

Grill & Trill: Understanding Consumer Behavior at Barbeque Nation Coimbatore

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Abstract:

The restaurant industry in Coimbatore is highly competitive, with customers having multiple dining options. This study aims to examine the demographic profile, sources of awareness, factors influencing customer preference, and satisfaction levels of Barbeque Nation customers in Coimbatore. Primary data was collected from 100 participants through Google Forms and face-to-face interviews, while secondary data was sourced from textbooks, journals, office records, library resources, and online reports. Simple random sampling was intended, but convenience sampling was applied based on respondent availability. The data were analyzed using percentages, mean scores, and charts to identify key trends and factors affecting customer choice and satisfaction. The findings provide insights into consumer behavior, helping the restaurant improve its services, marketing strategies, and customer engagement. The study is limited to Barbeque Nation customers in Coimbatore and relies on self-reported responses.

Keywords: Barbeque Nation, Customer Satisfaction, Consumer Behavior, Demographics, Factors Influencing Choice, Awareness Sources, Coimbatore.

Introduction:

The restaurant industry in India has undergone significant transformation in recent years, driven by rapid urbanization, rising disposable income, changing lifestyles, and evolving consumer expectations. Eating out has shifted from being a basic necessity to an experiential activity where consumers seek not only quality food, but also ambience, service efficiency, hygiene, entertainment, and emotional satisfaction. As a result, consumer behavior in the restaurant sector has become increasingly complex and dynamic, especially in fast-growing urban centers. Coimbatore, one of the major commercial and industrial cities in Tamil Nadu, has witnessed a substantial expansion in the organized restaurant sector. The city hosts a wide range of dining formats, including traditional restaurants, quick service outlets, food trucks, and branded casual dining chains. This intense competition has made it essential for restaurants to understand what truly influences customer preference, satisfaction, and repeat patronage. Factors such as pricing, food quality, variety, ambience, service responsiveness, cleanliness, convenience, and digital presence play a decisive role in shaping customer perceptions and dining decisions. Barbeque Nation has emerged as a prominent player in India's casual dining segment by introducing the innovative "over-the-table barbeque" concept, where live grills are embedded into dining tables. The brand offers a distinctive dining experience through interactive service, extensive buffet options, and a combination of vegetarian and non-vegetarian cuisines. In Coimbatore, Barbeque Nation has gained considerable popularity among families, working professionals, entrepreneurs, and young consumers, positioning itself as both a social dining destination and a celebratory venue.

Review of Literature:

Ms Latha.K (2024)¹ Made an detailed study on Globalization has made drastic changes in world economy and it has offered lots of opportunities for business houses and industries. The Restaurant industry today is a diverse composite of ownership patterns and varying management structures which offer a variety of services. However, the basic product, which is the Food - Drink remains the same. With the emergence of weekend culture in metros, increment in standard of living of service class people, emergence of mall and retail culture, the Indian restaurant industry has a profitable future. Customers usually consider various factors before making a choice of a restaurant. These factors may be understood as service, taste, cleanliness, location, charge, payment mode, loyalty, free gifts, variety in terms of food available, brand name etc.

N yesodha devi et al., (2024)² Conducted an empirical study on the opinion of 200 respondents about their preference and satisfaction towards Restaurants. The respondents were selected by simple random sampling in Coimbatore city of Tamil Nadu. The relevant data on demographic characteristics, awareness, consumption pattern, opinion on the services rendered, the factors considered in selection of the restaurants were collected with the help of a structured questionnaire. Majority of the respondents do not frequently visit the same restaurant and they are aware of the restaurants through their friends. Majority of the respondents agree and are satisfied with the services offered in the restaurants. Taste and quality are the two important factors considered in selecting a restaurant. The chi-square analysis shows that the personal factors of the respondents does not have a significant influence on the items preferred in the restaurant, and occupation has a significant influence on the occasion for visiting the restaurants. By applying ANOVA it was found that there is no significant difference among various personal factors in the level of average satisfaction score. The results of "t" test reveal that there is significant difference between the respondents "visiting the same restaurant and different restaurant" in the average satisfaction score.

Dr.N.Amsaveni et al.,(2023)³ focused on variables that account for customer satisfaction in full- service restaurants. Design/methodology/approach. Data was gathered and the model was tested using a structured questionnaire. In addition to respondents chosen using judgment sampling, the sample consisted of a random selection of phone directory addresses. The model was tested using multiple regression and factor analysis. Results: According to the regression model, the frontline staff's responsiveness had the biggest impact on customer satisfaction, which was next influenced by pricing and meal quality (in that order). The restaurant's physical layout and appearance had no appreciable impact.

Jatin Luhach et al.,(2022)⁴ critically analyzed the era of the internet social media has taken a valuable place in terms of providing information, connecting, and socializing. The hotel industry of the 21st century has also accepted this situation and doing everything to connect with their customers through various platforms. Barbeque nation has been chosen as a brand to study since it is available at 138 locations in India. Objective: To understand the relationship between social media marketing traits,brand attachment, and purchase intention. Methodology: Exploratory factor analysis and regression analysis has been applied to analyse the data of 245 respondents (63.3% male and 35.9 % female). Results: The results revealed that the word of mouth is the strongest predictor of purchase intention followed by the interaction. Entertainment is also found to be a key variable in attracting customers by Barbeque Nation. Conclusion: On analysis, it was found that all the social media marketing traits and brand attachment somewhere affect the purchase intention. The results of this study can be used by managers to plan strategies for their future and existing customers.

Ms.P.Mary Lissy et al.,(2021)⁵ made a theoretical framework of global context beyond the country's border numerous international branded products have entered the market widening new opportunities for customers. Barbeque nation is one of the leading casual dining chains in India pioneered by the concept "over the table barbeque" live grills embedded in the dining tables offering both veg and non-vegetarian food. The aim of this study is to examine the Consumer's perception towards Barbeque Nation in Tiruchirappalli City. Both primary data and secondary data has been collected from 120 sample respondents with a well administered questionnaire with five point Rensis Likert scale using convenience sampling method adopting survey method.Statistical tools like percentage analysis, Chi square test, and has been applied with SPSS Software Package.

Statement of the problem:

The restaurant industry in Coimbatore is becoming increasingly competitive, with numerous dining options available to consumers. While Barbeque Nation has established a strong presence in the city, there is limited empirical knowledge about the factors that drive consumer preference and loyalty In addition, the quality of service, food variety, pricing, ambience, and overall dining experience play a significant role in shaping customer satisfaction, yet there is insufficient research evaluating how these factors impact consumer perceptions and repeat visits. The influence of promotional strategies, social media presence, and word-of-

mouth recommendations on customer awareness and preference is also not well-documented. This study aims to fill these gaps by systematically analyzing consumer demographics, sources of awareness, influencing factors, and satisfaction levels, thereby providing actionable recommendations for strategic decision-making.

Objective of the study:

- To examine the demographic characteristics and channels of awareness of Barbeque Nation among consumers in Coimbatore.
- To identify and analyze the key factors influencing consumer preference for Barbeque Nation in Coimbatore.
- To evaluate reason and the level of customer satisfaction with the services offered by Barbeque Nation.

Research Methodology:

This study adopts a descriptive research design to examine the demographic profile, sources of awareness, factors influencing customer preference, and satisfaction levels of Barbeque Nation customers in Coimbatore. Primary data was collected from 100 participants through Google Forms and face-to-face interviews, targeting family, friends, and colleagues to ensure diverse representation. Secondary data was obtained from textbooks, academic journals, office records, library resources, and online reports to supplement the primary data. Participants were selected using simple random sampling based on their availability and willingness to participate. The data collection period spanned from November 2025 to January 2026. The study is limited to Barbeque Nation customers in Coimbatore and relies on self-reported responses, which may reflect subjective opinions.

Statistical Tools Applied

- Simple Percentage analysis
- Likert Scale Analysis
- Friedman Ranking Analysis

Data Analysis & Interpretation:

**TABLE NO : 1
Personal Outline of the Respondent**

Personal Profile	Particular	No of Respondents	Percent
Gender	Male	66	66
	Female	34	34
Age	18-28	29	29
	19-38	54	54
	39-50	15	15
	Above 50	2	2
Educational Qualification	School	10	10
	Under Graduate	55	55
	Post Graduate	35	35
Occupational Status	Unemployed	5	5
	Housewife	5	5
	Student	20	20
	Entrepreneur	50	50
	Private employee	10	10
	Government employee	10	10
Monthly Income of the family	Upto Rs. 50,000	8	8
	Rs. 50,001 to Rs.1.00,000	12	12
	Rs. 1.00,001 to Rs.1.50,000	32	32

	Above Rs. 1.50,000	48	48
Family Type	Nuclear	72	72
	Joint	28	28
Marital status	Married	30	30
	Unmarried	70	70

Source: Primary Data

Interpretation

From the above table, Majority of the respondents are male (66%). The most of the respondents are aged between 19-38 (54%). Majority of the respondents have completed Under graduation (55%) their occupational status was entrepreneur (50%) and their earning as monthly Rs.1,50,000 (48%). Majority of them are from nuclear family (72%) and Majority of them are unmarried (70%).

TABLE NO: 2
Sources of Awareness

S.No	Sources of awareness	Number	Percentage
1	Friends and Family	15	15
2	Through food apps	55	55
3	Social Media	20	20
4	Word of mouth	5	5
6	Advertisements (TV/Newspaper/Magazines)	5	5

Source : Primary Data

Interpretation

The above table reveals that,55% of the respondents have come to know about the Barbeque Nation through food apps, 20% of the respondents knew by social media, 15% of the respondents came to know through friends and family and 5% of the respondents know through word of mouth and remaining 5% through advertisements in TV /Newspaper.

Majority (55%) of the respondents came to know through Food Apps.

CHART NO: 1
Sources Of Awareness Of The Respondents

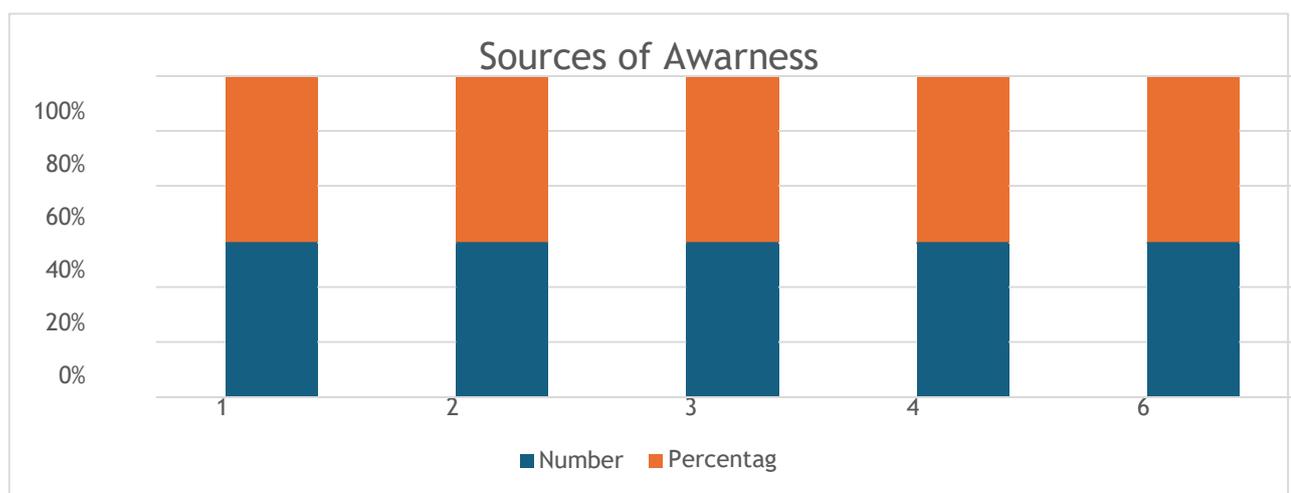


TABLE NO: 3
Friedman Ranking Analysis
Factors influencing consumer preference for Barbeque Nation

S.No	Attitudes Toward Themes	Mean Rank	Rank
1	Ambience	4.18	4
2	Hospitality & Hygiene	4.09	2
3	Price & Bill payment	4.17	3
4	Quality	4.40	7
5	Quantity	4.35	6
6	Food and beverages	4.55	8
7	Barbeque Grill offerings & Booking the table	4.98	10
8	Taste and Aroma	4.73	9
9	Dining timings	4.25	5
10	Style of cooking	4.05	1

Source : Primary Data

Based on the mean rank the above table depicts that the customer gives first rank Price and Barbeque Grill offering & Booking the table (4.98), the second rank was given to Taste and Aroma (4.73), third rank was given to Food and beverages (4.55), fourth rank is given to Quality (4.40), fifth rank is given for Quantity (4.35), sixth rank is given for Dining timings (4.25), followed by seventh rank is given for Ambience (4.18), Price & Bill payment is ranked eight (4.17), also Hospitality & Hygiene ranked at ninth (4.09), and the tenth rank was given to Style of cooking (4.05).

It is concluded merchant opinion that customer gives first rank to instant settlement (4.98) for using Consumer Behavior at Barbeque Nation.

**TABLE NO:4
Reason for Eating in Barbeque Nation**

Statement	Level	SA	A	N	D	SD	Total	Mean
	Score	5	4	3	2	1		
To enjoy food with family and friends	No	46	35	9	7	3	100	4.14
	Score	230	140	27	14	3	414	
Just for a change from routine	No	51	26	14	5	4	100	4.15
	Score	255	104	42	10	4	415	
Long working	No	47	29	9	9	6	100	4.02
	Score	235	116	27	18	6	402	
On special occasions	No	42	27	21	6	4	100	3.97
	Score	210	108	63	12	4	397	
My friends like to go out	No	39	39	11	4	7	100	3.69
	Score	195	156	33	8	7	399	
Convenience of the location	No	43	29	16	8	4	100	3.99
	Score	215	116	48	16	4	399	
Outdoor dining	No	41	29	12	13	5	100	3.88
	Score	205	116	36	26	5	388	
Unique cuisine	No	33	27	23	9	8	100	3.68
	Score	165	108	69	18	8	368	

(Strongly Agree-SA, Agree-A Neutral-N, Disagree-D, Strongly Disagree- SD)

Source: Primary Data

The above table no 4 reveals that out of total respondents taken for the consume food truck, majority of the respondent strongly agree that they visit to enjoy food with family and friends (4.14) agree that they visit food trucks just for a change from routine (4.15) ,the long working hours (4.02) the respondents strongly agree that they visit food trucks on special occasions (3.97), the friends like to go out (3.99),strongly agree that convenience of the location (3.99), agree the outdoor dining (3.88) and strongly agree that unique cuisine (3.68).

Suggestion:

The restaurants should focus more on improving overall customer experience by maintaining consistent food quality and hygiene standards. Providing quick and courteous service can greatly influence customer satisfaction and repeat visits. Understanding customer preferences through regular feedback will help restaurants modify their menu and services effectively. Adopting modern technology such as digital ordering and payment systems can improve efficiency. Building a friendly ambience and maintaining good customer relationships will help restaurants achieve long-term growth and competitiveness. The study further suggests that restaurants should focus on staff training to improve customer interaction and service efficiency. Using digital platforms such as social media and online food delivery apps can enhance brand visibility and attract more customers. Introducing new menu items and promotional offers can create interest among customers and increase sales. Overall, continuous improvement and customer-oriented strategies are essential for long-term growth in the restaurant industry. The study highlights that customer satisfaction in restaurants largely depends on food quality, hygiene, and service standards. Maintaining consistent taste and cleanliness helps in building customer trust. Regular customer feedback enables restaurants to identify problem areas and improve their services effectively. Fair pricing and value for money also play a major role in influencing customer preference and repeat visits.

Conclusion:

The present study provides meaningful insights into consumer behavior and satisfaction towards Barbeque Nation in Coimbatore, highlighting the factors that influence customer preference in a highly competitive restaurant environment. Dining out has evolved into an experience-driven activity, understanding customer expectations have become essential for the sustained success of organized restaurant chains. The findings of this research clearly indicate that consumer preferences are shaped by a combination of economic, experiential, and service-related factors rather than by food alone. The demographic analysis reveals that Barbeque Nation attracts a diverse customer base, with a higher concentration of young and middle-aged consumers, entrepreneurs, and married individuals from nuclear families. This indicates that the restaurant is perceived not only as a place to dine but also as a preferred destination for social gatherings, family outings, and special occasions.

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