpretation: Most of the respondents visit restaurants often.

Customers visit to restaurants
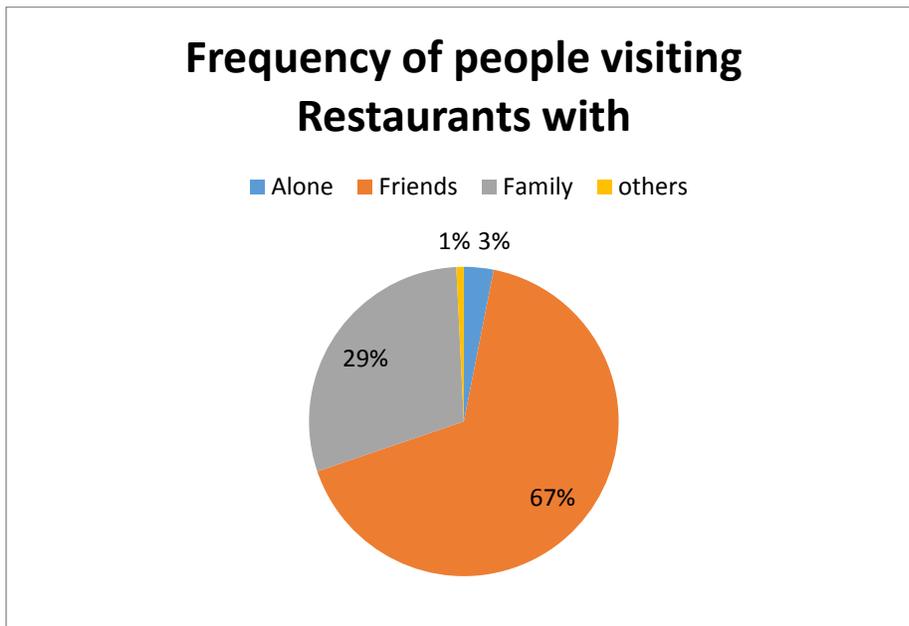
Interpretation: We can infer that most of the respondents visit restaurants with friends and family. Very few respondents visit alone.

Amount spent in restaurant

Amount Spent in Theme Restaurants

Interpretation: it can be inferred that majority of the respondents spend 500-1000 rupees while they visit restaurants.

People knowing theme restaurants
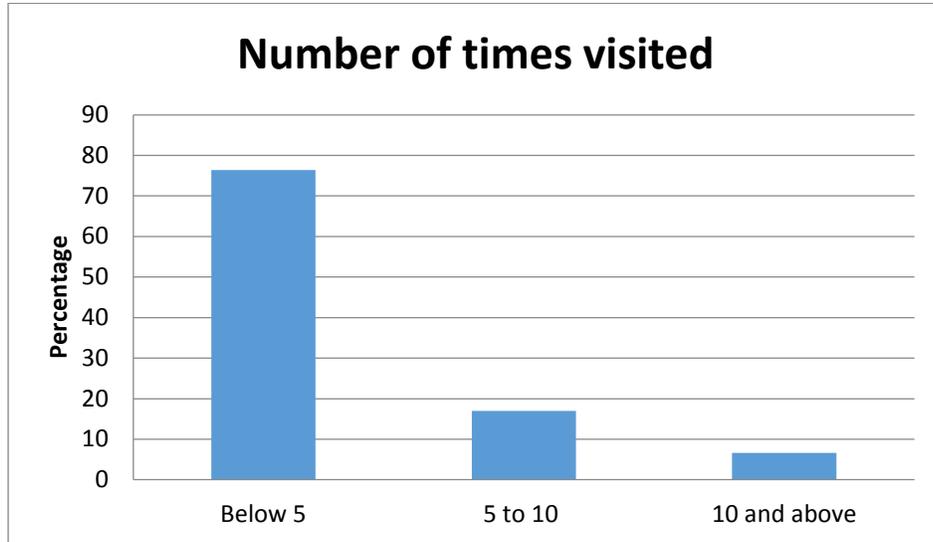
People knowing theme Restaurants
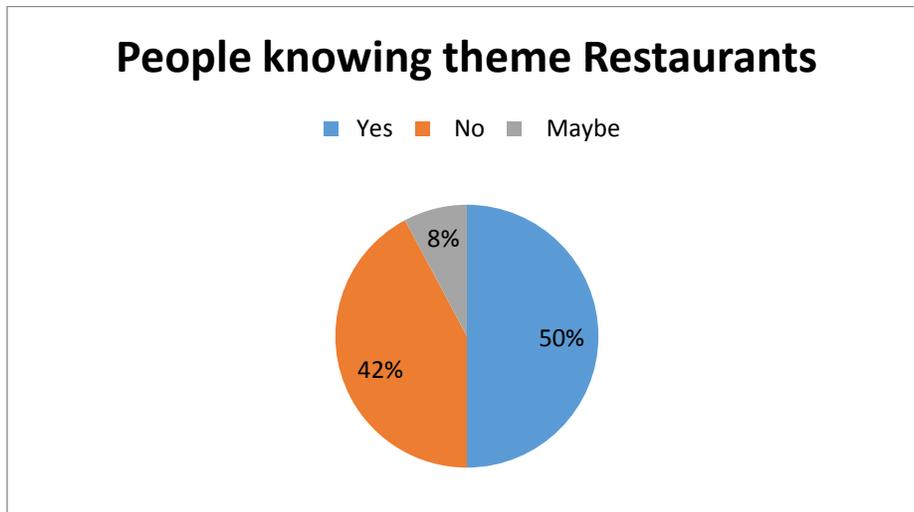
Interpretation: we can infer that half of the respondents are aware of theme restaurants

People visiting theme restaurants
- Half of the respondents have visited a theme restaurant at least once.

Number of times of visit

Number of times visited

Interpretation: it can be inferred that that majority of the respondents visited the theme restaurants below 5 times and few of them visited it in between 5-10 times and very few of them visited more than 10 times.
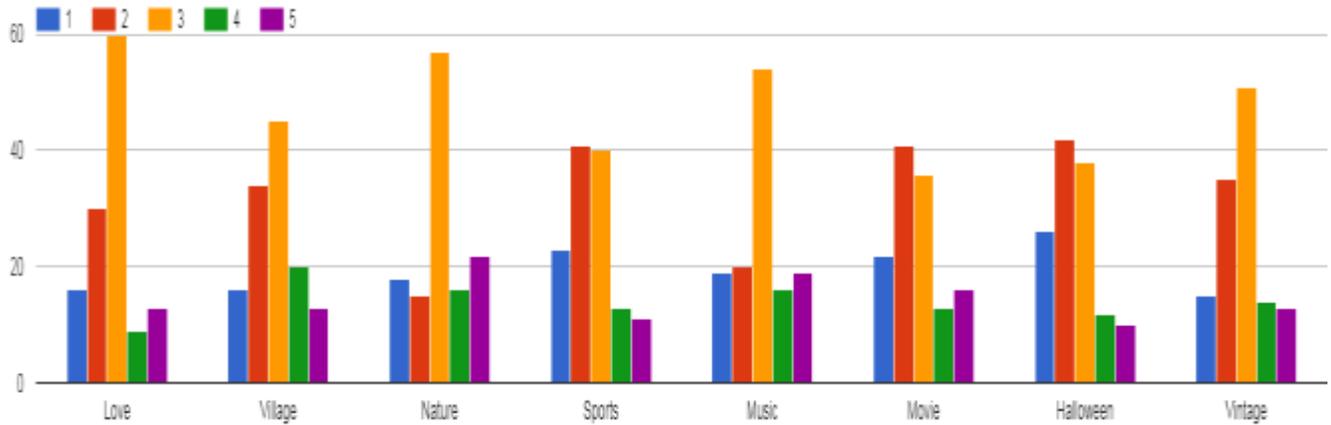
Level of satisfaction with theme restaurants

Level of Satisfaction with Theme Restaurants
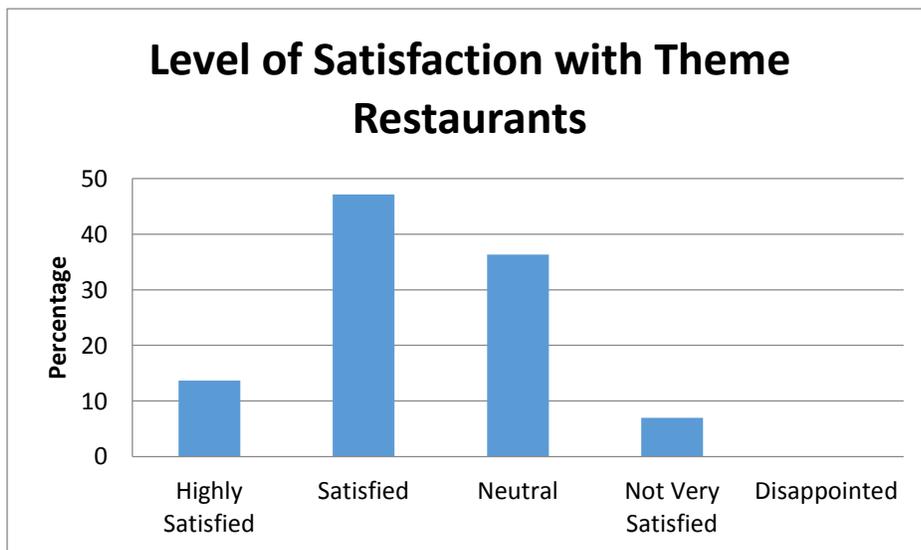
Interpretation: majority of respondents were satisfied with the service of theme restaurants.
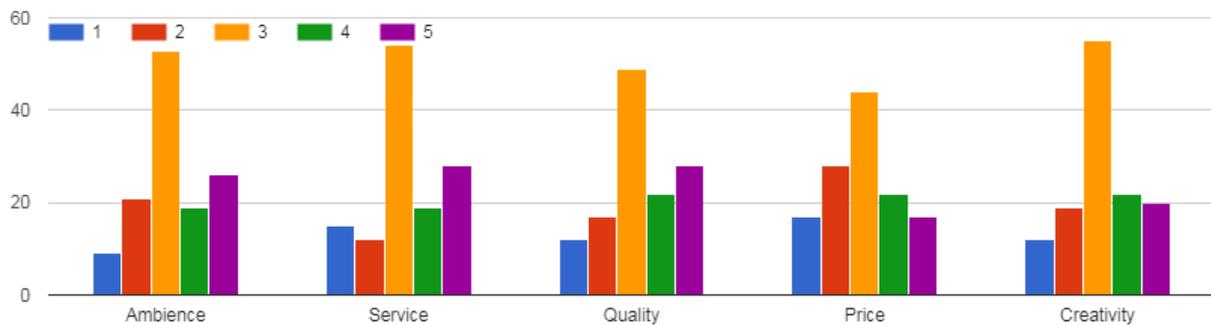
Rating of themes

Rate the themes from

Interpretation: from the table, it can be inferred that different respondents wanted different themes. But, the overall rating was high for "music" them
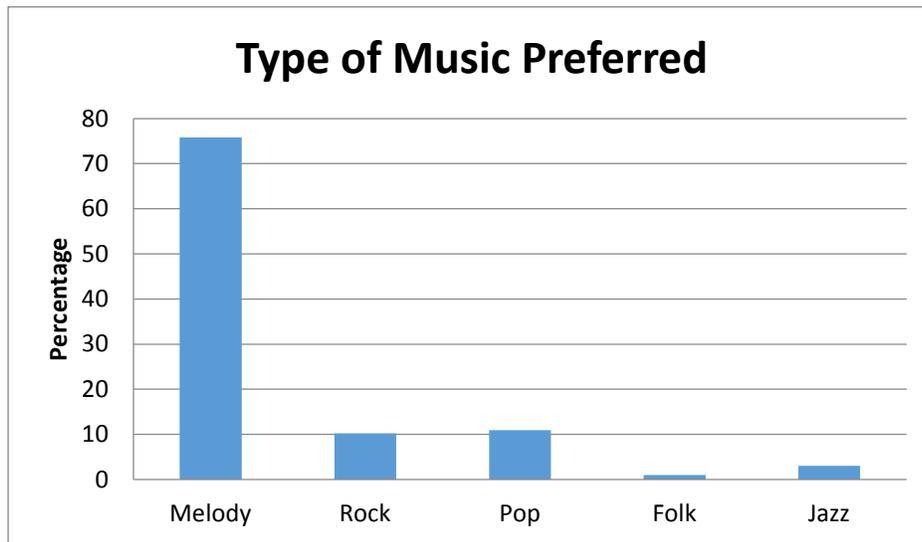
Rating according to the preferences
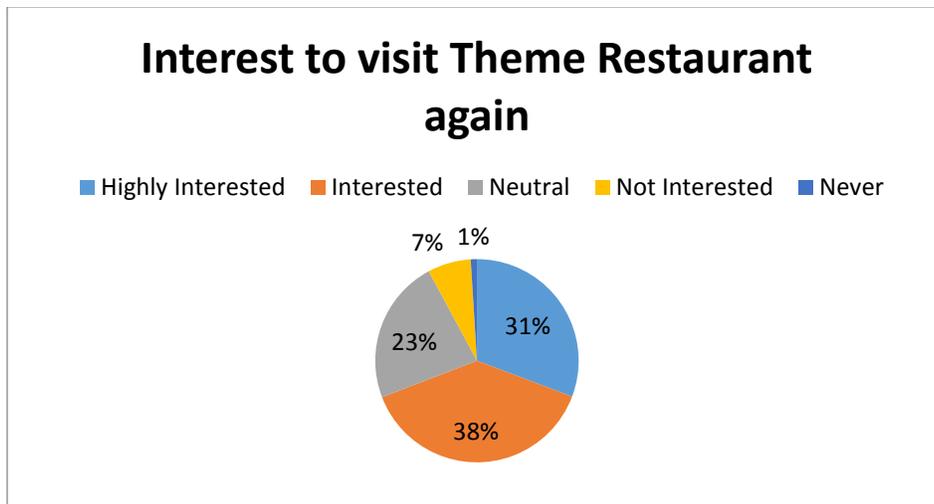
Rate according to your preferences

Interpretation: it can be inferred that maximum of the respondents gave priority to the quality of food.

Type of music preferred

Interpretation: it can be inferred that most of the respondents would love "melody" music to be played.

Interest in visiting theme restaurants

Interpretation: it can be inferred that maximum of the respondents are willing to visit theme restaurants if opened near their place.

FINDINGS

From the study, The potential of Theme Restaurants contributing to food court business is affectively found out by considering different factors like demographics, age, occupation, amount spent in restaurants, preferences , level of satisfaction etc.

A questionnaire is drafted which includes all the above mentioned factors,. To know how students and employee contribute to the profits of Theme Restaurants, the questions were posed only to them and data is collected.

From the collected data, it is found that majority of the respondents visit restaurants with friends and family and spend an amount of 1000-2500 rupees. Also most of the respondents are familiar about theme respondents and they are mostly interested to dine in a

"MUSIC" thene Restaurant and they would like melody music to be played while dining.

Also majority of the respondents are interested to visit the Theme Restaurants if it is opened in their vicinity.

CONCLUSION

The questionnaire was designed to collect primary data in order to find first-hand information on how the ambience, price, quality, creativity affects the perception of respondents on theme restaurants, The questionnaire was designed to, first, collect data that would be used to find segments among the respondents, and second, to collect data about the factors price, trust, and convenience. Also, the level of interest of people to visit theme restaurants if opened in their vicinity is also found out by considering their spending habits and knowledge about Theme Restaurants.

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3. *https://en.wikipedia.org/wiki/Theme_restaurant*