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5. **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.

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    INTRODUCTION

    REVIEW OF LITERATURE

    NEED/IMPORTANCE OF THE STUDY

    STATEMENT OF THE PROBLEM

    OBJECTIVES

    HYPOTHESES

    RESEARCH METHODOLOGY

    RESULTS & DISCUSSION

    FINDINGS

    RECOMMENDATIONS/SUGGESTIONS

    CONCLUSIONS

    SCOPE FOR FURTHER RESEARCH

    ACKNOWLEDGMENTS

    REFERENCES

    APPENDIX/ANNEXURE

    It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **_5000 WORDS_**.

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- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parentheses.
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BOOKS
- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS
- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES
- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS
- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES
- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES
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WEBSITES
- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

CUSTOMER PREFERENCE AND SATISFACTION TOWARDS CHAT OUT RESTAURANTS

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ABSTRACT
India is a diverse country with a huge variety of religions and cultures spread over a vast geographic area that experiences a wide range of climates. This, coupled with the long and interesting history of India, has had a major influence on the development of traditional foods and the variety of cuisines that exist in India today. India can be viewed as a melting pot of food and cuisines. The growth of the middle classes in India, particularly in the urban areas such as New Delhi, Bangalore, Mumbai and Chennai, have also fuelled the development of the service industries with restaurants being at the forefront of this development. This paper has given a clear picture about the chat out restaurant service and features in Chennai. This study is based on the 120 surveyed respondents' opinion. Results shows that 62% of the respondents highly satisfied towards features and service promptness of the all studied chat out restaurant. This industry will have more opportunity on growth and attract more customers in future.

KEYWORDS
Chatout, Chennai, Customer satisfaction, Customer preference, Restaurants.

INTRODUCTION
India is a diverse country with a huge variety of religions and cultures spread over a vast geographic area that experiences a wide range of climates. This, coupled with the long and interesting history of India, has had a major influence on the development of traditional foods and the variety of cuisines that exist in India today. India can be viewed as a melting pot of food and cuisines.

The growth of the middle classes in India, particularly in the urban areas such as New Delhi, Bangalore, Mumbai and Chennai, have also fuelled the development of the service industries with restaurants being at the forefront of this development .The growth of tourism and the trend to globalization has also meant that as trading barriers came down new international players could enter the restaurant business and this has been particularly evident in the fast-food business.

There are 10 million households in India with average household income of Rs 46,000 per month and 2 million households with a household income of Rs 115,000 per month. Eating out has emerged as a trend, which is prevalent within this elite group. Two out of every five Households in this group eat out at least once a month.

Chennai is a mixture of both modern and tradition, in the same way Chennai foods is a mixture of both tradition and modern foods, Chennai have a very diverse foods we can find here local south Indian menus to Chinese thai and other international food items

When We come to chat food department we can see the hands of north Indian chat items raised high, most of the Chennai youths prefer north Indian chats, we can see many new chat food shops being started in the corners of the street, my favorite chat item is pani poori , phavbaji, samosa channa, papdi chat etc. , Most of the fast foods serve hot Chinese items like fried rice, noodles, soups, etc...

Chat items (also spelt as chat) is a mainly Indian street food that was some time back. Now most Indian restaurants offer them on their menu as these chat items are very popular. chats can also be made at home and are favorite to be served at parties and celebrations, even wedding receptions along with other traditional foods.

Chats are a **mixture of all the tastes**, sweet, sour, hot, salty, just like life. And because of that they are very much in demand as snacks too. Kids love them and grownups like them too. Chat recipes mainly include crisp fried bread(small poories), puffed rice, onions, coriander leaves, tomatoes, boiled potatoes, sev, which is made from chickpea flour (bengal gram flour - Besan), spice mixes, sweet and sour chutneys such as date chutney, coriander and mint chutney.

Weekends are usually holidays and therefore people may just want a break from their Mondays-to-Fridays routines which mean spending more time at home as well as having home cooked meals or simpler meals. So once or twice a week they would give themselves a treat at restaurants or hotels as well as giving themselves some measure of freedom from their usual boring domestic chores.

CUSTOMER SATISFACTION SURVEYS CAN KEEP CUSTOMERS COMING BACK
Customer satisfaction survey gives you quantitative insight into the opinions and attitude of your customers. You'll obtain facts about what they want, what they expect, and if they plan to return to your restaurant again. If results show that your restaurant does not meet your customers' expectations, you'll know exactly what areas to target for improvement. Whether you own a fast-food restaurant, or a chain of restaurants, customer satisfaction surveys can provide you with valuable data you can use to make better business decisions. Restaurant customer satisfaction survey can tell you about the demographics of your customers as well as give you insight into what they really think about:

- Food quality
- Menu selection
- Menu pricing and value
- Waiting time

- Promptness of service
- Professionalism and friendliness of server(s)
- Server's knowledge of menu
- Decor
- Restaurant location
- Overall restaurant experience

By assessing the wants and needs of customers - and then acting upon them - restaurants have continually found that the satisfaction surveys encourage them

- Repeat business
- Positive feelings towards the restaurant because they showed that they cared about customer opinions
- Increased recommendations by current customers
- Increased spending within the restaurant

Here are numerous cafes and restaurants around. It is a place where foods and drinks are prepared and served to customers. A typical restaurant setting is one where the orders of customers sitting at tables are taken by a waiter, who in turn brings the ordered meals when it is ready then the customers pay the bill when they are finished eating and are ready to leave. Some restaurant may also offer take outs and delivery services. An establishment selling local cultural cuisines is simply called a Restaurant. While restaurants selling foreign cuisines are called according to what the establishment serves like Chinese restaurant, French Restaurant or Japanese restaurant.

There are also general types of restaurants that may fit the customers' taste, carvings and preference. One is a Fast Food Restaurant whose operation may range from a small-scale street vendor utilizing food carts to franchised and chartered mega-corporations like McDonald's and Burger King. Restaurants of this type focus their service on speed and low cost more than any other considerations. Most Fast Food Restaurants differ from a traditional cafeteria in which a way that there are less or no cutlery or crockery utensils available, customers eat directly from the disposable containers provided as the foods are served.

BEING PROACTIVE

Being proactive is an excellent customer service skill in a restaurant. Bringing drink refills before a customer asks, and ensuring that the customer has all necessary condiments and extra napkins are all ways to provide better service. A family with children may in need of extra crayons or a booster seat. A couple without children may not have interest to sit right next to a family with three children and a toddler. If it is a hot day, bring ice water immediately, so the customer doesn't have to wait. Above all, try to anticipate the customer's needs and bring them anything that might make their visit to the restaurant more comfortable.

BEING FRIENDLY

Being served by a nice waiter or waitress can greatly improve the experience of the customer. Greeting each new customer with a smile is an important customer service skill in a restaurant. Maintaining a cheerful attitude and responding to requests promptly is another great way to create happy customers. Your goal is to make the customer feel at home, which you can do by simply being friendly.

REMEMBERING SPECIAL ORDERS

Some customers have special dietary needs or unique tastes. Whatever the reason, if the customer makes a special request, it's important to make sure it gets fulfilled. If they requested a dish with no rice, and there is rice on the plate when you pick up the order, tell the kitchen to fix it. If a problem of that nature occurs, always explain to the customer and explain the extra wait.

REVIEW OF LITERATURE

Many studies have been conducted on the customer satisfaction. An attempt has been made to present in brief, a review of literature on customer satisfaction in general as well as on the customer satisfaction from restaurant.

"According to Syed Saad Andaleeb, the main Purpose of this study is to determine the factors that explain customer satisfaction in the full service restaurant industry. This paper reports the findings of the full service restaurants and focus on three elements – service quality (responsiveness), price, and food quality (reliability) – if customer satisfaction is to be treated as a strategic variable.

The study tests the transaction-specific model and enhances the literature on restaurant service management. The regression model suggested that customer satisfaction was influenced most by responsiveness of the frontline employees, followed by price and food quality (in that order). Physical design and appearance of the restaurant did not have a significant effect."

"Jing-hua Shi, service industry is viewed as a gauge for market modernization. Many researches on service industry focus on the measurement of service quality. For hotel industry, one of general services industry, systematically theoretical research about the hotel service quality management is meaningful. This paper proposes a method to evaluate the hotel service quality in China. With the survey data, a series of practical methods are utilized in the data analysis to measure the service quality based on customer satisfaction (CS).

Service quality of reception hall is most important for customer satisfaction compared with those of guestroom and restaurant. "Technique of attendants", "Service initiative of attendants" and "Environment and decoration of reception hall" are key variables for customer satisfaction of reception hall. For guestroom, "decoration of room", "safety of room" and "courtesy of attendants" own most powerful influences. For restaurant, key variables are "Taste and variety of food", "service flexibility of waiters/waitresses" and "environment of restaurant".

"Syed Saad Andaleeb has examines the restaurant, a commercial establishment where meals can be bought and eaten. In the 16th century English inns and taverns began to serve one meal a day at a fixed time and price, at a common table, and usually distinguished by a special dish. The meal was called the ordinary, and inn dining rooms and eating places generally began to be called ordinaries. The name restaurant was first used (c.1765) for a Paris establishment serving light ("restoring") dishes. By the late 18th cent., the Parisian restaurant had become a place offering single servings from a somewhat varied menu and seating at private tables. After the French Revolution, many former chefs of aristocratic houses opened restaurants. While the revolutionaries had favored the egalitarian table d'hôte, the bourgeoisie of the Restoration transformed the restaurant into a French institution that flourished in the 19th cent and thereafter."

OBJECTIVES

- To analyze the customer preference towards restaurants.
- To analyze the factors that influences a customer to choose a particular restaurant.
- To study the consumption pattern in restaurants.
- To study the opinion about the services in restaurants.

RESEARCH METHODOLOGY

The researcher used convenient sampling method. In this study the sample size have been fixed as 120 by the researcher. Data has been collected through the schedule questionnaire. Question in the questionnaire has been framed in such a way to meet the objectives of the study. There are 10 items tested with five-point Likert scale, ranging from "strongly agree", to "strongly disagree", was used for this study and all questions were phrased positively. The data analysis for this study conducted through the use of software called the Statistical Package for Social Science (SPSS) version 16. The reliability of the scale was tested .

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The table1 value is about to explain the alpha value on various parameter of chat outs shops features and services it shows that each variable are positively correlated each other's except few variables in the service of chat outs. The reliability coefficients of 10 items show that 80% and standardized item alpha value is 80.5%

TABLE 1: RELIABILITY ANALYSIS - SCALE (ALPHA) Correlation Matrix

	VAR00006	VAR00007	VAR00008	VAR00009	VAR00010
VAR00006	1.0000				
VAR00007	.5559	1.0000			
VAR00008	.8163	.6974	1.0000		
VAR00009	.7085	.4002	.8078	1.0000	
VAR00010	.4417	.8276	.5547	.2571	1.0000
VAR00011	.4751	.4732	.4676	.2059	.3703
VAR00012	.0939	.1361	.2937	.3583	1835
VAR00013	-.0257	-.1300	.1313	.1879	-.1621
VAR00014	.0869	-.0193	.2977	.3837	.0337
VAR00015	-.0493	-.1242	.0938	.2285	-.0938
	VAR00011	VAR00012	VAR00013	VAR00014	VAR00015
VAR00011	1.0000				
VAR00012	.0571	1.0000			
VAR00013	-.1427	.3851	1.0000		
VAR00014	-.0207	.8281	.5632	1.0000	
VAR00015	-.1231	.5504	.4337	.6544	1.0000

N of Cases =   120.0

Item Means	Mean	Minimum	Maximum	Range	Max/Min	Variance
2.1242	1.9083	2.3750	.4667	1.2445	.0290	

Reliability Coefficients   10 items
Alpha =   .8000   Standardized item alpha =   .8050

ANALYSIS AND DISCUSSION

TABLE 2: DEMOGRAPHIC OF THE RESPONDENTS

S.No	Demographic	Frequency (N=120)	Percentage (100%)
I	Age		
1	Up to 25 years	51	42.5
2	26 years to 35 years	35	29.2
3	36 years to 45 years	21	17.5
4	46 years and above	13	10.8
II	Gender		
1	Male	54	45
2	Female	66	55
III	Occupation		
1	Government	34	28.3
2	Private	39	32.5
3	Business	27	22.5
4	Others	20	16.7
IV	Types of visitors		
1	Family members	36	30
2	Friends	26	21.7
3	Colleagues	28	23.3
4	Alone	30	25
V	Company		
1	Marry Brown	19	15.8
2	Hot Breads	17	14.2
3	KFC	24	20
4	Pizza Corner	18	15
5	Mc Donald's	27	22.5
6	Dominos	15	12.5

Table 2 describing the major point of demographical factors of the respondents it shows that the highest 42.5% of the respondents come under the age group up to 25 years. It is obvious that most of the youngster easily accepting the new food eating habits than elders. 55% of the respondents are female it indicates that most of the female visiting the chat outs than male. 32.5% of the respondents are private employees, it indicate that they have more income for consumption and disposal purpose. The highest 30 % of the people are arriving with family members to the chat out. 22.5 % of the questions are collected from McDonald's shops and 20 % of the questionnaires were collected from KFC's and so on. Virtually speaking chat outs has attracted more customers in Chennai.

TABLE 3: (ANOVA) DIFFERENCE BETWEEN THE RESPONDENTS' GENDER AND THEIR RESPONSES TOWARDS THE VARIOUS FEATURES OF THE CHAT OUT

		Sum of Squares	df	Mean Square	F	Sig.
Location	Between Groups	.027	1	.027	.015	.903
	Within Groups	215.273	118	1.824		
	Total	215.300	119			
Facility and Appearance	Between Groups	7.830	1	7.830	4.298	.040
	Within Groups	214.961	118	1.822		
	Total	222.792	119			
Freshness/ Hygiene	Between Groups	4.570	1	4.570	2.808	.096
	Within Groups	192.022	118	1.627		
	Total	196.592	119			
Taste	Between Groups	20.210	1	20.210	17.671	.000
	Within Groups	134.956	118	1.144		
	Total	155.167	119			
Garnish	Between Groups	8.620	1	8.620	6.225	.014
	Within Groups	163.380	118	1.385		
	Total	172.000	119			

Source: Primary data

Table 3 explaining the respondents' opinion towards the various features of the chat outs, Location and gender has the mean square of .027 and value between the groups is .015 and p > 0.05 therefore there is no significant relationship between tested values. Similarly other variables like facility and appearance showed that p>0.05 which is also not significantly correlated each others. With respect to freshness and hygiene there were no significant relationship between the tested variables (p<0.05), as far as taste concerns there were significant relationship between the gender of the respondents and their taste.

Table 4: RESPONDENTS OPINION ON THE VARIOUS SERVICES OF CHAT OUT

S.No	Variables	SA	A	NAND	DA	SD	High	Low
1	Promptness of service	62 (51.7%)	26 (21.7%)	2 (1.6%)	24 (20%)	6 (5%)	73 (61%)	26 (39%)
2	Service Quality	49 (40.8%)	22 (18.3%)	19 (15.8%)	23 (19.2%)	7 (5.7%)	59 (49%)	41 (51%)
3	Cleanliness	64 (53%)	30 (25%)	7 (6%)	11 (9%)	8 (7%)	78 (64%)	22 (36%)
4	Maintenance	60 (50%)	23 (19%)	18 (15%)	13 (10.8%)	6 (5%)	69 (58%)	31 (42%)
5	Value for Money	52 (43%)	21 (17%)	13 (10.8%)	18 (15%)	16 (13.2%)	61 (51%)	49 (49%)

Source: Primary data

Table 4 describing the service features of the chat out in Chennai shows that the highest 73% of the respondents are satisfied with the promptness of the service. With respect to service quality there were 49% of the respondents highly satisfied. Cleanliness concerns 64% of the respondents highly satisfied.50% of the respondents strongly agree that maintenance of chat out is good.51% of the respondents highly satisfied towards the service worthiness against value of money given.

TABLE 5: INTER CORRELATED MATRIX ON RESPONDENTS OPINION TOWARDS THE VARIOUS FEATURES OF THE CHAT OUT

Features of the services	**Correlations**	Location	Facility and Appearance	Freshness/Hygiene	Taste	Garnish
Location	Pearson Correlation	1	.556(**)	.816(**)	.709(**)	.442(**)
	Sig. (2-tailed)	.	.000	.000	.000	.000
	N	120	120	120	120	120
Facility and Appearance	Pearson Correlation	.556(**)	1	.697(**)	.400(**)	.828(**)
	Sig. (2-tailed)	.000	.	.000	.000	.000
	N	120	120	120	120	120
Freshness/ Hygiene	Pearson Correlation	.816(**)	.697(**)	1	.808(**)	.555(**)
	Sig. (2-tailed)	.000	.000	.	.000	.000
	N	120	120	120	120	120
Taste	Pearson Correlation	.709(**)	.400(**)	.808(**)	1	.257(**)
	Sig. (2-tailed)	.000	.000	.000	.	.005
	N	120	120	120	120	120
Garnish	Pearson Correlation	.442(**)	.828(**)	.555(**)	.257(**)	1
	Sig. (2-tailed)	.000	.000	.000	.005	.
	N	120	120	120	120	120

** Correlation is significant at the 0.01 level (2-tailed).

Table 5 representing inter correlated matrix on various features of chat out at Chennai. It represents the correlation between the variables at 0.01 level of significant under (2-tailed) Pearson correlation indicating positive relationship with each variable. And among these a variable which is having highest values should be treated as significantly correlated. Under this determinant facility and appearance has significantly correlated with garnish it values is .828 and its P value is less than 0.05 (P < 0.05) therefore, there is significant relationship between the two assumed variables.

TABLE 6: CROSS TABULATION REPRESENTING RESPONDENTS OPINION TOWARDS THE CHATOUT AND SERVICE PROMPTNESS

S.No	Chat outs	Service Promptness					Total
		SA	A	NAND	DA	SD	
1	Marry Brown	11 (57.9%)	3 (15.8%)	0	3 (15.8%)	2 (10.4%)	19 (100%)
2	Hot Breads	9 (52.9%)	3 (15.8%)	2 (11.8%)	3 (15.8%)	0	17 (100%)
3	KFC	12 (50%)	5 (20.8%)	0	5 (20.8%)	2 (8.4%)	24 (100%)
4	Pizza Corner	5 (27.8%)	8 (44.4%)	0	5 (27.8%)	0	18 (100%)
5	Mc Donald's	16 (59.3%)	4 14.8%)	0	5 (27.8%)	2 (18.5%)	27 (100%)
6	Dominos	9 (60%)	3 (20%)	0	3 (20%)	0	15 (100%)
Total		62 (51.7%)	26 (21.7%)	2 (1.7%)	24 (20%)	6 (5%)	120 (100%)

Source: Primary data (% is based on within Chat outs)

Table 6 is describing that the service promptness of chat out its shows that, 57.9% of the respondents strongly agree that marry brown offers "prompt service". The highest 52.9% of the respondents strongly agree that hot breads is offering "prompt services" Out of the total, 57.7 % of the respondents strongly agree that chat out offer prompt service. Only 5% of the responders strongly disagree with statement. Since, service promptness is one of the criteria which all the customers expected from the chat outs in the Chennai city. It can be presume that these chat out will offer best service to the customer for meeting competition.

MAJOR FINDINGS FROM THE STUDY

1. The majority of the respondents belong to the category of 42.5%
2. 32.5% of the respondents' private employees spending more money on consumption
3. 73% of the respondents highly satisfied towards promptness of service
4. 78% of the respondents highly satisfied towards cleanliness
5. 69% of the respondents highly satisfied toward maintenance
6. Garnish and facility and appearance significantly correlated each others
7. Out of the total 51.7% of the respondents strongly agree that sample chat out offers prompt services

CONCLUSION

In recent days, the consumption of food habits has been changed in Chennai. This is due to the emergence of western food habits, high level of income, change in standard of living, change in eating behavior and interest to taste all types of food.

In Chennai the number of chat out restaurant has been increased nowadays in order to satisfy the consumer needs. Chat out restaurants serves varieties of delicious chat out items. The menu in the chat out restaurants which has attracts the customer and tempt to taste.

This study reveals that, customers expect varieties of recepies, Promptness of service, delicious food items, good facilities and appearance, and in total the value for money.

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