

The impact of service marketing mix on customers' decision to make repeated purchasing in restaurants

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Abstract This investigation focuses on how consumers in metropolitan areas choose registered restaurants on the basis of the marketing mix for service. Under the feature advertising strategy, researchers concentrate on the 7 Ps: product, price, place, procedure, promotion, people, and physical evidence. The main data used for the investigation, which employed a quantitative research strategy, came from 295 customers of five recognized restaurants in the metropolis. The restaurants were divided into three ranks: rank 1, rank 2, and rank 3. One restaurant was chosen from rank 1, whereas the other two came from ranks 2 and 3. The Statistical Package for Social Sciences (SPSS) was used to analyze the information, and Pearson's correlation coefficient and chi-square test were used to assess the associations among the service marketing mix and the customer's decision to purchase repeatedly, as well as the independence of the factors. The customer's choice to make another purchase was most influenced by the procedure ($\chi^2=96.554$; $p<0.01$). This research suggested that restaurant owners should consider the accessibility of their current locations by employing signage to guide customers instead of investing more in opening multiple branches. In regard to improving comprehensive operational efficacy and client fulfillment, proprietors of restaurants should invest additional funding into the modernized 3Ps: procedures, personnel, and physical evidence. Specifically, they should invest in procedures in which the services are delivered quickly, offering home delivery, setting times for opening and closing that fit the schedules of their customers.

Keywords: consumer choice, quantitative research, marketing, location strategy, advertising

1. Introduction

The marketing mix, described as the 7Ps (product, price, place, procedure, promotion, persons and physical proof), plays an important role in influencing consumer decisions in the restaurant sector (Lee et al., 2021). The product part covers the menu's offerings, excellence, and creativity of the food. A restaurant's capacity to develop a wide and attractive menu that appeals to many tastes and preferences increases its attraction to a broader client base. The appearance and flavor of the dish become essential components in creating the customer's perspective and choice. The cost factor is equally important, as it directly affects the estimated value of the restaurant experience (Azeem and Hussain, 2018). Businesses must find a balance between establishing pricing that represents the excellence of the cuisine and the whole atmosphere while remaining affordable in their sector.

Campaigns, savings and rewards systems can also impact customer selection by increasing value for their money. The location component covers the dining establishment's location, availability, and overall atmosphere (Sohail, 2018). A strategically positioned restaurant with a pleasant atmosphere can attract more customers. Furthermore, the accessibility of internet platforms for placing orders and delivering services has grown increasingly crucial, allowing clients to experience restaurant-quality dishes with the convenience of their homes. The advertising part comprises marketing and communication tactics. Effective promotion through multiple channels, including the internet, traditional advertising, and collaboration, can increase awareness and affect customer perceptions. Good assessments, testimonials, and referrals from others play a key role in creating a restaurant's reputation (Leung et al., 2022). The marketing mix influences consumer preference in the restaurant business by defining consumers' impressions of the food, influencing pricing considerations, enabling quick access, and effectively expressing the brand's value. A well-executed marketing mix produces an appealing and distinctive item that resonates with customers, eventually influencing their decision of where to dine (Azim and Nair, 2021).

Amin and Tarun (2019) examined the effect of practical marketing elements on consumer approval in the restaurant business. Three hypotheses were formulated, and data were collected from the participants. The findings revealed favorable correlations between experiences related to perception, emotion, and cognition. Sikandar and Ahmed (2019) investigated the influence of internet advertising on brand affection and faithfulness in the context of the Pakistani restaurant business. The analysis examined word of mouth, modernity, and personalization as separate variables, with the possibility of enhancing the analysis by incorporating additional variables.

Pratminingsih (2018) examined the effects of observed marketing and standards of examination on the faithfulness and satisfaction of consumers who patronize ethnic restaurants. The results indicated that the creation of impactful experiential marketing initiatives and the provision of exceptional service have the potential to increase the loyalty of consumers. Lee (2018) evaluated the impact of interactive advertising on the perception of a brand, level of fulfillment, and degree of trust in restaurants located in intricate retail malls. The outcomes indicated that experiential advertising aspects have a substantial effect on the image of the brand, fulfillment, and trust, offering effective marketing techniques. Nwachukwu (2022) examined the correlation between gustatory marketing tactics and client retention in restaurant establishments. The suggested restaurants should provide delectable dishes, preserve distinctive tastes, and ensure consistency. Chun and Park (2021) investigated the effects of advertisements for hotel management on the value of relationships and the desire for frequent restaurants. The findings indicated that variables, such as cuisine, pricing, spot, advertising, and actual proof, have a beneficial effect on the quality of the association among the customer and the industry, as well as their intention to revisit.

Pratiwi et al. (2018) evaluated the aspects of advertising that impact customers' choice to dine at a restaurant. The findings offer significant insight into the popularity of restaurants. Satti et al. (2017) investigated the influence of sensory advertisements on loyalty among consumers in the restaurant field and revealed that the association between sensory advertising and consumer faithfulness was mediated by the standard of service.

Jahan et al. (2020) examined the factors that influence customer attitudes regarding techno-marketing in the restaurant industry. The results indicated that consumer attitudes were positively influenced by factors such as observed convenience, simplicity of use, word of mouth, saving time, web page excellence, and trust. Yulianthini et al. (2021) examined the authority of the customer and competition perspective on the success of advertising in the restaurant industry. The results indicate that both consumer and competitor perspectives have a major impact on marketing performance, underscoring the crucial role of well-executed marketing approaches. Kukanja et al. (2017) examined the correlation between advertising quality factors and the perception of the quality of restaurants. This reveals that people's aspects have a substantial effect on behavior after a purchase, whereas the other dimensions do not have any meaningful influence. Al Muala (2018) examined the influence of several aspects of popular advertising, focusing on quick service restaurants' customer satisfaction. The findings revealed that factors such as brand recognition, confidence, and association have a direct positive effect on fulfillment.

Putri et al. (2021) investigated the effects of product image, quality of service, and marketing through social media on the decision to purchase at restaurants. The findings indicate that these elements have important effects on customer behavior. Bushara et al. (2023) examined the effects of "social media marketing activities (SMMAs)" on purchase intentions, "willingness to pay a higher price (WPP)", and the electronic "word-of-mouth (e-WoM)" of restaurant customers. The findings indicate that SMMA has a beneficial effect on how followers perceive the value of a service. Noor et al. (2020) assessed the impact of interactive advertising and the quality of service on loyalty among consumers in the restaurant industry. The findings demonstrated that both aspects exert a beneficial and important effect on customer loyalty.

This investigation aims to evaluate the effects of the marketing mix for services on customers' decision to make repeated purchases at restaurants.

2. Methodology

A survey was conducted among 295 customers from selected restaurants in metropolitan areas to acquire data from primary sources. The survey utilized a standardized questionnaire. To collect data, participants were approached at restaurants.

2.1. Methods of sampling and population

Customers of six eateries that were registered as part of the study formed the study population. An estimated 1110 patrons frequent the six restaurants that are reported on a daily average. Three sampling techniques were used in the study: purposive, convenient, and stratified sampling. The eateries were divided into three categories: rank 1, rank 2, and rank 3 restaurants. Six metropolitan restaurants were registered for the study: Restaurants 1 (rank 1), 2 (rank 2), 3 (rank 2), 4 (rank 3), 5 (rank 3) and 6 (rank 3). The most accurate sample method for a population is stratified sampling, which also improves analysis quality and efficiency. Participants from every restaurant grade were taken into consideration through the use of the stratified sample technique.

2.2. Size of the sample

To establish the appropriate sample dimension of responders, a statistical method was employed. From the five restaurants that were chosen, 295 patrons were chosen, as shown in Equation (1).

$$m = M / (1 + M_{f^2}) \quad (1)$$

m = customer sample size

M = population of those surveyed

f = Precision level (error margin of 5%)

Sample size = $1110 / (1 + 1110 * 0.025) = 295$

2.3. Research tools

To gather the necessary information, a questionnaire was used in the research. A questionnaire is a document created and disseminated to obtain answers to specific inquiries. By definition, a questionnaire is a written series of questions to which responders record their answers; individuals peruse survey questions, infer the anticipated outcomes, and then document their answers. The questionnaire was chosen for the study because it is practical, simple to analyze, and less expensive in terms of both money and time.

2.4. Analyzing and interpreting data

The acquired data were cleaned and made understandable. To guarantee accurate and trustworthy data, revision was carried out with the intention of finding and removing inaccuracies. To make the analysis easier, the data are shown in tables. On the basis of conclusions obtained from the actual data collected, assumptions were made. To determine the freedom of the customer's decision and service advertising mix aspects, chi-square (χ^2) testing was employed. Additionally, the associations between the service advertising mix elements and customers' restaurant preferences were demonstrated via Pearson's correlation coefficient.

3. Results and Discussion

3.1. Impact of service marketing mixes on repeated purchasing decisions

The impact of the service marketing strategy on consumer choices to repeat purchasing was analyzed via Pearson's correlation coefficient and chi-square tests. The findings of these analyses are presented in Table 1 and Table 2, respectively. Table 3 depicts the relationships among the combined advertising mix for service and repeat restaurant purchases.

Table 1 Pearson's correlation coefficient between repeated purchasing and the marketing mix for service elements.

	Product	Cost	Location	Advertising	Persons	Procedure	Physical proof	Repeated purchasing
Product	1							
Cost	0.234*	1						
Location	0.141*	0.091	1					
Advertising	0.142*	0.392*	0.026	1				
Persons	0.176*	-0.154*	0.046	0.081	1			
procedure	0.186*	0.217	-0.082	0.289*	0.523*	1		
physical proof	0.166*	0.233	-0.007	0.372*	0.163*	0.426*	1	
Repeated purchasing	0.133*	0.167*	-0.144	0.275*	0.524*	0.612*	0.511*	1

Note: A significant correlation exists at the 0.05 level.

Table 1 shows that multiple service marketing mix characteristics have a significant and strong link with customers' inclination to make repeated purchases. The variables of Procedure ($r=0.612^*$), Persons ($r=0.524^*$), and Physical proof ($r=0.511^*$) exhibited a robust and statistically significant link with customers' inclination to make repeat purchases. Nevertheless, the variables of products, cost, and marketing showed an impressive albeit weak link with customers' inclination to engage in recurrent purchases. The location did not have a significant correlation with consumer choices to make repeat purchases. As restaurants enhance their procedures, persons, and physical proof, there will be an important increase in repeated business.

To determine whether the choice of customers to make repeated purchases is influenced by factors such as product, cost, location, advertising, person, procedure, and physical proof, a chi-square test for independence was performed (Table 2).

According to the data in Table 2, the variables of product ($\chi^2=9.764$; $p=0.035$), cost ($\chi^2=8.244$; $p=0.032$), procedure ($\chi^2=96.554$; $p<0.01$), advertising ($\chi^2=29.453$; $p<0.01$), persons ($\chi^2=31.569$; $p<0.01$), and physical proof ($\chi^2=55.247$; $p<0.01$) had a substantial effect on customers' decision to make repeat purchases. The process had the most significant effect on the choice to make repeated purchases, which included physical proofs, persons, and advertising. The study concluded that cost, advertising, persons, and physical proof had a substantial effect on customer opinion. These four elements play an essential



role in influencing consumers’ ability to make repeated purchases. They additionally confirmed, among other characteristics, that location does not have a significant influence on consumers' purchase decisions.

Table 2 Marketing mix for service chi-square tests and repeated purchases.

Part of the marketing mix	Section	Chi-square	P value
Product	The restaurant serves delicious food	6.832	0.132
	A variety of meals are available at the restaurant	15.116	0.002
	The restaurant's cuisine was packaged well	7.532	0.158
	The restaurant has a positive reputation and brand	33.411	0
Cost	The restaurant provides excellent value for the money because of quality	9.764	0.035
	The restaurant provides good value because of quantity	10.501	0.040
	The restaurant provides an offer	6.123	0.132
Location	The restaurant provides an offer	12.634	0.020
	The restaurant is easily and conveniently accessible	8.244	0.032
	There are numerous locations for the restaurant	17.602	0.001
Advertising	The restaurant offers discounts for recurring business	8.121	0.091
	The restaurant provides redeemable coupons	4.277	0.243
Persons	The restaurant offers discounts for recurring business	2.621	0.468
	The staff at the restaurant is courteous and polite	32.322	0
	The staff at the restaurant is looking good	29.453	0
Procedure	The staff at the restaurant is smart	18.414	0
	The restaurant provides quick service delivery	15.989	0
	The restaurant provides delivery service to homes	23.621	0
Physical proof	The restaurant opens and shuts at times that are convenient for you	31.671	0
	The atmosphere of the restaurant is tastefully designed	49.301	0
	There is plenty of parking available at the restaurant	43.102	0
	There is an open air smoking area at the restaurant	51.826	0
		96.554	0
		40.445	0
		47.779	0
		10.443	0.044
		55.247	0

Note: Chi-square analysis is valuable at 5%.

The consumer’s choice to make repeated purchases is heavily influenced by the assortment of food offered ($\chi^2=15.116$; $p=0.002$) and the reputation of the brand ($\chi^2 =33.411$; $p<0.01$), which falls into the products component of the marketing mix. With respect to pricing, the quality of the meal ($\chi^2 =10.501$; $p=0.040$) and the availability of discounts ($\chi^2 =12.634$; $p=0.020$) had important effects on customers' choice to make repeated purchases, whereas other factors did not have statistical significance. The convenience of reaching the restaurant had a significant influence on the choice to make a repeat purchase, as indicated by a chi-square value of 17.602 and a p value of 0.001. The promotion's benefit for repeated purchases ($\chi^2 =32.322$; $p<0.01$) had a substantial effect on the decision to repeat purchases. However, this effect was not observed in many branches.

The customer’s choice to repeat purchases in restaurants was strongly influenced by the courteous and polite staff ($p<0.01$), the intelligence of the staff ($p<0.01$), and the appearance of the staff's clothing ($p<0.01$) among the selected items under the category of people. The speed of service ($p<0.01$), residence delivery ($p<0.01$), and operating hours ($p<0.01$) had substantial effects on customers' decision to continue purchasing from a restaurant. In terms of the physical environment, the presence of a decorated setting ($p<0.01$), a large parking area ($p<0.01$), and a free space area for smoking ($p=0.044$) were different.

In less developed nations, the main factor influencing consumer choices is given precedence over other considerations. When a consumer makes a repeated purchase from an organization, they will take into account their previous interactions in terms of the value they received for their money. Customers prioritize the procedure at a restaurant over other factors when deciding whether to make a repeated purchase.

The procedure has a crucial function in affecting customers' choice to create replicate purchases in the service business. The investigation conducted a detailed examination of the impact of the composite advertising mix on customer decisions to make repetitive purchases. The findings of this examination are provided in Table 3.



Table 3 The Pearson correlation coefficient measures the relationship between the marketing mix for service and repeated purchasing.

Measures	Marketing mix for service	Repeated purchasing
Marketing mix for service	1	-
Repeated purchasing	0.615*	1

Note: The significance level of correlation is 0.05.

A strong positive correlation exists between the marketing mix for service and repeated purchasing, as indicated by a Pearson correlation coefficient of 0.615. This suggests that enhancing the marketing mix for service will have a substantial effect on increasing the frequency of repeat purchases at registered restaurants in metropolitan areas.

4. Discussion

Model performance may not translate well to different industries within the 7P framework. The tiny dataset size may have an impact on the ensemble model's resilience (Sunarko et al., 2024). The limitations of this research include its reliance on a single-domain dataset, which focuses solely on restaurant reviews. Additionally, ensemble approaches such as DESMI increase the computational complexity and training time. Their examination of TripAdvisor assessments revealed that operational efficiency and staff interactions have a direct effect on customer loyalty.

The QSR brands and cities may not reflect overall consumer behavior in India. The use of self-reported data may result in response bias or social desirability bias. Cultural and regional preferences, which potentially influence sensory perception, have not been thoroughly investigated. The cross-sectional design reduces the capacity to measure changes in preferences over time. External factors, such as service quality or brand loyalty, were not considered and may have influenced the results (Lee et al., 2021).

Chun and Park's (2021) findings indicate that well-crafted advertisements stressing crucial variables such as food, cost, and location can improve customer–business connections. Physical evidence, such as ambiance and service graphics, contributes to brand credibility. Advertising that is consistent with customer expectations may yet lack emotional and behavioral loyalty.

Overall, targeted marketing considerably enhances the possibility of return visits.

The research findings emphasize the importance of advertising in influencing dining decisions and developing brand loyalty in the restaurant business. Successful advertising increases restaurant popularity by capturing consumer attention. Satti et al. (2017) discovered that sensory advertising increases loyalty, although the effect is highly reliant on service quality. This implies that beautiful marketing is insufficient without constant service delivery. Together, the findings lack the importance of an integrated marketing strategy that combines sensory appeal with service excellence.

Jahan et al. (2020) lack the significance of techno-marketing factors in generating good customer perceptions. Perceived convenience and time-saving features improve the user experience and happiness. Ease of use and trust are critical in instilling customer confidence in digital systems. These findings indicate that good techno-marketing methods can increase engagement and deepen customer connections in the restaurant industry.

5. Conclusion

The marketing mix used by a firm varies on the basis of resources, market conditions, and client demands. The importance of each component in the advertising strategy fluctuates, and decisions about one component must consider its influence on others. The study revealed that six out of seven factors of the services advertising mix (product, cost, advertising, procedure, persons, and physical proof) impact customers' decision to make repeated purchases. The study also revealed no correlation between location and repeated purchases. The process is the primary factor influencing customers' decision to make repetitive purchases, so restaurant operators should prioritize easily reachable places and ensure efficient and prompt delivery to maintain customer loyalty and encourage further purchases. The analysis revealed that the procedure ($\chi^2=96.554$; $p<0.01$) had the most significant effect on customers' tendency to engage in repeated shopping. Except for location, all other criteria have a substantial effect on the decision to make repeat purchases. The results of the investigation can assist restaurant operators in identifying the marketing mix characteristics that require improvement to have a substantial beneficial influence on customers' restaurant choices in metropolises.

Ethical Considerations

This study is committed to upholding the highest ethical standards in its collection and use of primary data involving human participants. The data collection was independent of any institutional affiliations, ensuring that participants were selected without bias or socioeconomic influence.

Conflict of Interest

The authors declare that they have no conflicts of interest.



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