

Study on Emerging Trends of Communal Table Restaurant in Pune City

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Abstract

This paper presents customer perception on communal table restaurant during pandemic situation as many of the restaurant facing issue of sustainability and socialization fear to solve this issue and for survival of restaurant industry is important and trends of communal table restaurant have introduced the basic bridge gap to restaurant to increase the sale of the restaurant for sustainability and to socialized people towards each other so that they overcome with this situation and concept of communal restaurant is a restaurant generally occupied with long and broader table where all strangers can have food together without knowing each other can exchange their traditional values and enjoy their meal. There were 110 Responses collected through online questionnaire from customer and restaurant owners and results shows youth are comfortable but families are not comfortable with strangers yes but they like occupying big lunch and dinner for exchanging social values among each other and on the other side restaurant managers also can increase the revenue due to seat turn over by large groups and new ventures can sustain for survived and can overcome with such crisis.

Keywords: Communal Table, Restaurants, Socialized, Revenue

INTRODUCTION

Today as the Pandemic affected the Social bonding of each other which leads to emotion and depression of each individual to overcome with this kind of situation or to reduce in certain level so there is new concept emerging trends of communal restaurant has come as most of the people scared of to create social bonding and the hospitality entrepreneur are also facing to issue to their new ventures sustainability it is important to come up with the solution so now there is new concept has come emerging trends of

communal restaurant concept of this kind of restaurant is unique such kind of restaurant set with long broad tables. The atmosphere of the dining area from a fine dining luxury restaurant to popular restaurant is greatly influenced by the quality of furniture in use. Furniture occupies most of the service area, so these should be arranged carefully for maximum. Space utilization. Communal tables are long and broad relegated to cafeterias beer halls, the odd farm-to-table restaurant. In recent years, most restaurants never Dreamed their clients would tolerate dining with strangers. Starved for social interaction that we welcome being forced to sit with random people this increasingly aggressive use of space is a double win for restaurants. Adding more seats makes room for more customers and as a bonus, customers have an opportunity to meet new friend for Social bonding and also help in restaurant industry sustainability by generating revenue for such kind of crisis keeping in mind other factor.

PROBLEM STATEMENT

The main reason of the study to investigate social bonding awareness during pandemic and to increase the revenue for the restaurant for sustainability.

SIGNIFICANCE OF THE STUDY

The purpose of this study is to know implementation of communal table increase the revenue of the restaurant and Social bonding awareness during pandemic situation.

LITERATURE REVIEW

As per Christina D. Economous, Sara C. Folta, Genne Goldberg. Miriam Nelson, David Hudson, Jessica Collins, Zacharia Baker, Eliza Lawson Environmental factors at the community level may play a role in the development

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and maintenance of obesity. Most of the US families frequently eat meals outside of the home, restaurants are an environmental factor that can affect their health. The purpose of their project was to test the feasibility of a community-based restaurant initiative that targets families and young children health.

According to S. A. K. Robson (2010) research shows that seating behavior in a wide range of food service settings and across cultural groups would be a valuable addition to the environmental psychology literature importance for restaurant seating configuration while providing food service managers and designers helps in with excellent data for making seating layout decisions.

As per R. I. M. Dunbar (2017) research Suggest Communal eating, whether in feasts or everyday meals with family or friends, is a human universal, yet it has attracted surprisingly little evolutionary attention. A path analysis suggests that the causal direction runs from eating together to bondless rather than the other way around. Research suggests that social eating may have evolved as a mechanism for facilitating social bonding.

According to Thompson, G. (2003) having the right-size tables in a position to be combined with other tables to serve large parties can yield additional revenue at virtually no added cost. Combinability would allow two adjacent 4-top tables to be combined to seat parties of up to eight people.

Sheryl E. Kimes and Stephani K. A. Robson (2004) research of their study were to evaluate the Restaurateurs seeking to maximize revenues should by how long their table occupied and how much diner spends. Study focuses on two aspect that is restaurant environment table type and location.

Sheryl E. Kimes, Richard B. Chase, Sunmee Choi Philip Y. Lee, and Elizabeth N. Ngonzi (2008) stated in their research The crucial element in a strategy for boosting restaurant revenues may be to relate prices to the length of time guests spend at the table and how to do it.

Meng-Cong Zheng (2018) this study uses a Post-Occupancy Evaluation to understand the different seating needs of passengers and what they hope for to ameliorate problems encountered while waiting for boarding. The traffic flow in waiting areas must not be obstructed by

luggage, so that the seats can be more efficiently used. Seats with tables make eating food and drinking more convenient. Seats that allow passengers space for their luggage are also preferred. These findings are relevant to the design of airport seating.

According to Stephani K. Robson, Sheryl E. Kimes and Franklin B. Decker (2011) in their research the implications for restaurateurs are not, because a tight table arrangement has been demonstrated to shorten the dining cycle without affecting spending. However, diners may be less likely to return to a restaurant with uncomfortable table spacing.

Paul Morgan Baker (1984) in his studies shows role of visibility in small group interaction is discussed, and then some operational definitions of various dimensions of visibility are made. Several hypotheses are tested, and data from an earlier study also reanalyzed. In all cases, behavioral data on interaction were obtained by systematic observation of the particular groups. The results give clear support for the basic hypothesis that visibility has a direct impact on participation.

Nicolatta Cavaza, Anna Rita Graziana and Margherita Guedetti (2011) shown that two studies are presented showing that the social facilitation of eating has its roots in the phase of ordering food, both in an ecologically valid context that is a real restaurant and in a simulated context that is a mock scenario. In both studies people ordered a number of dishes as a function of their co-eater group size. According to their studies contend that this is due to the activation of the social meal concept script assuming a normative nature. In line with the hypothesis, participants' self-monitoring orientation moderated by the effects of group size on the amount of food people ordered.

R. Sommer and J. Stelle (1997) shows in their research that a non-reactive observational study in full-service restaurants showed group size to be positively correlated with length of stay. Among the serendipitous findings were the role of reading in lengthening duration and the paucity of lone diners in full-service restaurants are related.

According to M. Suraj and K. Dhananjay (2015) their research studies shows employee incentive strategies helps in increasing sales and productivity through workplace reward in standalone restaurant.

RESEARCH METHODOLOGY

Literature search was done to find out research work done on various customers and Restaurant Managers to know customer satisfaction on communal table and its implementation. The field study of a qualitative design was aimed interviewing customer family direct responsible for restaurant visit. This study uses an online survey for data collection. Respondents were interviewed at various days of the week, A total of 115 representative questionnaires were collected and 110 representative questionnaires are valid. All of the respondents are confirmed to be 18 years of age or over and they have or no occupation. The scale was adopted and adjustment were made in order to facilitate this study. From the adopted scale the researcher developed the scale below. The questionnaire were used to rate the extent to which participant agree or disagree with a statement to facilitate this a five-point Likert-type scale ranging from 5 (strongly agree) to 1 (strongly disagree) was used.

RESULT AND ANALYSIS

Demographic Information Table 1, the survey administered was able to capture 110 respondents. After an analysis of the data a general picture of the respondents was generated. Table 1 provides demographic information regarding the respondents' gender. This table includes frequencies and percentage of each gender base on the analysis it was noted that 45% of the respondent were female (n = 50). The majority of the respondent from age between 18-40 year old.

Table 1: Gender Frequencies

Gender	Frequency	Percentage
Male	55	50%
Female	50	45%
Missing Values	05	2.72%
Total	110	100%

In Table 2, the customer rating of restaurant selection factors. This was accessed by a Likert scale from 1 (Not at all well) to 5 (excellent well). Overall, the customer like concept of dine with strangers to exchange values and happiness between the "somewhat well" and "very well" (Table 1), indicating satisfaction. Overall, the respondents

have a good for selection factor for restaurant and like it with strangers (Mean = 4.79), (SD = 1.702).

Table 2: Customer Rating of Restaurant Selection Factors - Independent

Selection Factors	N	Mean	Std. Deviation
Satisfaction	110	4.50	0.707
Return in Future	110	4.09	0.365
Hygiene and Cleanliness	110	4.66	1.179
Dine with strangers	110	4.79	1.702
Frequency of patronage	110	4.62	1.461
How long customer spend	110	4.59	1.366

Mean calculated using a 5-point interval scale, where 1= Not at all well, 5 = excellent well (N = sample size).

Table 3 provide a summary of the frequencies and percentage for respondents on selection of restaurant An analysis of data indicated that 77.27% of the respondent did not like to visit selection rating for Fine dine restaurant 22.72% whereas for communal restaurant selection rating to visit 84.54% and did like to visit on selection rating are 15.54% .

Table 3: Frequencies: Fine Dine Restaurant and Communal Restaurant Selection Rating

Fine Dine Restaurant	Frequency	Percentage
Yes	25	22.72%
No	85	77.27%
Total	110	100%

Communal Restaurant	Frequency	Percentage
Yes	93	84.54%
No	17	15.45%
Total	110	100%

RECOMMENDATION AND SUGGESTION

It is recommended that Restaurant owners should cooperate to implement communal table during pandemic Situation with other factors in mind like hygiene and Cleanliness and according to female comfort as social bonding increases well-being, and enhances one's sense of contentedness and embedding within the community. For

further studies, the recommendations would be to expand to other restaurants. The research should investigate more restaurants because the demographics have limited diversity in Pune e.g. the sample size is not enough to be representative to implement in other areas. Moreover, the research should include more responses. Surveys should be conducted in maximum Restaurants get a better idea of communal preferences.

CONCLUSION

The study also indicated that the respondents of age 18-40 satisfied with communal Restaurant, they are comfortable but others are not. In fact Female respondents hesitate on communal table as they are not comfortable to eat with strangers during pandemic situation and other factor also. The study also indicated that restaurant owners are satisfied as the seat turn over help in increasing the revenue of restaurant and as they are already facing issue of space and sustainability due high rent pay and losses which they have to bear it in pandemic situation would like that further studies will be taken as respondents are limited.

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