

# Customer Preferences and Satisfaction Towards Food & Beverages

OPEN ACCESS

Volume: 13

Special Issue: 1

Month: April

Year: 2026

P-ISSN: 2321-788X

E-ISSN: 2582-0397

Citation:

Aveline Selshya, C., and P. TamilSelvan.  
“Customer Preferences and Satisfaction Towards Food & Beverages.”  
*International Journal of Arts, Science and Humanities*, vol. 13, no. S1, 2026, pp. 1–6.

DOI:

<https://doi.org/10.34293/sijash.v13iS1-Apr.10644>.

**C. Aveline Selshya**

*II MBA Student, Department of Management Studies  
Vel Tech Rangarajan Dr. Sangunthala R&D Institute of Science and Technology  
Avadi, Chennai, India*

**P. Tamil Selvan**

*Assistant Professor, Department of Management Studies  
Vel Tech Rangarajan Dr. Sangunthala R&D Institute of Science and Technology  
Avadi, Chennai, India*

## Abstract

*Customer satisfaction is a crucial factor for any quick-service restaurant (QSR) brand aspiring to move into an established status. Given the competitive nature of the market, and changing consumer preference, it is especially important to understand the dimensions of satisfaction. This research focuses on a burgeoning tea café chain that has established a presence in Chennai and aims to measure and understand customer satisfaction and preference, in associations with values (offerings), service, and overall brand experience made at this outlet. The food and beverage (F&B) industry in India is in a state as a result of urban migration, increasing incomes, and preference for hygienic and branded F&B within the industry. This research aims to measure these customer satisfaction and loyalty indices for the research utilizes a descriptive and analytical research design and relies on both primary and secondary data. A structured survey was conducted with 154 respondents from different outlets in Chennai for data collection through convenience sampling and the use of statistical analyses. The statistical analyses were performed with SPSS software, applying statistical tools of Correlation and Independent T-Test. The study aimed to test variables of product quality, price perception, a brand image, customer experience. The results showed that product quality, taste, and personalized service provided were highly related to customer satisfaction. Customer positively evaluated various elements of the brands' ambiance and cleanliness, as well as the promotional offerings, but highlighted that the freshness of the food and the speed of service need to be improved.*

**Keywords:** Customer Satisfaction, Brand preferences, Quality products, Hygienic product, Food & Beverages.

## Introduction

Food and beverage companies need to understand their customers because customer preferences and satisfaction combine to create two essential elements that drive business growth and success. A business needs to understand its customers' needs and expectations to deliver better products and services in today's competitive marketplace. The fast delivery of high-quality food and beverages from quick-service restaurants at budget-friendly prices has become a demand among

students and young professionals who make up the majority of the population in Chennai's growing metropolitan area. A customer will choose a product based on several factors which include the food taste and menu item variety and ingredient quality and product price and establishment cleanliness and service quality and overall atmosphere. Timely delivery, high-quality food/services that taste great and enjoying their time in a clean venue increases the customer's overall satisfaction with the visit. Eatery and bar patrons will stay at points of business which provide a comfortable atmosphere for dining or drinking. Also, they will also stay at points of business with a high level of sanitation and cleanliness. If the patrons of a venue feel engaged in an atmosphere that they find to be attractive and inviting, they will enjoy their visit to the venue while extending those visits. An organization that exceeds customer expectations through the provision of excellent service will have loyal customers who continue to support the organization, thereby contributing to the ongoing success of that organization.

### **Objectives of Study**

Primary Objectives:

- To investigate a Customer Preferences and Satisfaction Towards Food and Beverage.

Secondary Objectives:

- To measure the customer perceptions of product quality; price, value for money and choice.
- To compare the levels of customer satisfaction from different customer groups.
- To assess the customer feedback and suggestions for developing the service.

### **Literature Review**

Jeyaraj, K. L., Muralidharan, C. (2021). Analyzing Customer Needs and Customer Satisfaction in a Textile Dyeing Process. Define that the Selection of potential critical quality attributes for customer's satisfaction with considerations of producer's capacity necessitates logical prioritization of customer needs. A few major challenges remain unaddressed for customer need analysis, such as quantitative measure of customer satisfaction, decision support, and capacity assessment of the producers. This paper presents a customer preference analysis for customer need and satisfaction, following the basic principles of traditional Kano model. This customer preference analysis quantifies the customer need and the Context of Customer Satisfaction. It adopts the customer preference indices for measuring customer's satisfaction and dissatisfaction. The relative weight of the potential critical quality attributes is calculated based the customer preference indices. The management makes sure their capacity to provide this satisfactory preference to the customers. The overall customer preference analysis framework addresses the customer need analysis from a broader scenario, such that the customizable potential critical quality attributes can be better managed at the experimental design planning.

R Bisui, MC Uniyal, N Sharma (2022) A systematic review of papers on guest satisfaction practices in food & beverage service department and its impact on customer satisfaction and retention .Express that the in recent years, the inclination toward eating out has become a prime choice everywhere. It is the result of working parents, micro family, and disposable income. People are looking for a good time to spend and relax. Resulting in many new hotels and restaurant are coming up day by day. In this competitive environment, restaurants are suffering from low business and find it difficult to survive in the market. Restaurant management is not able to identify the drawback of its products, services, and is thriving for new strategy and development. Therefore, this paper aims to find out various customer satisfaction practices existing in the catering industry and its effect on customer satisfaction and retention.

### Scope of the Study

- To analyze customer satisfaction and preferences regarding 's products, service quality, and ambiance.
- To identify key factors influencing customer loyalty and repeat purchase behavior.
- To provide insights for improving service quality and strengthening 's competitive position in the tea café industry.

### Limitation of the Study

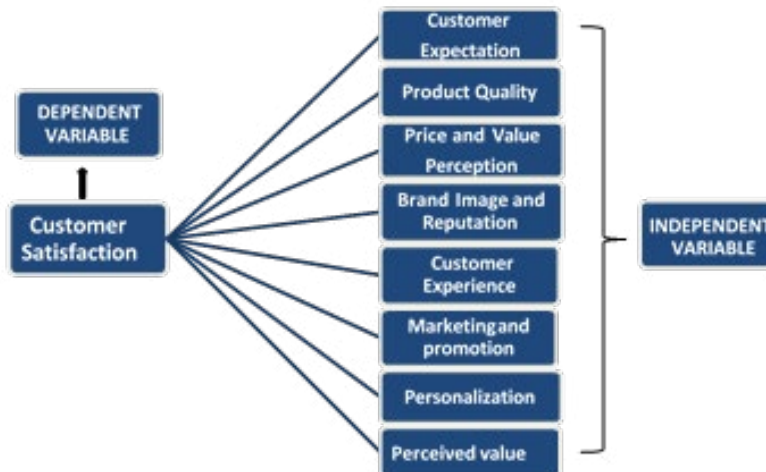
- It is only limited to customer for the food and beverage, so it could be distinguished from other tea café.
- Responses to online surveys do not include customers who do not have digital access.
- Time limitation-imposed limitations on the extent and depth of the research.

### Research Methodology

This study's research methodology explains the methods and procedures used to analyze customer satisfaction toward, including data collection, analysis tools, and the rationale for their selection, ensuring reliable and valid findings on customer perceptions and preferences.

### Research Design

- 'Service quality and customers' perceptions are examined via a descriptive and analytical research design. The balancing of product quality, price, and experience makes up how the goals of the study were accomplished.
- Customer satisfaction levels and what causes them are identified, and there are suggested improvements as a result of the findings.



### Research Model

#### Hypothesis

- Null Hypothesis (H0): There is no significant relationship between product quality and customer satisfaction.
- Alternate Hypotheses (H1): There is a significant positive relationship between product quality and customer satisfaction.

## Sampling Method

Non-Probability Sampling in this non-random sampling method, convenience sampling is used and the respondents are selected from those considered available at the outlets.

Sample Size: The study used 154 respondents from various outlets in Chennai that consisted of students, professionals, and families to assess customers' level of satisfaction with fast foods, their perceptions of the foods consumed, and their perceptions of the main factors that influence their satisfaction with fast foods (such as taste, price, service, ambiance).

Statistical Tools: The study uses descriptive statistics to summarize data and inferential tools like correlation Analysis and chi-square test to interpret customer satisfaction results.

- Correlation Analysis
- T-Test

## The Analysis of Factors Correlation Analysis

### Hypothesis

- Null Hypothesis (H0): There is no relationship between special offers and highly recommend.
- Alternative Hypothesis (H1): There is a relationship between special offers and highly recommend.

		The special offers and combos at provide excellent value.	I would highly recommend to others.
The special offers and combos at provide excellent value.	Pearson Correlation	1	.218**
	Sig. (2-tailed)		.007
	N	154	154
I would highly recommend to others.	Pearson Correlation	.218**	1
	Sig. (2-tailed)	.007	
	N	154	154
**. Correlation is significant at the 0.01 level (2-tailed).			

## Interpretation

Which indicates that if the p-value is below 0.05, we can reject the null hypothesis and accept Alternative hypothesis. So, we conclude that there is a positive correlation between special offers and willingness to recommend. Therefore, we reject Null hypothesis (Ho) and accept. Alternative hypothesis. In conclusion there is a positive correlation between special offers and willingness to recommend.

## Independent Sample T-Test

### Hypothesis

- Null Hypothesis (H0): There is no significant difference between gender and brand preference.
- Alternative Hypothesis (H1): There is significant difference between gender and brand preference.

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
I would choose Chai Waale over competitors in my area.	Equal variances assumed	4.175	0.43	5.554	152	0.000	0.741	0.133	0.477	1.004
	Equal variances not assumed			5.031	0.477 65.686	0.000	0.741	0.147	0.447	1.035
Is a brand I feel a connection to customer loyalty.	Equal variances assumed	0.058	0.810	0.950	152	0.344	0.123	0.129	-.133	0.378
	Equal variances not assumed			0.900	71.286	0.371	0.123	0.136	-.149	0.395
I feel proud to be a customer of.	Equal variances assumed	0.310	0.578	1.384	152	0.168	0.209	0.151	-.089	0.507
	Equal variances not assumed			1.426	84.447	0.158	0.209	0.147	-.083	0.501
Is trust worthy brand.	Equal variances assumed	7.556	0.007	2.336	152	0.021	0.364	0.156	0.056	0.671
	Equal variances not assumed			2.610	102.340	0.010	0.364	0.139	0.087	0.640

## **Interpretation**

The significance value (Sig. 2-tailed) for both equal variances assumed (0.168) and equal variances not assumed (0.158) are greater than 0.05, indicating no statistically significant difference between genders regarding pride in being a customer. Therefore, we fail to reject the null hypothesis (H<sub>0</sub>) and conclude that gender has no significant impact on this perception.

## **Major Finding**

- Product quality and freshness are important for customer satisfaction and 92% of respondents agree/indicated that offers fresh and clean food and beverages.
- Promotional offers and combos clearly drive customers to recommend, evidencing a positive correlation between promotional offers and word of mouth.
- The cleanliness and ambience of the outlets are important and contributes positively to brand perception overall.
- Speed of service and freshness of food were identified as key areas for improvement, signaling a number of operational gaps which impact on customer experience.
- Stylist service element is critical in building customer loyalty i.e. staff who serve customers Build a strong rapport with customers; they are more likely to return.

## **Research Suggestion**

- To satisfy lowly rated items, work on increasing the freshness of food and beverages
- Maintain service speed and reduce wait times for a better customer experience.
- Increase menu variety by, for example, introducing more snack or cold drinks to appeal to a broader range of tastes.
- Maintain taste/quality which is a major strength of the brand at this time.
- Enhance personalized service, including staff recollection of regular orders for customers who dine with you regularly.

## **Conclusion**

The findings revealed that product quality, customer experience, and promotions significantly predicted a favorable brand attitude and future purchasing behavior. Menu items and specials affected satisfaction, while personal service impacted loyalty. The studies found significant differences in brand trust due to persons' gender and marital status indicating better opportunities for customize marketing efforts. Overall, service speed, product freshness and digital presence are all indicatives of brand equity and improving customer experience.

## **Reference**

1. Jeyaraj, K. L, Muralidharan, C. Senthilvelan, T. Deshmukh, S. G. (2014). Customer needs and customer satisfaction analysis in a textile dyeing process: A case study. *Clothing and Textiles Research Journal*, 32(4), 282-295.
2. Bisui, R., Uniyal, M. C., & Sharma, N. (2022, May). A systematic review of papers on guest satisfaction practices in food & beverage service department and its impact on customer satisfaction and retention. In *AIP Conference Proceedings* (Vol. 2393, No. 1, p. 020007). AIP Publishing LLC.