

## **Role of Gender in the Satisfaction level of Restaurant Customers**

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### **ABSTRACT**

The aim of present study was to investigate the role of gender in the satisfaction level of restaurant customers. This study was conducted on 100 restaurant customers (50 males and 50 females) of the tri-city (Chandigarh, Panchkula and Mohali). For this purpose, survey questionnaire was prepared and Overall Satisfaction scale (Hasan, 2013) was used to assess the customer satisfaction. Percentage of each response on survey questionnaire was calculated and t-ratio was calculated to find out the difference between male and female customers on overall satisfaction scale. Females were more satisfied in their restaurant experiences as compared to male customers.

**Keywords:** Customer satisfaction, Gender differences, Restaurant settings

### **INTRODUCTION**

Restaurants play an essential role in the business, social, intellectual and artistic life of a thriving society (Feldman, 2015). The necessary occasions of our lives, personal or skilled, area unit celebrated in restaurants. Restaurants have turned our food into a luxury object. It not serves the fundamental purpose of food and drink solely. But, it's fulfilling the human want for affiliation furthermore. The safe and tender atmosphere of the edifice has turned acquaintances into friends and typically friends into lovers. Everyday business deals area unit cracked round the tables in restaurants. With the increasing urbanization, the role of restaurants cannot be unmarked.

Indian economy has significant presence on world economic platform. Globally, India ranks 7th in terms of nominal GDP and the 3rd in PPP terms. It is estimated that by 2020, India will be in top 5 global economies and by 2050 it will be in top 3 global economies (Dabas&Lunawat, 2017). Indian Food Services market in India (organized and unorganized) is estimated at INR 3,37,500 crore in 2017 and is projected to grow at a CAGR of 10% over the next 5 years to reach INR 5,52,000 crore by 2022 (Dabas&Lunawat, 2017).

Food Services is emerging as a key contributor for the Indian economy, including employment generation, skill development, growth in the allied industries, entrepreneurship, and tourism and creating experiences for the Indian consumer (Dabas&Lunawat, 2017). Consumers are increasingly spending large sums, eating out with family and friends on weekends and holidays. Every other day there is an opening of a new restaurant. It has become essential for restaurateur to build and sustain customers as the competition has increased enormously. Literature review showed that customer satisfaction has been accepted as an important performance indicator for business organization and especially for restaurant industry. The empirical studies establish a relationship between customer satisfaction, customer loyalty and long-time profitability (Ammar, Moore & Wright, 2008). Therefore, the satisfaction of the customer has become the main concern for the industry. It is essential to understand the likes and dislikes of the customers for keeping them satisfied. Various factors like food quality, service quality, ambience etc. were investigated so far in the research. Previous work done by Yuanji Zheng (2011) showed that some personality specialties combined with masculinity and femininity account for the diversification among male and female consumer behavior. The differences are stronger since men and women think differently, believe different things and have different things and have different view, priority and habit (Peare&Peare, 2007). Study on gender differences will give more insight into the satisfaction level of customer visiting restaurant settings.

## **CUSTOMER SATISFACTION**

Bitner and Zeithaml (2003) stated that satisfaction is the customers' evaluation of a product or service in terms of whether that product or service has met their needs and expectations. The most common interpretation obtained from various authors reflect the notion that satisfaction is a feeling which results from a process of evaluating what has been received against what was expected, including the purchase decision itself and the needs and wants to be associated with the purchase (Armstrong & Kotler, 1996).

The theory of satisfaction has its origin in consistency theories. According to consistency theory, a consumer will feel some degree of dissatisfaction when expectations and the actual product performance do not match. The consumer will make adjustments either in expectations or in the perception of the product's actual performance in order to relieve this dissatisfaction. Four theoretical approaches have been advanced under the umbrella of consistency theory: (1) Assimilation theory; (2) Contrast theory; (3) Assimilation-Contrast theory; and (4) Negativity theory (Peyton, Pitts & Kamery, 2003).

Assimilation theory is based on Festinger's (1957) dissonance theory. Dissonance theory posits that consumers make some kind of cognitive comparison between expectations about the product and the perceived product performance (Peyton, et.al 2003)

Contrast theory was first introduced by Hovland, Harvey & Sherif in 1987. Dawes, Singer, and Lemons (1972) define contrast theory as the tendency to magnify the discrepancy between one's own attitudes and the attitudes represented by opinion statements. While assimilation theory posits that consumers will seek to minimize the discrepancy between expectation and performance, contrast theory holds that a surprise effect occurs leading to the discrepancy being magnified or exaggerated (Peyton, et.al 2003).

Assimilation-contrast theory was introduced by Anderson (1973) in the context of post-exposure product performance based on Sherif & Hovland's (1961) discussion of assimilation and contrast effect (Oliver, Yan & You, 1994). Assimilation-contrast theory attempts to illustrate that both the assimilation and the contrast theory paradigms have applicability in the study of customer satisfaction "hypothesize variables other than the magnitude of the discrepancy that might also influence whether the assimilation effect or the contrast effect would be observed when product performance is difficult to judge, expectations may dominate and assimilation effects will be observed contrast effect would result in high involvement circumstances (Peyton, et.al 2003). The strength of the expectations may also affect whether assimilation or contrast effects are observed".

The negativity theory developed by Carlsmith & Aronson (1963) suggests that any discrepancy of performance from expectations will disrupt the individual, producing 'negative energy'. Negative theory states that when expectations are strongly held, consumers will respond negatively to any disconfirmation (Vavra, 1997). "Accordingly dissatisfaction will occur if perceived performance is less than expectations or if perceived performance exceeds expectations (Vavra, 1997)".

## **GENDER DIFFERENCES IN CUSTOMER SATISFACTION**

Yuanji Zheng (2011) showed that some personality specialties combined with masculinity and femininity account for the diversification among male and female's consumer behavior.

Valentina Stan (2015) study demonstrated that women are more loyal to store than men. In addition to this, it can be noted that gender does not moderate any of the relationships between loyalty and its antecedents.

Kincl and Strach (2018) determined the extent of gender-related differences in user satisfaction with websites with a focus on the asymmetric and nonlinear effects of customer satisfaction. The results revealed that men and women differ in their website quality assessment.

Literature has shown that role of gender in customer satisfaction is ambiguous and moreover most of the studies were conducted in marketing and service industry. There is lack of research on role of gender and customer satisfaction from Psychological perspective. Psychological factors that might have effect on the customer satisfaction across the gender need to be explored.

## **METHOD**

## **TECHNIQUES**

Considering the objective of present study percentage of each response and t-ratio were used to analyze the data.

### **SAMPLE**

The study was designed to measure the role of gender in customer satisfaction in restaurant settings. The sample for the study enclosed a hundred restaurant customers (50 males and fifty females) .The age varies of the sample are 30-45 years of middle and middle-upper socioeconomic strata. The sample was taken from married; working couples of private sectors visiting the restaurants of Tri-city (Chandigarh, Mohali, and Panchkula).The sample for the current study is derived through purposive sampling technique from varied casual eating restaurants of tri-city. Consent was taken from all the participants before collecting data.

### **MEASURES**

#### **CUSTOMER SATISFACTION SURVEY QUESTIONNAIRE**

Survey questionnaire was constructed to find out the various factors that can affect the satisfaction level of restaurant customers.14-items, open-ended questionnaire has been used to study the customer satisfaction.

#### **OVERALL SATISFACTION SCALE**

Overall satisfaction scale (Hasan , 2013) was used to assess customer satisfaction. The scale has been adapted from De Wulf et.al (2001), Eggart&Ulaga (2002) and Cook, Hepworth &Wall (1981). 8-item scale having 7-point Likert scale ranging from1 (strongly agree) to 7 (strongly disagree). The measure is quite domain specific; consequently, the items were modified to examine naturally occurring situations in restaurant industry. Cronbach alpha score was 0.801 and average variance extracted has value Of 0.755.

### **RESULTS**

Table 1: Means, Variance, Standard Deviation and t-ratios comparing males and female customers on Overall Customer Satisfaction Scale (n=100)

| S.no | Gender   | Mean  | Variance | Standard Deviation | t-ratio |
|------|----------|-------|----------|--------------------|---------|
| 1.   | MALE(50) | 33.02 | 58.86    | 7.67               |         |

|    |            |       |       |      |      |
|----|------------|-------|-------|------|------|
| 2. | FEMALE(50) | 35.67 | 52.65 | 7.26 | 1.78 |
|----|------------|-------|-------|------|------|

t(98) = 2.58, p= 0.01

Table II: Responses on each item of customer satisfaction Questionnaire comparing male and female customers (n=100)

| Items                                          | Gender  | Responses On Each Item (Percentage) |            |               |                 |                  |                       |                       |                   |                |
|------------------------------------------------|---------|-------------------------------------|------------|---------------|-----------------|------------------|-----------------------|-----------------------|-------------------|----------------|
| 1. How many times have you visited this place? |         | Upto 5 Times                        | 6-10 Times | 10-20 Times   | Once in a Month | Twice in a Month | Four Times in a Month | From Last 10 Years    | From Last 5 Years | Numerous Times |
|                                                | Males   | 26                                  | 32         | 10            | 6               | 2                | 0                     | 0                     | 4                 | 20             |
|                                                | Females | 28                                  | 14         | 4             | 12              | 12               | 4                     | 4                     | 14                | 16             |
| 2. How did you come to know about this place?  |         | Recommendation                      |            | Advertisement |                 | Popularity       |                       | Internet              | By Chance         |                |
|                                                | Males   | 56                                  |            | 16            |                 | 4                |                       | 2                     | 22                |                |
|                                                | Females | 60                                  |            | 16            |                 | 1                |                       | 3                     | 20                |                |
| 3. Why do you like to visit this place?        |         | Food                                |            | Ambience      | Variety         | Nearby           | Hygiene               | Spending Quality Time | Service           | Economic       |
|                                                | Males   | 46                                  |            | 12            | 0               | 0                | 4                     | 22                    | 6                 | 4              |
|                                                | Females | 48                                  |            | 14            | 6               | 6                | 6                     | 16                    | 0                 | 4              |

|                                                                                             |         |                    |             |             |             |             |              |          |         |        |
|---------------------------------------------------------------------------------------------|---------|--------------------|-------------|-------------|-------------|-------------|--------------|----------|---------|--------|
| 4. What are the things in this place are unique?                                            |         | Food               | Ambience    | Variety     | Hygiene     | Trust       | Offers       | Economic | Service | Nearby |
|                                                                                             | Males   | 51                 | 12          | 0           | 2           | 2           | 1            | 16       | 16      | 0      |
|                                                                                             | Females | 52                 | 16          | 2           | 4           | 4           | 4            | 4        | 14      | 0      |
| 5. Are you satisfied with this place or want to see some changes?                           |         | Yes                |             |             |             |             | No           |          |         |        |
|                                                                                             | Males   | 86                 |             |             |             |             | 14           |          |         |        |
|                                                                                             | Females | 88                 |             |             |             |             | 12           |          |         |        |
| 6. Are you satisfied with the functioning of the staff and mangers?                         |         | Yes                |             |             |             |             | No           |          |         |        |
|                                                                                             | Males   | 90                 |             |             |             |             | 10           |          |         |        |
|                                                                                             | Females | 94                 |             |             |             |             | 6            |          |         |        |
| 7. Do you feel there should be some changes in the management or service of the restaurant? |         | Yes                |             |             |             |             | No           |          |         |        |
|                                                                                             | Males   | 12                 |             |             |             |             | 88           |          |         |        |
|                                                                                             | Females | 28                 |             |             |             |             | 72           |          |         |        |
| 8. How would you rate this place in comparison to other restaurant?                         |         | Rating 5 out of 10 | 6 out of 10 | 7 out of 10 | 8 out of 10 | 9 out of 10 | 10 out of 10 |          |         |        |
|                                                                                             | Males   | 0                  | 4           | 26          | 50          | 16          | 0            |          |         |        |
|                                                                                             | Females | 4                  | 16          | 28          | 34          | 16          | 10           |          |         |        |

|                                                                                                              |         |                |                 |                          |                       |                       |                 |                 |
|--------------------------------------------------------------------------------------------------------------|---------|----------------|-----------------|--------------------------|-----------------------|-----------------------|-----------------|-----------------|
| 9. How do you generally react when the order that you have placed takes some time?                           |         | Wait Patiently |                 | Keep on Asking the Staff | Angry/Irritated/Panic |                       | Unaffected      | Leave the Place |
|                                                                                                              | Males   | 22             |                 | 2                        | 44                    |                       | 20              | 12              |
|                                                                                                              | Females | 34             |                 | 4                        | 20                    |                       | 26              | 12              |
| 10. If a staff member doesn't entertain you immediately, how do you react at that time?                      |         | Wait Patiently | Angry/Irritated | Keep Asking On The Saff  | No Reaction           | Complaint the Manager | Leave the Place |                 |
|                                                                                                              | Males   | 22             | 18              | 8                        | 36                    | 4                     | 12              |                 |
|                                                                                                              | Females | 4              | 2               | 10                       | 56                    | 10                    | 20              |                 |
| 11. Do you like to try new dishes in the restaurant or just keep on ordering the regular ones? Give reasons. |         | Yes            |                 |                          | No                    |                       |                 |                 |
|                                                                                                              | Males   | 72             |                 |                          | 28                    |                       |                 |                 |
|                                                                                                              | Females | 68             |                 |                          | 32                    |                       |                 |                 |
| 12. Do you feel any emotional attachment with this place?                                                    |         | Yes            |                 |                          | No                    |                       |                 |                 |
|                                                                                                              | Males   | 24             |                 |                          | 76                    |                       |                 |                 |
|                                                                                                              | Females | 38             |                 |                          | 62                    |                       |                 |                 |
| 13. Do you                                                                                                   |         | Yes            |                 | Not Completely Satisfied |                       | No                    |                 |                 |

|                                                                    |         |     |    |    |
|--------------------------------------------------------------------|---------|-----|----|----|
| feel satisfied and contented with your life? If no? Give reasons?  | Males   | 72  | 2  | 26 |
|                                                                    | Females | 70  | 20 | 10 |
| 14. Will you recommend this place to your friends and family? Why? |         | Yes | No |    |
|                                                                    | Males   | 100 | 0  |    |
|                                                                    | Females | 100 | 0  |    |

One of the objectives of the study was to find out the gender differences on customer satisfaction in restaurant settings. Gender difference was found on customer satisfaction as females scored higher than males on Overall Satisfaction Scale (t-value significant 0.01 level=1.78).

Another objective was to find out the various factors that can influence the satisfaction level of male and female customers in restaurant settings. Survey questionnaire on customer satisfaction was prepared and used on male and female customers.

## DISCUSSION

The current study primarily aimed to analyze the role of gender within the satisfaction level of restaurant customers. Fast, urbanization, economic process and ever-changing lifestyles over the past years have contributed to the expansion of restaurant business. It's become essential for owner to make and sustain customers because the competition has magnified hugely. Client satisfaction has been accepted as a crucial performance indicator for business organization and particularly for restaurant business.

Consistent with previous findings, this study found the gender differences in customer satisfaction (Oh, Parks, &Demico, 2002; Tores, Fu, &Lehto, X, 2014). Females scored higher than males on Overall Satisfaction scale. It implies that females are more satisfied than males in their restaurant experiences. Females are the main caregivers in Indian families and even if they are working, they look after their family responsibilities like giving time to their children and doing other household chores. In many cultures, women are expected to express certain emotions more frequently compared with men (Fischer, 1993; Grossman & Wood, 1993; Kelly & Hutson, 1999), and this expectation is more imperative for intense positive emotions (Stoppard &Gruchy, 1993). A study of values across 70 countries found that men rated power, novelty and stimulation, hedonism, and achievement as their most valued priorities. In contrast, women's most important values were trying to understand and improve their relationships, be tolerant, and act in a benevolent manner toward other people (Schwartz &Rubel, 2005). Due to deeply ingrained social norms or self-selected values, women focus greater efforts on regulating interpersonal relationships, whereas men focus their emotional expression on the maintenance and pursuit of power and status (Brody, 1999; Stoppard &Gruchy, 1993). Moreover females have gratitude for the time they get for themselves or with their family and friends as most of the time it is difficult for them to take out time from their work or household responsibility. Most research on adults has indicated that men have lower levels of gratitude than women as a result of being socialized to view gratitude as an expression of being effeminate (Levant &Kopecky, 1995). It is possible that men regard the experience and expression of gratitude as evidence of vulnerability and weakness, which may threaten their masculinity and social standing (Levant &Kopecky, 1995). Compared with men, women are expected to perceive gratitude as more functional or advantageous in their lives because of their heightened priority for creating and sustaining intimate relationships (Schwartz &Rubel, 2005; Timmers, Fischer &Manstead, 1998). American Customer Satisfaction Survey Index showed that female consumer had higher satisfaction than male consumer (Kirstanwtl, Monika, Thio, Slenny, Jokom, Ragina, Kartika &Wijaye, 2012).

Survey questionnaire on varied factors which can influence the satisfaction level of male and female customers was administered. Results showed that males comparatively had additional concerns in restaurant exploration but females like better to visit same restaurant again and again. Males in Indian culture are allowed to be more outgoing and spend most of their time outside whereas females are the main caregivers in family and even if they are working, they look after their family responsibilities like giving time to their children and doing other household chores. Due to that males do get more time for exploring different restaurant and ends up eating outside. The findings are in accordance with the extrinsic influences of consumer behavior, which states that cultural aspect plays an important role in consumer behavior. According to Veblenian's Social-Psychological model, man is perceived to be a so-called "social animal", where man conforms to norms of its larger culture and to more specific standards of subcultures and face-to-face groups in which humans operate (Kotler & Gould, 1979). Another reason of females are less into eating outside due to the fact that they are more into healthy eating behavior as they give more emphasis to their looks and physical appearance and they want to remain thin. According to Sun, Horn & Merritt (2015), women are more likely to be healthy eaters than men. According to Bhuyan (2011), people who are not concerned with healthy eating, they will tend to eat out more regularly.

Results also showed that females (18%) wish to visit the same eating place again. As females are more into healthy eating behavior they could like planning to place where they realize selections of obtaining healthy menu. Women are reported to have higher intakes of fruit and vegetables, higher intakes of dietary fiber and lower intakes of fat and salt, conferring greater importance to healthy eating (Wardle, Haase, A, Steptoe, Nillapun, Jonwutiwes, & Bellis, F, (2004); Arganini, Saba, Comitato, Virgili, & Turrini, (2012). Another reason could be that females seek for a lot of comfort and security whereas males are more outgoing, adventurous and individual in nature as society has contended a crucial role in building these reasonably behaviors in males and females. This is in consistency with model of consumer behavior given by Veblenian's Social-Psychological model that culture plays an important role in consumer behavior.

Results showed that recommendations for a selected restaurant is the major reason behind visiting the restaurant by customers, but females (60%) are more into taking recommendation of others for a selected restaurant. This is in consistency with the sociological determinants of theory of consumer behavior. According to which, reference group (groups outside the family, could be social or professional) influence the opinions, beliefs and aspirations of consumer. They accept the information received on products, price and performance style etc. Group norms draw the attention of its member towards a new product or new brand. Females take opinions of reference group more into consideration while making a decision. Women have a higher tendency to have positive attitude towards social interactions (Campbell, 2000) and thus get influenced significantly than men. Women as a segment is more influenced by reference group compared to men during product and service purchases as they are more socially connected compared to their male counterparts (Semila & Rajesh, 2018)

Males and females responded equally on advertisement and internet as a reason behind visiting the restaurant. Since, previous researches showed that advertising affects males and females in different context. Gender plays an important role in processing any kind of information. According to the 'selectivity model,' females are comprehensive information processors who consider both subjective and objective product attributes, and respond to subtle cues. Conversely, males are selective information processors who tend to use heuristics processing and miss subtle cues (William & Robert, 2015). Internet responses were given by males and females equally as in today's era using internet is very handy as everyone is having smartphone irrespective of gender. Before visiting to a restaurant people do consider the reviews and ratings of the restaurant online.

Food and ambience is the mostly and equally given response by males and females for liking a place. According to Ha and Jang (2010), there has a positive relationship exists between food quality and customers' satisfaction. Although food and service quality are important, pleasing restaurant environment will also determine to a high degree of overall customer satisfaction in restaurant industry (Ryu & Bringham, 2015). Han, Zhu, He, Liu, Zhang, Ma, & Zhu, (2009) found that environment of a particular restaurant will influence customer satisfaction and loyalty. Other than food and ambience, females prefer variety, hygiene for visiting a particular restaurant whereas males prefer service and spending quality time with their family and friends as major factor for visiting a particular restaurant. Females are more particular when it comes to hygiene or cleanliness but males give less importance to it. For them spending quality time, quick and good service holds much more importance. Gender may impact on perceptions of interaction quality, physical environment quality, outcome quality and systems quality due to

gender role socialization, decoding ability, differences in information processing, traits, and the importance placed on core or peripheral services (Lim, Bennett & Dagger, 2008). Women are more difficult to be satisfied toward service quality than men because women tend to choose comfortable and clean restaurant and like good interior and exterior of a restaurant. On the other hand, men are easier to be satisfied since men give less attention to cleanliness, comfort or restaurant design, men are more likely to find restaurant that can give higher prestige (Bruni, 2008).

Females were more satisfied with the restaurant and functioning of staff and managers and feel less need to change anything related to it. Generally, females are easy when it comes to dealing with staff and they overlook few mistakes as they are considered to be more compassionate as compare to males. Since as per cultural role, females are more into cooking food for the family so they do empathize with the staff of the restaurant. Chan, Lu, Liu & Liu (2014) found in their study that gender differences of empathy are related to two main factors. One factor is the degree of physiological maturity. As we grow older, hormone are different between female and male. Female have more oxytocin, which is positive to emotional empathy. While male have more testosterone, which is negative related to cognitive empathy. Consequently, gender differences of empathy begin to appear. The other factor is the gender role. The orientation of woman's gender role is focusing on others, which is directly related to empathy. However, the orientation of man's gender role is focusing on justice and equity, which has no relation to empathy. After acquiring the gender role, man and woman have differences in empathy and especially in emotional empathy.

But when it comes to rating, males were easy on giving high ratings to restaurant but females gave average ratings more to the restaurant. Since male and females have different way of processing any information, females tend to look at various aspect while giving rating due to which they give average rating mostly. But males doesn't analyze various aspects and give higher ratings easily. Meyer-levy & Loken (2010) showed that the selectivity hypothesis posits that the genders employ different strategies and have different thresholds for processing information (Meyers-Levy, 1989; Meyers-Levy & Maheswaran, 1991; Meyers-Levy & Sternthal, 1991). As according to Meyer-Levy (1986) selectivity Hypothesis, the strategies used by male and females to process information is different. Females are comprehensive information processor as they elaborate and intensively analyze all the aspects of the information but males are not comprehensive information processor and they just focus on how the information will affect them as individual.

Responses showed that female customers can wait patiently while waiting for an order or if a staff member does not entertain them immediately. Whereas males comparatively get angry or irritated more while waiting for an order or if a staff member does not entertain them immediately. Socio-cultural environment comes into play as males generally lose their temper easily and have less patience whereas females tends to be more calm and composed while dealing with others. It is consistent with evolutionary approaches posit that gender differences are due to men and women's dimorphically evolved concerns with respect to reproductive issues, parental investment in offspring (Trivers, 1972; Buss, 2008). According to these theories, women should be more concerned with successfully raising children and should therefore be more cautious, agreeable, nurturing, and emotionally involved. Men, on the other hand, should be more concerned with obtaining viable mating opportunities

and should therefore exhibit more assertiveness, risk-taking, and aggression. Other theories suggest that gender norms are shaped by socio-cultural influences, such that women and men are expected to serve different roles in society and are therefore socialized to behave differently from one another (Wood and Eagly, 2002; Eagly and Wood, 2005)

Response to questionnaire showed that males like to try new dishes in comparison to female customers. Again socio-cultural environment could be the reason behind it as males are considered to be more adventurous and exploring in nature and they comparatively seek out something new and likes to take risk.

Results showed that females tend to develop emotional attachment with a place they visit regularly but males tend to develop less emotional attachment to any place. Females perceived to be more emotional whereas males tend to be more logical and factual in their approach. It is in consistency with the hedonic and utilitarian aspect of consumer behavior. Al Karim(2013) found that women consumers tended to buy stuffs mostly by considering the emotional and feeling aspects. Wahyuddin, Setyawan&Nugroho (2017),analyze the difference of men and women in Surakarta in perceiving the shopping value. The values were classified into the hedonic and utilitarian value. Hedonic value occurs when consumers rely on their emotional, social, and psychological aspect, while utilitarian value is more concerned with the functional aspect in carrying out the activity. Result showed that there was difference perception between men and women as retail consumers. In this study, women tended to have hedonic value as their shopping orientation, while men tended to have utilitarian orientation. It implied that gender was an important aspect in structuring business position and segmentation in retail industry.

Responses to questionnaire showed that males were more satisfied and contented with their life and they had reported their work life as the main stressor in their life whereas females reported that maintaining balance between work and family life is most challenging. Moreover, they expect cooperation from their in-laws for balancing their work and family life. This finding is consistent with Joshnaloo (2018) who explored the gender differences in the predictors of life satisfaction across 150 nations. The results revealed a large degree of similarity in the predictors of life satisfaction across gender. However, nontrivial gender differences also emerged. With some exceptions, the results generally suggest that socio-political, employment-related, and education-related variables are more important in determining life satisfaction in men, whereas variables related to marital status and interpersonal relationships are more important in women.

## CONCLUSION

On the basis of this study, one can conclude that gender plays an important role in deciding the satisfaction level of restaurant customers. Thus, restaurateur should put focus on gender while dealing with customers as it contribute in increasing customer satisfaction as male and females customer have different preferences while having a restaurant experience and it will eventually contribute in building and sustaining customers and customers will have delightful restaurant experiences.

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