Final Review

By Shubham Choudhary

A STUDY ON CUSTOMER TASTE AND PREFERENCE OF FOOD IN HOTEL CROWNE PLAZA, GREATER NOIDA

Project Report submitted in partial fulfilment

For the award of the degree of

BACHELOR IN HOTEL MANAGEMENT

Submitted by

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(18GSOH1010018)

IN

PROJECT WORK

SCHOOL OF HOSPITALITY

Under the supervision of

Mr. Rohit Jaswal

(Associate professor)

GALGOTIAS UNIVERSITY

(Established under Galgotias University Uttar Pradesh Act No. 14 of 2011)

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GALGOTIAS UNIVERSITY

SCHOOL OF HOSPITALITY

BONAFIDE CERTIFICATE

Certified that this project report "**A study on Customer taste and preference of food in hotel Crowne Plaza, Greater Noida**" is the bonafide work of "Shubham Choudhary" who carried out the project work under my supervision.

SIGNATURE   SIGNATURE

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DEAN   **SUPERVISOR**

                                                    (Associate Professor)

School of Hospitality   School of Hospitality

APPROVAL SHEET

This thesis/dissertation/report entitled "study on Customer taste and preference of food in hotel Crowne Plaza Greater Noida" by "Shubham Choudhary" is approved for the degree of BACHELOR SCIENCE IN HOTEL MANAGEMENT (School of hospitality).

Examiners

Mr. Rohit Jaswal

Supervisor (s)

Chairman

Date:
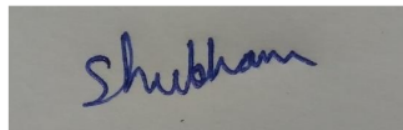
Place: **Galgotias University, Greater Noida (U.P)**

STATEMENT OF PROJECT REPORT

PREPARATION

Report title "**A study on customer taste and preference of food in hotel Crowne Plaza Greater Noida**"

1. Degree for which the report is submitted: Bachelor Science in hotel management.

2. Project supervisor was referred for preparing the report.

3. The content of the report has been organized based on the guideline.

4. Specification regarding the report format has been closely followed.

5. The report has been prepared without resorting to plagiarism.

6. The entire source used has been cited appropriately.

7. The report has not been submitted elsewhere for a degree.

Signature of the student
Name: Shubham Choudhary
Roll no: 18GSOH1010018

Statement of preparation:
Every student has to submit the statement of the report preparation

Abstract: -

Tactile reactions to the taste, smell, and surface of food varieties help decide food inclinations and dietary patterns. notwithstanding, tangible reactions alone don't anticipate food utilization. The view that a "sweet tooth" prompts heftiness through overabundance sugar utilization is excessively thin. Truly, there are different connections between taste discernments, taste inclinations, food inclinations, and food decisions and the measure of food burned-through. Taste reactions are impacted by a scope of hereditary, physiological, and metabolic factors. The effect of taste factors on food consumption further relies upon sex and age and is adjusted by weight, dietary problems, and different pathologies of eating conduct. Food inclinations and food selections of populaces are additionally connected to attitudinal, social, and—likely generally significant—monetary factors like pay. Nourishment training and intercession systems pointed toward improving populace counts calories should consider tangible delight reaction to food varieties, notwithstanding a wide scope of segment and sociocultural factors.

Inexpensive food has become a piece of the food utilization for some customers in the current day. The changing purchaser inclination alongside worries of wellbeing have made the buyers more mindful of the food they decide for utilization. Inexpensive food utilization has been connected to overweight, corpulence, elevated cholesterol, and other wellbeing related issues. To counter these difficulties the inexpensive food outlets are beginning to present solid choices in their menus. Making a good buyer insight assists the brands with earning benefit over the long haul. The specialist in this paper attempts to see if assortment of items, food quality, administrations speed, cost and sustenance affects customer insight which may decidedly impacts the buy choice. For this exploration the analyst has attempted two conspicuous brands, Domino's Pizza and Pizza Hut to contemplate the impact of buyer discernment on the purchasing choice.

Keywords: - Hospitality, Food Preferences, Guest, Kitchen Department,

Table of content

ACKNOWLEDGMENT

I feel touched in all. Humbleness and gratefulness to acknowledge my depth to all those who have helped me to put these ideas, way above the level of clarity and into something solid. I would like to express my special thanks of gratitude to my guide Astt. Professor Rohit Jaswal and team members at hotel CROWNE PLAZA GREATER NOIDA, who provided me with necessary information on the topic "A study on customer taste and preference of food in hotel Crowne Plaza Greater Noida". They also helped me in doing a lot of research and I came to know about so many new things. I am really thankful to all my colleagues, juniors, seniors, guests and each and every one to contributed their time in the completion of my project.

I really want to thanks all the chefs with whom worked with and who helped me in making this research a success. Some of name which I would like to take and give some credits are: - Chef Balveer, Chef Lokesh, Chef Suryadev, Chef Anil, and Chef Waseem. I also want to thank my all faculties including Dean sir, my mentor and especially Mr. Rohit Jaswal sir as he really helped me a lot and corrected me during the journey of this project completion.

Introduction: -

Food preferences are the evaluative perspectives that individuals express toward food varieties. Food inclinations incorporate the subjective assessment of food sources, and furthermore how much individuals like and abhorrence them. Quantitative food inclination estimation has been a piece of the field of food propensities in any event since the 1940s, when the US Army attempted it for menu arranging purposes.

These days, individuals underscored on food quality as a key segment to fulfil eatery clients. Be that as it may, there is an absence of studies because of food quality in top notch cafés. With that thought, the main role of this examination is to research the impact of food quality toward consumer loyalty in top notch eateries. The examination additionally endeavours to investigate the connection between food quality and consumer loyalty. The outcome showed that general food quality ascribes influence essentially towards consumer loyalty. Ensuing relapse examinations exhibited that newness and assortment of food varieties are the two most impacting ascribes that impact consumer loyalty in high end café which be surprisingly significant for restaurateurs. Subsequently, eatery administrators should focus harder on the food quality credits that inspire consumer loyalty and upgrade return support in the café business.

I came to know about the taste and preference of the guest coming in the hotel and also came to know about many dishes and types of platting done at the time of serving. And setting up of the buffet which has many cuisines like: - Indian, Chinese, continental etc. According to my research the demand for Indian cuisine was more.

Methodology: -

This paper is based upon the both qualitative and quantitative research methods of data collection, the sample papers, survey, opinions and the other information which was gathered through the medium of online media that is the google forms. Based on my study some bar charts and some pie charts have been generated. The information that I gathered through the medium sources of my research are almost the accurate and have been checked by the hotel sector experts and some other people.

PRIMARY DATA

Self in record the guest opinion through survey, this data I registered myself in record the opinion about guests tastes and preference of food and their opinion about the quality of food and services provided to them during their stay. I also took help from the chefs in the hotel and other staff.

SECONDARY DATA

I have taken help from books, magazines, newspaper, websites and research journal and other few social media accounts.

Objectives: -

1. To analyze the guest food preference in the hotel during their entire stay.

2. To analyze the taste of the food mostly liked by the guest, especially the foreign guests.

3. To understand new innovative ideas getting used by the hotel chefs for upgrading the guest experience.

Literature Review

- In the research done by Mr. Yogesh Updyay, he has written about the taste and preference of foreign tourist in Indian. he has taken surveys from the foreign tourist who had visited India. he also talk about the factors that play an important role in development of taste and preference of customer.

- According to Abdullah A 30-thing poll was planned and appropriated to 1000 foodservice clients, yielding a reaction pace of 64.2%. Factorial examination affirmed five elements of client inclination, and utilizing numerous relapses, their request for significance, Price, Quality of Service, Branding and Tangibles. Knowing these measurements relative impact may bring about better distribution of assets for compelling assistance conveyance.

QUESTIONNAIRE

Demographic Questions

Name –

Gender –

    A) Male
    B) B) female
    C) C) Other

Designation –

    A) Guest

    B) B) Staff

    C) C) Others

Age - in years

A) 20 - 30

B) 30 - 40

C) 40 - 50

D) 50 and above

RESPONSE QUESTIONS

1) Which type of you like to prefer most?

A) Indian

B) continental

C) Chinese

D) other

2) Is the Quantity of food is enough?

A) Satisfied

B) Unsatisfied

C) Excellent

  D) Good

 3) Which of the following are you most satisfied with?

  A) Texture

  B) Taste

  C) Size

  D) Service

4) According to the quality of food the price of the food is?

   A) Expensive

   B) Less expensive

   C) Medium

5) How often do you like to eat food in this hotel?

   A) Daily

   B) Sometime

   C) On Occasions

   D) Depends on mood

6) How was the service at the time while placing the order?

  A) Good

  B) Bad

  C) Average

  D) Excellent

7) What is an acceptable waiting time for the food?

  A) Less than 10 minutes

  B) Less than 20 minutes

  C) More than 10 minutes

  D) Between 15-20 minutes

8) Which type of food item you like to have most in the hotel?

  A) Vegetarian

  B) Non-Vegetarian

9) What type of non-veg dish you like the most?

  A) Chicken

  B) Mutton

  C) Sea food

  D) eat only vegetarian

10) How much do you normally spend (in Rupees) when you buy   the food?

  A) 1000 – 2000

  B) 2000 – 3000

  C) 3000 - 4000

  D) More

11) Why do you prefer food of this hotel?

  A) Taste & Quality

  B) Locality

  C) Affordability

  D) None of the above

12) Are you satisfied with the services provided to you in the hotel?

  A) Yes

  B) No

13) What rating would you like to give us?

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A) One star

B) Two Star

C) Three Star

D) Four Star

E) Five Star

14) Are there any changes in hygienic conditions post Covid?

A) Yes

B) No

Samples of Surveys

Sample 1: -

52 responses

Accepting responses

NAME

Ajay bhushan

GENDER

○ Female

◉ Male

○ Prefer not to say

What is your marital status?

- ⦿ Married
- ◯ Unmarried
- ◯ Prefer not to say

AGE GROUP

- ◯ 20 - 30
- ⦿ 30 - 40
- ◯ 40 - 50
- ◯ 50 and above

which type of food you like to prefer most ?

- ● Indian
- ○ Continental
- ○ Chinese
- ○ Other

Is the quantity of food is enough ?

- ○ Satisfied
- ○ Unsatisfied
- ● Excellent
- ○ Good

which of the following are you most satisfied with ?

- ◯ Texture
- ⦿ Taste
- ◯ Size
- ◯ Service

According to the quality of food the price of the food is ?

- ◯ Expensive
- ◯ Less expensive
- ⦿ Medium

how often do you like to eat food in this hotel ?

○ Daily

○ Sometime

○ On occasions

◉ Depends on mood

how was the service at the time while placing the order ?

○ Good

○ Bad

○ Average

◉ Excellent

what is an acceptable waiting time for the food ?

○ Less than 10 minutes

○ Less than 20 minutes

○ More than 10 minutes

◉ Between 15 - 20 minutes

how much do you normally spend (in rupees) when you buy the food ?

○ 1000 - 2000

◉ 2000 - 3000

○ 3000 - 4000

○ More

Why do you prefer food of this hotel?

⦿ Taste & quality

◯ Locality

◯ Affordability

◯ None of the above

which type of food item you like to have most in the hotel ?

◯ Vegetarian

⦿ Non-vegetarian

are you satisfied with the services provided to you in the hotel ?

○ yes

○ no

what type of non veg dish you like the most ?

○ Chicken

○ Mutton

○ Sea food

○ Eat only Vegetarian

are you satisfied with the services provided to you in the hotel ?

⦿ yes

◯ no

what type of non veg dish you like the most ?

⦿ Chicken

◯ Mutton

◯ Sea food

◯ Eat only Vegetarian

what rating would you like to give us ?

- ( ) one star
- ( ) two star
- ( ) three star
- ( ) four star
- (●) five star

is there any changes in hygienic conditions post covid ?

- (●) yes
- ( ) no

SAMPLE 2: -

NAME

Neeraj kumar

GENDER

○ Female

● Male

○ Prefer not to say

What is your marital status?

- ◯ Married
- ⦿ Unmarried
- ◯ Prefer not to say

AGE GROUP

- ⦿ 20 - 30
- ◯ 30 - 40
- ◯ 40 - 50
- ◯ 50 and above

which type of food you like to prefer most ?

- ● Indian
- ○ Continental
- ○ Chinese
- ○ Other

Is the quantity of food is enough ?

- ○ Satisfied
- ○ Unsatisfied
- ● Excellent
- ○ Good

which of the following are you most satisfied with ?

○ Texture

● Taste

○ Size

○ Service

According to the quality of food the price of the food is ?

○ Expensive

○ Less expensive

● Medium

how often do you like to eat food in this hotel ?

- ◯ Daily
- ◯ Sometime
- ◉ On occasions
- ◯ Depends on mood

how was the service at the time while placing the order ?

- ◉ Good
- ◯ Bad
- ◯ Average
- ◯ Excellent

what is an acceptable waiting time for the food ?

○ Less than 10 minutes

◉ Less than 20 minutes

○ More than 10 minutes

○ Between 15 - 20 minutes

how much do you normally spend (in rupees)
when you buy the food ?

◉ 1000 - 2000

○ 2000 - 3000

○ 3000 - 4000

○ More

Why do you prefer food of this hotel?

- ● Taste & quality
- ○ Locality
- ○ Affordability
- ○ None of the above

which type of food item you like to have most in the hotel ?

- ○ Vegetarian
- ● Non-vegetarian

are you satisfied with the services provided to you in the hotel ?

◉ yes

○ no

what type of non veg dish you like the most ?

◉ Chicken

○ Mutton

○ Sea food

○ Eat only Vegetarian

what rating would you like to give us ?

○ one star

○ two star

○ three star

○ four star

◉ five star

is there any changes in hygienic conditions post covid ?

◉ yes

○ no

Graphical Representation

Research analysis data and the screenshots of the responses collected:

1.) Guest food preferences

- As we can see that the demand for Indian cuisine is more due to our nationality Indian as it has many choices in the dishes from veg to non-veg, which is 65.4% after that Chinese which is 17.3% and then continental which is 15.4% which is mainly consumed by the foreigner guest staying in the hotel.

which type of food you like to prefer most ?

52 responses
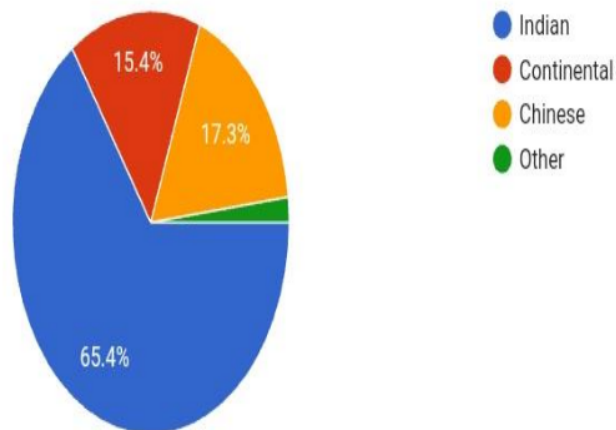
2.) About the quantity of food

- As we can see 39.2% guest are satisfied with the quantity of food served to them, As I also think that the food size should be increased according to the price of the food while 37.3% guest think the quantity of food served is excellent and 23.5% guest think the quantity of food served is good.

Is the quantity of food is enough ?

51 responses

Legend:
- Satisfied
- Unsatisfied
- Excellent
- Good

37.3% · 23.5% · 39.2%
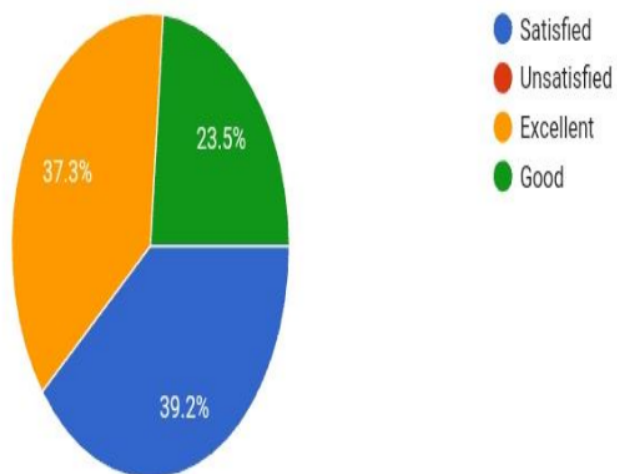
3.) About guest satisfaction

- As we can see in the response graph 71.2% people like the taste of the food as we use fresh oil for cooking and fresh vegetables and we also used good quality spices. while 15.4% guest also like the texture of the food and service is liked by 13.5% guest.

which of the following are you most satisfied with ?

52 responses

- Texture
- Taste
- Size
- Service

71.2%

13.5%

15.4%
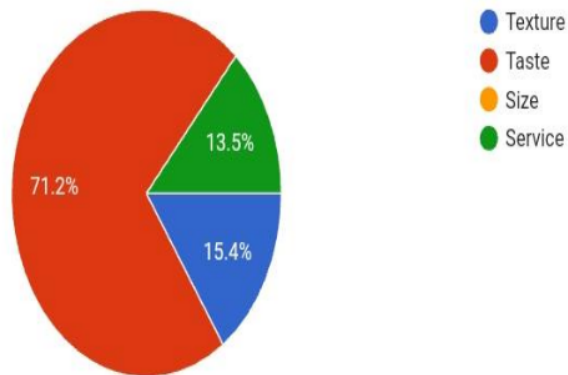
4.) About Food pricing

- According to the response 80.4% guest think the price of the food is medium, As the cost of food is set according to the price used for making dish so we have not kept the price of food very expensive nor very low we have kept the price medium in comparison to others and 15.7% guest think the price of the food is expensive.

According to the quality of food the price of the food is ?

51 responses

- Expensive
- Less expensive
- Medium

80.4%

15.7%
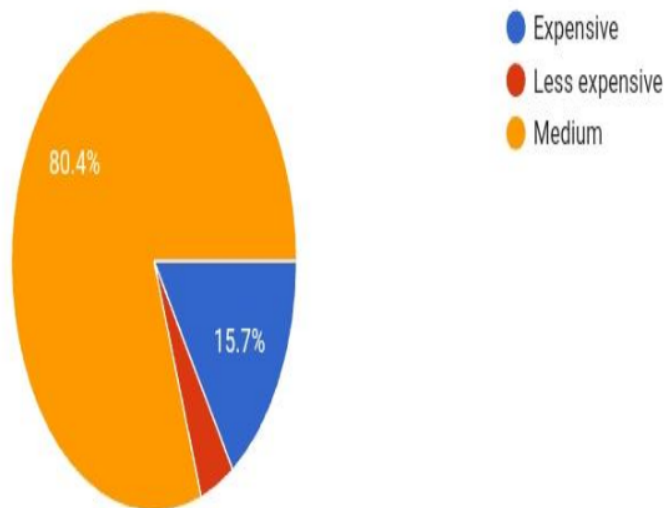
5.) About the guest choice for coming in hotel.

- According to the response 42.3% guest come according to their mood in the hotel for meal whereas, 25% guest come sometime in the hotel for meal, 19.2% guest come on occasions in the hotel and 13.5% guest comes daily to have their meal in hotel. (As the hotel is located in the local village so there is number of local guests is more).

how often do you like to eat food in this hotel ?

52 responses
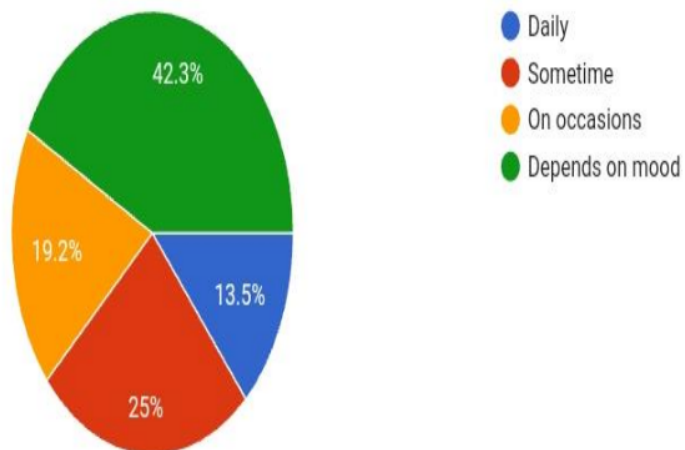
6.) About the service while placing the order

- As we can see the percentage given to good and excellent rating is equal which is 44.2% which means 44.2% guests think the service is excellent and on other side 44.2% guests think the service is good and 9.6% guests think the service is average.

- As we try our best to get our guest feel comfortable and happy.

how was the service at the time while placing the order ?

52 responses
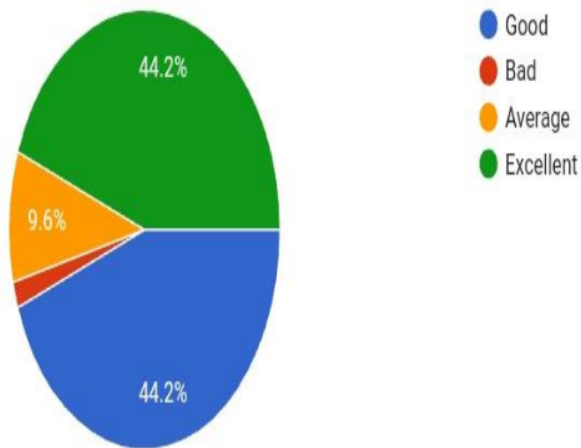
7.) About the acceptable waiting time for the food

- As we can see 65.4% guest think the waiting time for the food should be less than 20 minutes, 23.1% guest think the waiting time for the food should be between 15 – 20 minutes and 7.7% guest think the time should be less than 10 minutes.

what is an acceptable waiting time for the food ?

52 responses

- Less than 10 minutes
- Less than 20 minutes
- More than 10 minutes
- Between 15 - 20 minutes
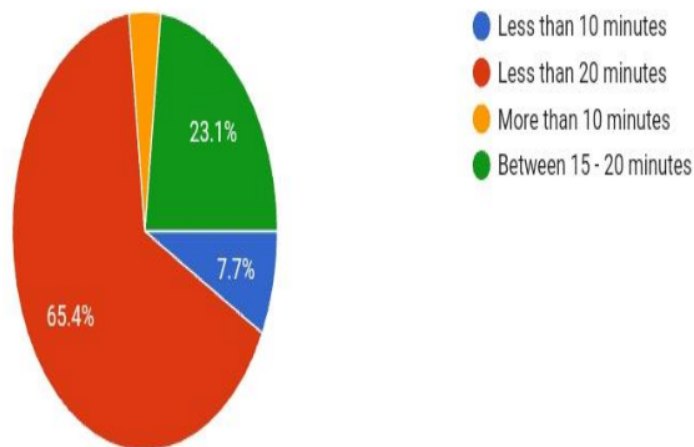
8.) About the money spend on food by guests

- As we can see 32.7% guest spend money between 2000 – 3000, 25% guest spend money between 3000 – 4000, 23.1% guest spend money between 1000 – 2000, and 19.2% guest spend money more than 4000.

how much do you normally spend (in rupees) when you buy the food ?
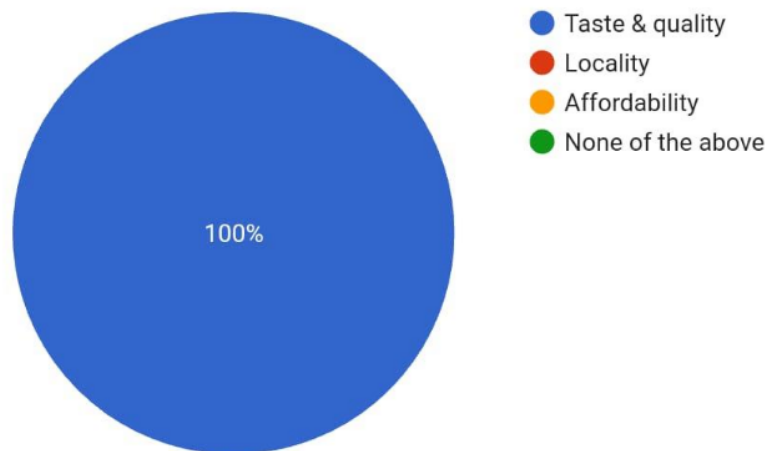
52 responses

- 1000 - 2000
- 2000 - 3000
- 3000 - 4000
- More
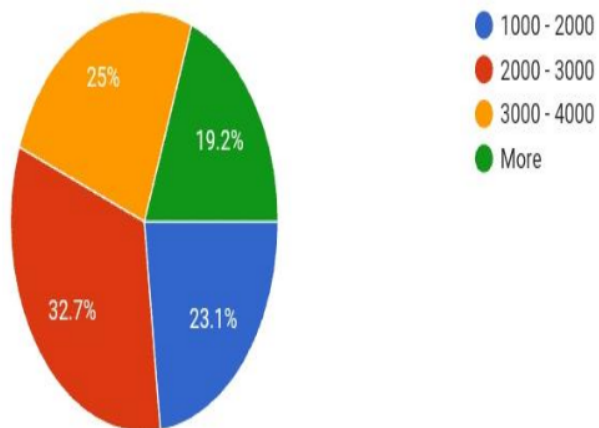
9.) About the food preference

- As we can see 100% guest like the taste & quality of food of this hotel, as we use fresh oil and fresh vegetable and good quality of spices that's why all the guest love the food of the hotel.

## Why do you prefer food of this hotel?

52 responses

- Taste & quality
- Locality
- Affordability
- None of the above

100%

10.) About the type of food choice of the guest

- Here, 71.2% guest like the non-vegetarian food item whereas 28.8% guest like the vegetarian food item. As it depends on the people some like vegetarian food and some people like non vegetarian we deal with different types of non veg dishes like chicken, mutton, sea food and lamb etc we also have many veg dishes. So it depends on the taste and preference of guests.

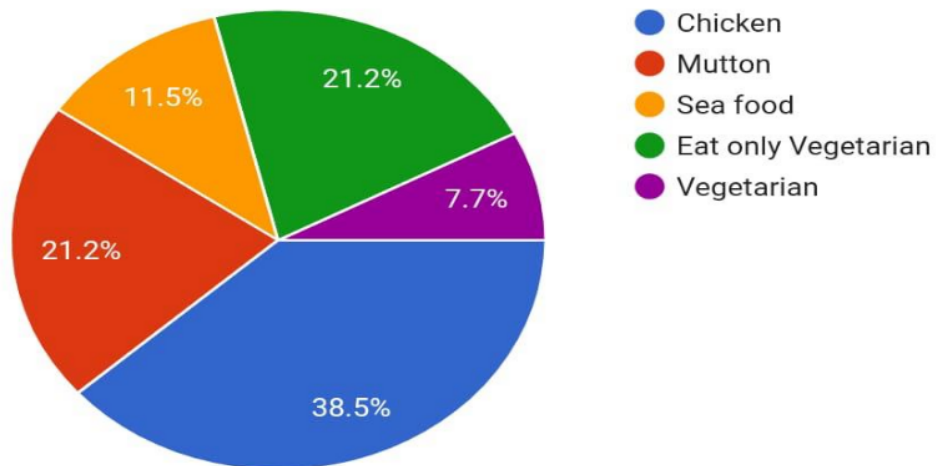## which type of food item you like to have most in the hotel ?

52 responses
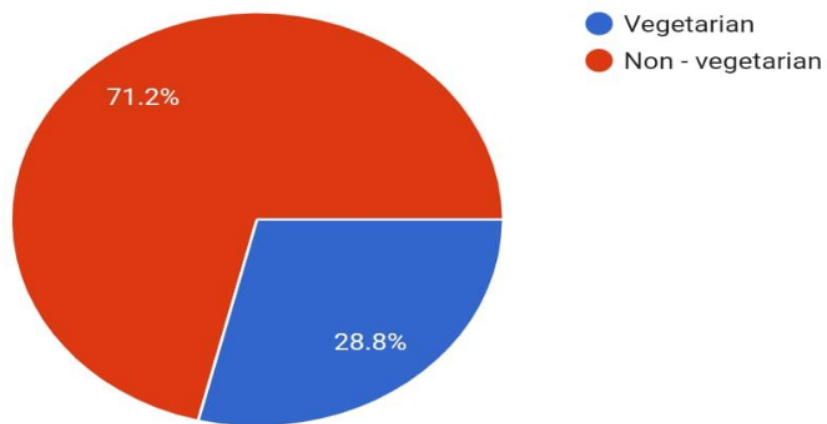
11.) About the guest choice in non-veg dish

- According, to the graph 38.5% guest prefer chicken in non-veg, 21.2% guest prefer mutton and sea food is liked by 11.5% guest rest 21% guest prefer vegetarian food.

what type of non veg dish you like the most ?

52 responses

Legend:
- Chicken
- Mutton
- Sea food
- Eat only Vegetarian
- Vegetarian

38.5% — Chicken
21.2% — Mutton
11.5% — Sea food
21.2% — Eat only Vegetarian
7.7% — Vegetarian

12.) About the services provided in the hotel

- Here almost 96.2% guest are happy with our service provided to them in the hotel. Yes I also think that as we try our best to serve the food to our guests on time and the service staff is also good as they coporate with the guests very nicely they handle there problems easily and listen to them what they want and provide them the food on time as soon as possible.

are you satisfied with the services provided to you in the hotel ?

52 responses

96.2%

● yes
● no
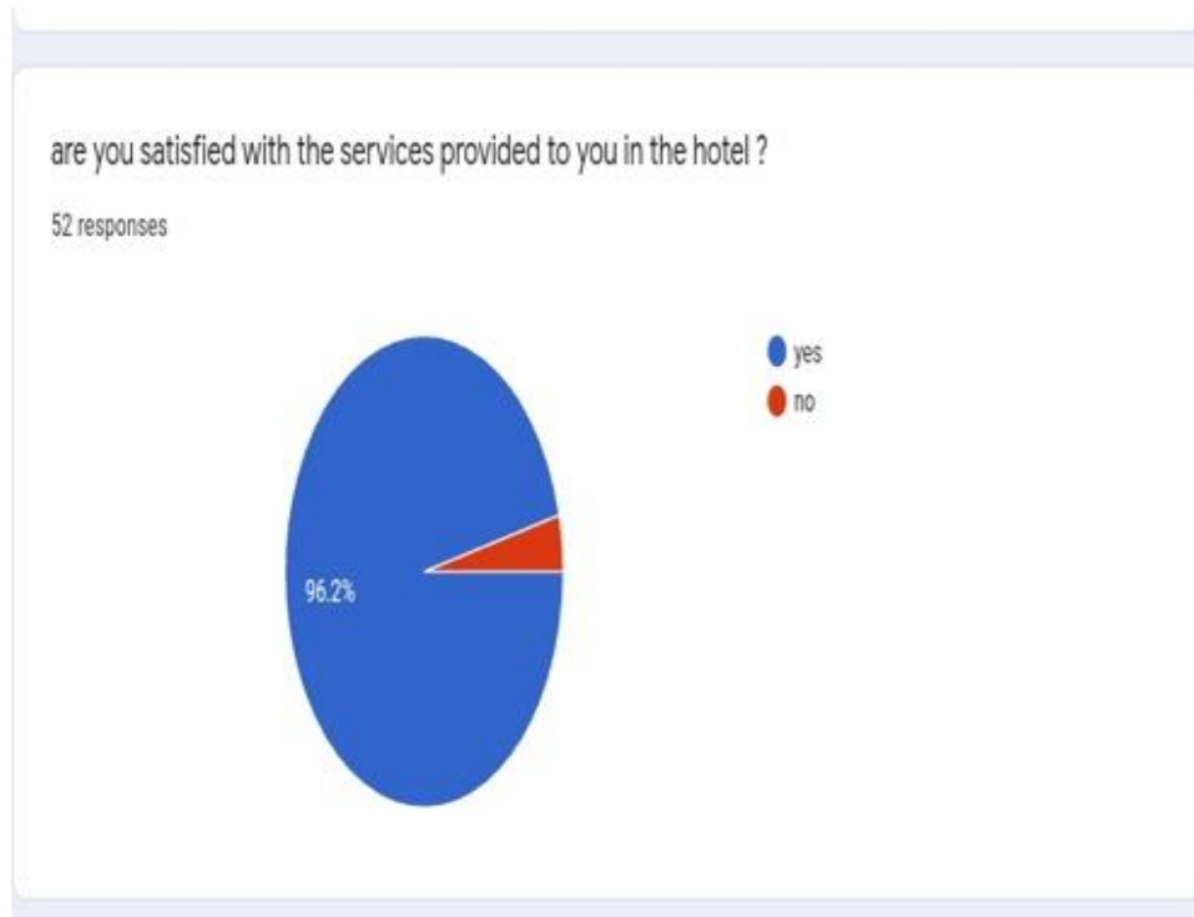
13.) About the rating given by the guest out of 5 Star

56% guest have given 5 Star rating to us while 39% guest has given 4 Star rating to us remaining 5% prefer 2-3 Star rating. In case of rating we provide our guests good facilities we make them feel like it is there home, we talk to them politely and provide them good quality of food. We also listen to the problems and solve them as soon as possible. We keep our place and rooms very neat and clean.

what rating would you like to give us ?

52 responses

55.8%

38.5%

- one star
- two star
- three star
- four star
- five star
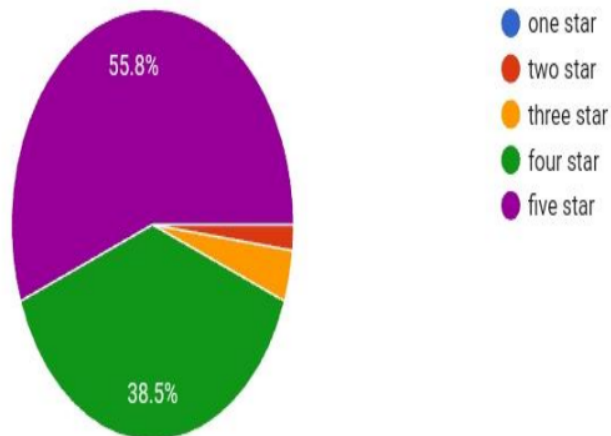
14.) About changes in hygiene post covid

- So, 81% guest think that there are several changes and step taken in hygienic condition post covid and rest 19% think no changes have been done post covid. As we try our best we serve the food to the guest by wearing face shield and cloves. And we also ask for the to wear mask and use disposable gloves while taking the food from buffet, we have placed the sanitizer bottles at each corner so when the guests come first sanitize there hands and then have there food and is also maintained between guests and employees.

is there any changes in hygienic conditions post covid ?

52 responses

19.2%

80.8%

- yes
- no
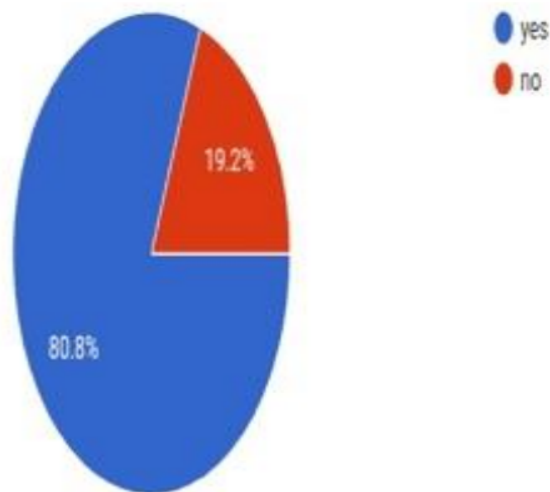
CONCLUSION

At Last, I would like to Conclude that as I am doing OJT in Crowne Plaza greater Noida and I got a research project on customer taste and preferences in hotel. According to my research and responses filled by the guest through Google form I came to know that the Indian cuisine is more in demand in this hotel guest come here from outside and have There meal from the buffet or they can also order from the restaurant (Mosaic) it is the live restaurant in which many cuisine are prepared like :- Indian, Chinese, Thai, continental, The Crowne plaza is occupied with 70% of Korean guest they have food in the hotel for them Korean dishes are prepared and buffet is set for them they have kept chef for them specialist in Korean cuisine. The Koreans have, there lunch and dinner from buffet set for them. The staff of the Hotel greet them very friendly. And there are also many other in-house Guest from different countries. And everyone is happy with the services provided to them in the hotel.

The present foodservice industry the board should put a high need on understanding the developing business sectors coming about because of quick urbanization and rising quantities of travellers. This industry enormously affects the worldwide economy yet it is influenced by clients' consistently evolving inclinations. Directors need to acquire and support key benefit in this exceptionally serious industry, consequently a nearby client inclination evaluation is vital. This paper presents the components of client inclination in the food administration industry, tried observationally for one-dimensionality, dependability and legitimacy utilizing both exploratory and corroborative factor examination. Factorial investigation affirmed five components of client inclination, and utilizing various relapse, their request for significance are Halal (admissible in Islam), Price, Quality of Service, Branding and Tangibles. Knowing these measurements relative impact may bring about better distribution of assets for successful help conveyance.

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