Customer Satisfaction in an Indian Restaurant:

a case study of Ravintola Malminparatiisi

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Customer satisfaction can be regarded as the positive reaction of customers towards a company's product or services. It is of key importance for the profitability of the company to ensure customer loyalty. It is often acknowledged that it more difficult to acquire new customers than to retain old customers. Customer satisfaction is a challenging objective for many organizations due to the pressure of competition and the variety of customer needs.

Ravintola Malminparatiisi was established in 2001 in Malmi, Helsinki, and specializes in Indian cuisine. It is a growing business in Helsinki which has a vision of making profit by serving the customers well. The aim of this thesis is to measure the customer satisfaction of Ravintola Malminparatiisi in terms of the number of satisfied and dissatisfied customers and possible factors accounting for them.

The thesis is divided into seven parts altogether: introduction, theoretical background, research approach, empirical study, conclusions and recommendations, theoretical linkage and summary. Both qualitative and quantitative research methods were used in the research process, and a questionnaire and interview were used in data collection. 100 questionnaires were distributed in four phases (25 questions at a time) to customers in order to obtain reliable results. A pivot table was used for analyzing the results using bar diagrams.

The survey results were analyzed using a percentage analysis method in the bar diagrams. The customer feedback is shown in the all bar diagrams clearly and according to the result, the level of satisfaction among customers is high and customers are loyal. There was little negative feedback. The theoretical study and its concept support the research conducted and the results of the research can be considered reliable.

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1   Introduction

1.1   Research background

Marketing has been developing together with the evolution of human civilization. It has been spreading and affecting directly to almost all areas in the world. There is not any area where it has not affected virtually in this globalized world. Marketing is not simple words or sentences it has vast and explicit meanings. Marketing is not only the process of buying and selling but also after sales service and every step in that process. Marketing is the phenomenon of exploring products and services of a business in a way that could lead the business into a competitive and challenging business environment. Marketing covers a very strong circumstance. If we go several countries back to the history of human civilization, we find the modern marketing uncultured. They did not have any mechanism, tools or techniques of marketing as used today. Nevertheless the situation has changed and brought extensive changes in human needs. Human aspirations for excellence and better status has given birth thousands of discoveries, inventions, and innovations and established much more different industries to fulfill that aspiration. These changes have invented sophisticated, tools, techniques, and effective strategies.

In the ordinary sense, marketing is selling through advertising. However, selling and advertising are only a small part of the whole marketing. Marketing helps an organization to find out what customers want and also helps to decide what products to make.

"Marketing has been defined as an organizational function or department and a set of practices for creating common rules for managing customer relations in a way that benefits the customer." (Kotler, Keller, Brandy, Goodman, & Hansen 2009, 44).

"A brand is significantly more than a product; the product comprises mere physical attributes and dimensions. It is nothing more than an interchangeable commodity." (Czerniawski & Maloney 1999, 8).

Every production organization has its own branded product either it is a small or leading company, it also differentiates products with other competitors. So brand image play a vital role for every company. Moreover, brand always touches the customer satisfaction points virtually, if the customer knows the brand and they have the satisfaction with that brand name automatically psychologically or in a trustworthy manner. So customer satisfaction is a main theme for any types of marketing. The basic philosophy of marketing is to achieve organizational success through consumer satisfaction in the competitive environment, not only this but also consumer satisfaction

depends upon the degree of satisfying various categories of needs such as stated needs, un-stated needs, actual needs, closet needs, elated needs. Consumer satisfaction can be re-ferred as the difference between consumer spent for what he or she gets.

Consumer dissatisfaction creates an obstacle in progress of a firm. Dissatisfied consumers stop buying or consuming the product/service and influence others not to go for the same product. Some consumers may complain to the firm for their dissatisfaction. If the organization en-courages consumers to make their complaints and seriously listen to them, then these con-sumers may turn into satisfied consumers. No business in today's world can survive without understanding the consumers' feelings, attitudes and preferences. A firm can of course cheat or deceive consumers for the first time, but running the business parallel in the long term is almost impossible. When consumers become aware of the low quality or inferior goods they never seek for the same product in coming days and expand the negative word-of-mouth communication to their colleagues, friends, relatives and others. Such a negative rumor about an organization or its product can make negative attitude of potential buyers. So every firm has to delight its consumers through the delivery of quality products or goods or services. Di-rectly or indirectly every firm wants to earn a profit. When a consumer becomes satisfied with the products or services, he or she would likely to be brand loyal.

According to Kotler, Armstrong, Saunders & Wong (2008, 521), brands are more than just names and symbols, they are a key element in the company's relationships with customers. Brand represents consumers' perceptions and feelings about a product and its performance.

Brand loyalty indicates the customers' intention or attitude to the products. We can general-ize it in different sections like divide loyalty, undivided loyalty, stable loyalty and unstable loyalty in which different psychological and other factors affect directly or indirectly to their motives. If a customer uses a product one time and come back again and again, at the same place to use the same product it is the brand or product loyalty. So we are going to do re-search of customer loyalty (satisfaction with goods and services) with Asian food.

Every manufacturer wants and tries his best to make the consumers loyal' to the brand of his product by making satisfied to his consumers in different ways. Loyalty is a preference over the product available in the market. It is the behavioral response. Consumers express loyalty over time by some decision making units with reference to one or more alternate brands. "Customer satisfaction is a measure of how your organization's total product performs in re-lation to a set of customer requirements." (Hill & Alexander 2006, 2)

"The best loyalty scheme is of course, customer satisfaction. This is achieved by 'doing best what matters most to customers', with tokens, bonus points and other loyalty schemes mak-

ing only a marginal difference. The fundamental justification for measuring customer satisfaction is to provide the information which enables managers to make the right-decisions to maximize customer satisfaction and therefore improve customer retention." (Hill & Alexander 2006, 9)

Companies can achieve customer loyalty in offering a quality product with a firm guarantee. Free offers, coupons, low interest rate on financing, high value trade-ins, warranty fermentation, rebates, and other rewarding and incentive programs are also some facts that companies can achieve loyalty. Happy customers purchase the product or service again and tell their friends to try the product or service

1.2 History of restaurants business

Hotel & Restaurant business is a prominent line of sectors through the world. It has its identity or chains like other leading industries. "The public dining room that came ultimately to be known as the restaurant originated in France, and the French have continued to make major contributions to the restaurant's development. The first restaurant proprietor is believed to have been one A. Boulanger, a soup vendor, who opened his business in Paris in 1765". (The history of restaurants and famous restaurants chains 2012)

In Ancient Rome, Thermopolia (singular Thermopolium) was small restaurant-bars, which offered food and drinks to the customers. A typical Thermopolium had L-shaped counters. These counters had ample storage vessels and contained hot or frozen food. These counters had a connection to the absence of kitchen in many dwellings. People simply could purchase foods from the kitchen. Furthermore, people ate outside as a part of their socialization. (Wikipedia 2012)

Kaifeng was Chinas northern capital in the 11th century. The Song Dynasty (960-1279) described food catering industry as restaurant. Stephen H. West argues that the growth of restaurant businesses and institutions of theatrical stage drama, gambling and prostitution have a direct relation. The restaurant serves the burgeoning merchant middle class during the Song Dynasty. (Wikipidea 2012)

1.3 Purpose of the thesis

Customer satisfaction is a main goal of the manufacturer or producer. Success of the product on the market means increasing of consumer satisfaction. This research study mainly focuses on the satisfaction of the consumer special reference to Indian foods (Ravintola malminparatiisi) in Helsinki.

The main objectives of the study are examining the consumption patterns of Indian food, identifying the nature of complaining by consumers, evaluating the level of satisfaction and dissatisfaction, identifying the factors that attract customers in having foods and identifying the relationship of customer satisfaction with demographic variables.

1.4   Statement of the problem

Many organizations disappeared due to their negligence of consumers' wants and feelings. Organizations should always focus on consumers' expectations. They should not only fulfill consumer expectations but also satisfy their needs and even delight them. It becomes only possible when they start to understand the need of the consumers. No organizations can survive in the competitive age without knowing the customers' satisfactions and dissatisfactions level. At the same time, they need to solve the consumers' complains in a very palpable way. So the researcher wants to know the consumer satisfaction and dissatisfaction level in Ravintola malmiparatiisi with their complaining behavior.

In spite of the availability of alternative brands in the market it is important to understand what factors cause consumers to be loyal to a particular brand. The basic problem of this study is to measure the level of customer satisfaction/dissatisfaction on brands of Indian restaurant (Ravintola Malminparatiisi) in Finland.

Helsinki is a rapidly urbanizing region of Finland. The marketing problem is more complicated than in other parts of the country. There are so many Indian restaurants mushrooming in Helsinki region than in any other parts of Finland. We have chosen one Indian restaurant Ravintola Malminparatiisi for our customer satisfaction measurements in Finland Helsinki. The perceptiveness of Indian food brand will be a measure in this research. This thesis is measuring the Finnish customers' preciseness to Indian food brand. It will give us a clear view of customer satisfaction in an Indian restaurant of different customers in Finland.

This research work is about the analysis of the customer satisfaction, brand choice and brand loyalty special reference to Indian restaurant and food. So there are various aspects to study. Such as consumer response towards products and services, advertising impact on brand choice decision, level of customer satisfactions/dissatisfactions towards products, reasons of satisfactions/dissatisfactions with the products, impact of advertising on brand loyalty, kinds of advertising which helps the consumers to create a positive attitude towards brand etc. The problems for this study are the level of consumer satisfaction and dissatisfaction with the products and services, the impact of an advertising media on brand choice behavior of con-

sumer, the factors that satisfy and dissatisfy consumers, the nature of the complaining behavior of dissatisfied consumers, the brand loyalty of Finnish consumers.

1.5 Framework of the thesis

The research classifies into five chapters. These chapters are:

Chapter 1. Introduction: the first chapter includes various aspects of the present study, research background, statement of the problem, objective of the study, importance of the study and limitation of the study.

Chapter 2. Theoretical background: the second chapter deals about the theoretical literature review from the various books, journals, publications and research work. It tells about brands and other marketing activities.

Chapter 3. Research approach: this chapter deals with the description of the study area. It gives an explanation of the research methodology problems such as research design, nature of data, source of data, method and analysis of data and quantitative and qualitative tools used.

Chapter 4. Empirical study: This chapter deals with the analysis of the collected data regarding the brand choice and loyalty. This chapter presents the major findings derived from the analysis of data.

Chapter 5 conclusion and Recommendations: This chapter provides conclusion and recommendations of the whole study.

Chapter 6. Theoretical linkage: this chapter explains the combination between theory and empirical study.

Chapter 7. Summary: This chapter presents the whole thesis in a summarized or small form.

2 Theoretical background

The previous chapter highlighted the history, purpose, concepts, problems and focus of the study. This chapter, theoretical background is the theoretical framework that provides bases and inputs for study purpose. The base of the thesis is on the field of consumer satisfaction as it is being one of the vital parts of the marketing. There is no doubt of great importance for a business company to make outstanding sales plan. This thesis has started to study the importance of customer satisfaction in an Indian restaurant, in the Helsinki area. All the possible means have used for finding out the facts of customer satisfaction with this restaurant. The concept of marketing has changed drastically. This has not only changed effective marketing tools and techniques but also different policies and strategies which have affected hugely to the marketing. Marketing cannot be defined in limited words like as selling and buying it also includes after sales process and other phases. It starts from doing research of a product and continues till the customers get satisfaction/dissatisfaction from that product or give any feedback about it. Marketing is not an easily going process it is sophisticated tools and even process. Every product has a marketing process; either the product is a higher level or lower level product. A reputable seller always think that selling products is not an important part of marketing, also think about the feedback/comment he gets from the consumers about his product. The company's fame and product popularity will boost and makes people love the brand blindly due to the increased goodwill of the product. So producer has to give quality products always to the customers due to whom they will make the repeat purchases and be the regular customer for that company. All marketers know this fact of the marketing process.

A business firm will not exist without its customers. For this reason, firms always keep customers coming back again and again. Satisfaction is a main theme which a firm has to provide to customers from his products, but it is not easy process to satisfy different customers. Every business firm has the intention to earn money or profit. It has to make customers for achieving its goal.

According to Carbone (2008, xix) "There is a correlation between two faces of the same coin, if a business doesn't make customers, it won't survive to make money. If it doesn't make money, it won't survive to make customers. One form of value must connect with the other".

Customer satisfaction is a theme in a marketing process as it can happen in the final stage of marketing. Satisfaction leads to the goodwill growth of the product and company, due to which companies perceive customer loyalty. There is a relation between brand loyalty and customer satisfaction as satisfaction leads to loyalty of the individual product.
"Satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations." (Kotler 2000, 36). Customer satisfaction is the differences of perceived and expected value when he

purchases something. If perceived value exceeds the expected value, then he or she will be highly satisfied or delighted. Companies always seek ways for satisfying their customers fully. They hope that customers do not switch to another product. The satisfied customers might seek other products to get more satisfaction than the earlier ones. This is a comprehensive marketing theme, but companies always monitor the other competitors despite giving satisfaction to the customers. Performances how they are doing and giving services to the customers because it is an age of competition today, every firm should stand competition in the market, which exist or sustain even in the tough competition can excel but who cannot stand it, lose the business game. (Kotler 2000, 36).

2.1 Customer needs

Customer need is a want or lacking something. Different people have differing needs or wants, when customers' can fulfill their needs than they get satisfaction. Companies tailor their products to fulfill the divergent customers' individual needs. All people have certain needs, desires and demands which can be fulfilled through various methods. In regards of restaurant, food is the main product; customers' fundamental need is to get tasty food and exceptional service from them.
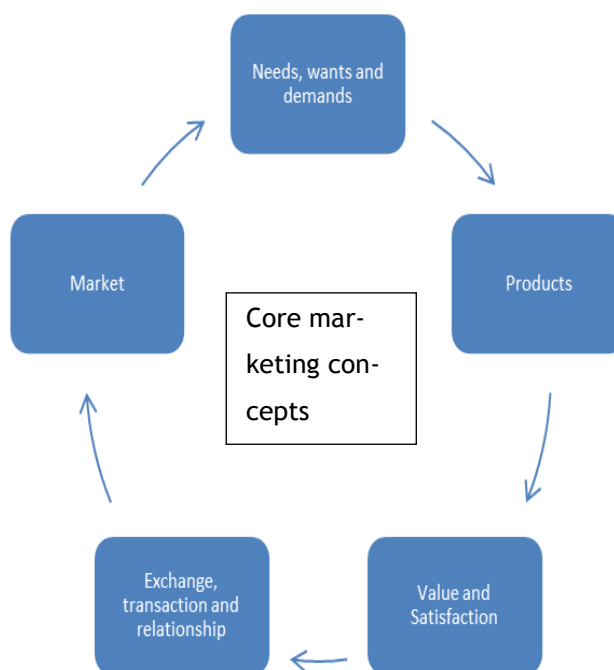
Figure 1: Core marketing concepts
(Kotler et el.1994, 6).

2.2   Consumer behavior

"Consumer behavior is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and de-sires".(Solomon 2007, 7) Consumers consume various types of products and services to satisfy their need and desire. Consumer behavior is an ongoing process. Two or more organizations are involving them in this process. After that, they give or receive something of value. It in-fluences the consumer before, during and after a purchase.

Dividing of different consumers: According to Solomon (2007, 9), our society has developed from mass culture and different consumers have countless number of choices. It is important than before to identify the apparent market and develop products for this group. Companies sometimes identify their most faithful customers or heavy users and build a loyalty to a brand. Marketers use an 80/20 rule as a rule of thumb meaning that 20 percent of users ac-counts for 80 percent of sales. There are some demographic variables which make consumers same or different from others. Personalities and tastes also influence the consumers to choose any product. In Solomon's view (2007, 10) age, gender, family structure, social class and income, race and ethnicity, geography, life styles are some of the demographic factors influence the choice of consumers to buy any product.

A   Age distribution:

The different age of the population have divergent needs and wants. Age distribution has a relation to the economic development and culture. Although the people in the same age group differ in many other ways.

B   Gender:

Male and female or boys and girls are different. Their choices and tests are different.

C   Family structure:

Bachelor, married, and older age's people have different spending priorities. Mostly young bachelors tend to go to the bars, concerts and movies. That means they like to enjoy life. While families purchase nutritious foods, older couples and bachelors use home maintenance services.

D   Race and ethnicity:

The minority group us the term ethnic. This term is culturally and physically different from the dominant culture of the society. Now we are living in a multicultural society, and this society is increasing. Marketers have lots of opportunities to develop and deliver new products to racial and ethnic groups.

E   Geography:

There are many national marketers tailor their offerings to appeal to consumers who live in different parts of the country.

F   Life styles beyond demographics:

Different consumers have different life styles even though the consumers share other demographic characteristics. (Solomon 2007, 10).

G   Social class and income:

According to (Mooij2004, 79) the marketers do research about the distribution of wealth. By this, they find out which groups have the greatest buying power and market potential. In de-

veloped economy class distinctions have become irrelevant with increased income. In a developing economy, middle classes are the main target for the multinational companies

Cultural forces   cultural message   consumer decision process

religion	symbols	selecting
history	morals	prioritizing
family	knowledge	wants
language	rules of be-	decision
education	havior	making
arts		
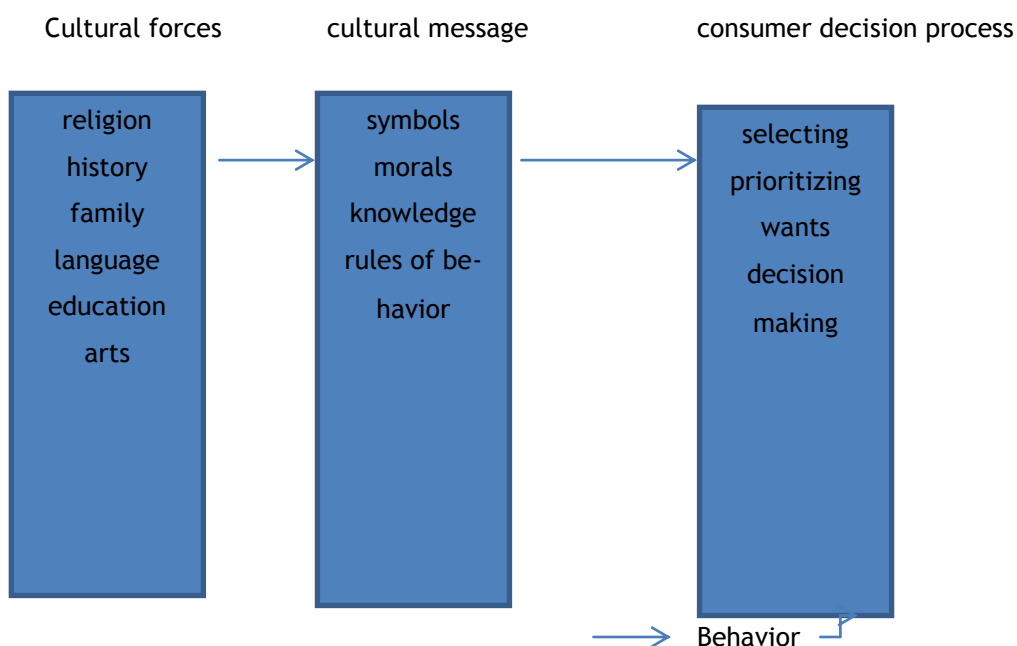
Behavior

Figure 2: Cultural influences on buyer behavior
(Doole & Lowe 2008,80)

2.3   Relationship Marketing

In this complex business environment, marketers carefully segment the consumers and listen to them. They realize that to be successful in the business there need to be a re-lationship building between brand and customers. This is called relationship marketing and it will last for a lifetime. Database Marketing is also a revolution in relationship building. According to Baron and Harris (2003, 156), Relationship marketing is a process of attracting, maintaining and flourishing the relationship with customers which always encourages new customers to purchase regularly and become regular customers. This also can boost mutual trust each other with the increase of customer service and quality together. Baron and Harris (2003, 156).

2.4   Service

According to Kasper (2006, 55), Business organizations offer different services to their consumers. In some cases, business organizations offer services to their customers (B2C services) and in other cases business organizations offer services to other business organizations (B2B services), but business success depends on the best service delivery and value creation for the customer. "Services are originally intangible and relatively quickly perishable activities whose

buying, which does not always lead to material possession, takes place in an interactive process aimed at creating customer satisfaction" (Kasper 2006, 57).

"A service is an activity or series of activities of more or less intangible nature that normally but not necessarily, take place in interactions between customer and service employees and/or physical resources or goods and/or systems of the service provider, which are provided as solutions to customer problems." (Gronroos 1990, 27).

2.4.1 The basic characteristics of services

According to Kasper (2006, 55-58), Services are intangible. Service creation requires the presence and participation of the customer. Customers add value in the production and consumption of service. There are five characteristics of services referred to as five I"s of services. These are intangibility, inseparability, inconsistency, inventory and inability to own. Any one of these services is relative and will exist in any services. Depending on the services, some will be more important than others.

A   Intangibility:

"Services are an activity or an experience. These are not goods." (Kasper 2006, 58)

B   Inseparability:

"In most of the cases a service creation typically requires the presence and participation of the consumer. Consumer participates in the production and consumption of the service. For this reason, Services are simultaneous production and consumption process." (Kasper 2006, 58)

C   Inconsistency:

"The service provider and the customer actively participate and involve them in the service production process. Service production also need pleasant atmosphere. This is the degree of heterogeneity." (Kasper 2006, 59)

D   Inventory:

"The degree of perishability increases, with the intangible services. It means that the opportunity to store the services decreases." (Kasper 2006, 60)

E   Inability to own:

There is a lack of ownership in the service process. Deed is important for service, and some steps are also important to take advantage of service. (Kasper 2006, 61)

2.4.2 Classification schemes for services

Services are classified in various ways in service marketing research. According to Grönroos (2007, 57), High touch/High tech services and discretely/continuously rendered services.are the two classifications of services.

2.4.2.1 High touch/High tech services

In high touch services, people in the service process have a relation in the production of the services. In high tech services, people use the automated systems physical resources, information technology. In high touch services, service provider manage and integrate physical resources and technology based systems into service process for customer use. Though high tech services are technology based but in some cases the high touch characteristics of services takes over. In high tech services, human interactions do not occur too much, but they occur in risky situations and then they need high touch services. If any service fails or any mistake happens the service provider gets a second chance to recover it, but only one second chance to make the service right and the customer satisfied. (Grönroos 2007, 57)

2.4.2.2 Discretely/ continuously rendered services

The base of these services is on the nature of the relationship with the customer. In industrial cleaning, banking, goods deliveries, hotel and restaurants include a continuous flow of interactions between customers and the service providers. It is very difficult for the service provider to create a relationship that customer appreciate and value, but it creates a lot of opportunities for the development of valued relationship with the customers. To find new customers cost too much for the firms, so continuous service based firms cannot afford to lose their customers. Discrete fashion services prefer transaction oriented strategies, and relationship orientation. Services can make a profit by adopting these strategies in their business. (Grönroos 2007, 57).

2.4.3 Facilitating the role of services in an economy

According to Fitzsimmons (2008, 4) Services play an important role for the economic development of a country. Service companies and final customers are linked by communications and transportation services. These are the infrastructure services. Final users get services by the distribution of infrastructure services. Developed or industrialized economy depends on these services. Manufacturing firms get services very quickly and cheaply through experienced and specialized firms. The rising of the other firms advertising, consulting got a new way of providing their services for this. Personal services are also important for the economy. Res-

taurants, lodging, cleaning, and child care are a good example for this. Government role is essential for the investment and economic growth of the society. Public education, health care systems, road construction, safe and pure drinking water, clean air and public safety are important. These are the backbone of the society. Public companies also provide extra services named as value added services.
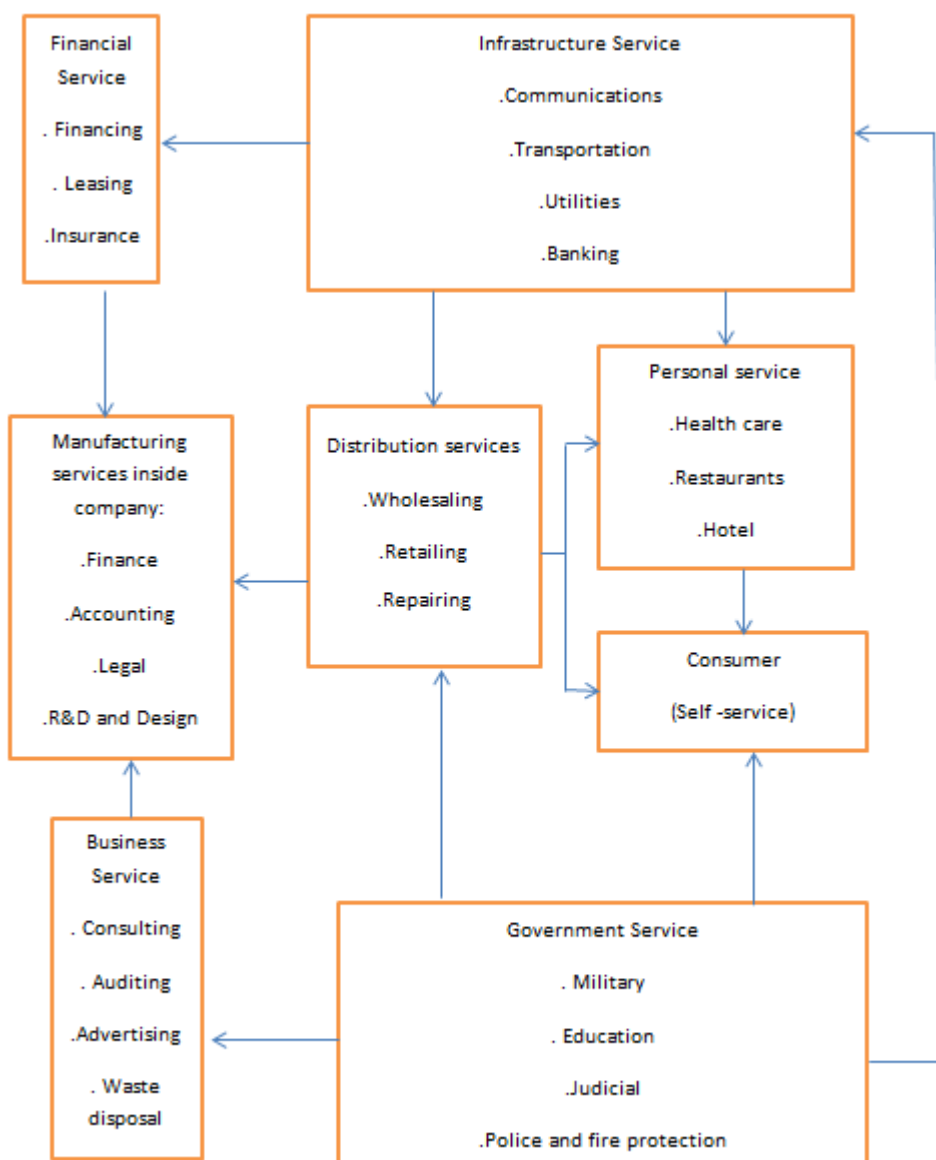

Figure 3: Role of services in an economy
(FitzsimonsB & Fitzsimmons 2008, 5)

2.4.4   Service strategy

According to Fitzsimmons (2008, 38-41) there are three generic strategies. These are overall cost leadership, differentiation and market focus approaches that service firms adopt and gain competitive advantage.

2.4.4.1 Overall cost leadership

Efficient scale facilities, tight cost, overhead control and often innovative technology required in overall cost leadership. A cost leadership strategy can make a revolution in an industry. Service companies can achieve low cost strategy by implementing different approaches. The approaches are:

Seeking out low cost customers: Service provider always looks for cheap customers. These customers cost less to serve than other customers.

Standardizing a custom service: There are some companies provide legal service and health care service at a measurable cost. Income tax preparation is an example of customized service.

Reducing the personal element in service delivery: Service companies take a high risk and provide service to customers without any problems in their personal things.ATMs are example of these services.

Reducing network cost: Service provider and customers are connected through reduced network cost.

Taking service operations offline: In some of the services customers, presence is important, and there are some other services where it is not an important matter. In these cases, services can be performed offline.

2.4.4.2 Differentiation

Creative and unique service is differentiation strategy. There are several dimensions of differentiation which are building brand image, creating technology, features, customer services, dealer network and many more. In differentiation strategy service companies lies in creating customer loyalty rather than cost, and targeted customers are willing to pay for it.

Make the intangible tangible: "Services are intangible, and there is no physical evidence of it. Some hotels affixed their name in the toiletry items to remind the customers of their stay in the hotel." (Fitzsimmons 2008, 40)

Customizing the standard product: "Service companies can customize a product with a very little cost. If a hotel boy can address a guest by name, it makes an impression and can do more business with a very low cost". (Fitzsimmons 2008, 40)

Reducing perceived risk: "In some situations, customers have a lack of information on purchasing any service. They seek providers who take the extra time for explaining the work to be done. They guarantee their work by offering a clean and organized facility." (Fitzsimmons 2008, 40)

Giving attention to personal training: "Service industries can make differentiation in innovation by investing in personal development and training their employee. Industries can achieve competitive advantage by these." (Fitzsimmons 2008, 40)

Controlling quality: "It is very difficult for any company to provide the same level of service quality in different sites. They can solve this problem in different ways, including personnel training, explicit procedures, technology, and limits on the scope of the service, direct supervision and peer pressure among others." (Fitzsimmons 2008, 40)

2.4.4.3 Market focus

Different types of customers have different types of needs and desire. This strategy is an idea of servicing a target market very well by addressing customers' actual needs. Firms can serve the exact target market more effectively and efficiently by adopting focus strategy. The focus strategy is the application of cost leadership and differentiation (Fitzsimmons 2008, 41)

2.4.5 Service quality Management

Service with 100% quality is almost impossible for any organizations. Even though many companies claim that they can give 100% quality products or satisfaction, it is not as in practical. We have to know that 99% quality even can give the maximum benefit to the customers. They have expected from the product in spite of its inapplicability to all situations. "Customers should get always more than they expected so they will be satisfy. Acceptable quality (confirmed quality where consumer fulfill their expectations but no more) satisfies a customer but does not necessarily make him feel to break the relationship with the service provider and does not make him talk with other friends, neighbors and business associates about his experiences. When expectations exceed to some extent, the service get positively established quality. It makes customer delighted, and customers are more curious in a continuing relationship with the service provider and also creates good word-of-mouth benefits. The satis-

fied customer remembers it frequently and often likes to talk about it." (Grönroos 2007, 112-113)

"Consumers judge the quality of services in different ways. The base of the service quality judgment is on the perception of the technical outcome, the delivery process of the outcome and the quality of the physical surroundings meaning service delivery place. In restaurant service customers judge the service on their perceptions of the meal meaning technical outcome. Serving of the meal, employees' communication with the customer means interaction quality. The decorations and surroundings (physical environment quality) of the restaurant will also impact on the customer's perceptions of overall service quality." (Wilson 2008, 83).

According to wilson (2008, 84), there are five dimensions of service quality. These apply across, different service contexts. Reliability, responsiveness, assurance, empathy, tangibles are the five dimensions that clarify the information of service quality organized by customers.

2.4.6   Service encounters

Service quality plays a vital role for the customers' satisfaction. Without quality, no services are accepted by the customers. Customer gets different services gradually after entering in to a hotel. In a hotel customer, experiences are checking into the hotel. After that, a porter takes him to the room; he takes his restaurant meal, request a wakeup call and check out. Here, is a figure below for a hotel visit. (Wilson 2008, 89)
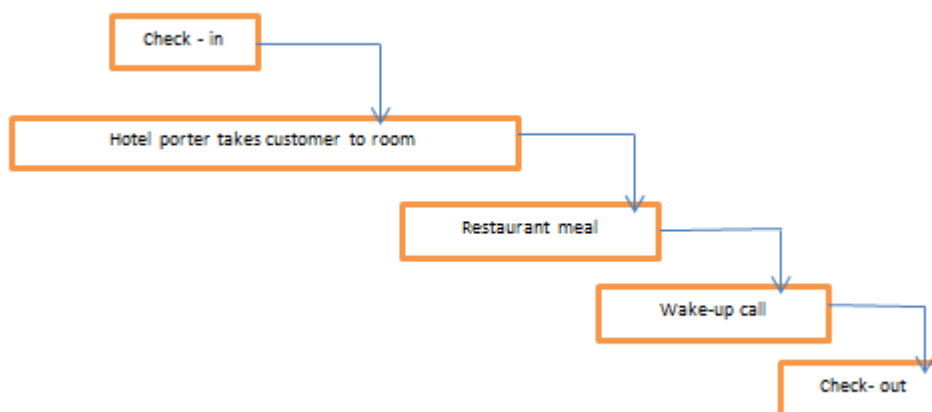

Figure 4: A Service encounter cascade for a hotel visit
(Wilson 2008, 89)

2.4.7   Managing service quality:

The gap analysis approach

Managers can use the gap analysis model to understand and improve the quality problems effectively. This model depicts how service quality emerges. The upper part of the model includes phenomena related to the customer and the lower part shows phenomena related to the service provider.
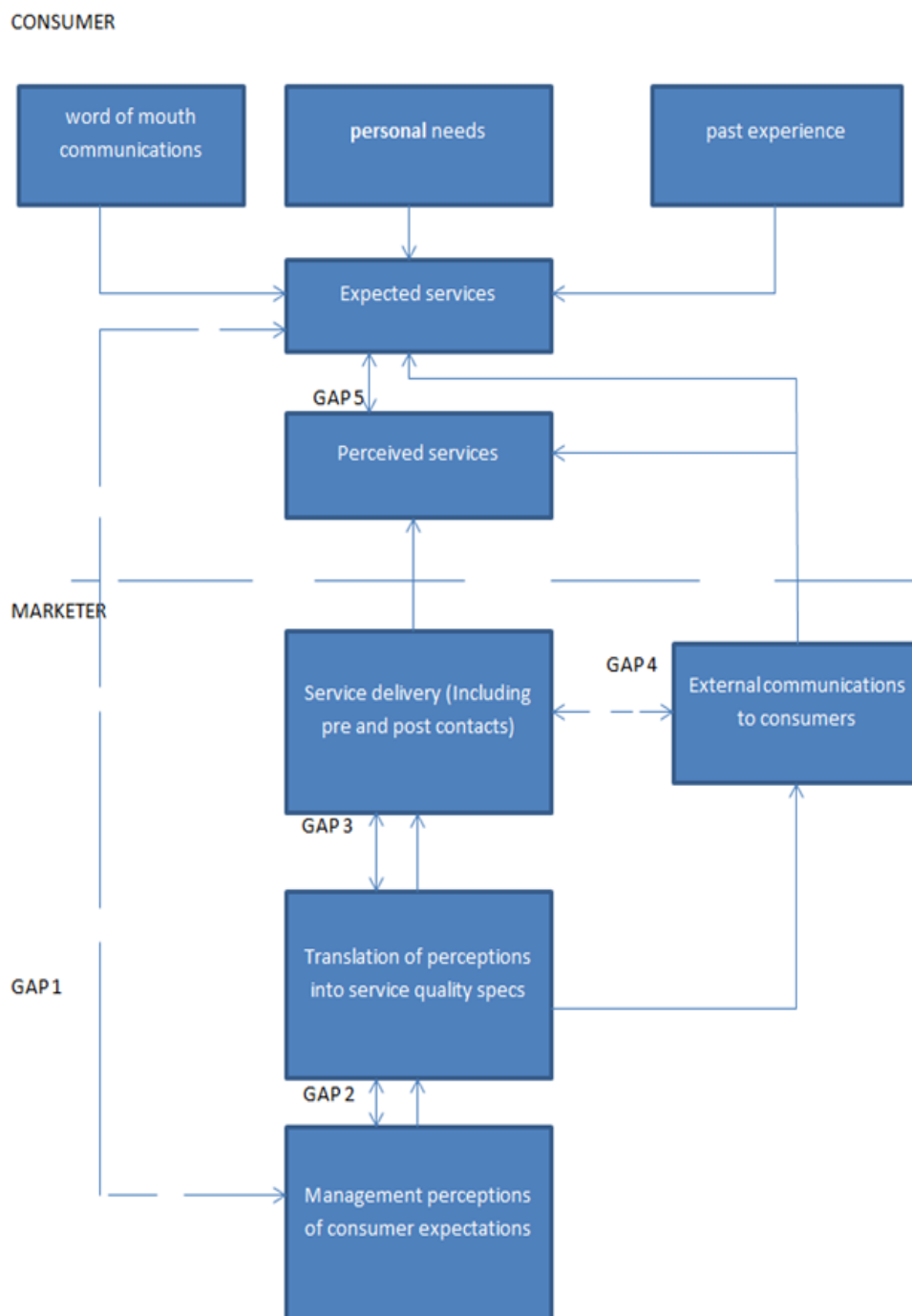
Figure 5: Gap analysis

(Grönroos 2007, 114)

2.5   Customer satisfaction

There is a variety of definitions of customer satisfaction. "A person's feelings of pleasure or disappointment resulting from comparing a product are perceived performance (or outcome) in relation to his or her expectations".(Kotler 2000, 36.). Satisfaction means feelings of acceptance, happiness, relief, excitement, and delight. (Singh 2006)

"There are some direct or indirect factors related with customer satisfaction. According to Hokanson (1995), friendly, courteous, knowledgeable, and cooperative employees, are some of the essential factors in the satisfaction chain. Along with these factors billing accuracy, billing timeliness, competitive pricing, quality of the service, good value, billing clarity and quick service all these factors, include in this satisfaction chain."(Singh 2006) Organizations must be able to satisfy their customers' needs and wants for achieving customer satisfaction. This relation is shown below in figure:-
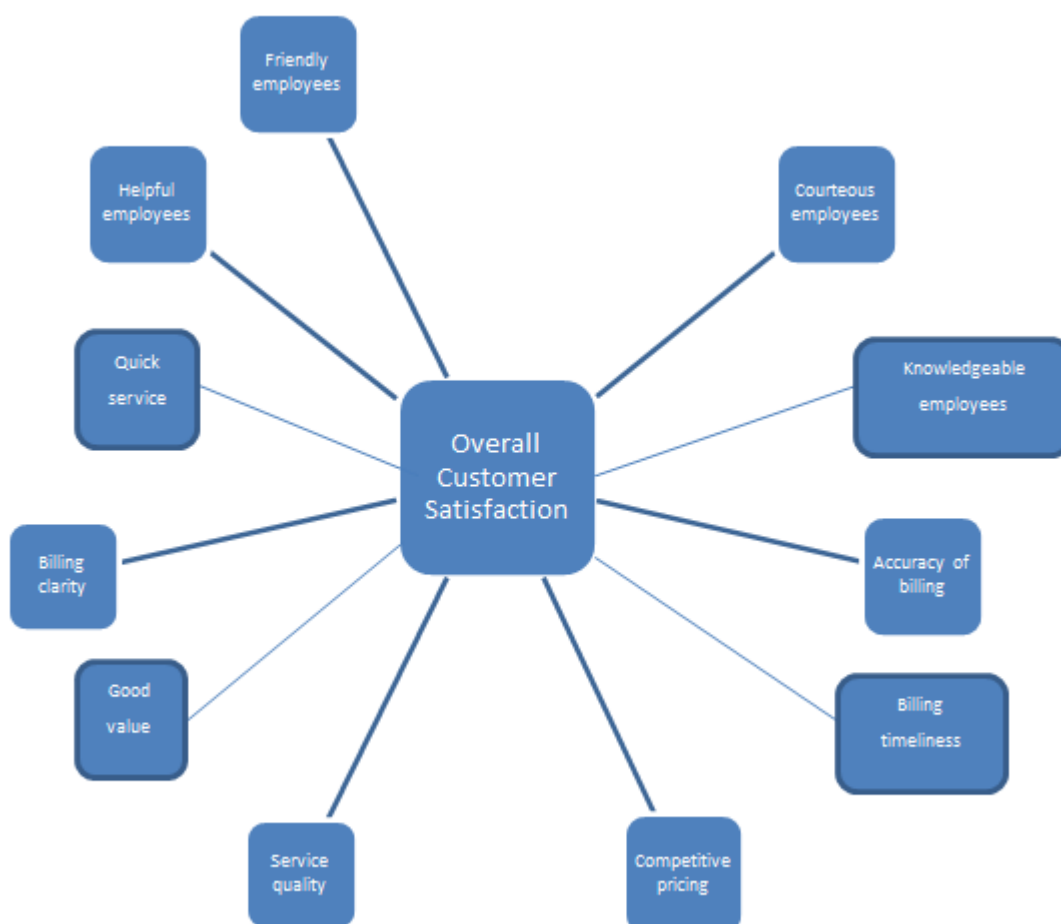
Figure 6: Factors that affect Customer Satisfaction

(Singh 2006)

"Satisfaction is a judgment of a pleasurable level of consumption-related fulfillment, including levels of under fulfillment or over fulfillment. Because consumers make judgments about their satisfaction based on a variety of product and service aspects and events, each becomes a potential point of differentiation for a market offering." (Arnould et al 2004, 755)

Every business firm wants to make customers happy and satisfied by offering good products and services. This is a general theme of any business Company even if there are many challenges to make customers satisfied. Every firm has plans to make different policies and strategies, some succeed, and some fail in the satisfaction process of customers. Without satisfaction, we cannot imagine brand loyalty. A firm can keep customers satisfied in different ways like a quality product, exceptional service, after sales service, entire environment and formal communication process. There is no need to do mass advertising for a quality product than doing for inferior quality product. Once customer buys the product and likes it then comes again and again for the same product, his satisfaction always inspires him for buying the same product in a different period, i.e. he put it in first priority always. So it is necessary to understand the consumer behavior thoroughly for making him satisfied. In the modern business world understanding of consumer choice, purchase decision-making process and understanding of consumer behavior is the most necessary to become a successful marketer.

"Loyalty is a deeply held commitment to rebuy or patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior." (Peelen 2005, 32)

According to Kotler (2000, 37) there is a good relationship between delivering high customer value as it can boost the foremost customer loyalty. "Five percent increase in customer loyalty can produce profit increases of 25 to 85 per cent across a range of industries. Retaining existing customers for longer usually has a much lower associated cost than winning new ones, so a large proportion of the additional gross profit goes straight to the bottom line". (Hill & Alexander 2006, 23).

An existing base of loyal customers provides enormous sustainable competitive advantages. First it reduces the marketing costs of doing business existence customers are familiar and comfortable with the provided service. Second the reality of existence customers represents a sentential entry barrier to competitive. Third, brand loyalty provides trade supplement.

Fourth, a relatively large amount of satisfied customer base provides a positive image of a brand. The product is acceptable, successful, and that will include service backup and product improvement. Finally, brand loyalty provides time to respond to aggressive moves and gives a firm some berating room. (Aaker 2000, 177-178)
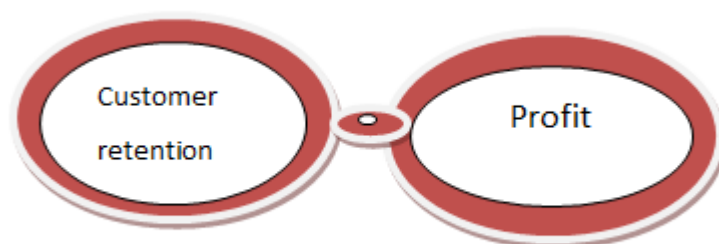
Figure 7: Customer retention is linked to profit
(Hill & Alexander 2006, 23).

Where there is satisfaction there is loyalty. Some consumers visit Hesburger to eat a burger because they like Hesburger brand than McDonalds but other visit McDonalds because they like its products. Customers like Nike brands and visit Nike stores. So satisfaction leads to purchase the products again and again and change into brand-lover slowly. Thus, loyalty to the sovereign brand means assurance of universe market, decreasing the burden of sales promotion and assurance from the fear of competitive brands.

The gap between expectations and experiences is a vital part which the producer should know properly. An unsatisfied customer is the gap between expectations and experiences. The ordinary business loses around 10- 30% of its customers each year, but they do not know when they have lost their customers, why they have lost them, which customers they have lost and how much revenue this customer decay has cost them. Most companies give more priority to win new customers than worrying about lost customers. So dissatisfaction is a major reason for customer decay. (Hill & Alexander 2006, 5).

Very few customers complain about the products they do not like, they switch to another product. Companies need to find these problems and seek ways. He or she should contact the customers that have stopped purchasing or switched to another product. Different surveys, research can be used to find the customers' view point about the product.

2.5.1   Effect of Customer Satisfaction on Profitability

This is the most influential factor that every business organization has the intention to earn profits. Companies have a commitment to satisfy and loyal customers it increase profitability of the business. According to Hill & Alexander (2006, 11) the sensible way to succeed for a company is to do the best what matters to customers. Customer retention rates will flourish, and they will be ready to pay even higher prices for a product fulfilling their needs.

"Loyal customers always account for the companies' high profits, so company should not ignore its customers. It is said that winning back lost customer is very important than attracting new customers and it is also less expensive for the company. Some companies use their logo as 100% satisfaction guarantee to attract the customers as an effective marketing strategy, but it depends on various factors to succeed among the customers in the competitive market. Due to the full dependence of customers, they are god for the companies. But satisfaction for them is always prime factor in the whole marketing process and it always leads to increased profits, it is no doubt there." (Kotler 2000, 48)

According to Singh (2006), dissatisfied customers stop to purchase the goods, complain to the company or return the goods and tell the negative word-of-mouth to other people.

"Growth strategies international (GSI) performed a statistical analysis of customer satisfaction data encompassing the findings of over 20,000 customer surveys conducted in 40 countries by Info Quest. The conclusion of the study was: A Totally Satisfied Customer contributes 2.6 times as much revenue to a company as a somewhat satisfied customer. A Totally Satisfied Customer contributes 17 times as much revenue as a somewhat dissatisfied customer. A Totally Dissatisfied Customer decreases revenue at a rate equal to 1.8 times what a totally satisfied customer contributes to a business". (Singh 2006),

According to Singh (2006), "The strategic dimension for an organization includes becoming more competitive through customer satisfaction/brand loyalty, product/service quality, brand/firm associations, relative cost, new product activity, and manager/employee capability and performance." The figure is given below:-
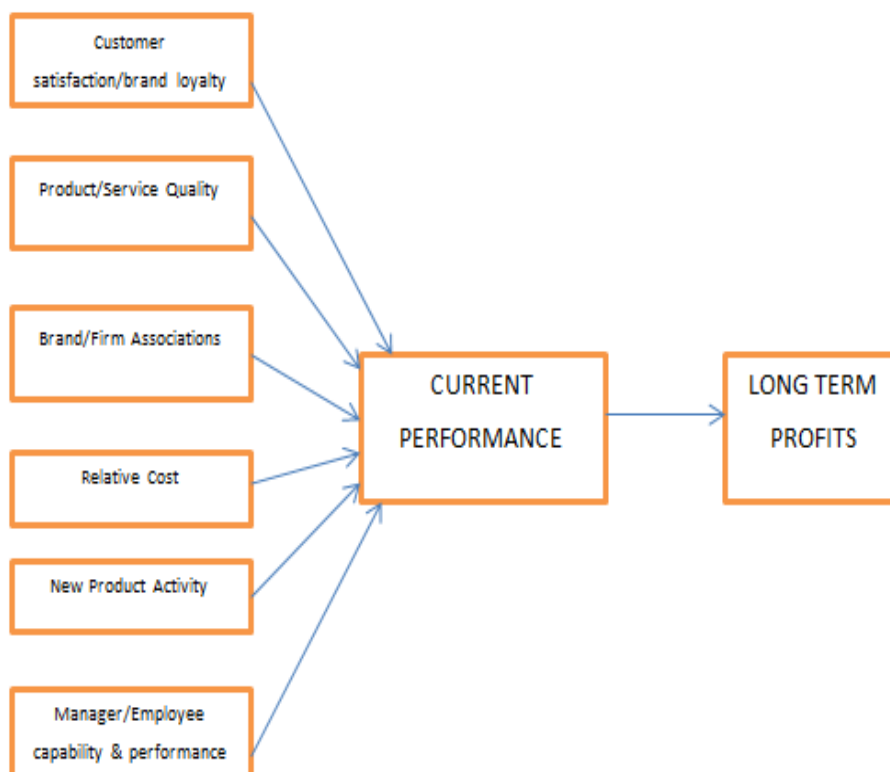
Figure 8: Performance Measures Reflecting Long-Term Profitability
(Singh 2006)

2.5.2   Effect of Customer Satisfaction on Customer loyalty and Retention

According to Singh (2006) Customers should be extremely satisfied with the products or services which can lead to customer loyalty.

"Building customer loyalty is not a choice any longer with businesses: it's the only way of building sustainable competitive advantage. Building loyalty with key customers has become a core marketing objective shared by key players in all industries catering to business customers. The strategic imperatives for building a loyal customer base are as-focus on Key customers. Proactively generate high level of customer satisfaction with every interaction. Anticipate customer needs and respond to them before the competition does. Build closer ties with customers. Create a value perception". (Singh 2006).

2.5.3 Consequences of Customer Satisfaction and Dissatisfaction

A business company has to take care of the customers' satisfaction and dissatisfaction. He has to know that how customers are happy or disappointed with his/her products. There is no meaning of producing or giving the same service even if customers do not like the product or services. It causes substantial loss to him/her. The consequences of not satisfying consumers can be severe. Customer Satisfaction is important because, According to Singh (2006), "Satisfaction influences repurchase intentions whereas dissatisfaction has been seen as a primary reason for customer defection or discontinuation of purchase".

2.5.4 The Customer Value Package

Customers that pay for the product or service get something benefit from the marketer; this total package of benefits versus the cost of achieving them is customer value package. There are so many factors that affect customers' satisfaction, and company's image. Company's bad quality product and service that cannot meet customers' wants and needs have a dreadful reputation. Happy and satisfied customers spread positive comments to other friends and family using word-of-mouth. Every business company has different products Their product alone cannot determine customers' satisfaction, and there might be other factors as well which affect directly or indirectly to the intentions and perceptions of the customers. Environment, location, good service, decorations, cleanliness, prices, speed of services, ambiences etc. are also the considerable part for making customers tangible and doing legitimate business. The main reason is customers are one of the major describer of the business products after getting services. (Hill & Alexander 2006, 30).

In the restaurant, the main item is food. Food alone cannot give satisfaction to the customers there are different other factors or value chain. Here, is the figure below that explains different factors effect to the customer value chain process.

Variety of dishes

Ambience

Decor

Speed of services

Atmosphere

Chef involvement

THE

FOOD

Menu presentation

Location

Cleanliness

Prices

Music

Friendliness of servers
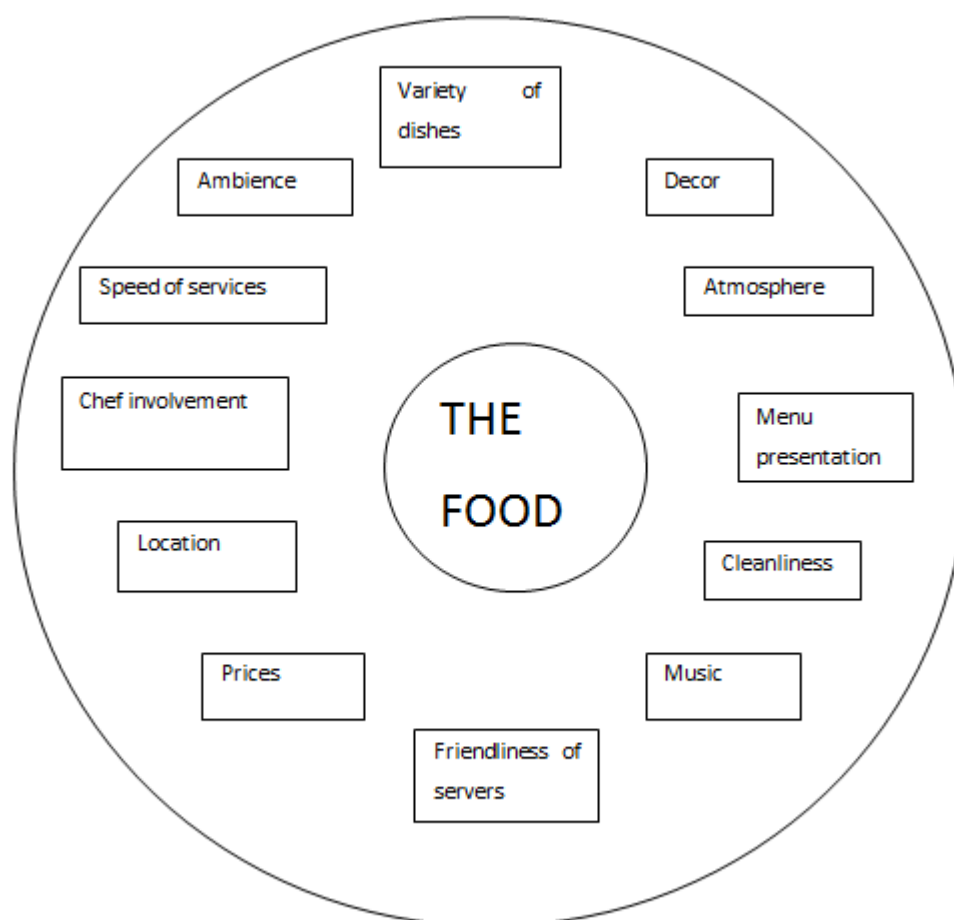
Figure 9: The customer value package of a restaurant'
(Hill & Alexander 2006, 30).

Companies should always try to measure and improve service quality to give the satisfaction to consumers. Some services are controllable, and some are not controllable. A product composed of different factors has a different value to impress the customers. Brand, distribution, service and price are also the main parts of the product Each one plays a vital role for impressing the customers positively. Either it should be good quality product or cheaper in price to impress the customers, but cheaper price with no quality also cannot satisfy the whole customers. Customers are of different minded all customers do not have same views and intentions. Some customers see the fewer prices initially than seeing the product quality. Some see the quality product only than seeing the price. Others see the quality product with reasonable price. So it also depends on the product and service types. Some customers are brand lovers they just know their best brand, go to the stores and purchase how much it cost they do not care. The relationship of customer satisfaction and the entire product are in the below circle.
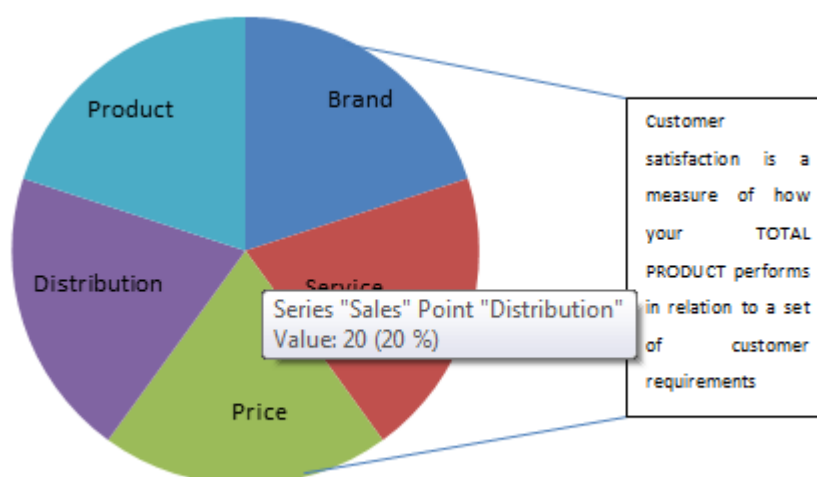
Figure 10: Customer satisfaction and the total product
(Hill & Alexander 2006, 31).

2.6   Commitment

The most fundamental element of the marketing process is commitment or the loyal custom-
ers. Committed customers are ready to buy the same product they like even if the price is a
little bit higher. They are strong with the product brand and come back to buy the same
product even from the distance. Marketer has to try to make them committed using different
tools and techniques. Committed customers always think about their chosen supplier and rank
them the best in their field. Committed customers stay longer- Buy more often, buy more
(range), spend more (less price sensitive), recommended more, consider competitors less,
and feel committed.(Hill & Alexander 2006, 17).

2.7   Customer Retention

According to Wong (2011, 78), Customer retention is the process of keeping customers in the
company as a main buyer than switching to other companies. It is cheaper as well as creating
new customers. Getting acquisition, customer retention and add-on selling to existing cus-
tomers are the main factors for a company. If a company ignores the customer retention even
if it is growing fast, it cannot sustain long time and growth will be negative. Customer reten-
tion always leads to fame of the company, satisfaction and high profitability. It is also said
"High customer satisfaction = High retention rate".

Customer retention is more important as the importance of car with wheels. As because of
getting something remains no meaning, although we do not keep it longer in a satisfactory

condition. Acquisition of the customer is also the same in this case until we keep satisfied them in the marketing process. Company always should consider to the customer first before they make churn decision about the product otherwise it is too late for the company, and it will be very difficult and costly to gain the lost customers for the company.

"Customer retention is the driving force behind customer relationship management (CRM), relationship marketing and loyalty marketing". (Managing profitable relationships 2010)

2.8   Purchase decision

Various factors play vital roles to make customers purchasing decision. Customer thinks about a product and purchases that products or services. Then customers make decisions for buying the products again. Sometimes customer's purchase intention does not result in purchase due to various reasons. The marketing organizations need to facilitate the consumer for making effective to their purchase intention.

2.9   Post purchase evaluation

Once the consumer purchased and used the product, he/she evaluate the products or tastes the services and evaluate his/her purchasing decision. He/she compares the product's per-formances with his expectation from the same product. Customers get satisfaction with the combination of the products and services and their expectations with that product or service. They become disappoint if they find the low level and service from the product. So there is always correlation between experiences and expectations. A marketer should always consider the implications of post purchase behavior of the customers. Even in the case of customer dissatisfaction, the marketing organization should always seek ways, to reduce the effect of post purchase dissatisfactions.

2.10   Dissatisfaction/causes of the customers leaving

Product features should always be advanced and relevant according to the need of users. Company needs to know their dissatisfaction or complaints about the product. Otherwise, it neither retains existing customers nor acquires new customers. Some customers give more priority to price factor than other things. They want a cheaper product than expensive one. Price should be determined reasonably seeing different factors. Competition is also focusable point for the company to boost their business; company always should analyze the competi-tor's offerings, deal and schemes towards the customers being in the same area. Although company's products or service seems no faults or problems, competitors might be selling with reasonable offers. Competitors give discounts to attract customers. Competition has been a

major factor for the company business success. Likewise, many customers leave the company because of lacking care about their existence. Customer wants respect or care from the owners always. This is a market growth strategy. Friendship is also one of the factors. Friendship inspire customers for leaving the organization and move to another. Some people go to other company due to their friendship with the manager or other employee or any knowing person. (Wong 2011, 83)

2.11   Marketing communication and its role in the business

Simply we understand that marketing communication is a means of conveying company's good information or communicating about the company in different ways. Here, company's marketing is marketing communication. There are various tools and techniques for it which the companies use differently to the customers. It depends on the business types also and about the firm. We cannot imagine the company business without marketing communication Business cannot flourish properly without communication. On the other hand, there are many challenges as well in the foreign market to develop the business due to the differences in business.

According to Doole & Lowe (2008, 308), marketing communication is presenting and exchanging information for gaining reliable results to various individuals and institutions. International marketing communication management is quite hard. It is challenging for the company because of the differences and complexities of different marketing conditions, differences in media availability, languages, cultural things, advertising and sales promotion controlling rules and regulations.

"Communication is the process of establishing a commonness or oneness of thought between a sender and a receiver". (Baker 2006, 480).

Figure 11: Figure simplified communication model
(Baker 2006, 481).
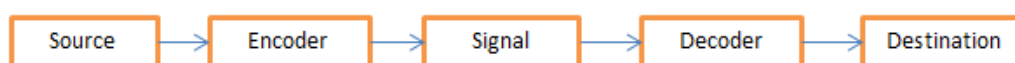
Figure 12: Communication channel model

(Baker 2006, 481)

Communication might be different according to the place, price, product, promotion, people and process. In Finland, there are not discrepancies in geographical regions and people. It does not affect hugely here. In South Asian countries, there are huge differences in geographical locations, peoples, prices. Peoples' attitude, facilities also affect to the communication thing.

2.12   Competition

Companies producing the same product and offer have competition with each other. Other Indian, Nepalese, Bangladeshi and Pakistani restaurants might be the competitors of Ravintola Malminparatiisi. It is a prime factor in the marketing process. Ravintola Malminparatiisi had done a lot research in the local area before its establishment. Indian food is very popular in the western country like in Finland, many Finnish people like Indian spicy food; many previous run restaurants also show this reality in Helsinki area or outer zone. Malminparatiisi is also going up every year in its operation. There are not any other Indian restaurants nearby the location and has not so challenges in regards of competition. It might be difficult to believe that competition is beneficial for the organization, it is true in the sense that increases innovation, working motive, intelligence and encourages produce better products.

"A company needs to analyze the structure of the industry in which it operates and to examine its competitors on the basis of these characteristics: marketing strategies, domestic/foreign firms, company size, generic competition, and channel competition. A company could operate under one of four possible competitive structures: monopoly, oligopoly, monopolistic competition and pure competition". (Berman & Evans, 1994 42)

According to Berman & Evans (1994 42), monopoly is a marketing process of one firm who sells goods or services and control over marketing. In this process, it depends on the product whether the customers use or not. For an example electricity price rise does not affect to customers to use, even the price is very high, and people cannot stop using it. Oligopoly denotes the competition of a certain number of large organizations like the car industry, cigarettes, household refrigerators and freezers. Likewise, monopolistic competition is a tough competition, there are so many firms trying to offer a variety of products or services. Here, competition can be so high because of the selling essential items by number of firms at the same time. The examples are service stations, furniture makers and beauty salons. Pure competition is the hardest completion as ever, and it exists rarely in certain places. Various firms sell the same items, without a differential advantage, in healthy competition. It is the most common for selected Foods and commodities.

Attributes	Monopoly	Oligopoly	Monopolistic Competition	Pure competition
Number of Firms	One	Few	Several	Many
Size of market for Each firms	**Small or Large**	Large	Small or large	Small
Control of marketing plan	Total control of price distribution, promotion and product	Some control of Price distribution Promotion and Product	Some control of Price distribution Promotion and product	No control of Price, ineffective control of Distribution, pro Motion and product
Ease of entry into industry	Difficult	Difficult	Easy	Easy
Differential Advantage	Only source of good or service	Non price Marketing factors	Any marketing Factors	None
Key marketing task	Maintain unique status	Differentiate on Non price factors	Differentiate on Any factors	Ensure supply at Low prices and Widespread distribution

Table 1: Alternative competitive structures

(Evans & Berman 1994, 43)

2.13 Relationship among Customer Satisfaction, service quality, employees performance and customer loyalty

There is a relationship among different marketing factors which are customer needs, consumer behavior, services, customer satisfaction and loyalty. First a business company needs to identify the needs of the customers then give quality services to them. Employee performance also plays a vital role for giving quality service to customers. Customers get satisfaction and happiness upon getting quality services and it leads to customer loyalty. It is in turn might be a valuable asset for a company.
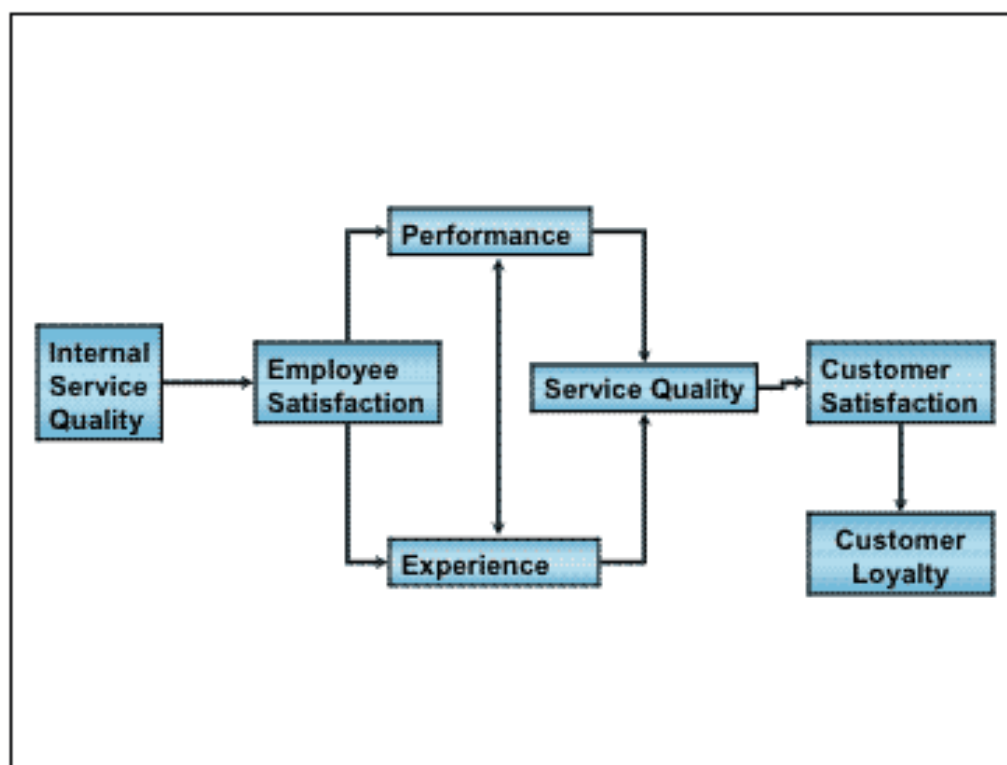
Figure 13: Service profit model
(Terry & Israel 2004)

As it is seen in the figure above,
"internal service quality drives employee satisfaction, which, in turn, drives employee performance that generates service quality. Finally, service quality drives customer satisfaction that leads to customer retention and profits". (Terry & Israel 2004)

3   Research approach

Research methodology is the method of getting final result of something through a planned and the systematic methods of different statistical tools. In basic words, research methodology refers to the various sequential steps to be implemented by a researcher in studying a problem. It is necessary for the researcher to know not only the research methods/techniques but also the methodology.

Research methodology can be used to solve various research problems systematically and scientifically which is reliable and genuine. It facilitates the research work and brings reliability and validity in it. It discusses the procedure employed on the study including data collection

and analysis. A research work should be effective, accurate and useful. Research work should follow analytical methods.

The topic of the research is "Customer Satisfaction in an Indian Restaurant". Therefore, here an attempt is to find out the satisfaction level of consumers over the restaurant food services. At the same time, causes of dissatisfaction and complaint behavior were checked. Besides this consumer, attitude towards the product or service were judged. Patterns of behavior shown by the consumer are quite useful in the pursuit of success of business in this competitive age. This section contains research design, population, sampling procedure and data analysis procedure. The research methodology employed in the present study is described in this chapter.

The questionnaires were distributed in four phases to the customers.25 Questionnaires were given in each time, e.g. 100 questionnaires altogether. It was distributed in 3rd of February 2012 initially, then after that it was delivered on 13th of February second time. Similarly on 1st of March, 25 questionnaires were distributed. Finally, it was done on 17th of March. All questionnaires were distributed taking one or more hours because sometimes, few customers were present there and had to wait for other customers for the research process. Some questionnaires were also handled to the customer that they were not able to understand.

3.1   Research Design

The research design was a combination of structured and unstructured interview. The primary data and a wide research for secondary sources help to analyze the relationship between selected variables. This study is exploratory in nature. It is based on the descriptive research design. It aims to find out the satisfaction and dissatisfaction level of consumers of restaurant service industry and hence their complaint behavior. For this study, Indian food specialty, customer services are taken into consideration primarily. The survey approach has been adopted to conduct research. The data and information collected from the survey of consumers are rearranged, tabulated, analyzed and interpreted according to the need of study for attaining stated objectives. Consumers inside and outside the restaurant are extensively surveyed so as to procure data and information about consumers, their expectations, importance, and satisfaction and dissatisfaction level along with complaint behavior, towards their product..

Quantitative and Qualitative research methods both have been used in this research. Questionnaires are used as a quantitative method, as it is effective and time consuming tool for

getting better results and no need to do follow-up continuously. Questionnaire gives the numerical value or result so it can be used in graphical form and analyzed using different methods like percentage analysis. Qualitative research method is used as an interview with the owner of the restaurant. It is the descriptive and analytical method for doing research, business organization's general information and history can be found using interview technique here.

3.2   Nature and sources of Data

The data used in this study is primary in nature. These primary data that is essential for this study were collected from the Finnish and foreigner consumers of Indian restaurant across the Helsinki metropolitan Area.

3.3   Population

The Finnish and foreigner consumers residing Helsinki area visit Indian restaurant sometimes or tasted Indian foods were considered to be the population of this research. In this sense, people inside the restaurant and outside or around restaurant area are taken into consideration as the population of this survey.

3.4   Sampling

The above stated population of the study is very large. It is very difficult to include the whole population in this study. Therefore, 100 consumers out of the whole population are selected as a sample. The sampling method used for the study is a random sampling. Sampling is very small in size as considered to the population. Sufficient efforts have been made to make the sample truly representative of the population. Therefore, the data collected is composed of different professionals, age groups, income groups and of both sexes male and female.

3.5   Data Collection Procedure

The main instrument of the data collection for this study is the preparation of a well-structured questionnaire. Questionnaire has a significant impact on the results and research as a whole. This is the first time that research is done in this organization so secondary data source was not available for our research. Data collected through questionnaire will provide the initial data to the research which can be trusted and reliable compared to others. The importance of the questionnaire for the research and the results gained are only as reliable as the tool used to collect the result. The questionnaire was most carefully designed as well as pretested so that it could best serve the purpose of the research. All questions of the ques-

tionnaire are based on close-ended response format and made in Finnish and English. The official communicative language of the place is Finnish even though they speak English occasionally to foreigners. Their main targeted customers are Finnish and they follow the Finnish language. The main purpose of the questionnaire is to measure the satisfaction concerning the foods and services. The questionnaire contained Likert scale (summated scale) and multiple-choice questions. Altogether 100 questionnaires were distributed all of them are collected. Maximum attention has been given while filling up the questionnaires. The objective of the research, meaning of the question and filling up way were explained before getting a response from the respondents.

3.6   Data Processing and Analysis

All the questionnaires were distributed and collected by the researcher and were filled up in the presence of the respondents. Every questionnaire was thoroughly checked up after the collection and was found correct in filling up style. Sorting and tabulating was preceded after gathering the questionnaires. Necessary calculations and adjustments have been made for the attainment of the objectives of the study.

According to Grigoroudis & Siskos (2010, 171), Customer satisfaction research survey is divided according to their content and research objectives. The research is divided into qualitative and quantitative research. Qualitative research tells about the detailed information and additional explanations on customers' attitude and opinions. Customers' answers are not known, and open ended questions are used for the analysis. Very few respondents are chosen, but the research gives the ability to analyze detail customer behavior. .Observations and responses from the customers are the basis of the results. Generalization of results is not possible. These are the characteristics of qualitative research. (Grigoroudis & Siskos 2010, 171)

According to Blythe (2006, 220) Quantitative analysis can express numerical data. Quantitative data can be collected in the following methods-

Questionnaire: Questionnaire design is difficult, but analyzing of data is quick.

Interview survey: It is carried out by interviewers. It ensures that respondents understand the questions and helps them to answer all the questions appropriately.

Observation: "Observing what people do and counting the numbers who behave in specific ways is a non-intrusive form of research". (Blythe 2006, 220)

Test marketing: Shop keepers keep products in an area and count the responses.

Panels: Marketing companies recruit panels of respondents. They participate in marketing research studies and company paid them.

"A range of quantitative analytical techniques can be used to analyze and interpret the data which include everything from simple tables to summarize data, to multivariate tests to determine the strength of relationship between variables". (Wilson 2010, 212), the steps of conducting quantitative analysis are: Data preparation for analyzing. Tables and graphs are used for summarizing and presenting data. Statistical methods are used for the description of data. The relationship and trends are examined between variables. (Wilson 2010, 213) All these steps were followed in the customer satisfaction analysis process of Ravintola Malmin-paratiisi

3.7   Reliability and Validity

Reliability and validity are the most pertinent issues in any research matters which can prove as an incontestable fact.

 "Validity indicates whether a question or a survey measures what it is supposed to measure". (Grigoroudis & Siskos 2010, 194), On the other hand "Reliability is the ability to get consistent answers, time after time, with repeated samples. The reliability of a questionnaire or a survey is largely a function or a result of the aforementioned issues". (Grigoroudis & Siskos 2010, 195)

"The value of a measured variable contains a systematic and a random error component beside the true value of the variable. So validity is related to systematic error, while reliability concerns random errors." (Grigoroudis & Siskos 2010, 195).

The reliability and validity were checked carefully during the research. While designing the questionnaire, it was highly focused on the issue that the questionnaire would be very simple and easily understandable for the respondents. In the questionnaire designing process, meetings were organized with the restaurant owner, research supervisor and other staffs of the restaurant. Some feedbacks were received from that and modified the questionnaires, and it was hoped to get the logical information from the respondent using practical questionnaires. The results were taken in four phases. In the first phase, twenty five questionnaires were delivered to get the answer from the customers. In the second phase, 25 questionnaires were delivered to the respondents again and accordingly, 100 questionnaires were given to customers in four phases. It took almost 6 weeks totally to get all responses from the customers. The results gained from 25 responses were compared with the each other results of 25 responses. Then all these questionnaires were compared with the results from 100 responses.

All the time the results were consistent. It means that the results were almost the same. So it can be said that the research is reliable.

4   Empirical study

4.1   Focus of the study

Customer satisfaction is the most essential to the successful marketing. The satisfied customers remain satisfied with the product, then the business will be in boom and manufacturer will reach in their target. Satisfied customers do repeat purchase and speak word-of-mouth to other friends that make the brand or company very successful in the market. On one hand, satisfaction leads to the existence of the firm in the market for a long time, on the other hand, it creates loyalty, profitability and customer retention which are very primary for all the manufacturers, suppliers and sellers.

This study focuses on consumer satisfaction/dissatisfaction and complaint behavior. The researcher is going to carry out research in one Indian restaurant (Ravintola malminparatiisi). The elemental concentration is on the consumer feelings about the product and service. The services provided by the restaurant, satisfaction scales of the consumers, dissatisfied consumers complaining behavior is the main concentrations of the study. The way of complaining of the customers and factors/matters will be seen with considerable attention. Since the firm, which can respect the feelings of the consumer, can rise in the future. This study tries to find out the sentiments of consumers whether consumers are satisfied or not.

Big organizations establish their own separate Research and Development (R & D) department to know the changing wants of people so that they will be able to fulfill their consumer desires.

Products and marketing communication are also interconnected terms, when a product is offering into the market, it needs to do advertisement or promotional activities to get good benefits and image before that. There is no doubt that this is a marketing communication age; there is no meaning of only product if information of it is not conveyed properly to customers in advance. There is different communication tools used, and the main focus is to find out the satisfaction of the customer to their products. The steps and level of satisfaction lead a customer to like a product of on brand than another brand. This is the focal point in this part. Every brand has a certain image in the market. Every brand is known by its own appearance, quality and taste. Consumers choose their brand according to their faith, trust, taste or experience of the same product. If they think a brand is good in term of quality, price, taste,

social status and their needs, they develop a positive attitude toward the brand and make repeat purchase, which are valuable assets of the manufacturer.

4.2   Importance of the study

Huge competition in the market makes organizations to use different types of promotional tools to survive in the competitive market. Marketing communication introduces the products to consumers and persuades them to make a choice in its favor. It also induces familiarity with brands and makes consumers feel confident about products with which they are familiar.

Product preparation is not a main step in the marketing, when it is sold then after sales service is also a vital factor for winning the customers. Business organizations have to provide convenience to consumers and delight them, satisfy them. It is not the time of pre-purchase. Organizations theme is to satisfy the customers that work for a longer time with significant result, but free of cost.

Marketer need to identify the reasons of dissatisfaction and try to solve the problem as properly as possible. Producer needs to know every complaint made by consumers and even have to take action to make them.

Study of customer satisfaction helps to know the consumer feelings and responses on the product. The manufacturers or marketers of the product will be beneficial by this study. They may use the findings of this study as the guideline for making strategies for their products, so that they can achieve success.

Rapid increase of population and urbanization creates more demands that help to increase the industries in the country. This study will be a valuable guideline to the industrialists, manufactures or marketers of the country. It would be a valuable reference to the scholars or researcher who is interested in conduction further research about "Customer satisfaction".

Finland has a greater percentage of population prefer Indian food brands, and there are many Asian restaurants growing in Finland due to the popularity of it. It seems that Finns are bored to take the same taste of no spicy foods always and like to taste new Indian spicy foods. They like to go Indian restaurant. It is assumed that doing a research in this topic might be very useful and important.

4.3   Limitations of the study

There are various limitations in this study. Some major limitations of the study are as follows: This study bases only on satisfaction of customers of Ravintola Malminparatiisi in Helsinki. The field survey is confined within the Helsinki region. The base of the study is primary survey data. The study is based on the responses of different consumers to whom questionnaires were delivered. The sample size for the study is very small comparing with the population of the study.

4.4   Indian Restaurant in Finland

There are so many Indian restaurants mushrooming in Finland nowadays. There are almost 12 Indian restaurants running in Helsinki region. Namaskar, Samrat, and Tajmahal are quite renowned old restaurant in Helsinki area. Namaskar is the first Indian restaurant in Finland, and also the best known established chain in Finland. Namasker has started the business in 1989 serving the Indian cuisine to the Finnish people. Accordingly, Malminparatiisi was also established at Malmi. Malminparatiisi meets the fulfillment of people to eat Indian cuisine in one roof. It provides all the Indian cuisine which the customer want it has been fulfilling everything like candle light dinner, home package system, online order of different foods to the customers

4.5   Ravintola Malminparatiisi as a Company

The need of Indian recipes in Finland is the reason for the establishment of Ravintola Malminparatiisi It was established in 2001 as an Indian restaurant, located at Malmi in the heart of Helsinki. It provides Indian recipes to the customers. Indian food is one of the most popular foods in Europe. Malminparatiisi serves breakfast, lunch and dinner to the customers. It has an online service. Customers can order pizza through online, and it delivers the service as soon as possible. The restaurant has 4 employees.

4.6   SWOT Analysis

According to Kotler (2009, 101), SWOT analysis is the overall evaluation of a company's strengths, weaknesses, opportunities and threats. Organizations external and internal marketing environment is monitored by SWOT analysis. Any business can earn a profit by monitoring macroeconomic environment forces and micro economic environment actors. "A marketing opportunity is an area of buyer need and interest that a company has a high probability of profitably satisfying". (Kotler 2009, 101)

	Helpful to achieving the objective	Harmful to acheiving the objective
Internal origin (Attributes of the organisation)	**STRENGTHS**	**WEAKNESSES**
External origin (Attributes of the environment)	**OPPORTUNITIES**	**THREATS**
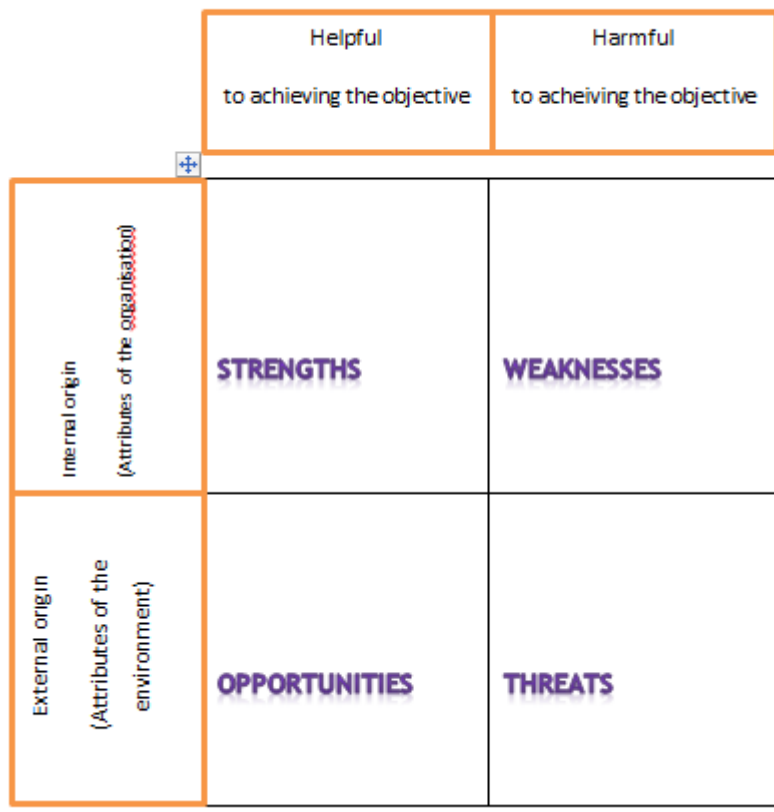
Figure 14: Using SWOT analysis to monitor the internal and external position of an organization.

Ravintola Malminparatiisi is a growing Indian Restaurant which has been popular day to day in Finnish market. In SWOT analysis, there are some points mentioned below about the possibilities and challenges of Ravintola Malminparatiisi.

Strengths

Good location: The restaurant is in very good location, Malmi, Helsinki. Only five minutes from Malmi railway station.

Huge place to eat: There is a very large open place to eat and entertain for customers.

Neat and clean: Ravintola Malminparatiisi is very clean and all staff is clean.

Good customer service: it has exceptional customer service. Delivery system is quick and reliable. The management listens to customer complaints. Management always wants to satisfy their customers.

Expert chef: The chef is skillful and he has many years of working experience in international hotels.

All Indian spicy food under the one roof: it provides all types of Indian foods according to the needs of customers in one place.

Reasonable price: Many customers say that the price is very reasonable, and it provides discounts, offers sometimes.

Weaknesses

Limited expansion: There are not any branches of this restaurant in Finland.

Competition: it has not done so much business as it expects to do due to the slight competition of other Indian restaurant.

Employee training: They do not have well-trained employees.

Opportunities

Branch expansion: The restaurant management can open new branches in other parts of Finland and do the best in their business.

Using e-marketing strategies: This restaurant can take the advantage of e marketing.

Multicultural competitive advantages: Helsinki is a multicultural city. People of all aged and demographic regions come here as a tourist or work purposes. Turkish, Scandinavian, Japanese, Chinese and Thai restaurants are growing enormously; there is a big opportunity for Ravintola Malminparatiisi to compete in this environment.

Monitoring operation: it can improve the restaurant service by monitoring operation timely. That will help the restaurant to grow the business and even satisfy to the customers.

Threats

Changing needs of food habits of buyers: People want to taste different foods in a different time, their eating habits are changing. This is a threat for food industries business.

Growing competition: There are various types of Indian and other restaurants growing in Helsinki, so growing competition might affect to its business.

Growing recession and decreasing buyers' purchasing power: Recession prolong to the world business. Once it happens, due to it, purchasing power of people decrease and people cannot afford, company cannot pay the wages to the employees. Recession happens very rarely but affects hardly to all sectors.

4.7   The results of the study

This chapter incorporates data presentation and analysis. The data and information collected from the respondents are presented, interpreted, and analyzed according to response of respondents on the field survey to attain the stated objectives. All the questionnaires were distributed and collected by the researcher. Every questionnaire was thoroughly checked, after the collection of all the distributed questionnaires. This chapter analyzes consumer response to customer satisfaction of Ravintola Malminparatiisi in the Helsinki area.

There are many approaches to measure customer satisfaction. The measurement of customer satisfaction bases on consumers' purchase pattern; repurchase pattern, feedback about the product, instant word-of-mouth actions. Respondents were given questionnaire to answer their satisfaction level. The collected information was tabulated, analyzed and presented in proper tables. Tables were developed based on questions and arranged in a descriptive way.

The diagram below shows the gender status of the respondents, male and female. Out of 100 respondents, 54% were female and 46% male. Female respondents were more than male.
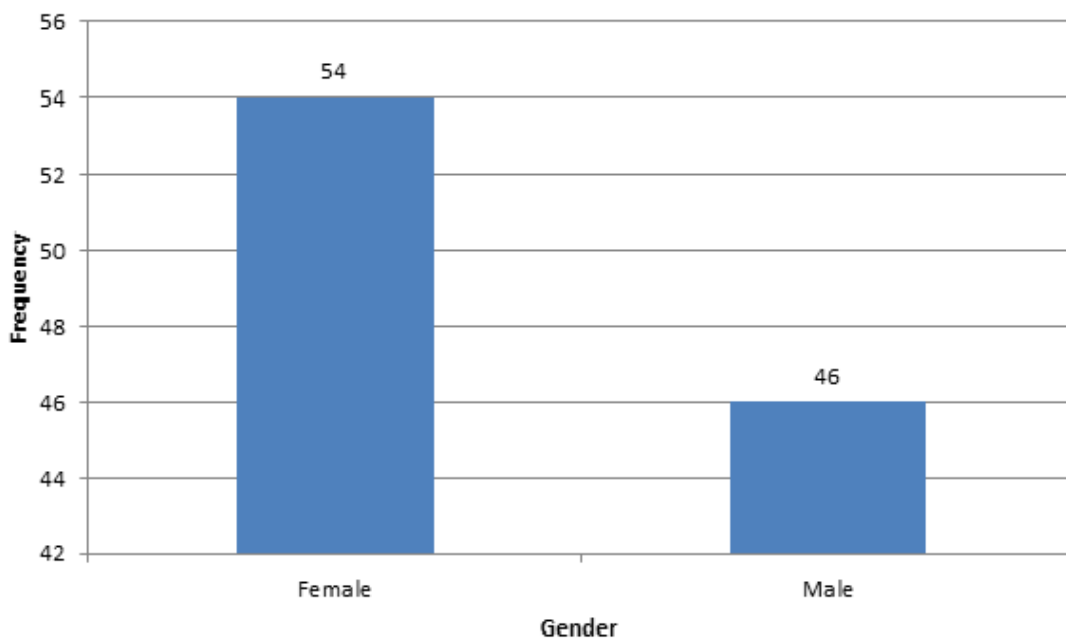
Graph1: Gender of the customers

The age-group status is also denotes here The different aged people have different interests and habits to consume the restaurant food. The graph 2 below shows different age-group people. They are from below 18 years to over 45 years old who answered to our questions. The age of twenty six to thirty five was the highest age group respondents. The lowest age group respondents were below eighteen. This is shown below in the bar diagram.
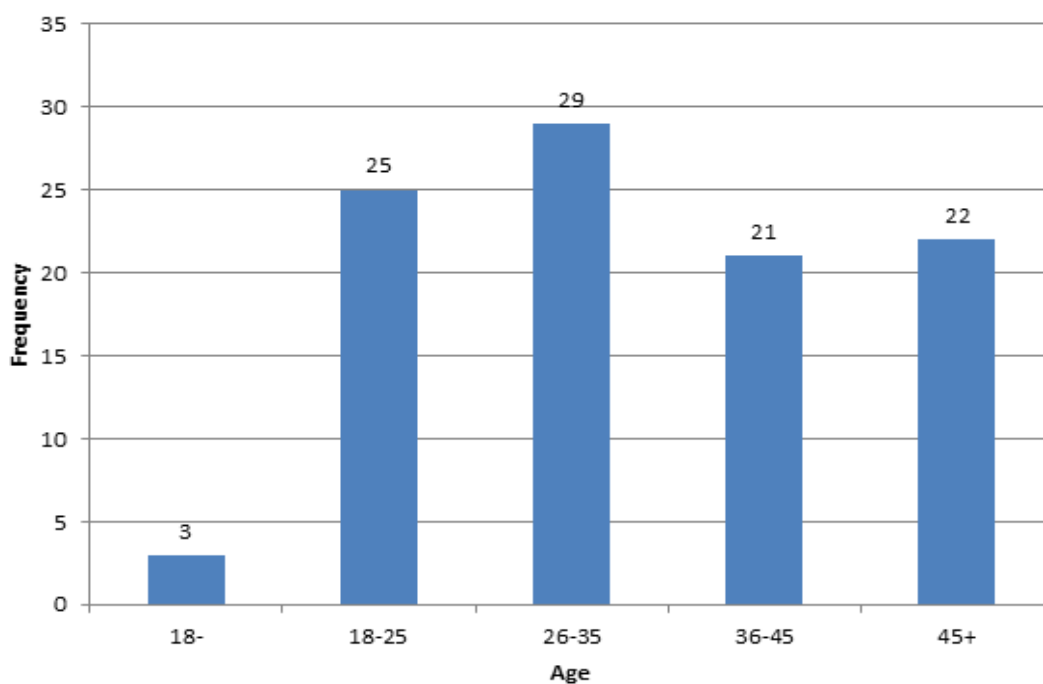

Graph 2: Age group of the customers

The graph 3 below shows the nationality of the respondents. Out of one hundred respondents, there were Finnish, Asian and others citizens. It is seen below in the graph that, were 58% respondents were Finnish, denoting the highest percentage, likewise Asian were 24% and others, lowest percentage denoting 18% in aggregate. It clarifies that Finnish people prefer to eat Indian foods here than others. So that restaurant owner always target to Finnish as their primary customers or targeted customers.
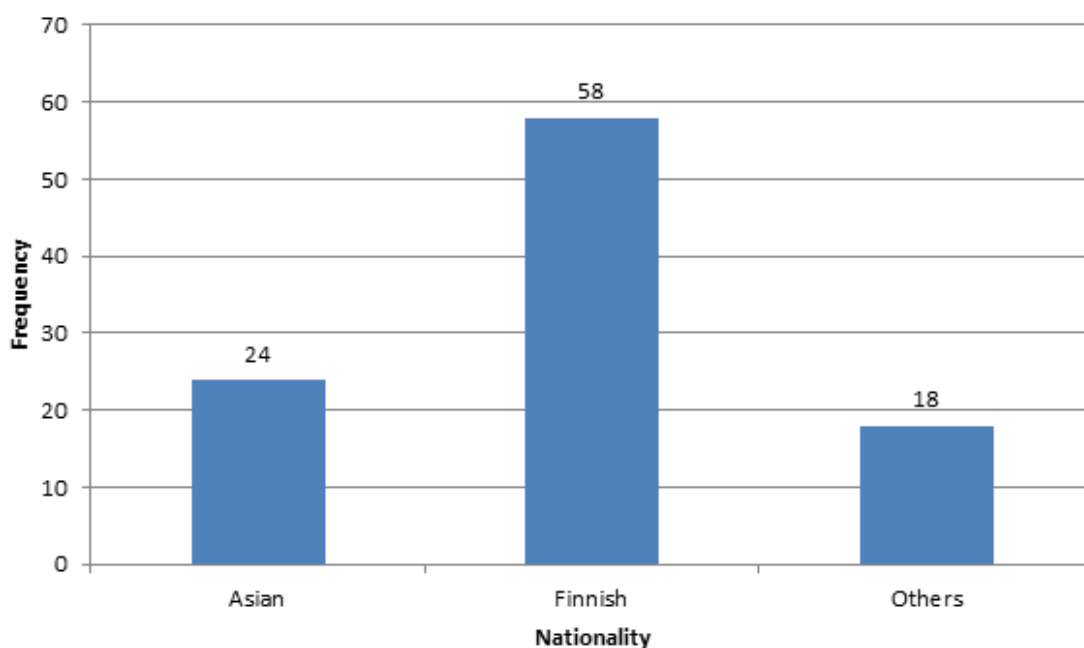
Graph 3: Nationality of the customers

Income also plays a vital role for purchasing behavior or pattern. Income range is shown in graph 4 below of the respondents. Income having from 2000 to 4000 euros is the highest number of respondents i.e. 55%. Similarly, customers who have income below 2000 euros represent 32%. The least number of customer respondents were those people who earn more than 4000 euro per month.
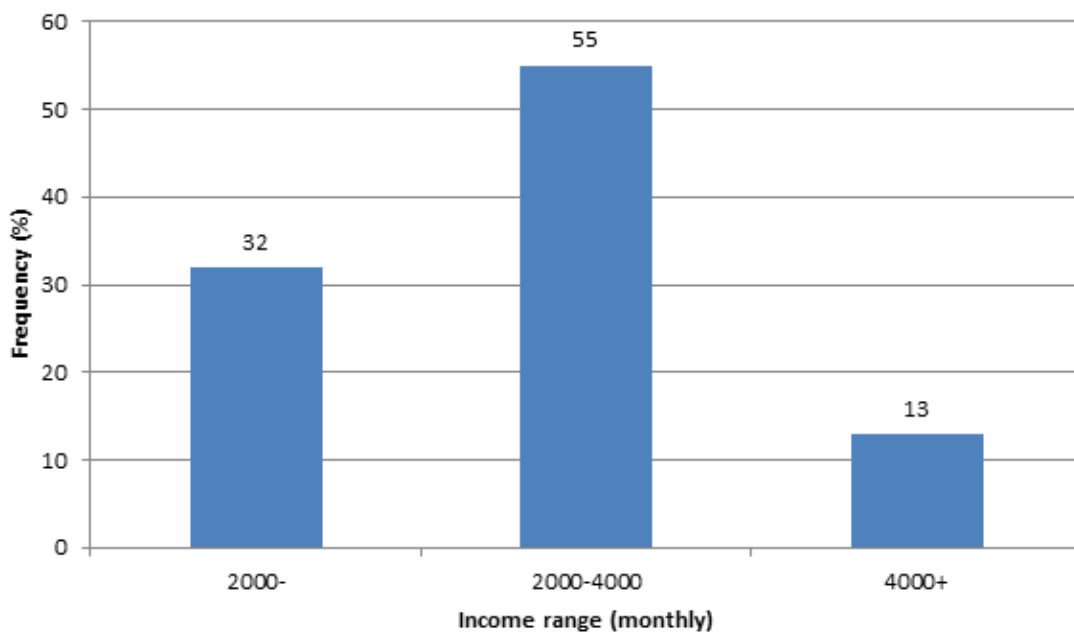
Graph 4: Monthly income of the customers

Graph 5 describes the level of frequency that customer visit the restaurant to consume foods. Various customers visit the place in different times. It clarifies also the satisfaction level of them to some extent.
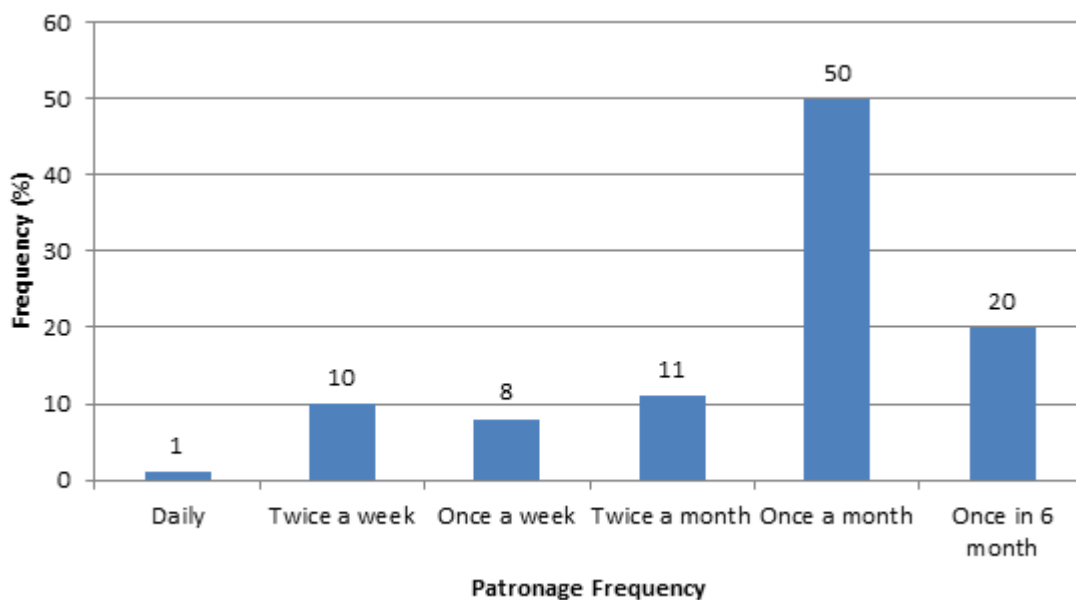
Graph 5: patronage frequency of the respondents

The above graph shows most of the respondents visit the restaurant once in a month, which is half of the whole respondents. Similarly, 20% customers visit once in six months. Daily visit customers are very few, i.e. 1%. There are also the some other category customers who visit twice a week, once a week and twice a month are 10, 8 and 11% respectively.

Overall satisfaction of customers with the restaurant is shown in graph 6 below. This focuses on the overall rating of the customers' satisfaction on the goods and services offered by Ravintola malminparatiisi.
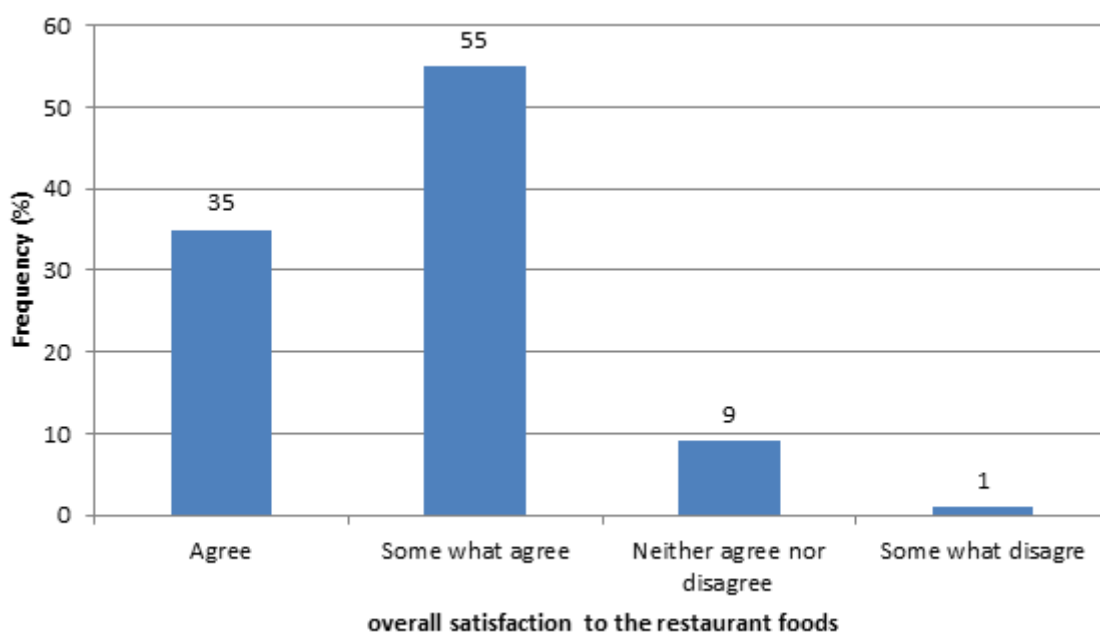
Graph 6: overall satisfaction level of the customers

More than half of the respondents are somewhat agree with the goods and services of the restaurant. They are satisfied with the restaurant. 35% of the customers agree with the restaurant's foods and services. It has been found only 1% who is dissatisfied with the restaurant foods and services. It clarifies that most of the customers agree with the good foods and services of the restaurant.

Similarly, staff cleanliness is also an important part of the restaurant services. In the question of praise-worthy staff cleanliness, 55% respondents answered that they are fairly agreed. 29% agree with the staff cleanliness is good. There were not any respondents who disagree with this point. Only 2% customers were found as somewhat disagree, i.e. they are dissatisfied with the point that staff cleanliness is praise-worthy. This graph denotes the majority of the customers like the staff cleanliness of the restaurant.
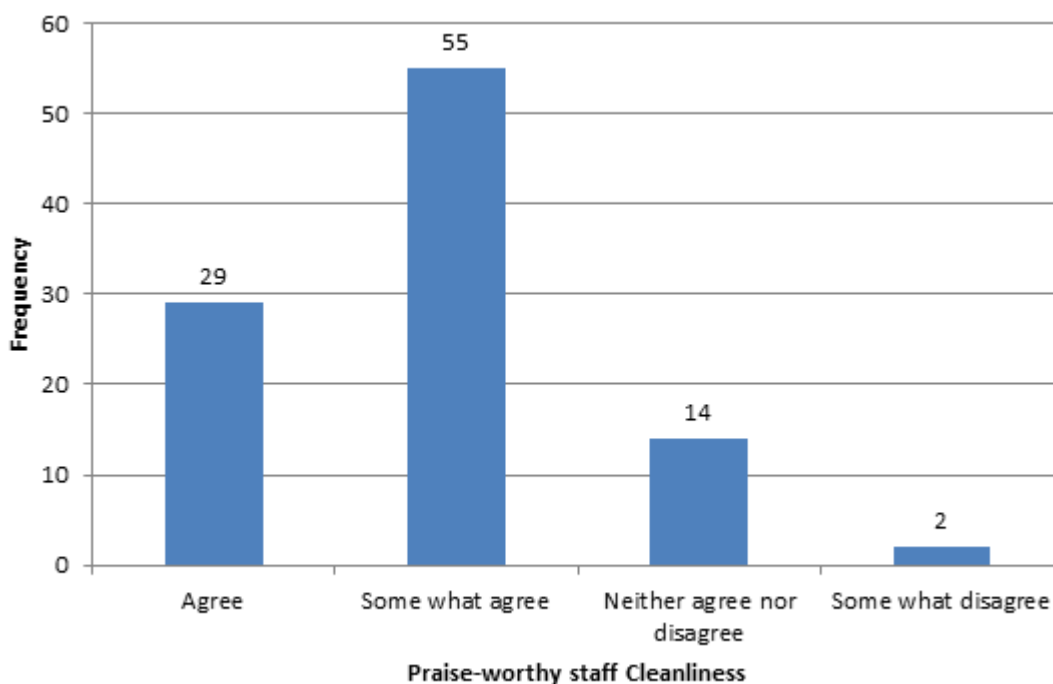
Graph 7: cleanliness of the staff is praise-worthy

The Graph 8 below shows the friendly nature of the staff and its relation with the customers. 45% (almost half of the whole respondents) customers agreed with the staff or their communicative behavior. 39% customers answer that they are somewhat agreed with the behavior of the staff. It is found that 1% customer does not like the staff behavior. They have dissatisfaction with friendly behavior of the staff. It shows that the vast majority of customers agree with the point that staffs are friendly in the restaurant.
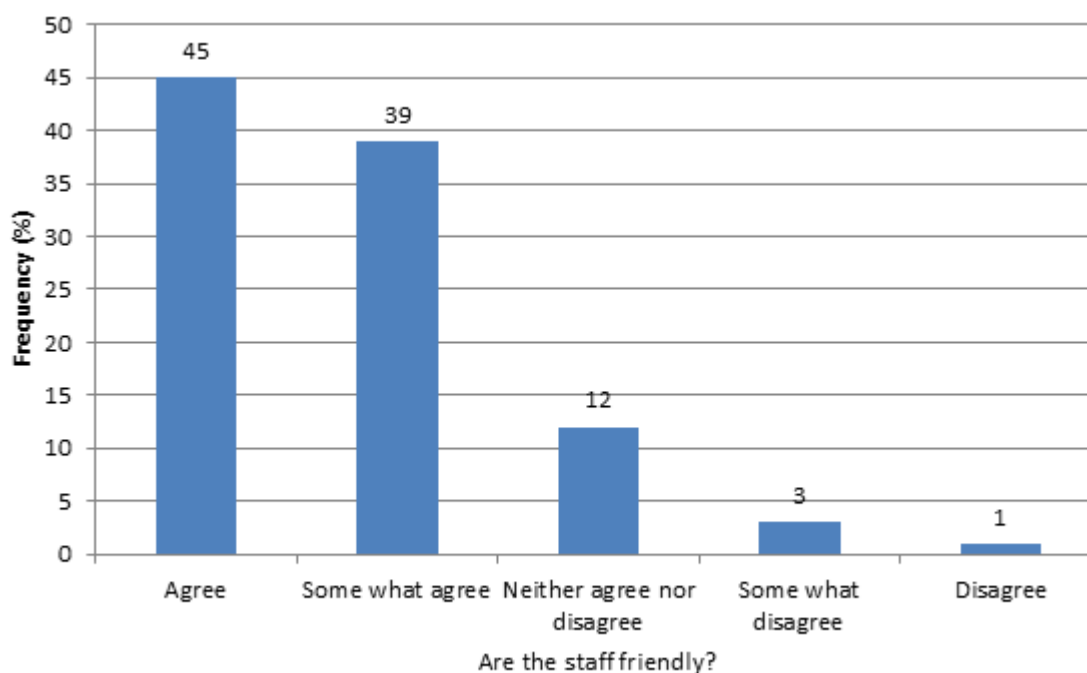
Graph 8: Friendly nature of the staff

The graph 9 focuses the staffs' greetings and serving nature. Greetings play a vital role for making impression to the customers. Moreover, staff serving is one of the best thing or property for the organization's success.
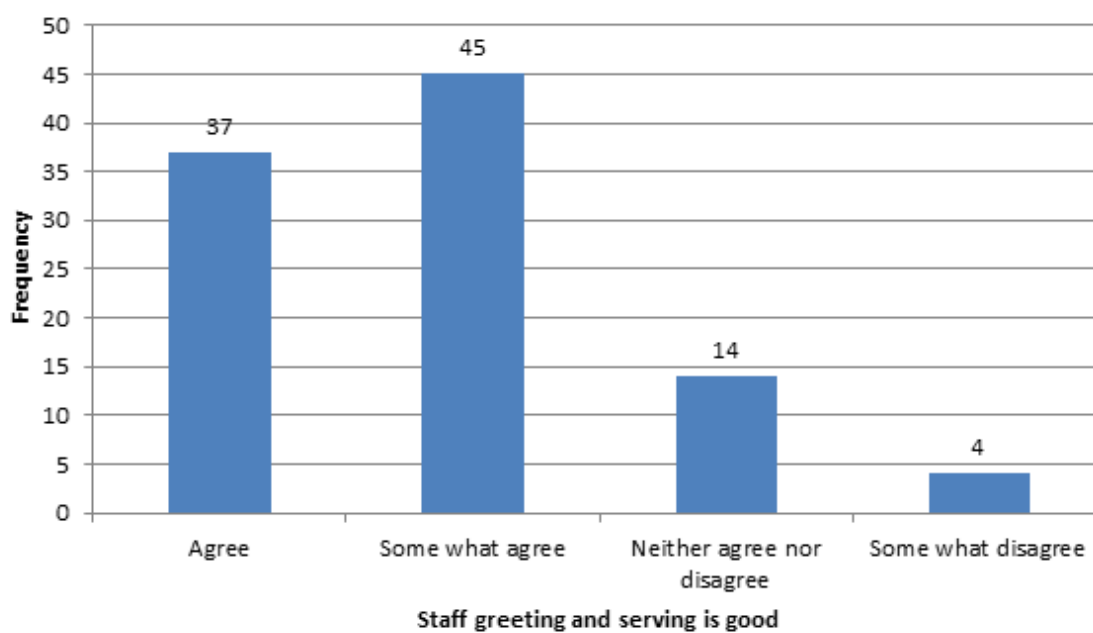
Graph 9: staff greeting and serving level towards the customers

45% customers agree with the staffs' greeting and service styles to some extent. Similarly, 37% customers agree nicely with the point in the same way. There is not anyone who disagrees with this point. 4% customers are found to be somewhat disagree with the staff greeting and service styles. So majority of customers agree with the greetings and services of the staffs in this restaurant. They are happy with the staffs' behavior so are coming constantly in their time.

The next research question is about the restaurant environment. Environment affects hugely to the customers because they do not come or go to the place if the environment is not friendly. Good environment makes customers always come to the place. In this regard, a question was asked to customers that Restaurant environment is good. In the answers of customers, 41% of the respondents answered that they agree with good environment of the restaurant, similarly 44% were comparatively agreed. There is not anybody who disagrees with this category. 1% answered that he/she somewhat disagrees to this point. All these relations of customers with this service are given below in the graph 10.
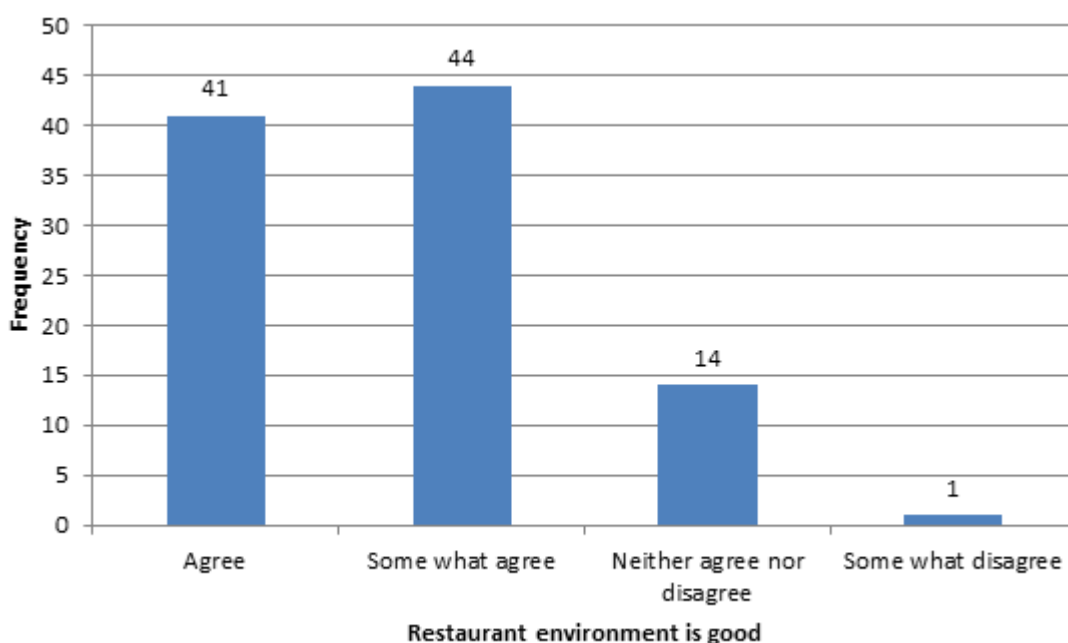

Graph 9: Restaurant environment

The next research question is about the noise level of the restaurant. The customers like the noise level or not, it is affecting them to come and eat. In this question, most of the customers (42%) answered that they were somewhat satisfied with the noise level of the restaurant. Noise level is perfect for them. Among the respondent, 17% were fully agreed about the noise

level. They think the noise level is perfect for them. On the contrary, 6% were somewhat disagreed with the noise level. The ordinary groups of people (neither agree nor disagree) are also in the large number. The nominal number 1% is found to be as a disagreed with noise level. These relations are shown below in the graph 10.
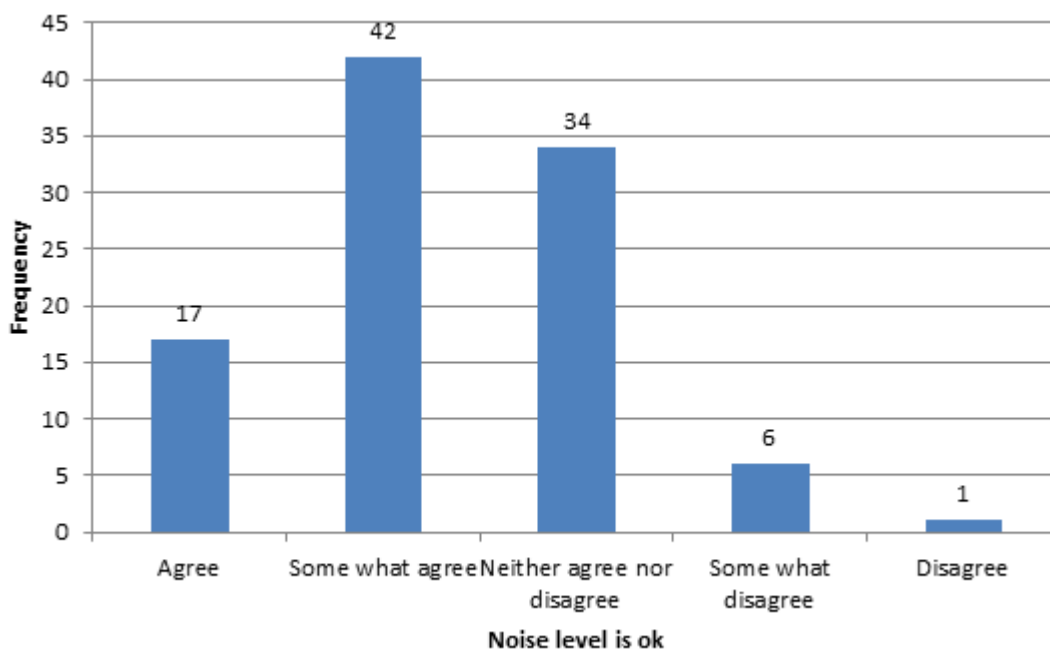
Graph 10: Noise level of the restaurant is good

The next research question is about the restaurant's seats preference. Customers can spend their time and eat nicely during their stay due to the comfortable seats, feel relaxation even for a while. The importance of seat preference, a question was asked concerning the comfort seats. The graph is shown below with the answers from the respondents.
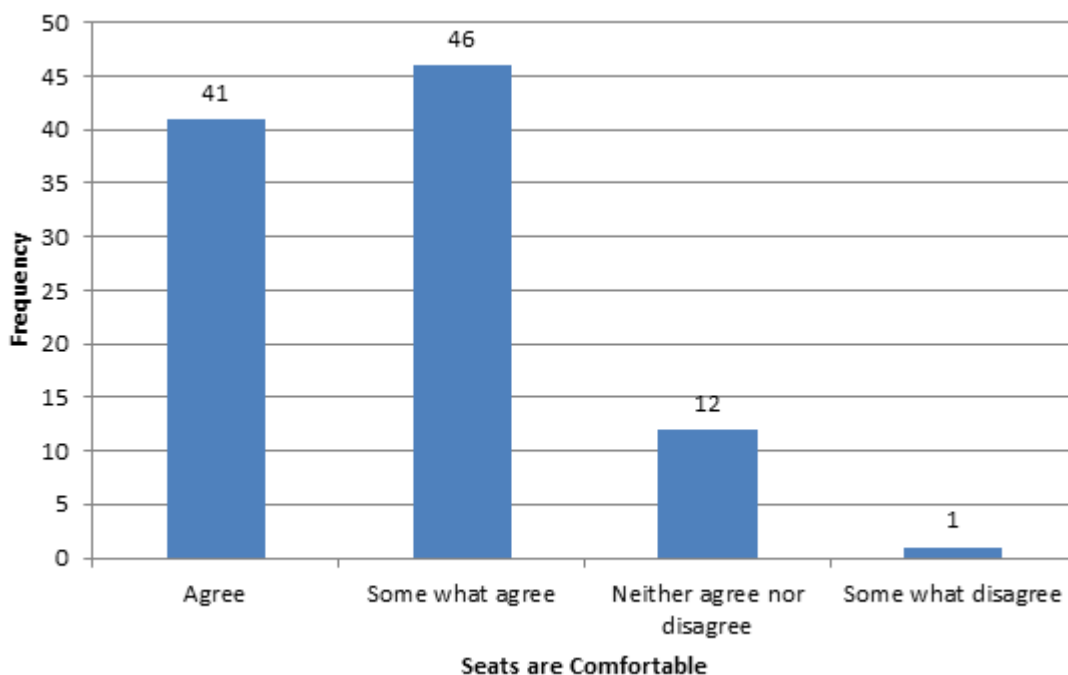
Graph 11: Are the seats comfortable?

Out of 100 respondents, 41% answered that they agreed about the seats' comfort. While 46% were comparatively agreed, nobody was disagreed with this even 1% was somewhat disagreed. The average numbers of people were 12% who were neither agreed nor disagreed. This graphical representation shows that most of them were agreed and satisfied with the seat of the restaurant.

Decoration is one of the important things for restaurant business decoration can impress nicely to the visitors. Restaurant decoration was kept in mind and asked questions about it. Customers answered differently which is shown below in graph 12.
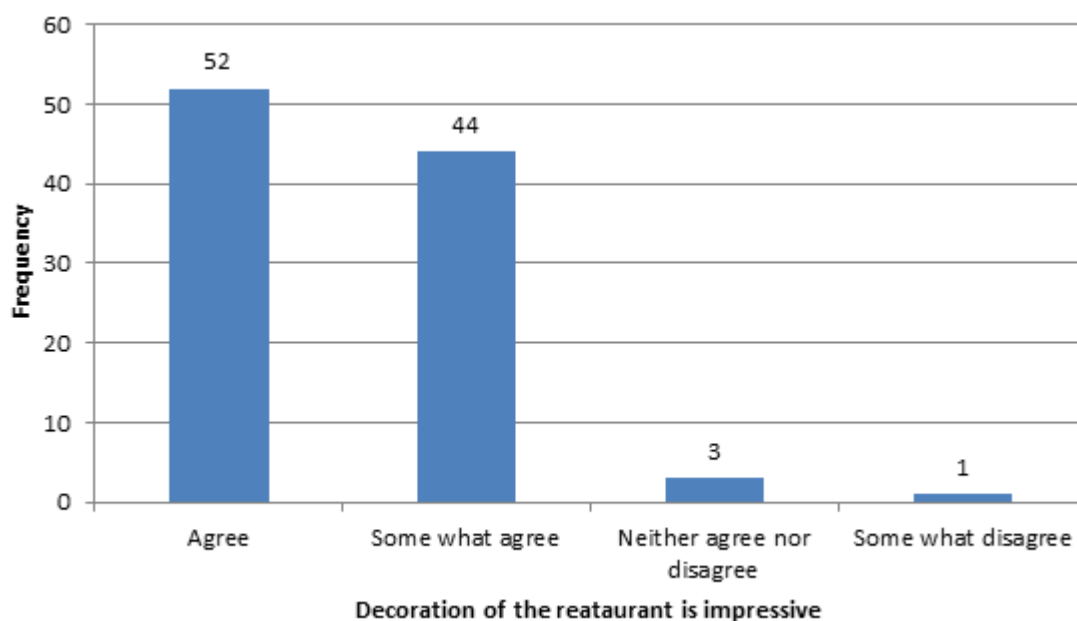
Graph 12: Decoration of the restaurant is impressive

In the graph, above more than half of the respondents agree with the decoration of the restaurant is impressive. While 44% somewhat agree with the impressive decoration of the restaurant. Nobody is found who completely disagree with the decoration. 1% was found as somewhat disagree. It clearly denotes most of them were agreed with the question that Restaurant decoration is good and impressive.

In the same way, next research question is about the satisfaction of the food they eat in the restaurant. Without delicious food, there is no meaning of even pleasurable service and other things. This question was asked to the respondents. The result of the respondents is shown below graphically in the bar diagram.

It is shown below 43% respondents are satisfied with the food, and same numbers of people are somewhat satisfied with food. These two categories are in equal status. The average number of customers 12% are neither agreed nor disagreed. Complete dissatisfaction with the food was not seen there but somewhat disagree percentage was nominal 2%.

This figure clarifies that huge numbers of people agree with the restaurant foods varieties and tastes. Very few percentages of people disagree with it. Food satisfaction is in a favorable position. It can be seen in the restaurant's food satisfaction level is growing and populous.
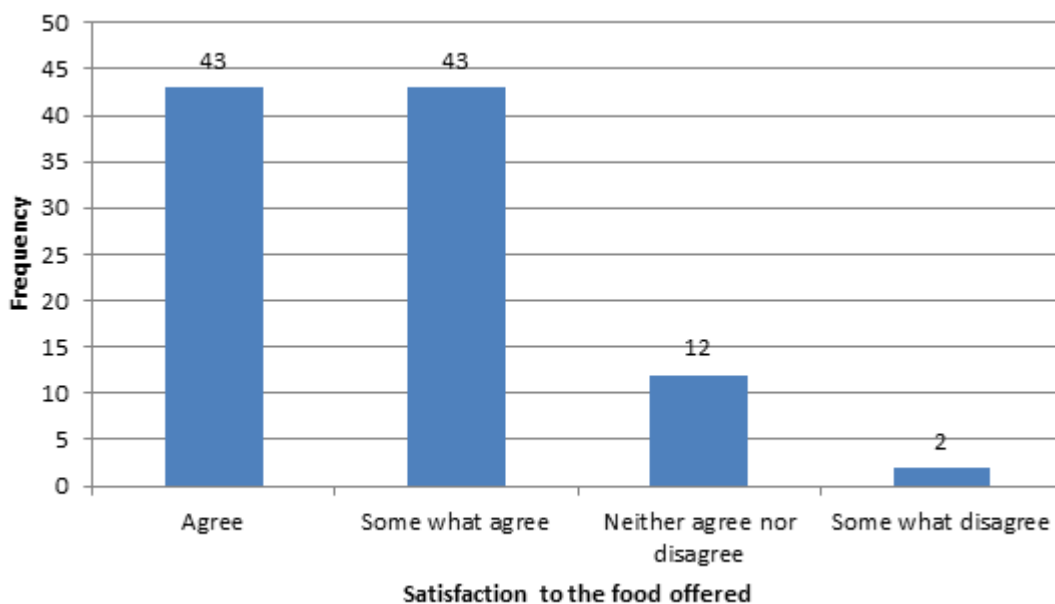
Graph 13: Food satisfaction level of the customers

Earlier it is mentioned that cultural and ethnic preferences hugely affect to the restaurant business because there are varieties of items offered in the restaurants. Even from different community people come to take the continental and transcontinental tastes. In this Indian restaurant (Ravintola Malminparatiisi), south Asian taste is available; some Finnish and European tastes are available as well. In a question of "choice of available foods meets cultural and ethnic preferences", customers' answers is shown in graphical forms below.
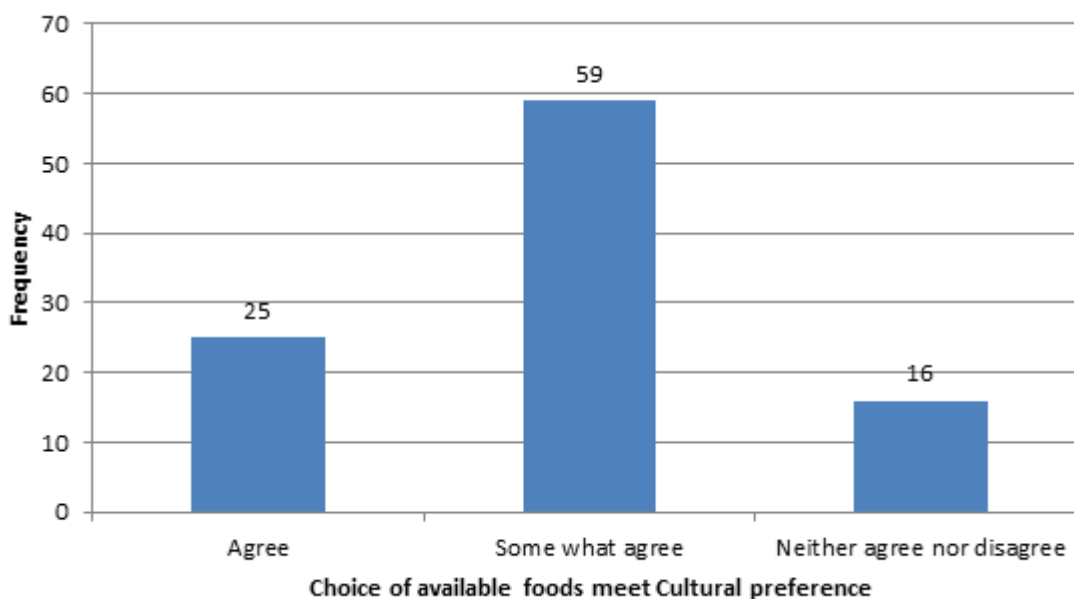
Graph 14: Choice of available foods meets cultural and ethnic preference

The above graph shows the majority of customers (59%) were somewhat agreed with fulfilling the cultural and ethnic preferences by this food. 58% respondents were Finnish, and they were comparatively agreed in reference of meeting societal preferences. The restaurant does not sell only Indian foods but also other varieties of food which foreigners like. Similarly, 25% were agreed with this. Asian respondents were 24%. They were agreed to fulfill their ethnic and cultural food preferences. There are only three categories in the graph. No customers were disagreed and somewhat disagree. 16% people are neutral, neither they agree nor disagree. on the whole it can be concluded that most of them agree with getting their cultural and ethnic tastes from the food of Ravintola Malminparatiisi.

Accordingly, with this regard of happiness of return, customers should be happy or satisfied what they pay for, this is the thing what the customers always want from the provider. A question was asked about their satisfaction over the return what they pay for instead. This is like a comparison of the return and payment for it because customers always want the right thing after paying for it. Half (50%) of the respondents answered somewhat agree. This is the highest percentage among all the respondents, similarly 24% answered that they were agreed with the return. 6% were somewhat disagreed, but no disagree completely. This figure shows that customers were agreed with the return (foods, services and others) of the restaurant in turn of their payment even if insignificant percentage were in the category somewhat disagree. On the other hand, 20% customers were neither agreed nor disagreed which represents that the restaurant needs to rethink about the price level of the food. This representation is shown below in graph 15.
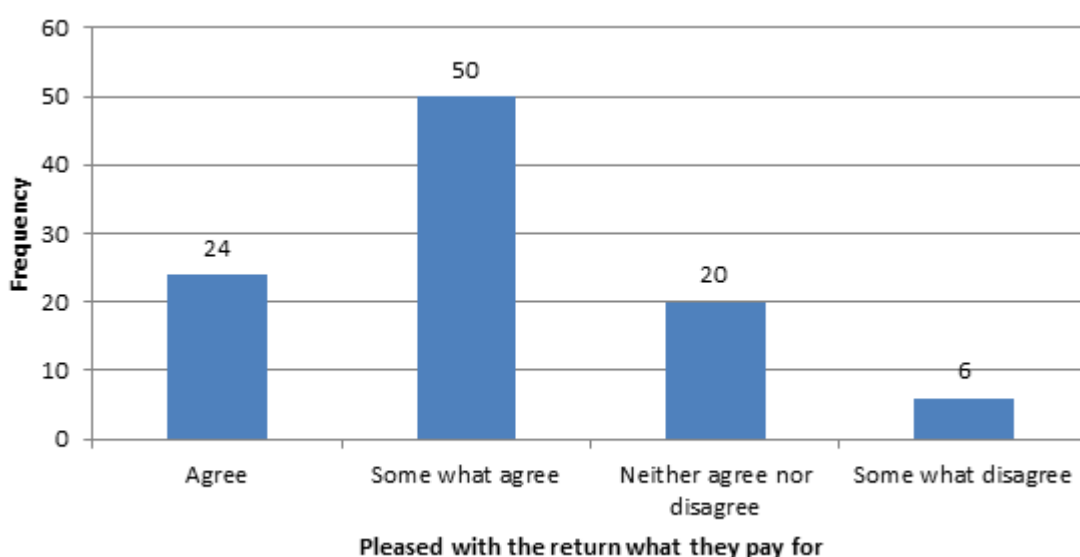
Graph 15: Customer satisfactions with the returns what they pay for

The next research question is about the reliable delivery system of the company. Ravintola Malminparatiisi has very timely delivery system. The restaurant claims that it has reliable and on time delivery services to the customers according to their demand. It also has online order system. About the foods delivery system, different respondents answered differently which is shown below in the graph.
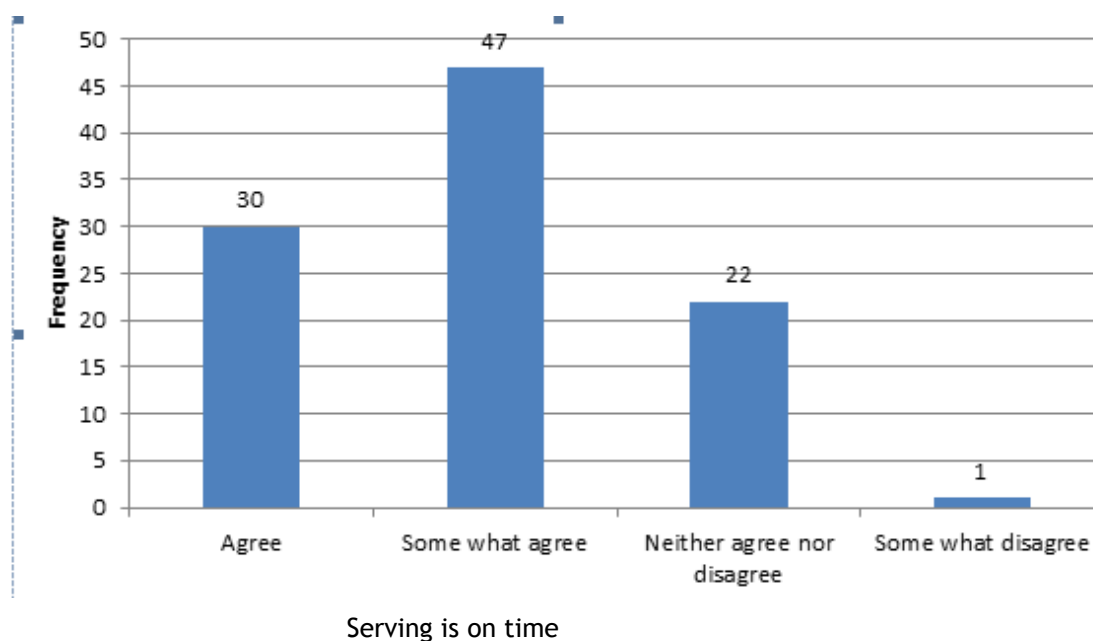

Graph 16: Reliable delivery service

Most of the respondents were somewhat agreed with the delivery service of the restaurant. The respondents were 47% altogether. Similarly, 30% represented were agreed. Neutral or average number of people was 22%. This is lower than other two categories (agree and somewhat agree) comparatively. Nobody was in disagreed category, but only 1% was in somewhat disagree status. It means that most of the customers believe that the delivery service is reliable and on time always.

Customers' view was collected in reference of the price of food, for research. The main purpose was to find out the customers' intention that they like the price or the price is expensive. Customers' answers are shown below in graph 17.
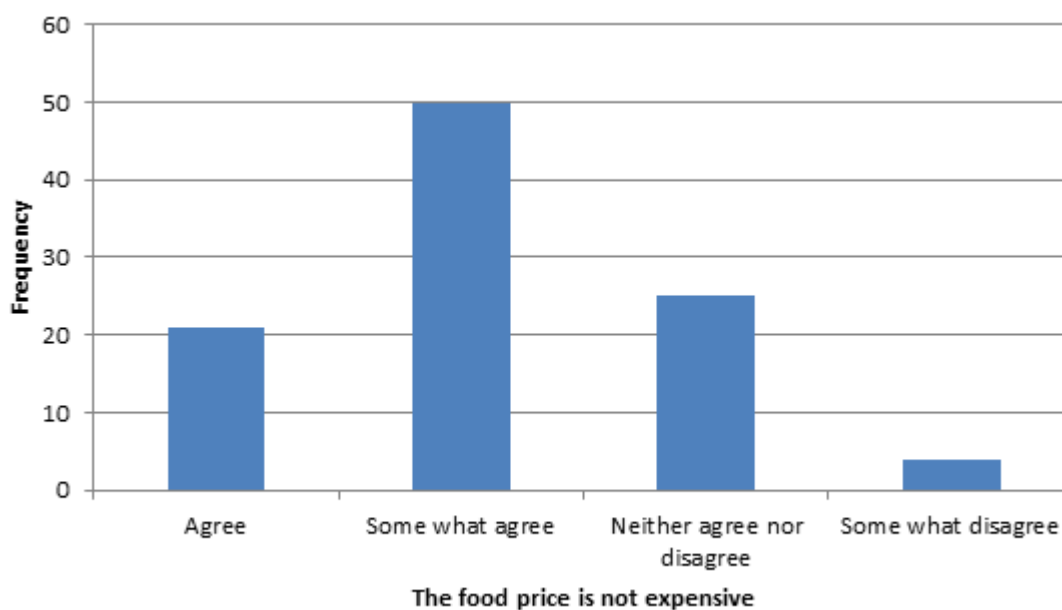
Graph 17: is the food price expensive?

Half of the respondents somewhat agreed with the food price is not expensive. While 21% were agreed, that the food price was not expensive. In spite of somewhat disagree customers were 4%, no customers were in disagreed category. 25% customers were neither agreed nor disagreed. This graph denotes that most of the customers think that food price is not expensive; they prefer the price status of the foods.

The next point is to describe the location of the restaurant, because it affects mainly to do business. Even if, it is in the heart of Helsinki, different customers come from different places. Customers might have different views and complaints. Respondents' perceptions are shown below in the graph 18.

Vast majority of people agreed that the restaurant location is good. 68% customers were agreed with the question. It is the highest representation in this chart. Secondly, 22% answered that they were somewhat agreed with the location is good. In the context of location, there was not found anyone who disagrees with the proper location point. Only 1% was somewhat disagreed. It can be guessed that a vast majority of customers take it in a suitable location. Very few customers answer that they neither agree nor disagree, while 1% denotes somewhat disagree.
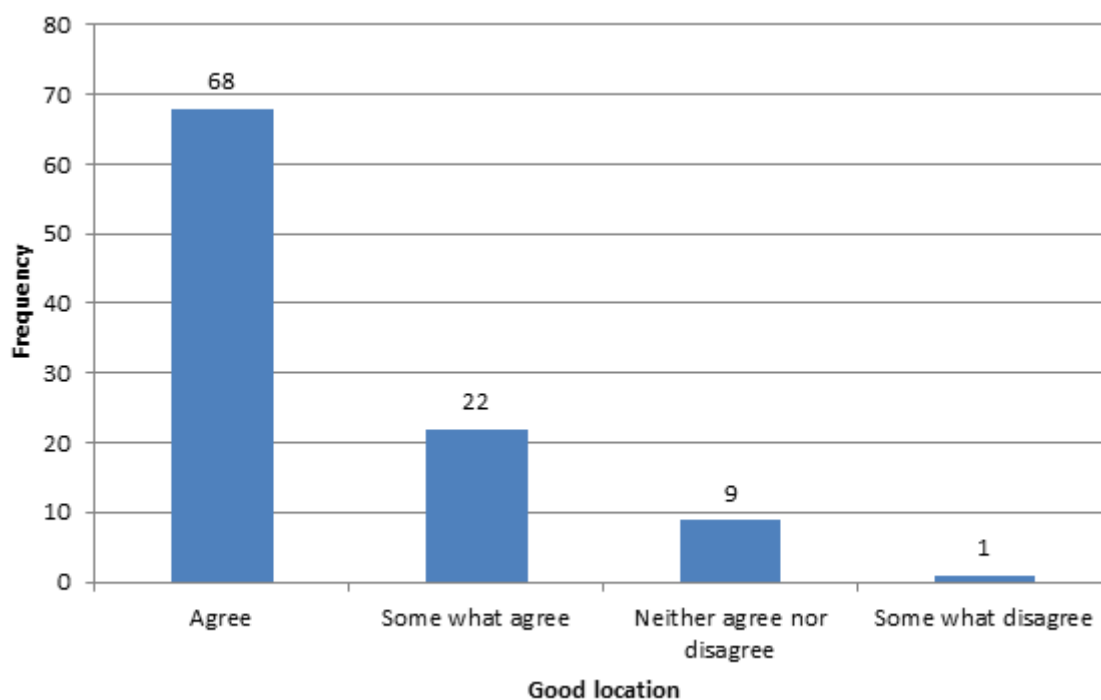
Graph 18: Good location

The next research question is about choosing the restaurant brand. the graphical representation is shown below.
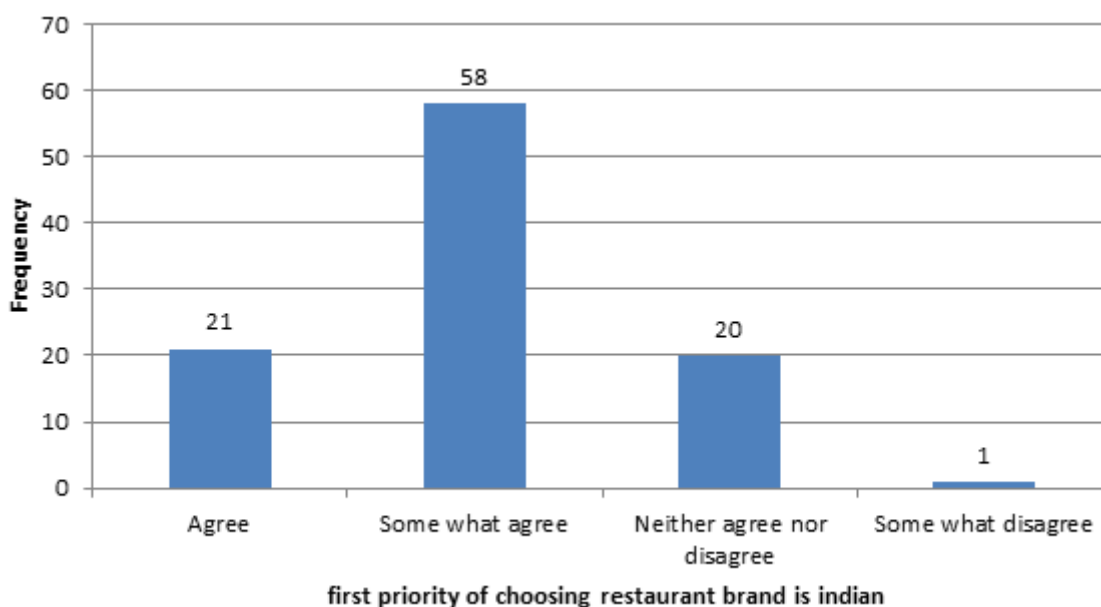

Graph 19: Indian restaurant brand choosing first priority

58% customers answered they were comparatively agreed of choosing Indian restaurant.21% were totally agreed in choosing Indian food. 20% were neutral, they neither agree nor disa-

gree. Very few percent or nominal was in somewhat disagree, was 1%. There was also no one who thoroughly disagrees. This figure clearly reveals that most of the customers were agreed with choosing the Indian restaurant as a first priority. It means customers like coming to Indian restaurant than others.

Similarly, a question was asked about the Indian spicy food Customers like Indian foods or they do not like the Indian foods. Indian food is very popular worldwide. The answers are given below in graphical figure.
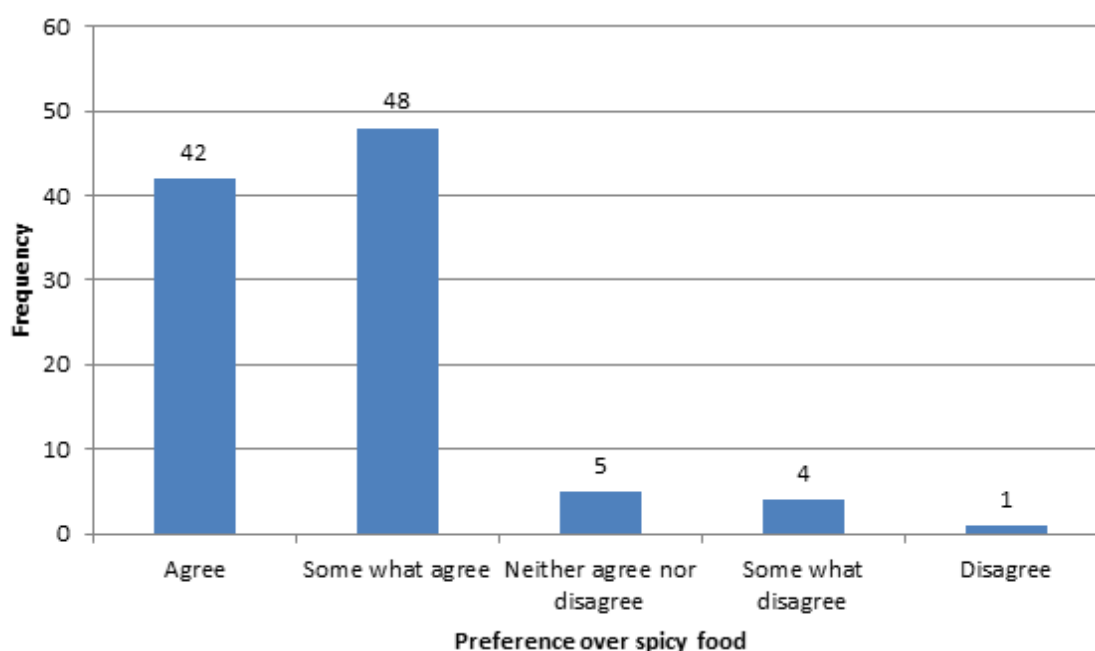
Graph 20: preference over Indian spicy food

The above graph easily shows that most of the customers give preference over Indian spicy food. 48% respondents somewhat agree with the preference over spicy food while 42% agree with it. it means that the majority of them like Indian spicy food. On the contrary, 1% customer disagrees with spicy food and 4% somewhat disagree in the same way. There is a huge difference or gap between agreed and disagreed people in this category which only denotes the like of Indian spicy food.

One question was asked to the customers whether they follow advertisements to change brands or not, this is shown below in graphical form.
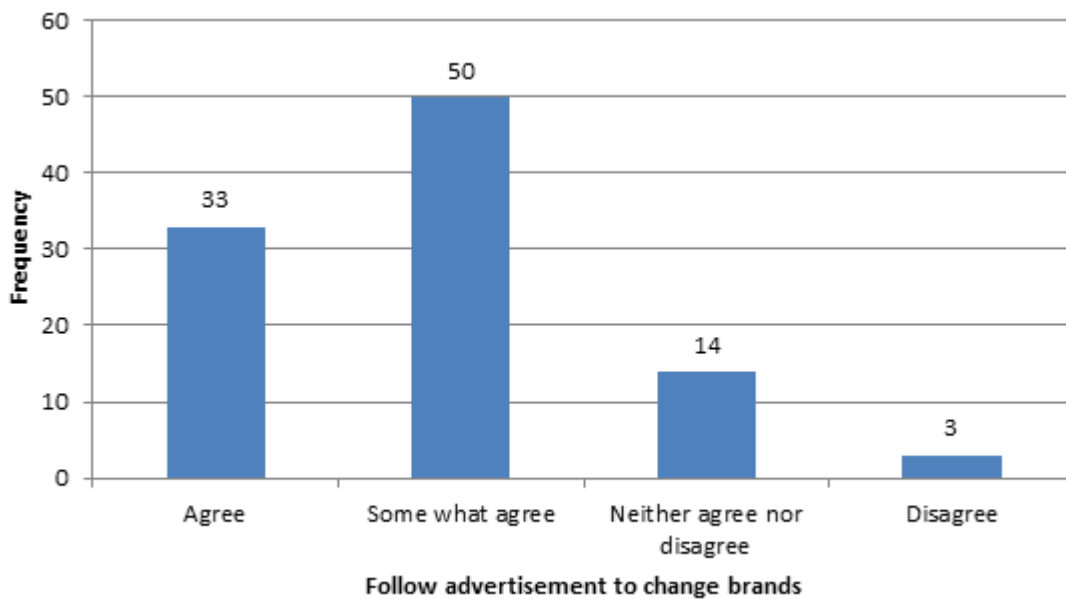
Graph 21: follow advertisement for changing food brands

50% customers were somewhat agree category or they were partly agreed with following the advertisement to change their brands. While 33% were agreed. On the contrary, 3% customers were disagreed with following advertisement for changing brands. Here, also majority of customers agree with following advertisement to change the brands.

The next research question is about the desire to taste new foods leads to changing the brand. Customers have an intense desire to taste new and verities foods, and they will be compelled to change the foods. It has been tried to know the numbers of customers how they change the food brands. The relation is shown below in graph.
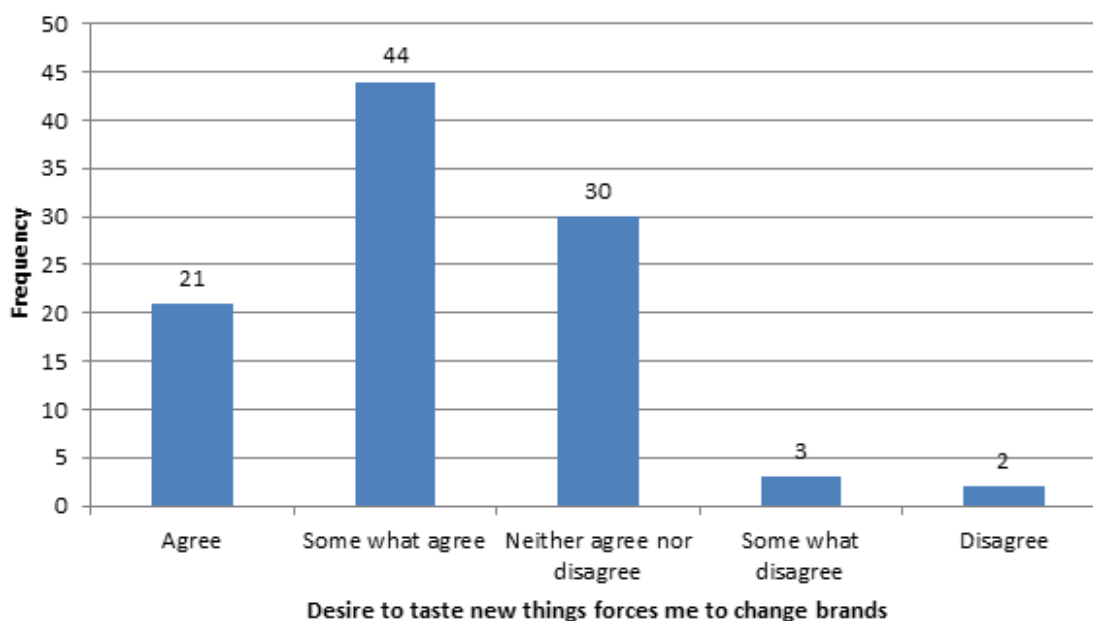
Graph 22: Desire to taste new foods leads to changing brands

The highest number of people were in somewhat agree category. 44% were somewhat agreed that when they have a desire to taste supplementary food, they can easily consume supplementary food brand. Similarly, 21% customers were agreed with this point. They also can change the brand for tasting new foods i.e. strong desire to have additional brands. On the contrary, very nominal customer 2 and 3% were in disagreed and somewhat disagree categories respectively. It denotes very low percentage in this graph, so it can be clearly explained that most of the customers can change new brands for the new tastes or desire to taste new things forces them to change even brands. In this context, they do not care brand primarily. Accordingly, the next research question is about the brand information, did the customers know this restaurant through friends? How many of them got the information through friends. This is the main thing to find out in this question. All respondents were asked this question and the answer of every customer is shown below in graphical form.

28% respondents answered that they were somewhat agreed with the point, similarly 23% got information through friends, or they agree fully. 25% remained neutral or neither they agree nor disagree. On the contrary, 9% were disagreed fully, even 15% remained somewhat disagree. This shows that most people got information of the restaurant through friends; on the other hand, few customers were disagreed with it. It can be seen here that using word-of-mouth strategy. Advertisement can be done effectively and impressively.
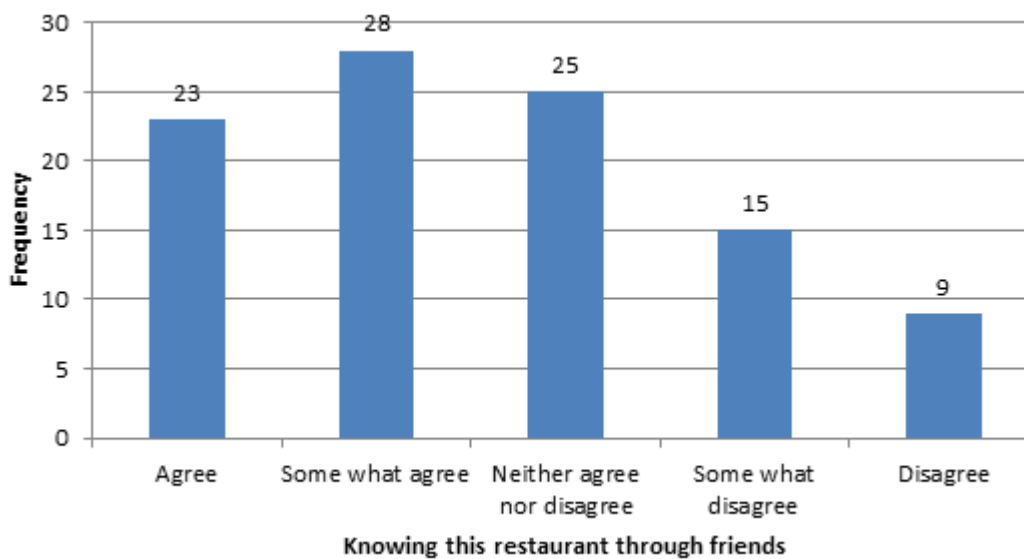
Graph 23: know the brand through friends

Similarly, another means of advertisement is Internet, many people use internet for getting Information. All the respondents' answers are presented below in graph.
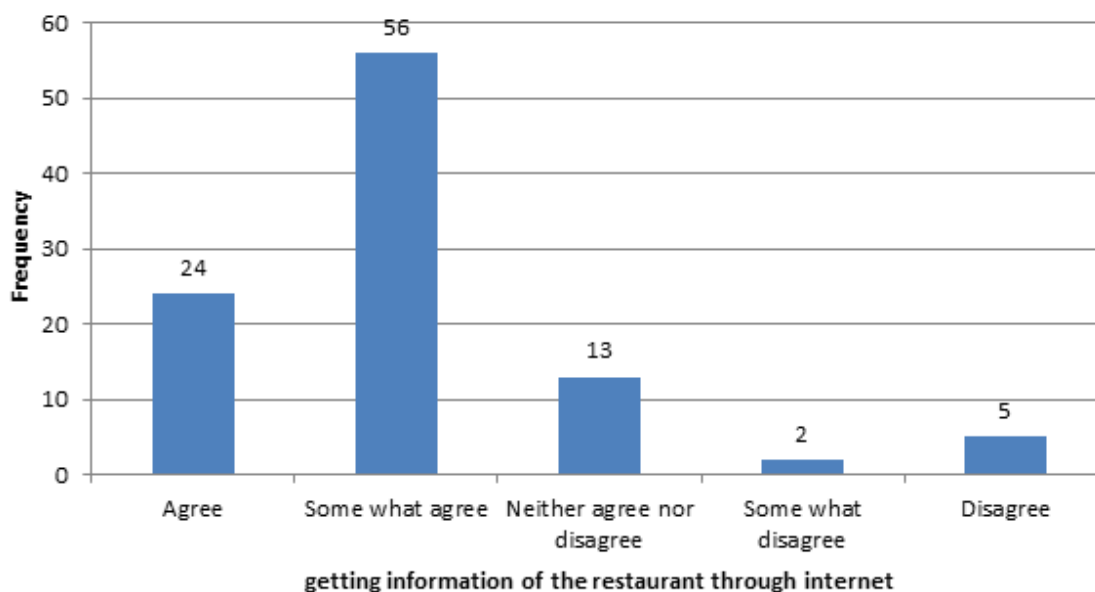
Graph 24: getting information of the restaurant through internet

Most of the respondents get the information of the restaurant through the internet. They are somewhat agreed with it which is 56%. Likewise, 24% were agreed totally with this, only 5% were found to be disagreed with it and 2% somewhat disagreed. This also shows that most people get information of the brand using internet, so it can be known that the internet is one of the strongest media to promote the brands for any business company.

Finally, the last research question is also about the media advertisement. Advertisement use (paper advertisement, brochures and leaflets, pamphlets), all respondents were asked about this and respondents' answers is presented in graphical form below
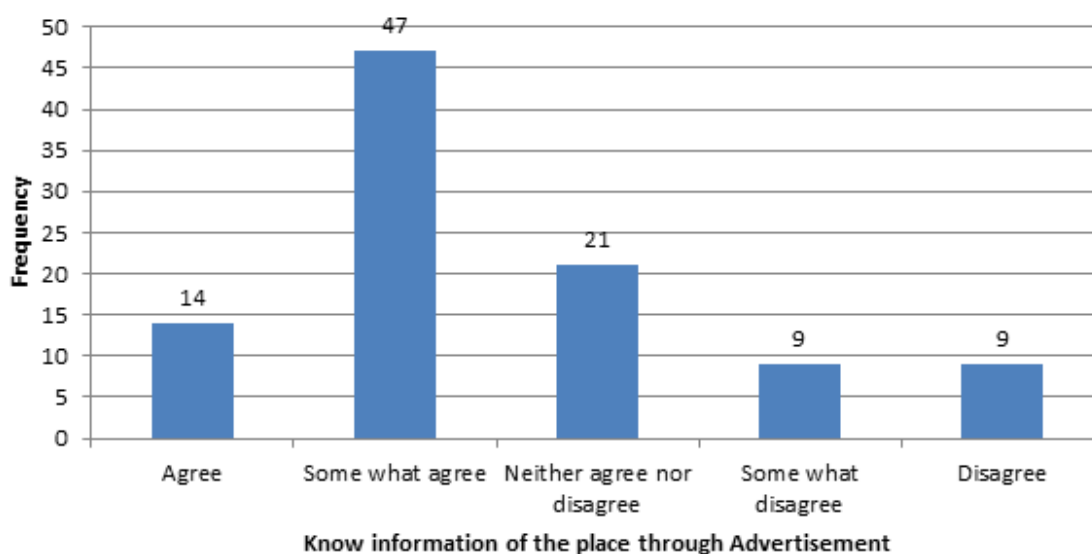
Graph 25: getting information of the restaurant through advertisement

In the same way, here also, 47% respondents were somewhat agree to get information of the restaurant through advertisement, 14% were agreed fully for it, while 9% were disagreed for it, and the same percentage were in somewhat disagree category. So it is known that most of the people use advertisement media to get information of the restaurant.

5   Conclusion and recommendations

5.1   Conclusion

As per the evaluation, interpretation and findings of the research, the following conclusion has been derived from this research.

Most of the customers are Finnish of the restaurant. There are so many people who visit the restaurant once in a month, and it is half of the whole respondents. There is only 1% who visits the restaurant daily. Most of the customers were satisfied with the restaurant foods and services. There was no one who disagrees with it. Similarly, majority of people were satisfied with the staffs' cleanliness, greetings, serving and friendliness. Very low percentages of customers were found disagreed with these things. Likewise, there was also high percentage of

people who liked the restaurant environment, noise level and decoration in the restaurant. Very few people disagreed with these things.

In the same way, huge number of people liked the seats of the restaurant; they agreed that seats were comfortable and easy to sit there while eating. Accordingly, most of the people were agreed with the food offered they are paying. Delivery system of the restaurant was reliable and on time service. Most of the people were satisfied with it. In reference of price, most of the people were satisfied with the average price. They agreed that the price is ok for them, and there was no one who disagreed with the price matter. Likewise, location is also the main factor for it, the vast majority (68%) of people agreed that the restaurant was in a very convenient location and easily accessible for them. There was only one person who disagrees with it, it is very nominal. Many people were agreed their first choosing restaurant brand is Indian. It clearly denotes they love eating Indian foods and are satisfied fully with the current foods and services of the restaurant. Similarly, many of them agreed for eating Indian spicy foods, only 1% and 4% were disagreed and somewhat disagreed respectively. Accordingly, most of them know the restaurant through internet, friends and other advertisements media. Most of them knew the restaurant through internet and friends. Many of them told that they were interested to change brands for the fervent desire to taste different things. A strong desire to taste new items always encourages them to change the brand easily.

Satisfaction/dissatisfaction is caused by the comparison made between expectation and performance of the product but not any other factors as income, age, education and sex etc. it is quite difficult to give satisfaction to consumers. Sellers' goods services and acceptable behavior can, of course, help to decrease the dissatisfaction level of the consumers. Good products, services, behavior are the very things which consumers want from sellers. It ensures the satisfaction to the considerable extent.

Customers have the satisfaction with the restaurant's goods and services. Most of the customers responded nicely and positively. Customers are happy in many aspects, and the restaurant business is growing in a positive way. In spite of the some bad points to improve for the restaurant, overall rating seems good on the basis of research. The main indicator of success is a good signal for the restaurant. It should maintain its quality and increase the services very well in the coming days.

5.2   Recommendations

Consumers are the sovereign power of the modern marketing world. Success and failure of every business is totally dependent on consumers' response. Every successful product in this

world is an embodiment of the consumers' needs, wants, prestige preference, satisfaction, aspiration and mental horizon. Hence understanding the consumers' needs, wants, satisfaction, preference, aspiration and mental horizon is the key to success today.

The research is over, and results are available. It seems that most of the customers are happy and satisfied with almost every aspect of the restaurant's operations. However, there is always something that could be improved. The restaurant should carry out another survey after a couple of years to measure the customer satisfaction level again whether it decreased, maintained same standard or increased the satisfaction level.

The restaurant should open its branch to other places of Finland as it is growing business in Helsinki area. They should provide some discount cards or bonus cards or timely offers for the customers so that customers can come regularly. Most people visit the restaurant once in a month, so this method might be an effective one for the company.

6   Theoretical linkage

The results were seen suitably matching with the theory. All the theory parts were validated into practical matters and reliable. As it was explained about the customer satisfaction mainly in foregoing background, the results were achieved in the same way according to the description. Customers were satisfied with the Ravintola Malminparatiisi's foods and services in many aspects. Customer satisfaction always leads to loyalty and profitability. The thesis has presented empirically that satisfied customers visit frequently become loyal customers for the company. On one hand, Restaurant is in enormous profit every year, on the other hand; its loyal customers are increasing. Similarly, a cultural influence on buyer behavior is a major factor for a business company. Most of the respondents were somewhat agreed with getting ethnic and cultural tastes and they might be all among from Finnish, Indian and others. Different people have different intentions and habits to consume foods. On the contrary, Ravintola Malminparatiisi serves not only Indian foods but also some cultural matching foods like pizza, salad items, and different beverages.

Employees' behavior, quality services, communicative staffs, quick service, helpful employees, reasonable pricing and fair value affect the overall customer satisfaction. Most of the respondents had answered positively about these services which made them satisfied for this brand. These factors are essential for a business company. Similarly, marketing communication play a vital role for the promotion of business. The empirical study has shown that most people visit the restaurant through surfing the internet and advertisement and friends. It has proved that the company should always invest in communication campaign for its business promotion.

Customer value package is very crucial for the company. It is a comprehensive benefit that customers get versus the cost of achieving it. Various factors display the value package of it; they are a variety of dishes, decoration, prices, noise level, cleanliness, atmosphere, seats, speed of services, location. These factors are favorable for the customers. Most respondents agree with these things which also helped them to visit the restaurant and convey the good message to their friends and relatives. Product, place, price & promotion was also measured here, according to most of the customers food taste was good. The restaurant is in a suitable location. Price is reasonable and competitive and promotional techniques used by customers to their friends and relative.

7   Summary

Customer satisfaction is an indispensable factor for any business organizations; it is an age of competition in the world so that every organization wants to do the best using different technologies. On one hand, people are becoming more and more habitual to taste different things, even they want comfortable life sitting at home and ordering online to taste something. Some years ago, there were very few Indian restaurants in Helsinki region or even in Finland. Indian restaurants are mushrooming now. People's desires to taste supplementary food have been growing rapidly so restaurant business is flourishing throughout the world. Every organization has to satisfy its customers to achieve goals, those who satisfy the consumers can expand their market share and hence be in profit.

The main objective of this study is to find the satisfaction, dissatisfaction and complaint behavior of Finnish and foreign consumers. Besides the primary objective, attempts were made to know consumer's expectations, their interests and their needs associated with these goods and services. Dissatisfied consumers make an effort compensate them through complaint behavior. This study is mainly concentrated on the very aspect of consumers.

This study is based on scientific method of research. All the consumers of Helsinki area and especially restaurant visitors are considered to be the population of the study. A sample of 100 consumers is used to answer the questionnaire in the restaurant on the basis of random sampling. For the collection of data, requires for the study, a well-structured questionnaire as the main instrument is prepared. Altogether 100 questionnaires were distributed in the restaurant, and all of them were collected.

The data and information collected by means of the questionnaires are presented, interpreted and analyzed so as to attain the stated objectives of the study. The interpretation and analysis of the data and information collected from the consumers enables to find the very

feeling of the consumers towards the products and services. It helps to unveil the hidden aspects of consumers. In the due course of our attempt, some relevant views are come to know. As it is found that consumers are a somehow satisfied with the price they paid, service they got and the decoration they had. In this research, male and female do not differ in terms of their expectations.

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Interview

Abdus Salam Khan, Owner Ravintola Malminparatiisi, Helsinki, Interview, 04 March 2012.

Figures

Tables

Appendices

Appendix 1. Questionnaire in English

Dear respondent

We, Dipak Raya and Nayem Bhuiyan, are final year students of Laurea University of Applied Sciences, Leppävaara. We will write our thesis on the topic "Customer satisfaction of Indian restaurant". Our case company will be Ravintola Malminparatiisi located at Helsinki. We would be very happy for your cooperation in filling the following questionnaire that covers various customer satisfaction aspects relating to our case company. The replies will be used for the research purpose only and will be confidential.

1) Respondent personal profile

Please mark the right alternative with X

Sex: ☐   Male   ☐   Female

2) Please circle the right alternative:-Age

☐ below 18   ☐ 18-25   ☐ 26-35

☐ 36-45   ☐ Above 45

Nationality: ☐   Finnish   ☐   others ☐ Asian

3) What is your monthly income?

☐   Below €2000   ☐   between €2000-4000

☐ Above €3000

4) How often do you visit restaurant?

☐ Daily ☐ Twice a week ☐ once a

week ☐ twice a month ☐ once a

month ☐ once in 6 months

How happy are you with this restaurant? Please fill in the answer sheet using the following scale 😠=Disagree 🙁=somewhat disagree 😕=neither agree nor disagree

😊=somewhat agree 😃=Agree. You will distribute this questionnaire, so no ticking but circling the right alternative:-

Statement/Question	Tick ☐ 😃 😠 🙁 😕 😊 Disagree--------------------Agree
1. I am pleased with this restaurant overall.	😠 ☐ 🙁 ☐ 😕 ☐ 😊 ☐ 😃 ☐
2. The staff cleanliness is praise-worthy.	😠 ☐ 🙁 ☐ 😕 ☐ 😊 ☐ 😃 ☐
3. The staff are friendly	😠 ☐ 🙁 ☐ 😕 ☐ 😊 ☐ 😃 ☐
4. I feel easy to talk with staff when I'm served	😠 ☐ 🙁 ☐ 😕 ☐ 😊 ☐ 😃 ☐
5. The staffs greeting and behavior is good when I am served.	😠 ☐ 🙁 ☐ 😕 ☐ 😊 ☐ 😃 ☐
6. I am pleased with the environment of the restaurant.	😠 ☐ 🙁 ☐ 😕 ☐ 😊 ☐ 😃 ☐
7. Cleanliness of the environment is good.	😠 ☐ 🙁 ☐ 😕 ☐ 😊 ☐ 😃 ☐
8. Noise level is OK	😠 ☐ 🙁 ☐ 😕 ☐ 😊 ☐ 😃 ☐
9. The seats are comfortable.	😠 ☐ 🙁 ☐ 😕 ☐ 😊 ☐ 😃 ☐
10. I like the decorations of this restaurant	😠 ☐ 🙁 ☐ 😕 ☐ 😊 ☐ 😃 ☐
11. I am pleased with the food offered	😠 ☐ 🙁 ☐ 😕 ☐ 😊 ☐ 😃 ☐

12. The choices of available food allow me to meet my cultural and ethnic preferences	☹ ☐	🙂 ☐	😕 ☐	😊 ☐	😀 ☐
13. I am pleased with what I get for what I pay	☹ ☐	🙂 ☐	😕 ☐	😊 ☐	😀 ☐
14. Delivery service of ordering is really fast and on time.	☹ ☐	🙂 ☐	😕 ☐	😊 ☐	😀 ☐
15. The prices of food are not so expensive here.	☹ ☐	🙂 ☐	😕 ☐	😊 ☐	😀 ☐
16. This restaurant is located in a very good location of the Helsinki.	☹ ☐	🙂 ☐	😕 ☐	😊 ☐	😀 ☐
17. My first priority of choosing a restaurant brand is Indian.	☹ ☐	🙂 ☐	😕 ☐	😊 ☐	😀 ☐
18. I like Indian spicy foods	☹ ☐	🙂 ☐	😕 ☐	😊 ☐	😀 ☐
19.I usually follow advertisements for change in brand	☹ ☐	🙂 ☐	😕 ☐	😊 ☐	😀 ☐
20.My desire to taste new things forces me to change in brand	☹ ☐	🙂 ☐	😕 ☐	😊 ☐	😀 ☐
21.I knew about this restaurant through friends	☹ ☐	🙂 ☐	😕 ☐	😊 ☐	😀 ☐
22. I got the information of this restaurant from in-ternet.	☹ ☐	🙂 ☐	😕 ☐	😊 ☐	😀 ☐
23. I knew about the restaurant from advertisement.	☹ ☐	🙂 ☐	😕 ☐	😊 ☐	😀 ☐

Thank you for your cooperation.

Appendix 2. Questionnaire in Finnish

Hyvä vastaaja

Me, Dipak Raya ja Nayem Bhuiyan, olemme viimeisen vuoden opiskelijoita Laurean Leppävaarassa. Opinnäytetyömme aiheena on ´´ Asiakastyytyväisyysanalyysi intialainen Ravintola Malminparatiisi. Teemme opinnäytetyömme Ravintola paratiisille, joka sijaitsee Helsingissä. Vastauksenne case-yrityksestämme ovat erittäin arvokkaita meille. Tuloksia hyödynnetään ainoastaan tutkimustarkoitukseen ja vastauksenne ovat ehdottoman luottamuksellisia.

1) Vastaajan profiili

Merkitse oikea vaihtoehto X

Sukupuoli: ☐ Mies ☐ Nainen

2) Ympyröi oikea vaihtoehto-

Ikä: ☐ Alle 18 ☐ 18-25 ☐ 26-35 ☐

36-45 ☐ yli 45

Kansallisuus: ☐ suomalainen ☐ aasialainen ☐

muu

3) Kuukausitulosi?

Alle €2000 ☐ ☐ €2000-4000 ☐ Yli €4000

4) Kuinka usein olet käynyt Ravintola Ravintola malminparatiisissa?

☐ Päivittäin ☐ Kaksi kertaa viikossa

☐ Kerran viikossa ☐ Kaksi kertaa kuukaudessa

☐ Kerran kuukaudessa ☐ kerran 6 kuukaudessa

Kuinka tyytyväinen olet Ravintolaan? Ole hyvä ja täytä käyttäen seuraavaa asteikkoa:

😞=Täysin eri mieltä 😐=Hieman eri mieltä 😕=neutraali 🙂=Hieman samaa

mieltä😀=Täysin samaa mieltä. Me tulemme jakamaan tämän kysymyksen, joten älä ruksi

VAAN ympyröi oikea vaihtoehto:

Väittämä/kysymys	Rasti 😀 Eri mieltä--------------------Samaa mieltä	😞	😐	😕	🙂	😀
1. Olen tyytyväinen Ravintolan kokonaisuudessaan.		☐	☐	☐	☐	☐
2. Henkilökunnan siisteys on maininnan arvoinen.		☐	☐	☐	☐	☐
3. Henkilökunta on ystävällinen.		☐	☐	☐	☐	☐
4. Henkilökuntaa oli helppo lähestyä palvelun aikana.		☐	☐	☐	☐	☐
5. Kun minua palvellaan, henkilökunnan tervehdykset ja käyttäytyminen ovat asianmukaista.		☐	☐	☐	☐	☐
6. Olen tyytyväinen Ravintola ympäristöön.		☐	☐	☐	☐	☐
7. Ravintola on siisti.		☐	☐	☐	☐	☐
8. Ravintolan melutaso.		☐	☐	☐	☐	☐
9. Istuimet ovat mukavia.		☐	☐	☐	☐	☐
10. Pidän Ravintolan sisustuksesta.		☐	☐	☐	☐	☐
11. Ruoka on herkullista.		☐	☐	☐	☐	☐

	☹	☺	😕	☺	😃
12. Ruokavalikoima on riittävä minun oman kulttuurini ja etnisille mieltymyksilleni.	☐	☐	☐	☐	☐
13. Sain rahoilleni vastinetta	☐	☐	☐	☐	☐
14. Palvelu on nopeaa ja täsmällistä.	☐	☐	☐	☐	☐
15. Hinnat eivät ole kovin korkeita.	☐	☐	☐	☐	☐
16. Ravintola on hyvällä paikalla Helsingissä.	☐	☐	☐	☐	☐
17. Valitsen vastaisuudessakin intialaisista ravintola.	☐	☐	☐	☐	☐
18. Pidän intialaisista mausteisista ruokalajeista.	☐	☐	☐	☐	☐
19. Seuraan mainontaa tehdessäni valintoja.	☐	☐	☐	☐	☐
20. Kokeilunhaluni ajaa minut kokeilemaan uusia ruokalajeja.	☐	☐	☐	☐	☐
21. Kuulin tästä ravintolasta ystävältäni.	☐	☐	☐	☐	☐
22. Löysin tämän ravintolan internetin kautta.	☐	☐	☐	☐	☐
23. Näin ravintolan mainoksen.	☐	☐	☐	☐	☐

Kiitos yhteistyöstä