



ANALYSIS OF CONSUMER BEHAVIOR IN CATERING CONSUMPTION

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Abstract

Consumer behavior is a complex topic that involves various factors and aspects that influence and interact with each other, but these differences are often discussed separately. The purpose of this study is to analyze the factors that influence consumer behavior with regard to catering consumption.

Business enterprise must provide quality service, good brand image and high added value in order to enhance catering service quality, consumer satisfaction, and loyalty. Therefore, in this study, we aimed to do the following: (1) explore the influence of catering service quality on consumer behavior, (2) explore the influence of catering brand image on consumer behavior, and (3) explore the influence of high added value of catering service on consumer behavior.

This research will provide to academic and related units for practical application.

Keywords: Consumer behavior, consumer value, perceptual value, customer satisfaction, brand image, added value.

Introduction

The Definition of “Consumers”:
“Consumers.” Nilesh (2013) explained that “Consumers” play a very critical role as there are people who finally buy the goods and service of the firm or organization. Explain from the definition of law, "a consumer is a member of society who buys or uses goods and services for personal purposes and is the final user of products and services." Cheng (2010) Noted consumer behavior is one of the most complex and important parts of marketing and derives from human

nature, consumer demand for products, scene factors, etc. These factors are varied and multiple. The important basis of consumer behavior is marketing strategy. Nilesh (2013) Noted consumer behavioral theories such as the process of innovation diffusion are vital for marketer.

Consumer behavior has changed significantly over the past decades. For example, spending in physical stores and searching for information online are diverse channels that influence consumer behavior. Individual consumer is unique,

and consumer behavior which performed of how they search, purchase, adopt, evaluate, and dispose of products and services. Scholar Kotler said that the study of consumer behavior is the study of individuals, groups and organizations select, purchase, apply, and handle products, services, and ideas or experiences to meet their demands and desires. Marketer must fully understand the theory and practice of consumer behavior, as well as that understanding the power of individuals and groups is an even more important approach to decision-making institution and influencing consumer behavior.

Consumer Influences

Consumers are the main determinants of success in various industries, and their purchasing decisions are related to personal factors that are influenced by such personal characteristics as, occupation, hobbies, financial ability, personality and values. Many other characteristics also affect consumer behavior. Christopher Lovelock (2011) Noted a customer may request service that require a departure from normal operation procedures.

On the another side, Consumerism is innovation and combination is derived from people's desire for various commodity. When people have the ability to spend transaction occur because their desires are transformed into commodity needs. In economics, it shows that disposable income minus saving will inevitably produce consumption purposes. Go through the conversion process of all parties after the composition of a company, consumer behavior is produced by the new needs that arise as a result of changing the membership. As for crucial factors, consumers' conscious is the most fundamental determinant of individual desire behavior and the values expressed

through the personal and social units, as well as the different thoughts and opinions about the relationship between self and others in terms of the value and reality.

The various levels of society have varied choices and appreciation for different services and products. Marketers must understand the background and level of consumers and design specific marketing programs to meet the market segmentation of consumer behavior. Nilesh (2013) Noted marketable can use these groups by segmenting small portions. In terms of crucial factors, consumer behavior is also influenced by social groups, roles and status, such as perception value, testy products consumer experience, consumer satisfaction. Many important factors influence consumer behavior and choice of products and services. The characteristics are with crucial factors.

Leon G. Schiffman and Leslie Lazar Kanuk (2012) Considered that consumers must constantly make decisions about products, services, and where to buy them. Nilesh (2013) Noted that social class is not only determined by income but also there are various other factors. For example, the opinion leaders of a group will give advice and opinions on a specific product or category when buying a product, which influences consumer behavior. Therefore, marketers must identify demographic and psychographic statistics characteristics and understand their habits and consumer behavior to deliver correct and quick messages and interactions to increase consumers' willingness to choose and take advantage of sales.

Study Purpose

Catering enterprise must comprehensively provide service quality, excel-

lent brand image, and high added value to treat customers in order to enhance consumer satisfaction and loyalty. The purpose of this study is to explore the influences of catering service businesses factors on consumer behavior. The following three factors are:

1. To explore the influence of catering service quality on consumer behavior.
2. To explore the influence of catering service brand image on consumer behavior.
3. To explore the influence of catering high value-added on consumer behavior.

Literature Review

Consumers' Values

Core values influence consumer decisions, which is also referred to as consumer behavior. Christopher Lovelock (2011) Noted to better understand the nature of service, it is useful to distinguish between the core product and the supplementary elements that facilitate its use and enhance its value to customers.

The purchasing behaviors and attitudes of consumer decision from a belief constituted by core values that are deeper than the behavior or attitude will affect the consumer's willingness to choose to buy in the long term. We understand consumer behavior from the statistics chart presentation and stimulate the consumer's consciousness and psychological operation process, combined with the characteristics of consumers to influence the purchase decision and process. In addition, consumer value is the ratio between consumers' perceived benefits (such as psychological, functional, and economic) and the benefits obtained

from the resources invested. Nilesh (2013) Explained consumer behavior to the selection purchase and consumption of goods and services for the satisfaction of wants.

Perception Value

Perception value is both a relativity and subjectivity concept. Perception is a concept that must be emphasized in marketing management and strategy to create value to satisfy customer needs and enhance the potential for sustainable development. Perception is also the application of selection and elaboration in one direction to produce a meaningful experience. The perception value of customers is communicated, created, and conveyed by the company so that customers can understand, elaborate, and feel and then ultimately accept, agree, and satisfy. Therefore, customer perception value is the final meaningful result obtained through the benefit evaluation after the customer has considered all the information about the product and thus determines consumer behavior. Leon G. Schiffman and Leslie Lazar Kanuk (2012) believed that high service quality perception and customer satisfaction can generate both higher purchase intention and greater repurchase behavior.

Yang and Peterson (2004) Stated that customer perception value refers to the overall assessment of the product made based on the perception value that the consumer receives and pays. Kotler and Keller (2012) Defined perception value as the difference between the sacrifice of all benefits and costs and the perceived alternatives that customers evaluate. Companies must maintain a stable and mature relationship with their customers at all times, improve the quality of their products and services, and enhance the perception value of their cus-

tomers to make them feel honored and build a good relationship.

Tasty Products

For delicious products, the safety of the ingredients is the most important. Therefore, the certification system shall be process credibility. There shall be honest, interaction among the government, civil organization, producers, marketing channel units and consumers for certification, to achieve the control target of the certification system.

The soul of the catering service business is the “cuisine”, and the creating chef must have professional knowledge and signification so that the characteristics and origins of each ingredient and be adept with excellent cooking skills. A chef should also offer fancy and creative cuisine to obtain the favor of consumers so that complete food service products have the spirit of innovative research and development, create a “gourmet paradise”, and highlight the class of consumption. The brand management of food feature influences consumer behavior and brings higher value perception. For example, Michelin restaurants are strictly and repeatedly evaluated and appreciated for their excellent food and wine services, and the strict evaluation system establishes the authority and the “perfect model” of the chefs according to the cooking quality, conditioning skills, dish personality, and popularity.

Consumer Experience

Consumer experience is the source of future competitive advantage for companies and the basis for the development of economic activity. Sinha and DeSarbo (1998) Proposed that consumers' values emphasize the interaction of experience or subjective ideas derived from experi-

ence, as well as that such values highly influence is contextualized. Under consumer experience, consumers seek conditions that shape perceptions, and consumers form value perceptions through experiences. Pin and Gilmore (1998) Suggested that experiences are emotionally charged and created from the heart of the purchaser, with unforgettable value. Schmitt (1999) Emphasized that the core of experiential marketing is the creation of different experiences for customers, with the ultimate goal of creating a holistic experience for customers.

Catering enterprise provide the physical environment, service staff, and service functions to shape the customer experience and enable customers to enjoy the feeling of emotion, thinking and action, and good food with friends and family. Customers are both emotional and rational; they can enjoy both the consumption situation and the atmosphere of joy. They are deeply moved and feel the impulse to consume again. Leon G. Schiffman and Lesli Lazar Kanuk (2012) defined consumer behavior as the experience of using products and services or the pleasure gained from owning, collecting, or consuming goods or experiences, all of which enhance customer satisfaction and quality of life.

Customer Satisfaction

Customer satisfaction refers to the degree of feeling, pleasure, or making appointment after purchasing and consuming a product. Jian (2006) Explained that a company's mission is to create customer satisfaction, to understand customer needs, subsequently customize appropriate products and services, and then to deliver them correctly. The purpose of corporate management is to improve performance, while the enhancement of performance is to create customers, which is the necessary driving force

to create value. Thus, customer satisfaction is the direct factor within the key issue of corporate management and marketing. As viewed, the mission of a company is to create customer satisfaction and to understand customers and shopping trends, achieving the need for customer satisfaction. All in all, satisfaction is an important sales relationship of self-identification, as well as the way and measure that affect the performance of other.

Kotler said, "It is important to be a customer advocate and, as much as possible, take the customers' side and understand point of view." In order to create customer satisfaction, companies must emphasize the value of customer perception. Customers' accumulative consumption experience over the years attaches importance to products will affect customers' willingness to buy again, so marketers must present excellent service to meet the interests of consumers in the transaction after the purchase of the product and give customers the right to perception so that the difference in expectations after consumption is minimized, satisfaction and consumer behavior can be enhanced.

Research Method

Based on the case interviews and data collection, we ran empirical analysis theoretical mode and cross-case analysis using the data analytical method. After analysis, the research structure was adjusted according to the data generated from the empirical research in order to verify the cause-effect relation. Each finding was unique. Furthermore, we explored and discussed the issue of improvement and recognition within distributor and retailer relationships. Differences must be excluded before interviewing each case so that both parties were able to start from the same founda-

tion in the interview. The interviews were required to have professional or practical experience before being allowed to provide a series of clear explanation with regard to the interview question.

Data Explanation and Analysis

We targeted senior managers of companies for our in-depth interviews and collected secondary information as the source of empirical data. The responsibilities of the senior managers often involved dealing with various business related to customer relationship management. Senior management personnel are often assigned by the corporation to different areas to serve as management representatives. After the interviews, the records of the interviews were written down word for word, and the information collected was sorted before we analyzed the various company customers and described the research structure of the interview cases in order to determine essential processes and theories.

Catering Service Business Factors That Influence Consumer Behaviors

The influence of service quality of catering service on consumer behavior.

The first focus is on service quality when consumer comes to restaurant consumption, it proved to be closely related to customer satisfaction and loyalty. From subjective perception to service performance level of consumers, the quality of service is the quality of service by explaining and judging the product and the evaluation after being serviced.

Providing customer service in the restaurant industry to meet and grasp customer needs and build customer loyalty consumer perception of value included product quality, equipment and environment, speed of service, and the

level of expertise of service personnel. Businesses must truly implement the concept of customer orientation, service requirements, and attentiveness, as well as follow established quality standards. Cheng (2010) Stated that the reason why consumers will visit repeatedly because the company's marketing is consistent, allowing consumers to know what to expect and to feel the value of their spending. Human resource professional training and skills, incentives staff, and equipment impress the coming consumers and attract consumption. Hoffman (2002) Believed service quality is a comprehensive measure of the customer's attitude toward the performance results of the service. Raymond P. Fisk (2015) indicated that the purpose of service organizations seeking strategies to delight or motivate customers is not just to satisfy consumer needs, but to achieve a business goal.

The influence of catering brand image on consumer behavior.

"Brand" helps consumers to make purchase choices by representing trust, reliability, quality, and image. After proper promotion and packaging, branding can stimulate consumers' emotions and strengthen their product loyalty.

Kotler (2000) proposed that the conceptual value that consumers perceive for a particular brand is the brand image. The brand image changes according to consumers' perceptions, i.e., the brand image is derived from consumers' perceptions. According to research by Magid and Cox (2006): Noted brand image represents consumers' reactions to brand names or symbols or their recollection of impressions, as well as the criteria by which consumers judge the quality of products. Roest and Rindfleisch (2010) stated that in the catering service industry, a company's brand image represents some extent, it means the

quality of its products, services, and environment. Therefore, the establishment of brand image and the degree of connection become an important factor for consumers to decide whether to consume or not, and the ultimate goal of branding is to establish "preference" and accelerate consumers' determination to use it, strengthen consumer behavior, and even last the consumer's lifetime. Wu and Liu (2014) said that the catering service industry can cultivate its brand image and accumulate its brand value in the hearts of consumers to survive in the competitive catering service industry.

Catering companies have a positive influence on customer satisfaction and loyalty by leading quality adjustments, introducing new products, and strengthening promotional efforts in a challenging market environment, as well as continuously accumulating their brand value. The enterprise must have a grasp of customer needs and customer relationship management to provide appropriate products and services that meet unique consumer needs.

To explore the influence of high added value of catering service on consumer behavior.

The so-called added value refers to the new value added by the enterprise through the production or manufacturing process. Consumers feel reasonable or satisfied about the value of consumption so the enterprise must be reality that the true value of consumers for consumer products is actually diversity.

Dissatisfaction with customers, the enterprise needs to plan to improve and try to minimize that unsatisfied feeling. Wu and Liu (2015) Illustrated that if catering business enterprise can offer service quality to strengthen the service quality that consumer's value, then they can maintain a certain level of customer

satisfaction, establish a good relationship between consumers and the catering industry, and enhance consumers' impression of the catering industry while reducing negative impressions.

For example, with regard to consumption value of catering industry, consumers are concerned about cuisine, cost control, and product quality. The recognition of consumer value is more specific and regional feature difference, which due to the habit of consumer. Enterprise are more interested in the details of each service and its marketing elements, so that consumers have high value perception and added value. Woodruff (1997) Stated consumer value is defined by the relationship between the customer and the producer then discover that products provide added value and build emotional bonds after the customer uses the important product or service produced by the supplier.

Conclusion

To enhance the customer relationship management system of the enterprise organization, B. Ramaseshan and David Bejou (2006) Explained that the successful growth of the economy and global enterprises comes from excellent communication, information technology, customer relationship management, and the success of the operational strategy plan. That adopt relationship marketing theories with customers to encourage consumer behavior, increase profits for the organization, and build a sustainable business. Kumer and Reinartz (2006) Suggested that companies should pay attention to the application of knowledge of customer satisfaction and assist build and maintain good long-term customer relationships and corporate competitiveness.

Consumer behavior has become a

very important part of marketing strategy planning, with ethics and social responsibility being incorporated into the marketing decisions and the actual implementation of the social marketing concept, while also focusing on the overall welfare of society and meeting the needs of the target consumers. The study of consumer behavior is concerned not only with what consumers buy, but also with understanding the various factors what make consumers buy. Enterprise understand consumer psychology, regardless of the competitive situation and how business environment, enables a company to become an industry leader.

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