

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Economics Policy and Administration

Business Administration



Master's Thesis

**Factors Influencing Consumer Behaviour Towards Indian
Restaurants Among Indian Community and Non-Indian
People (the case of Prague)**

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

DIPLOMA THESIS ASSIGNMENT

Bc. Harshnakumari Kalsinhbhai Bhabhor

Economics Policy and Administration
Business Administration

Thesis title

Factors Influencing Consumer Behaviour Towards Indian Restaurants Among Indian Community and Non-Indian People (the case of Prague)

Objectives of thesis

The aim of the thesis is to determine the most important factors that affects consumers' choices of Indian restaurants in Prague among Indian community in Prague and those who are not members of this community (non-Indian people in Prague. The thesis not only determine the factors but will also investigate how these factors influence the consumers

Methodology

The thesis will start from documentary research. This method aims to contribute to the literature review. The literature review will conceptualize the discourse existing in academic literature concerning factors affecting consumers behaviour towards restaurants preferably with the focus on ethnicity. Generally, the literature review will aim to summarize what factors (and how) are conceptualized when studying the behaviour of the consumers in restaurants (preferably with the focus on Indian restaurants). The empirical section of the thesis will be underpinned by two kinds of methods. Firstly, content analysis will analyse the menus of Indian restaurants in Prague accessible through their web pages to create a typology of Indian restaurants in Prague (mostly the type of cuisine, level of prices and localization in Prague), secondly the survey among two samples (Indian community and non-Indian community in Prague) aiming and detecting the weak and strong factors or positive and negative factors influencing their consumer behaviour towards Indian restaurants in Prague.

The proposed extent of the thesis

60 – 80 pages

Keywords

Indian restaurants, consumer behaviour, typology of consumers

Recommended information sources

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-

Expected date of thesis defence

2020/21 SS – FEM

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Electronic approval: 12. 2. 2021

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Declaration

I declare that I have worked on my diploma thesis titled “Factors Influencing Consumer Behaviour Towards Indian Restaurants Among Indian Community and Non-Indian People (the case of Prague)” by myself and I have used only the sources mentioned at the end of the thesis. As the author of the master's thesis, I declare that the thesis does not break any copyrights.

In Prague on 29.11.2021

Bhabhor Harshnakumari

Acknowledgement

I am very grateful to my thesis supervisor doc. PhDr. Michal Lošt'ák Ph.D, who accepted my thesis proposal and became a my research advisor. He was always accessible for clarifications or advice, valuable insight to improve the quality of my study.

Also, I would like to thank to my parents and my partner who always supported and guide me. It has been always for me source of inspiration and encouragement. Their exceptional academic and professional achievements encouraged me to follow in their footsteps and convinced me that I was capable of doing so.

Harshnakumari Bhabhor

November 2021

Faktory ovlivňující spotřebitelské chování vůči indickým restauracím mezi indickou komunitou a neindickým obyvatelstvem (případ Prahy)

Abstrakt

Cílem práce je zjistit nejdůležitější faktory, které ovlivňují volbu spotřebitelů indických restaurací v Praze mezi indickou komunitou v Praze a těmi, kteří nejsou členy této komunity (neindičtí obyvatelé Prahy). V práci budou nejen určeny faktory, ale bude také zkoumáno, jak tyto faktory ovlivňují spotřebitele. Práce bude vycházet z dokumentárního výzkumu. Cílem této metody je přispět k přehledu literatury. Literární rešerše bude konceptualizovat diskurz existující v odborné literatuře týkající se faktorů ovlivňujících chování spotřebitelů vůči restauracím nejlépe se zaměřením na etnickou příslušnost. Obecně bude cílem přehledu literatury shrnout, jaké faktory (a jak) jsou konceptualizovány při studiu chování spotřebitelů v restauracích (nejlépe se zaměřením na indické restaurace). Empirická část práce bude podložena dvěma druhy metod. Jednak obsahovou analýzou jídelních lístků indických restaurací v Praze přístupných prostřednictvím jejich webových stránek s cílem vytvořit typologii indických restaurací v Praze (především typ kuchyně, cenová hladina a lokalizace v Praze), jednak dotazníkovým šetřením mezi dvěma vzorky (indická komunita a neindická komunita v Praze) zaměřeným a zjišťujícím slabé a silné faktory, resp. pozitivní a negativní faktory ovlivňující jejich spotřebitelské chování vůči indickým restauracím v Praze.

Klíčová slova: indické restaurace, spotřebitelské chování, typologie spotřebitelů

Factors Influencing Consumer Behaviour Towards Indian Restaurants Among Indian Community and Non-Indian People (the case of Prague)

Abstract

The aim of the thesis is to determine the most important factors that affects consumers' choices of Indian restaurants in Prague among Indian community in Prague and those who are not members of this community (non-Indian people in Prague. The thesis not only determine the factors but will also investigate how these factors influence the consumers. The thesis will start from documentary research. This method aims to contribute to the literature review. The literature review will conceptualize the discourse existing in academic literature concerning factors affecting consumers behaviour towards restaurants preferably with the focus on ethnicity. Generally, the literature review will aim to summarize what factors (and how) are conceptualized when studying the behaviour of the consumers in restaurants (preferably with the focus on Indian restaurants). The empirical section of the thesis will be underpinned by two kinds of methods. Firstly, content analysis will analyse the menus of Indian restaurants in Prague accessible through their web pages to create a typology of Indian restaurants in Prague (mostly the type of cuisine, level of prices and localization in Prague), secondly the survey among two samples (Indian community and non-Indian community in Prague) aiming and detecting the weak and strong factors or positive and negative factors influencing their consumer behaviour towards Indian restaurants in Prague.

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Table of Contents

1. Introduction	11
2 Objective of the thesis & methodology.....	12
1.1 Aims of the thesis.....	12
1.2 Methodology.....	12
3 Literature review.....	13
3.1 Consumer Behaviour.....	13
3.1.1 Consumer's characteristics influence.....	13
3.1.2 The consumer's decision-making process.....	14
3.2 Factors Influencing Restaurants Choice Decisions	16
3.2.1 Vegetarian cuisine.....	18
3.2.2 Menu of ethnic restaurants	18
3.2.3 Price and quality of the food	19
3.2.4 Online Review of restaurant and recommendation	21
3.2.5 Location of the restaurant.....	23
3.2.6 Willingness to pay.....	24
3.3 Overview of attributes of ethnic restaurants out of countries of origin (abroad).....	26
3.4 Development of Indian community in Czech Republic	27
4 Methodology.....	29
4.1 Research Instrument.....	29
4.1.1 Demographic data	29
4.1.3 The most important factors to consumers when selecting Indian restaurants	30
4.1.4 food attributes that influence consumer choices Indian restaurant selection.....	31
4.1.5 Open question.....	31
5 Practical Part	32
5.1 Study 1 The Content Analysis.....	32
5.1.1 Localisation:.....	32
5.1.2 Online review:.....	33
5.1.3 Price of the meal:	34
5.2 Study 2 Survey Data analysis.....	36
5.2.1 Demographic profile data analysis.....	37
5.2.2 Identifying most important factors for customers by Two communities.....	40
6 Conclusion	57
7 Bibliography.....	59
8 Appendix.....	63

List of Figures

Figure 1: Numbers of Indian restaurant in Prague	33
Figure 2: Distribution of the online review depending on the localisation	34
Figure 3: Average price of meal in different districts of Prague	34
Figure 4: Respondent's location and age bar chart	38
Figure 5: Respondent's preference on buffet restaurants by age categories	55
Figure 6: Respondent's preference on buffet restaurants by Indian and non-Indian.....	56
Figure 7: Effective social media platforms in Prague	56

List of Tables

Table 1: t-Test of average price and online review.	36
Table 2: Respondents demographic profile	37
Table 3: Crosstabulation of Profession and Age categories	38
Table 4: Analysis of question 9 answers	40
Table 5: Analyse of different restaurants characteristics by Indian and Non-India group.....	40
Table 6: Analyse of different food attributes which influence consumer by Indian and Non-India group.....	41
Table 7: Frequency of eating out and Age categories	42
Table 8: Eating out and willingness to pay crosstabulation	42
Table 9: Preference of eating out*Age*Group crosstabulation.....	44
Table 10: Menu variety offered*Age	46
Table 11: Respondents Preference on Vegetarian cuisine choices by age categories.....	47
Table 12: Respondents Preference on quality of food by age categories.....	48
Table 13: Respondents Preference on convenience of location by age categories.	49
Table 14: Respondents Preference on price of meal by age categories.....	50
Table 15: Respondents Preference on food size or quantity by age categories.....	51
Table 16: Respondents Preference on food size or quantity by age categories.....	52
Table 17: Respondents Preference on spicy food age categories.....	53
Table 18: Respondents Preference on smell or aroma of the food by age categories.	54
Table 19: Respondents Preference on taste of the food by age categories.....	55

1. Introduction

This dissertation is investigating the factors influencing consumer behaviour within the sector of the food industry.

For many entrepreneurs, the most difficult part of starting a firm is coming up with new business concepts. The author's own desire to be an entrepreneur in the future and to take her ethical lifestyle into the commercial realm inspired the concept of this thesis. This thesis wants to cover the current gap of the literature available about the hospitality market in central Europe. With the recent rise of the ethnic, vegetarian and vegan food diet trend, the analysis of Indian restaurants market of Prague is covering part of this gap. Indeed, my experience led me to analyse the current trends of consumer behaviour in the hospitality market of Prague. From my origin I decided to limit the topic to Indian restaurants.

In detail, the choice of Indian restaurant framed for research in this thesis was motivated by the growing Indian community in Prague, but more than the numerical number of Indians living in the Czech Republic (relatively low, around 4,000 people). However, according to Manjeet Malik, the president of the Indian-Czech joint Chamber of Commerce, the Indian community is increasing its visibility (Scott, 2012). Moreover, the growth of the Indian community in the last 3 years has become very fast with more than 20% growth per year. Even if the current literature does not establish the reasons for this growth, the increase in available information about Prague and the Czech Republic with the appearance of online publication, as well as the proliferation of Indian visit guides, could help to establish Prague as an affordable and dynamic city in Europe.

Chapter two highlights the objectives of the research. Chapter Three reviews the consumer characteristics, the literature on the consumer decision-making process, and the criteria that influence restaurant selection behaviour. Chapter four includes methodology part describe the survey structure and importance of section to analyse the influencing factors. Chapter four is practical part which includes 2 studies: The study 1 to establish the global picture of current Indian restaurants in Prague market by measurement model and check the reliability. The purpose of study 2 was to taste the factors which affecting Indian and non- Indian community during selection of Indian restaurants. Chapter four explains. Chapter six is conclusion of the research after comparing both results of studies.

2 Objective of the thesis & methodology

1.1 Aims of the thesis

The aim of the thesis is to determine the most important factors that affects consumers' choices of Indian restaurants in Prague among Indian community in Prague and those who are not members of this community (non-Indian people in Prague). The thesis not only determine the factors but also investigates how these factors influence the consumers. The following objectives

- Identify the factors which affect the most consumer choices while selecting Indian restaurants in Prague.
- Determine the most important factors that affects Indian community and non-Indian community while selecting Indian restaurants in Prague; and
- Investigates how these factors influence the consumers

The study includes different factors which affect the Indian and non-Indian community while choosing Indian restaurants: location of the restaurants in the Czech Republic, menu representation of the food, reviews of the restaurants and recommendations, food offers, price of the food and willingness to pay. The result of this study will help Indian restaurants to understand their potential customers' behaviour and customer preferences and will also help them to grow in Czech Republic as a popular choice of restaurants.

1.2 Methodology

This research leads to two studies aiming to detect relationship between factors influencing customer behaviours towards to Indian restaurants in Prague. The study 1 used content analysis to explain the typology of Indian restaurants in Prague which includes 3 main variables location, price, and online rating. The study 2 used generalized customer samples by online survey to analyse customer WTP (willingness to pay) and Food quality based on 3 variables and their related variables. The purpose of study 1 is to establish the global picture of current Indian restaurant of Prague market by measurement model and check the reliability. The purpose of the study 2 is to test the factors which affecting Indian and non- Indian community during selection of Indian restaurants. And investigates how factors are influencing consumers.

3 Literature review

3.1 Consumer Behaviour

Consumer behaviour research allows a greater awareness and predictions of not just the subject of purchases, but also the purchasing motives and frequency of purchases (Stávková, et al., 2008). The major purpose of every business is keeping the business running and make profit. Hence customers are the most important aspect of the business, the competence to attract and keep consumers is the most crucial aspect of every successful business. Today's market is extremely competitive. Companies are using marketing elements such as product, pricing, location, and promotion. Understanding how these inputs are transformed into responses helps marketers in planning and strategizing product marketing. Consumers are impacted by both external (extrinsic) and internal (intrinsic) influences while making purchasing decisions for products and services. External factors buyer's characteristics influences such as cultural, social, psychological and personal factors, where internal influences are buyer's decision processes which includes Need recognition, Information search, Evaluation of alternatives, Purchase decision, Post-purchase behaviour (Kotler , et al., 1999).

3.1.1 Consumer's characteristics influence

The consumer characteristics influence buying decisions are cultural factors, psycho logical factors, social factors, and personal factors (Kotler , et al., 1999). The external factors are cultural, social and personal, where internal factor is psycho logical.

3.1.1.1 Cultural factors

Cultural factors say a lot about consumer behaviour as it influences on daily life such as beliefs, needs, desires, preferences, perceptions, and behaviours that a consumer observes and learns from their close family members and other key individuals in their lives (Mihart , 2012).

3.1.1.2 Social factors

Every civilization on the planet has some sort of social class. The social class is defined not just by wealth, but also by employment, family history, education, and home area. Consumer behaviour is influenced by social class. In hospitality industry, it's important to determine social factors which shows different quality and service preferences in such areas as food, travel, and leisure activities. It helps marketers to understand the potential customers buying behaviours people within a given class tend to exhibit similar behaviour. Social groups create different types of consumer groups which have different preferences based on the limitations

and convenience. For example, students have their groups which behave different from family group and chose something more convenient in price and quantity of food with fun place, where family group chose a nice dining restaurant to enjoy time with family and price factors is less impacted as the leader of the group have high income (Mihart , 2012).

Personal factors include lifestyle, age, occupation, income, and personality which influences consumer behaviour for buying products or services. Age is a significant element that impacts purchasing behaviour. The purchasing habits of young individuals differ from those of middle-aged adults. The purchasing habits of the elderly are vastly different. Teenagers will be more interested in fast-food or trendy food, fun place to eat, open to try anything new and experiences different cuisine. Middle-aged people are concerned about the service, cleanness, taste and healthy. Where old people care about healthy food, peaceful environment and specific interest. Business executives may purchase their meal from full-service restaurants and have specific interest according to lifestyle such as healthy food with nutrition and great place, where other employees may prefer home food or buy it from quick service restaurants (Mihart , 2012).

3.1.1.3 Psychological factors

Consumer behaviour is heavily influenced by human psychology. These characteristics are difficult to quantify but have the potential to impact a purchasing decision. Psychology factors such as motivation, perceptions, learning. Motivation describes all the desires, needs and starving which make people do things. Among all of these requirements, basic necessities and security needs take precedence over all others. As a result, basic requirements and security needs have the ability to encourage a customer to purchase goods and services. Consumer perception created by the advertisements, promotions and customer reviews, social media and feedbacks as they are collecting information about products and services. Consumers learn about products and services after consumption which helps them to find something better from their knowledge and experiences. Attitude and belief play vital role in buying behaviour as consumer behave particular way towards to products and services (Mihart , 2012).

3.1.2 The consumer's decision-making process

The decision-making process were established by the John Dewey in 1910 (Olshavsky & Granbios, 1979). It includes five stages and is a generally acknowledged idea that continues to function as the fundamental pillar of the consumer behaviour model. There are many different theories available in consumer decision making process.

The model outlined in this study depicts the processes that customers generally take while making service purchase choices. The customer decision-making process for services differs from that for products due to the specific qualities of services (Stávková, et al., 2008). Need recognition, Information search, Evaluation of alternatives, Purchase decision, Post-purchase behaviour (Mihart , 2012).

3.1.2.1 Need recognition

The consumer decision-making process begins with the customer recognizing the existence of a need. Consumers consider sees requirement to be a problem and plan to find a solution to it. Abraham Maslow suggested the structure of human fundamental needs as the motivation theory, spanning in order of significance from least important at the bottom to most important at the summit of the pyramid. In this pyramid, needs are physiological, safety, belonging, esteem, and self-actualization requirements (Mihart , 2012).

Consumer will try to satisfy their need from most important to least important and hunger which is most important. The motivations to dine out for consumers are: 1) social satisfaction (occasions and informal meetings) 2) Increase in income or higher income 3) convenience or avoid cooking 4) to enjoy and appreciate wonderful dishes (Ryu, et al., 2012; Kirti Dutta, 2014)

3.1.2.2 Information search

When a need is identified, customers often look for information about a service that can provide it. As a method to decrease the perceived risks associated with acquiring services, consumers may seek information through word of mouth (e.g., friends or experts) and experiential (e.g., online or advertisement) sources (Mihart , 2012).

In hospitality industry, word of mouth plays vital role in consumer's decision-making process as there are many options available in market. As a result, the risk associated with the restaurant decision was deemed to be high. The recommendation from friends or experts gives more advantage to consumers and also people relied on social media, online or mass media for source of information for restaurants attributes when they are travelling (Babin, Lee, Kim, & Griffin, 2005; Jooyeon Ha, 2016)

3.1.2.3 Evaluations of alternatives

After gathering all information consumer tend to form an evoked set of alternatives. The alternative set is acceptable by consumers preferences based on category of services or products. (Mihart , 2012). Consumers make decisions by evaluating numbers of

alternatives according to their specific needs. They place different level of significance on each of the qualities and are more likely to select the service provider that provides the attributes that are most essential to them. (Mihart , 2012). For example, when 2 restaurants are in same location and having same online rating, but one restaurant's menu have lower price than other then maybe one restaurant is selected because it offers lower price menu in same food quality and services if consumer's priority is price in decision making process.

3.1.2.4 Purchase decision

After eliminating alternative options consumer finally decide to purchase from their preferred providers so in restaurants case consumer decide to dine at particular restaurant. The consumption of the restaurants services happens at the same time when consumer decision to restaurant (Mihart , 2012).

3.1.2.5 After purchase behaviour

After consuming the services or products consumer judge the experiences with the expectation they had before purchase. when consumer is satisfied with the services, they have positive attitude and word of mouth towards to restaurants which brings loyalty, recommendations, and willingness to pay more. Indeed, it can also have negative effects when they are not satisfied with the services such as bad rating, no or less willingness to pay, bad reviews and less likely to come again (Anupama Sukhua, 2017).

3.2 Factors Influencing Restaurants Choice Decisions

Asian food service industry

The kind of dishes consumed by a specific nation differ a lot between the countries and communities. Main factors influencing the kind of food consumed in a community is mostly determined by religious beliefs, and culture. As Indian cuisine is part of the Asian group of cuisine, let's have first an idea of the Asian cuisine development in Europe and some main characteristic of Asian cuisine.

Even though each type of food has its own set of taste, smell, spices, ingredients with benefits and drawbacks in terms of its impacts on one's health, when it comes to healthy balance of meat and vegetables Asian is a popular choice (Barnes, et al., 2013). The increase in Asian ethnic restaurants in Europe encouraged locals and visitors to sample popular ethnic cuisines around the world, with the fast growth of Asian tourist visiting Europe and a growing diaspora in western countries. With the development of different kind of food available in

European cities, European population is including these new taste and dishes in their diet. As 'Chicken tikka masala is now a true British national dish' (Robin Cook, 2001), the Asian cuisine is entering as everyday food for European (the Japanese sushi, Chinese, Korean dishes or Indian curries). The development of the acceptance of these dishes in European diet is also helped as these dishes are often considered as healthy and some of the vegetables, ingredients, meat, cuisine taste and species are same. (Hwang & Lin , 2010).

Even if the Asian cuisine dishes have some common points, ethnic cuisines do not have competitions between their own country's food in the market. The Indian cuisine is also a more separate of the Asian cuisine, making it more specific, reducing the risk of competition with other kind of Asian cuisine. Indeed, when an 'Asian' restaurant can offer Japanese sushi and Chinese, Korean and Vietnamese dishes, Indian cuisine has a different image apart from East Asian cuisine. Despite India being part of Asia, people all over the world identify differently because of not only food but Culture, languages, Religion and Physical structure ("casasensei", 2019).

In depth, Asian cuisine has some clear similarity among the different ethnicities. Rice is a main component in most of the Asian cuisine, from Japanese in East Asia to Kazakhstan in Central Asia, Syria in West or Thailand in Southeast. The seasoning has also some basic common ingredient used in Asia: soya sauce or garlic can be found in Chinese, Korean, or Japanese cuisine.

Indian cuisine

After explaining similarities and differences between Asian food, before gaining a thorough understanding of Indian food migration, it is vital to first know what constitutes Indian cuisine. The term South Asian is usually used for people who are from Indian subcontinent. Indian food is well-known around the world, and the most well-known name for Indian cookery is curry. Indian cuisine served in most of the countries are particular group in terms of place of origin (e.g., Gujrati, Punjabi, Pakistani, Bangladesh or Nepal) or religion (e.g., Hindu, Sikh and Muslim). Innumerable delicacies from the Punjab region, such as Saag Paneer, Lassi, Tandoori Chicken, Curry, and Naan, have migrated to the cuisines of countries such as the United Kingdom, Singapore, Malaysia, and America (Morgan , et al., 2011). Gujrati cuisine has the vegetarian dietary practices because of the religion and culture, such as spinach, cauliflowers, lady finger, egg plants vegetables used in curry dishes and eaten with roti, rice. Gujrati dished have provides nutrition and portions without consuming meat. Indian cuisine has changed significantly as a result of the impact of new host cultures. Indian meals have

adapted to the communities they encounter over time and via travel, often changing flavours according to consumer taste to fit in new society (Morgan , et al., 2011).

Ayurvedic medicine, sometimes known as "science of life," influences Indian cuisine. Around the first century B.C., the ancient physician Ayureveda created two medical treatises that described ideas for maintaining a healthy diet. In Indian cooking healthy diet includes balance of hot and cold, at the same time perfect amount of flavour and temperature with delicious taste (Mangalassary, 2016).

3.2.1 Vegetarian cuisine

In India, a significant proportion (35%) of the population is vegetarian in the country. In dept, the part of vegetarian population can range from 10% to 62 % depending on the region. In contrast, Western country have most of all a vegetarian population inferior to 5%. In India, eating a vegetarian food is motivated by faith, culture, or community, rather than a desire to live a healthy lifestyle. Where in western vegetarianism is linked to higher socioeconomic status, more physical exercise, and reduced smoking rates (Krithiga, et al., 2014). Even if the definition of vegetarian diet looks simple: ‘A regime which does not include animal life’, belief of some part of vegetarian population adapted it depending on religion belief and personal understanding of this definition in 4 groups of vegetarian: The most common vegetarian are ovo-lacto which including product such as eggs, dairy products and plant base, then the second group is lacto who differentiate their diet by not including eggs as they consider as eggs is part of the life cycle. The last group restraint its diet, removing all kind of animal product or issued form animal and are called ‘vegan’ (removing butter, honey or all kind of other product issued form animals). The last group is semi vegetarian which include meat in their diet but less than what other normal people consume meat on daily basis (Dikchhya, 2014).

Recently, few studies stipulated that for ethnic restaurants, the menu framing, food quality and price, online rating and recommendation, location of the restaurants and willingness to pay should be more focused on components of restaurant experience to satisfy consumers with authentic experience (Ryu & Zhong, 2012; Ryu, et al., 2012; Kirti Dutta, 2014)

3.2.2 Menu of ethnic restaurants

There are several studies highlighting the importance of well-designed menus in restaurants and how menus influence consumer behaviour in a certain way in the hospitality industry. The authenticity of any ethnic restaurant begins with the food items on the menu

(Ryu & Zhong, 2012; Liua & Mattila, 2015; Kim & Jang, 2015). Consumer perception of authentic food experience is the place where authentic food is served and native people eat. For authentic food consumers, they prefer the authenticity of the ethnic food over the full experience of the authentic atmosphere (Ryu & Zhong, 2012). Moreover, consumers favoured authentic food cuisine items rather than the ethnic dining, music and atmosphere. With the fast growth of the hospitality industry and the globalization period, any ethnic restaurants need to understand consumers' decisions about menu choice for successful marketing of products and development. Consumers seek a variety of food because they are either craving for new taste or tired of old familiar food.

Sometimes over complex menu description affects consumer behaviour regarding quality of food will be received and price expectations (Ma & Hsiao, 2020). Following that, the layout and design menu is an important part of any restaurant because it influences customer behaviour regarding the restaurant's perception of food quality and considering the liking of the food as well as price expectations. Any restaurant sales can be improved and evaluated as long as restaurants serve high quality food, the menu does not need to be super complicated or extensive.

The research on consumer behaviour of two groups, Asian immigrants and American authors, tries to understand that consumers feel lower satisfaction if restaurants do not offer an authentic menu. The business strategy of Chinese restaurants in the USA is designing the menus for mainstream American customers and ethnic customers where they offer extra authentic menu to ethnic groups (Liua & Mattila, 2015). The result shows that American consumers responded negatively when an authentic menu was not offered, and consumers were willing to try typical Chinese food to understand the culture better. This strategy can back fire on restaurants if consumer behaviour is not understood by restaurants. The menu framing can lead to an individual's craving to try new cuisine. Previous research has shown the various types of consumers who experience the menu's comfort in a visually and descriptive manner. The purpose of framing an ethnic restaurant menu is to serve both types of customer. 1) who does not have any knowledge about ethnic food and is willing to try food from the image of the food 2) Those who are familiar with the food and have tried it before are willing to select from the names of items and information. If consumers do not receive product information effectively, it can have a negative impact on their willingness to try ethnic restaurants again (Kim & Jang, 2015).

3.2.3 Price and quality of the food

One of the pillars of the consumer behaviour theory is the segmentation of the population, and the different criteria and needs required by the different segments of the population (Nick Johnsa, 2002). During the last 50 years and the globalisation of society, the food industry has experienced important growth, opening the market to new consumers, but also offering new segments. Due to the size and the diversity of this market, academic research covers sectors of this market. However, by crossing the different types and sectors of the food industry, we always find that food quality and price are major factors influencing consumers' choices (Nick Johnsa, 2002).

India is a diverse country and with so many cultures, they have myriad quality options for food where the average person spends more on food. Cosmopolitan food has attracted all the younger generation in India, which dominates the market where over 30% of the generation are youngsters. People are addicted to eating outside of the house, which can be small food stalls or full dining restaurants. Food loving culture and populations have increased greater opportunities for international food chains and the Indian restaurant industry is continuously growing, but all international food chain restaurants win the market by providing indigenous tastes (Ghosh, 2011).

However, in India, people are price sensitive. Due to the increase in the income per capita, the consumption of fast food and restaurant food has increased. For Indian consumers, eating out is defined as food prepared, purchased, and consumed outside of the home, and a restaurant is defined as a foodservice establishment where one sits at a dining table and enjoys typical served food. After so many international food chains increased in the market and competition increased in the restaurant and fast-food industry. In Indian family restaurants, every Indian restaurant provides services which target all age groups involving young and elderly, vegetarian and non-vegetarian, creating an Indian experience with music, interior and most important menu design with affordable prices according to their area (Jabir Ali, 2013). Following the discussion of the Indian community's expectations for restaurant consumption, the Indian and non-Indian communities have different patterns in restaurant food consumption, resulting in different consumer behaviour. To mensurate these differences, our dissertation will separate these two communities. Indeed, because of the high culture demonstrated by the Indian community living in foreign countries in their food consumption, they live with the same expectations as those found in India.

In conclusion, people who travel to different countries and Indian immigrants living in different countries have the same expectations because of their food consumption habits,

which means they follow the same definition of an Indian family restaurant in different countries as they do in India.

The higher quality of food plays a vital role. Consumer perception of fine dining restaurants can be negative. High food quality can change consumer willingness to pay based on food experience (Anupama Sukhua, 2017). Following, In India people have high tendency to pay for high quality food, even though other attributes could be negative in perception of restaurant service. One part of food characteristics that determine food quality is diet, health and nutrition (Ha & Jang, 2010). Furthermore, in the USA, people are following healthy and dietary trends for a healthy lifestyle, which is impacting the restaurant industry to improve skills and design new meals because of high demand. Another point, consumer perception of Indian ethnic food is healthy where they can enjoy vegetarian food with exotic flavours and get all the nutrition.

Mohini Rasal argued in her article that price of the food does matter for consumer, also it plays significant role in product selection. The price of the product is regarded as the same value and satisfaction for the consumer, and consumers calculate or compare the price of the product and judge its value before purchasing it. Also, consumers judge the price of the food in a restaurant is a determining factor in evaluating the quality of the food, services and experience. The quality of food can affect consumer behaviour. It is pretty often seen as an important factor in the dining experience where consumers count the taste, presentation, portion size of the food and, most important, how appreciable it is by customers as food quality. The other elements of quality food in fine dining are presentation, freshness, temperature and taste. For any business in the restaurant industry, these elements are vital to success or failure (Rasal, 2018).

3.2.4 Online Review of restaurant and recommendation

The segmentation of the consumers appears due to the tools specific consumers use to make their choice, but also due to the image they want to show, or the behaviour they will follow. Jooyeon Ha, in her article "Which restaurant should I choose? Herd behaviour in the restaurant industry" lists the main sources that can influence consumer behaviour in the restaurant industry, which are Herd behaviour, restaurant crowdedness, and online restaurant ratings. The impact of factors in dept is determined by the targeted population. The paper of Jooyeon Ha explains that online ratings have a high impact on travellers, when take-out customers will be influenced by the crowdedness of a restaurant. This can be explained by the fact that a traveller will prioritize food quality over waiting time when ordering takeout.

However, these factors are not independent. A positive online rating increases the crowdedness of the establishment, but the crowdedness of the restaurant has an impact on the online rating. A too crowded restaurant will have longer service and will end up with lower online rating (Jooyeon Ha, 2016).

Then, establishments need to master all the marketing tools, and understand the impact of them on the clients and on the future visibility of the establishment. Moreover, as this master's dissertation is primary research on the Indian restaurants in Prague, we need to investigate the market structure of Indian food in Prague. One of the challenges of this paper is to identify the most influencing factors influencing customers' behaviour depending on the community.

The online rating and the internet revolution have a huge impact on the food industry, developing new needs such as food sustainability and the specific healthy food trend (vegetarian or free gluten) (Anil Bilgihana, 2018). Moreover, online gathering information websites such as Yelp or TripAdvisor is seen as a win-win for the consumer who can be a guide in unknown places (Jooyeon Ha, 2016), and a restaurant owner or manager who can follow the trend of the consumer's needs (Anil Bilgihana, 2018). This win-win impression makes this platform one of the principal vectors of consumer behaviour nowadays (Anil Bilgihana, 2018), and hugely impacts the sales of businesses well rated (Anil Bilgihana, 2018; Jooyeon Ha, 2016).

The online marketing strategy used by restaurant owners also includes other tools such as online coupons, or discount booking (Xianghua Lu, 2013). Indeed, consumer behaviour can be impacted not only by the comments and the rating (good or bad), but also by the number of reviews. A higher review number increases the trust of consumers within the written reviews (Xianghua Lu, 2013).

The online rating and marketing also depend on the community. Indeed, most of the academic literature investigating the online rating impact on consumer behaviour in the restaurant industry is from Asian or US researchers (Xianghua Lu, 2013; Jooyeon Ha, 2016, Anil Bilgihana, 2018; Nick Johnsa, 2002). If American over representation of academic research can be explained by the fact that US researchers are over represented in the Academic world, Asian over representation compared to European academics shows that consumer behaviour could be more impacted compared to the European community. The main reason for this is the higher sensitivity of the Asian consumer to the online tools compared to the European consumer.

3.2.5 Location of the restaurant

If the internet is having a huge impact on consumer behaviour, it is not the only factor. The localisation of the establishment is a huge factor as well (Terhorst, 2015). Moreover, Terhorst shows in his paper the importance of food quality in the gentrification of a district. Posh consumers will trend to expect higher food quality, when tourists will have more standardized restaurants privileged by tourists (Terhorst, 2015). This paper established the existence of two restaurant markets per geographic sectors: the first one is standardised, and price based. The customer expects a well-known food (for example from a worldwide company: Mac Donald's). The second market is status market, quality-based, where the consumer choice will be oriented by the experience (food quality, service...), (Terhorst, 2015). One of the goals of our paper will be to classify if consumers in Prague consider Indian cuisine as standard food with a conventional menu without change depending on the establishment, or as experience driven by the food quality and the aim of discovering a new experience.

The attractiveness of Prague lead to saturate the city of establishment, second world density of establishment per capita with one establishment for 2000 person (Pirodsky, 2018), has increased the demand for different type of food (Terhorst, 2015), opening space for Indian food type development. Then the demand can also be driven by the increasing number of tourists coming from Indian looking for their home food, or different community looking for Indian food (UK tourists, for example).

There is already an existing literature on the topic of consumer motivation in the choice of restaurants. Following the study of Jae Man Jung, consumer behaviour is mostly the offer of the restaurants (food quality, price...) and the typology of the consumer (ethnicity, income, age...). His article developed that the typology of consumer is influencing widely the choice of restaurants (Jae Man Jung, 2015).

Jalal Hanaysha (2016) illustrated that the location of restaurants can be a key to success. A good location that always looks after the geographic, demographic and psychographic factors which have a huge impact on the attractiveness of location. The study examines the location factor (restaurant location), which has a positive effect on consumer preference, satisfaction, and loyalty, creating a positive image for the restaurants and attracting a large number of customers. For any international or ethnic restaurants, strategic locations are important as the study shows the positive results on the location of the restaurants for attracting more customers.

3.2.6 Willingness to pay

Several authors have studied consumer behaviour related to different products in different business fields and consumer willingness to pay (WTP) (Dutta, 2014; Sukhua, 2017; Grebitus, 2013). According to Ely & Le (2009) the concept of consumer willingness to pay is related to price and other factors which influence the consumer decision making process. WTP's main factor starts with price, where the consumer accepts the maximum price and pays for received quality of goods and services. Consumers evaluate the value of price by judging the quality of product or services before consuming it. Before making a purchase, consumers tend to make decisions about whether the price of a product is fair or not based on the reputation of a brand, comparing competitors' prices, WTP by other customers, and understanding the value of price., price fairness is a considerable point when it has a significant amount of effect on the restaurants' image and sales (Hanaysha, 2016).

In the article of Change in Consumer Patronage and Willingness to Pay at Different Levels of Service Attributes in Restaurants: study in India mention that consumer willingness to pay are affected by the restaurants attribute of quality of food, services and ambiance. The study suggested that consumer preference can be changed based on the recommendation also because consumer satisfaction and gaining loyalty can be impacted on restaurants' reputation and which is directly connected to purchase intention and word of mouth. Gaining customer satisfaction is really important for any business success, where food quality service and price, location and recommendation are linked with each other in some ways for consumer satisfaction in any Indian restaurants (Kirti Dutta, 2014). For Indian customers, the ambiance of the restaurants is important, and when it comes to choosing a location, the quality of the ambiance is influenced by the location of the restaurants because fine dining restaurants are distinguished by their physical surroundings and service attributes (Kirti Dutta, 2014). In India, a large number of restaurants are owned by independent family operators, but after international food chains entered into the food industry, consumer behaviour has shifted to the WTP. There are so many options for consumers to select from international food chains and independently operated local restaurants. Consumer patronage and WTP can be noticed by the price of the food, well designed menu, online rating and recommendations, food quality and location of the restaurants.

Academics have focused on food quality as the most important factor influencing consumer behaviour in terms of willingness to pay for any restaurant (Ha & Jang, 2010; Tse, et al., 2002; Ryu, et al., 2012; Jang, 2008; Rozekhi, et al., 2016). For any restaurant, the major

key success factor is to deliver customer satisfaction in order to achieve that by offering high quality food (Rozekhi, et al., 2016). Moreover, for customers, food quality perception is presentation, taste, healthy options, freshness, menu options and temperatures. Bharath M. Josiam (2007) cited that Indian restaurants in foreign countries change the taste and create the dishes according to other countries' flavour taste, but every Indian immigrant cooks Indian cuisine at home. They are not satisfied with it but accept the taste because it's near to original ethnic food. Customer perception of food quality, according to Rozekhi et al. (2016), includes presentation technique of decorating food on plate, decorating and using proper dining catches customers' eyes fulfil the customer's mindset for received quality. example, for any ethnic restaurants, they decorate food on steel plates, offering big meals and decorating everything which reminds them of the taste of India or creates an ethnic experience.

The quality of food and price are linked together as firms mainly focus on customer willingness to pay (WTP). Price is the key factor for any restaurant, and it has a positive impact on the WTP. The food quality is not the only factor influencing success in the hospitality industry, especially in markets where competition is fierce, and competitors offer full dining experiences. But WTP depends also on the social group of consumers. In order to qualify the consumer group social factors and location can have a huge impact. Restaurants located in an expensive district will target a group of consumers with a greater WTP than in a cheaper area. However, a consumer with a higher WTP will still expect a food that tastes close to the original food they want to experience (the one they could find in India). Then, the rating but also price influence consumer behaviour. A lower price compared to the consumer's WTP could compensate for the lower quality food that the consumer expects (Anupama Sukhua, 2017). Another example is any Indian restaurant in a luxurious area that charges a high price for all of the dishes on the menu due to the high quality of service, fine ethnic dining that is well designed, popular or crowded place, but segmentation of customers are unwilling to pay because they have high expectations for the quality of food (ethnic group), and negative online ratings can lead to negativity.

According to Tse et al.'s (2002) study on how a crowded restaurant affects consumers' attribute behaviour, customers believe that crowded restaurants have high food quality, a good reputation, and reasonable food prices that drive people to restaurants, whereas customers believe that quiet restaurants have low food quality, a high price, and a bad reputation. study highlighted different points of view of how consumer WTP is affected by the environment and linked with food quality, reputation, and price of the food.

3.3 Overview of attributes of ethnic restaurants out of countries of origin (abroad)

The pillar of the development of the Indian restaurant in the UK and later in the US was the increasing size of the Indian community in these countries. Indeed, the Indian community maintains a large part of its identity through food consumption, and this community will tend to make their culture visible in the emigrating country through food. Therefore, the western food market has discovered this new food type, recently increasing its consumption thanks to the healthy value the consumer attribute to it. Indian restaurants are driven by the growth of their market, first by the Indian community willing to keep a strong culture and second, the current trend of healthy food (various options of vegetarian option) which is rising within the western world (Morgan, et al., 2011; Fosiam & Monterio, 2004).

The social types of owners and workers in the Indian food industry in foreign countries (including the Czech Republic) influences the quality of food. In depth, most restaurant owners and workers in this field are from descendants of immigrants (Buettner, 2008), (Fosiam & Monterio, 2004) when highly quality food required skilled professionals. For this reason, Indian food is viewed and appears as a standardised food offer where the main factor influencing consumer behaviour is price in some foreign countries with large and long term established Indian community (especially the UK), (Buettner, 2008).

The ethnic restaurants satisfy customers through emotional engagement and cultural experience by designing ethnic food and beverage offerings, making locals and tourists happy. One part of authenticity in the ethnic restaurant industry is impacting consumer behaviour by unique cooking methods, menu descriptions of traditional dishes and ingredients, perceived food quality and taste, customer service and packaging of delivery food services. (Chhabra, et al., 2013). Moreover, the cluster of consumers selecting ethnic restaurants in different countries depends not just on a few selected factors, the expectations and satisfaction of various aspects of ethnic restaurants can be different from one person to another person and the response depends on cultural background (Indian or other), health benefits and gastronomic diversity in the ethnic restaurants (Ingerson & Kim, 2016).

Another point developed by the research is that the motivation behind the consumer choice for an ethical restaurant is different than for other types of restaurant. Ethical restaurants offer a special cultural experience. These restaurants not just offer food, but sell a culture to their consumers (Chhabra, et al., 2013). Indeed, the non-Indian community is looking to have a "taste of India" when they are going to an Indian restaurant.

Ingerson and Kim cited consumer preference for restaurants highly influenced by cultural customers (countries of origin) or with ethnic background. (Ingerson & Kim, 2016). Moreover, consumer segmentation is necessary in multicultural societies, In a foreign country, we could find two major groups of consumers experiencing ethnic restaurants: 1) Western people who are travellers and locals but with no connection to the ethnicity of the restaurant, 2) Eastern (Asian) groups who are immigrants and travellers with the same ethnic background that the restaurant culture offers. Whereas Western consumers prefer a moderately spicy food with a higher proportion of meat and fat in their dish, consumers with an ethnic background similar to the restaurant's offer would expect a more balanced food with a higher spicy level compared to Western standards (vegetables, meat, rice, and so on). In conclusion, Ingerson and Kim's study adds insight from various cultural consumer backgrounds, gastronomy, health benefits, and taste that were previously ignored by other studies.

Ethnic restaurant satisfaction depends on the level of authenticity that they can offer. As part of the clients (in this specific paper referred in this paragraph, the example of Chinese is taken, but it could be enlarge to ethnics concern by the specific food type), the restaurant need to ensure that the food provided is similar to the food that could be found in the original part of the world. Then, even non-ethnic consumers (westerners) who have visited this region of the world would expect the ethnic restaurant's authenticity to be met (Ma & Hsiao, 2020).

Also, previous research has highlighted the significance of service and food quality in the restaurant industry, implying that consumer perceptions of quality have a direct effect on satisfaction and positive post purchase habits, such as Loyalty and willingness to pay (Ely & Le, 2009).

3.4 Development of Indian community in Czech Republic

Indian – Czech Republic relations have a long history and it started with trading goods including Indian spices with the kingdom of Bohemia (now part of the Czech Republic), in the 9th and 10th centuries. It has built a strong relationship between both countries which continues their exchanges in different fields such as academic, business, arts and politics ("India- Czech Republic Relations", 2016). The Indian community is one of the smallest minority groups in the Czech Republic. Some of the members have got married to locals, some are working in the Czech Republic, while others have long-term resident permits or permanent residence permits. More than 966 students are currently staying in the Czech Republic (Kasparová, 2020). The latest data available established that 564,345 immigrants are staying

in the Czech Republic as legal residents, representing 5% of the total population of the Czech Republic. In depth, the Indian community has a total of 4923 in the Czech Republic, but this community is growing every year. For example, in 2017, there were 3,024 people living under a long-term stay of more than 90 days, whereas in 2018, there were 3,790 people, which increased to 4,165 people. We can conclude that the Indian community has experienced high and stable growth over recent years and will continue this trend ("Statistical Yearbook of the Czech Republic", 2019).

The development of the Indian restaurant is also pushed by the weak cultural Czech recognition as a pillar of the culture, opening space to implementing new types of food (Terhorst, 2015). Foreign cultural restaurants can take advantage of the high living standard of Prague. With a GDP per capita in PPP in the Czech Republic of 44,500 \$ in 2019 (World Bank database), the country has one of the strongest economies in Europe, a key factor for the development of foreign food type restaurants. The strong and long-term economic development of Prague since the 2000s (an average of 6.6% per year since 2000, according to World Bank data) has pushed the restaurant market in Prague to be saturated and pushed restaurants to differentiate, allowing new food types to enter the market (Terhorst, 2015).

Prague's attractiveness for the restaurant industry is also due to the city's demography (young and qualified), having less time for cooking and a high-income level. This population will prefer ordering or dining out (Carter, 1998).

4 Methodology

This research leads to two studies aiming to detect relationship between factors influencing customer behaviours towards to Indian restaurants in Prague. The study 1 used content analysis to explain the typology of Indian restaurants in Prague which includes 3 main variables location, price, and online rating. The study 2 used generalized customer samples by online survey to analyse customer WTP (willingness to pay) and Food quality based on 3 variables and their related variables. The purpose of study 1 is to establish the global picture of current Indian restaurant of Prague market by measurement model and check the reliability. The purpose of the study 2 is to test the factors which affecting Indian and non- Indian community during selection of Indian restaurants. And investigates how factors are influencing consumers.

4.1 Research Instrument

The questionnaire is designed to collect information about the variables that impact customers' decisions in their dinning choices at certain Indian restaurants in Prague. The survey is divided into five sections: (1) Demographic information (2) Frequency of restaurant dining and willingness to pay (3) The most important factors to consumers when selecting Indian restaurants (using the scale method) (4) The food attributes that influence consumer choices Indian restaurant selection (using the scale method) (5) open question. The survey questionnaires included specific questions and is designed to be filled under short time (2-3 minutes to fill out). No personal questions were included, and participants have the possibility to answer some of the questions or close the survey at any time. Also, questionnaires were designed in English and Czech, as the national language is Czech and English is an international language, we expect tourists and other people living in Prague to understand one of these two languages.

4.1.1 Demographic data

Demographic data is used to characterise the sample of person having answered to the survey (including size, structure, and distribution). The survey's demographic data defines the sample's structure in terms of ethnic origin, gender, age, country, and occupation (Mihart, 2012). Asking these types of questions helps us to differentiate how two groups: 1)

Indian, and 2) non-Indian, make choices and preferences during the selection of Indian restaurants according to different demographic profiles. There can be a way, we can analyse the answers of the questionnaire depending on the social category, age, living place or ethnicity. This section, survey questions are from 1 to 8 and those question types are short answers, Yes/No and multiple choices.

4.1.2 Frequency of dining at restaurants and willingness to pay

The survey asked respondents how they chose Indian restaurants, and these questions explain which factors they keep in mind while choosing restaurants. The survey also included the question how many times eating out per month, in order to know frequency of eating out Indian food. It is important to know whom they are willing to go with, because this also gives us a better picture of the influence on their choices. which also leads us to how much they are willing to pay. The given options are driven by the study 1. In this section, survey questions are from 9 to 12.

4.1.3 The most important factors to consumers when selecting Indian restaurants

This section of the survey asked participants to "Please select how important the following characteristics are to you when you choose Indian restaurants (general)?" A scale method is used as shown below:

1	2	3	4	5
Unimportant	Somewhat important	Important	Very important	Extremely important

Seven restaurant characteristics are given, and respondents are asked to select the appropriate level of importance of the variables. The seven characteristics are: menu variety offered, quality of food, price of the meal, vegetarian cuisine choice, authentic cuisine, food size or quantity, and convenience of the location.

The characteristics described in the survey are meant to reflect a large panel of points of view regarding the factors influencing the willingness to pay of the consumer, as described in the literature review. A further survey in this section asked participants to choose the three most important characteristics while selecting Indian restaurants from the list above. In this section, survey questions are 13 and 14.

4.1.4 food attributes that influence consumer choices Indian restaurant selection

Participants were asked about "Do the following characteristics influence your decision when you choose Indian restaurants?" and they have to select the appropriate scale to describe their level of importance.

1 Unimportant	2 Somewhat important	3 Important	4 Very important	5 Extremely important
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The influencing factors are different from the important factors such as consumer trust, word of mouth, or experiences and food attributes that influence willingness to pay for Indian restaurants. It will analyse the influencing factors on judgement of food quality, which helps to understand consumers' perception of food quality.

The first 2 factors were of the Yes/No/Maybe type, and the others were scaled. In this section, the following factors influence consumer choices: living in India or visiting India, interest in culture or familiar with Indian culture, friends or family working at Indian restaurants, the taste of the food, spicy food, and the smell or aroma of the food. Also, there is one more question added about paying meals per weight, as in Study 1, there are some buffe restaurants because of the trend.

4.1.5 Open question

In the end, one open question was added about what consumers like about Indian restaurants to know if there are some other important factors that are not included in the study. The thesis supervisor approved the survey before distributing it. The target group was 150 and taking response for 2 weeks, from September 6th to September 18th, so whichever is faster. The survey links are posted on different social media to get attention from the public. Also, a survey was distributed to Indian students, Indian friends and non-Indian friends, and family.

5 Practical Part

5.1 Study 1 The Content Analysis

The aim of the study one is to provide a reliable picture of the current Indian hospitality market of Prague. This study is serving the master thesis in two point: first providing the current structure of this market to the public of the thesis (business owner and business manager within the field of the Indian hospitality market in Prague) and creating reliable dataset for establishment of benchmark over this market.

The construction of the dataset was established by web screening using mainstream webpage as google maps and TripAdvisor. As hospitality market in Prague is highly digitalised and oriented as a Business to Customer business, the thesis judges the amount of restaurant non listed on web as negligible and expect our dataset to be reliable. We count 31 players of the Prague market. Our dataset also has 3 variables which are analysed and compare in this part of the analysis: the localisation, the online review and the average price of the meal. We decided to analyse only restaurants in the 10 first districts of Prague (as it is covering more than 95% of the restaurants available to screen online). The 2nd variable is the online review, and the last variables is the Price, that we compare to the localisation and to the online review. By cross testing the different variables, we could establish the interdependence between them. We divided Prague in 10 aera corresponding to the administrative districts. The online review was gathered form TripAdvisor and Google Maps. Most of the players of the market possesses a broad menu (with more of 50 articles in the menu for food only) making the Indian hospitality average menu size bigger that the other cuisine type. To make the different restaurant menu comparable, we established the most common product order or expected by consumers: Vegetarian samosa for starter, then 2 menus, the Chicken tika masala as it is the most ordered product of Indian cuisine in Europe (references, can be about UK), and a vegetarian option due to the high proportion of vegetarian population within the Indian states (32.8% (Krithiga, et al., 2014) compare to the European less than 10%), the Paneer. We selected also two most popular side dishes ordered: the butter naan and the bastmati rice. To obtain the average price, we constructed an equation (see equation 1) with different dishes weighted. The vegetarian menu (Paneer + (Basmati rice+Butter naan+samosa) account for 32.8% (take the % of vegetarian population in India). The meet menu account for the remaining weight and is a combination of Chicken tikka masala and (Basmati rice+Butter naan+samosa).

5.1.1 Localisation:

The localisation of the restaurant is giving us information about the impact of the wealth area on the prices and food quality, but also about the social profile of consumer coming to visit the establishment. We found 29 restaurant offering Indian cuisine in Prague, but following the chart 1, we can see that the geographical repartition is very unequal depending on the district, there can be several reasons behind the unequal distributions such as large populations of tourist visiting Prague every year and where all the restaurants draw more customers to their businesses. After researching that Prague 8 (Karlin business canter) and Prague 4 (BB Centrum and Pankrac business canter) are consider as business district. In business canter some of the Indian restaurants are fast food chains and some of the restaurants are providing vegetarian healthy, glutton free as non-Indian customer's needs. Business districts are always busy, and they have limited time to consume and enjoy the meal as per time limitations for any restaurants have to adopt the situation and provide best services.

Figure 1: Numbers of Indian restaurant in Prague

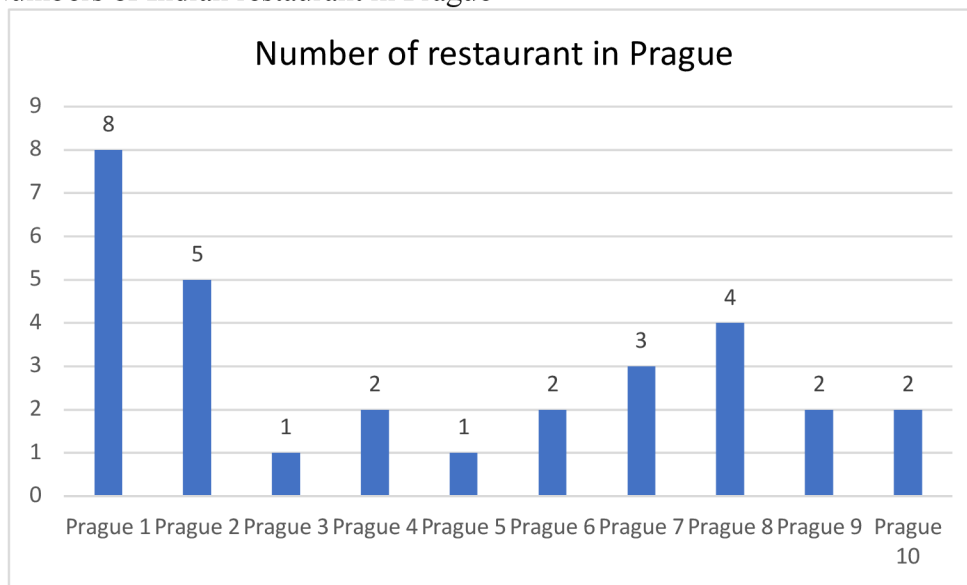


Chart 1 demonstrating the number of Indian restaurants in different district which shows that Prague 1 has higher number of restaurants because the main reason is large group of tourists visiting Prague every year and all the other ethnic, luxurious, authentic and five-star restaurants are also located in most crowd tourist area as it's perfect for business. Prague 2 has 5 restaurants which have smellier reasons like Prague 1. On the other hand, we can say that Prague 3 and 5 are not most popular area for having restaurants business, especially Indian restaurants as there are only 1 restaurant in each district.

5.1.2 Online review:

Figure 2: Distribution of the online review depending on the localisation

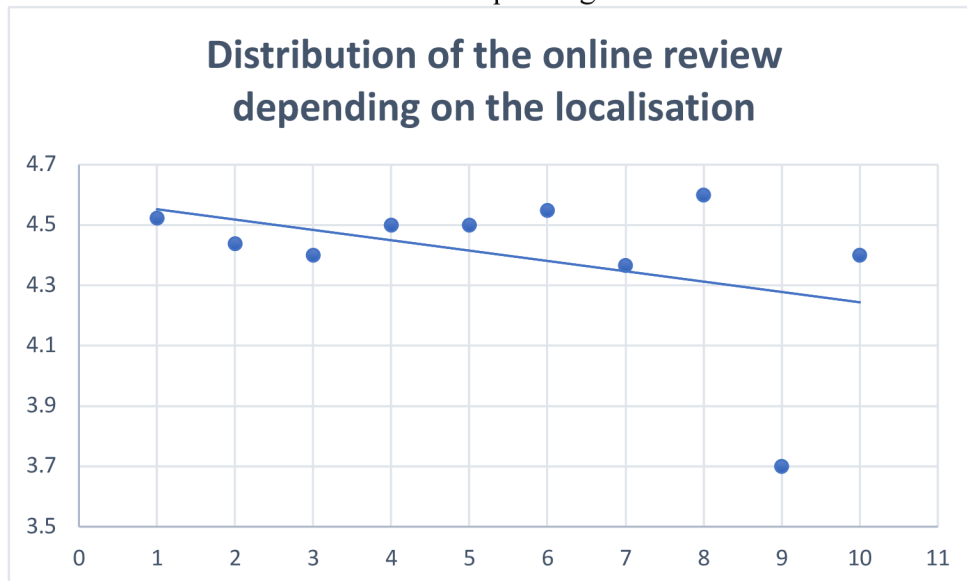
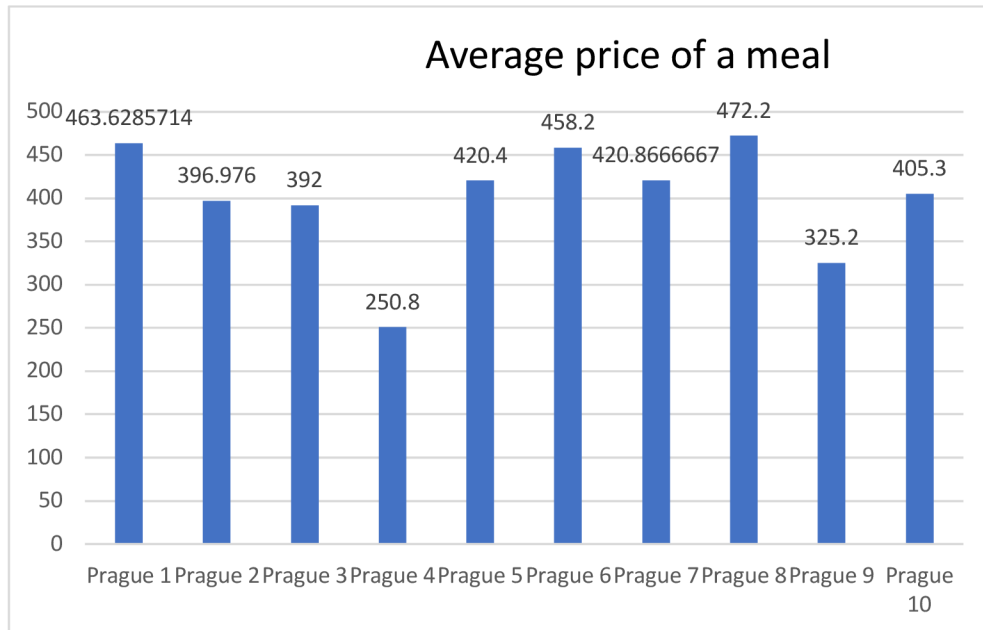


Chart 2 is explaining online reviews of the Indian restaurants in different districts. On the 11 districts of Prague, we can notice that standard deviation is low for the online review. Most of the online ratings in Prague districts are not far of the average: 4.45. Excepting Prague 9 with an average online review at 3.7m all the other districts have an online review range relatively small, between 4.36 (Prague 7) and 4.6 (Prague 8). Prague 9 has an abnormal low average rating compare to the average of online rating in Prague (3.7). As Prague 1 (4.52) and Prague 2 (4.44) have the highest numbers of the Indian restaurants in Prague (43%), the Prague average is driven by these areas and the effect of low online rating in Prague 9 does not affect the average at the city level. Thus, this chart is bringing two main information: 1) The online rating does not depend on the localisation of the restaurant, as 9 districts on 10 has similar average online review for their Indian restaurants, however, we cannot ignore the abnormally low average review noticed in Prague 9. 2) If the localisation is not influencing the online review but there is a non-random distribution of the average online review, other variables are influencing the online review. The other variables that could affect the online review could be the price or the quality of food and will be analysed.

5.1.3 Price of the meal:

Figure 3: Average price of meal in different districts of Prague



The graph 3 is the average price of a meal (following our formula established in the data presentation part) per districts in Prague. Prague 8 has highest price of all other restaurants and online review are also high in the chart 2 which means we can assume that it has higher quality of food and good place to eat. Where Prague 1 has 2nd highest price which is expectable because of localisation of the restaurants in posh area but it also has 4.525 average review which explains that higher number of restaurants are maintaining their quality of services offered, also one of the Indian restaurants in Prague 1 have 5 out of 5 online rating. Prague 4 has lowest average price and as it considered as business district. The main activity of the restaurant oriented for business district as it is in Prague 4 is for lunch, where the time available for having it can be short and the average bill lower than for dinner. Also, as there is only one Indian restaurant in Prague 4, it can explain the sharper variation compare to other districts. Excluding Prague 4 and Prague 9, the average prices have a limited range of prices. However, by comparing to online review, we can notice a pattern. We found that the average price in Prague 9 is lower, at 325 CZK, it is coinciding with the anomaly established in the online review analysis. Thus, the prices and the online reviews are dependents variables, and we will run a t-test to have a deeper understanding on their relationship. Our hypothesis is that a higher online review is driven by a higher price

Table 1: t-Test of average price and online review.
t-Test: Paired Two Sample for Means

	<i>Variable 1</i>	<i>Variable 2</i>
Mean	4.44814815	420.373333
Variance	0.15874644	5190.216
Observations	27	27
Pearson Correlation	0.29997626	
Hypothesized Mean Difference	0	
df	26	
t Stat	-30.048266	
P(T<=t) one-tail	5.082E-22	
t Critical one-tail	1.70561792	
P(T<=t) two-tail	1.0164E-21	
t Critical two-tail	2.05552944	

We run a t-test confronting the average price of each restaurant in our sample with its online review. Main elements to take into account from the result is that there is a correlation between the prices and the online review. The sample is limited (27 restaurants) but large enough to give statistically satisfactory results (reliable at more than 95%).

5.2 Study 2 Survey Data analysis

The survey is created in Google survey forms to easily distribute on social media, electronic devices and automatically collecting responses. The target for responses was 100, we successfully achieved our target by 104 responses. In the survey, people answered questions as they preferred so they were allowed to skip questions. The respondents answered about how they choose Indian restaurants, the price they are willing to pay, the important factors, influencing factors and what they like about Indian restaurants in Prague. After the survey questions were gathered, the completed data set was organized and structured then analysed using the Statistical Package for Social Sciences (SPSS) 12.0 program. The types of procedures used for data analysis: reliability analysing descriptive statistics and cross-tabulation.

5.2.1 Demographic profile data analysis

Frequency analysis was used to look at the general characteristics of respondents, with an emphasis on gender, age, employment, and location.

Table 2: Respondents demographic profile

Demographic characteristics	Total samples		Indian	Non-Indian
	Frequency	percentage (%)	n %	n %
Gender			n (83)	n (21)
Female	44	42.3	44.6	33.3
Male	55	52.9	51.8	57.1
Prefer not to answer	5	4.8	3.6	9.5
Profession			n (83)	n (21)
Business owner	2	1.9	1.2	4.8
Employee	56	53.8	61.4	23.8
Farmer	1	1.0	0	4.8
Housemaker	5	4.8	6	0
Students	30	28.8	24.1	47.6
Self employed	8	7.7	6	14.3
Others	1	1.0	1.2	0
Prefer not to answer	1	1.0	0	4.8
Age			n (81)	n (19)
1.00 =16-27	35	33.7	28.4	63.2
2.00 =28-33	36	34.6	40.7	15.8
3.00 = 34+	29	27.9	30.9	21.1
Prefer not to answer	4	3.8		
Postal code Location in Prague			n (83)	n (21)
Praha 1	3	2.9	1.2	9.5
Praha 2	6	5.8	7.2	0
Praha 3	5	4.8	3.6	9.5
Praha 4	15	14.4	18.1	0
Praha 5	12	11.5	12	9.5
Praha 6	23	22.1	21.7	23.8
Praha 7	10	9.6	7.2	19
Praha 8	14	13.5	14.5	9.5
Praha 9	5	4.8	6	0
Praha 10	6	5.8	6	4.8
Prefer not to answer	5	4.8	2.4	14.3

In order to analyse different responses in cognitive perception and emotions towards to Indian restaurants and food attributes (1) respondents were divided in to 2 groups ('Indian' and 'Non-Indian') (2) samples were analyzed by age categories.

Table 1 is illustrating the frequency and percentage of the respondent's demographic profile. There were Significant differences were observed in demographic profile such as profession, age, and gender. The results shows that Males were largest respondents among both Indian and non-Indian group. In non-Indian group majority of respondents represent youngster group, which is till 27, where in Indian most of the people are from age range between 27-33. Most of the younger respondents were students and employees, whose age range between 16- 27 for students and above 27 for employees (Table 3). From age and location bar chart demonstrating that age range between 16-27 live in Praha 6, 28-33 lives in Praha 5 and above 34 lives in Praha 8. As finding are represented in table 3, Indian and non-Indian respondents are living in Praha 6,5 and 8.

Figure 4: Respondent's location and age bar chart

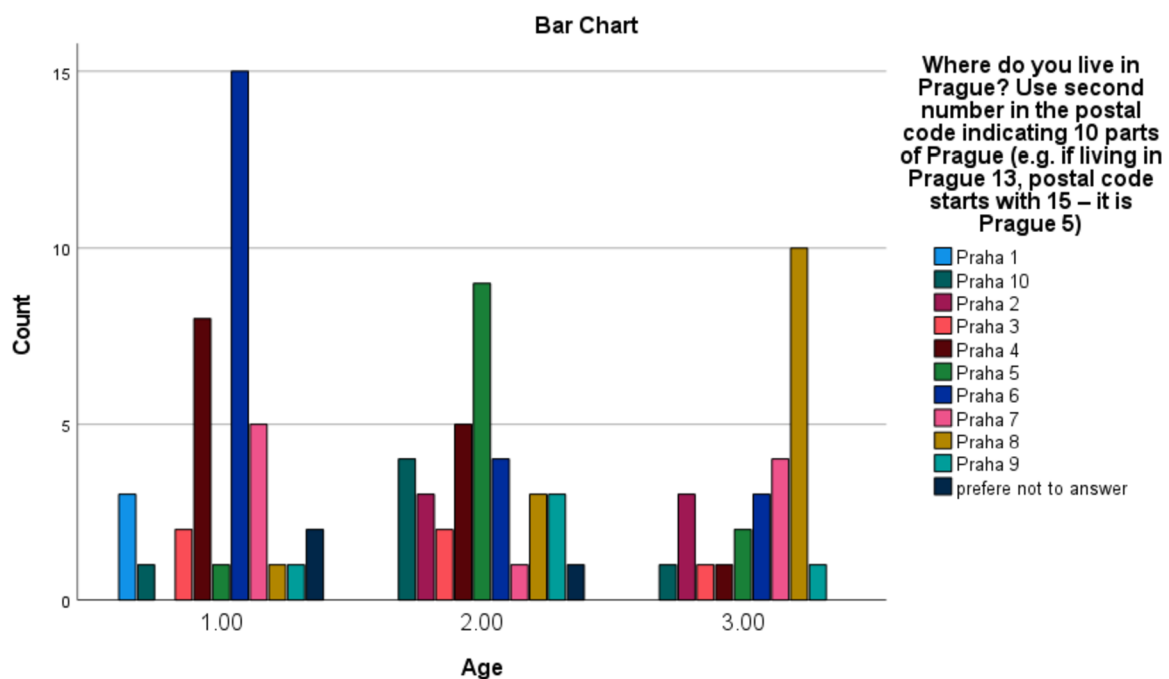


Table 3: Crosstabulation of Profession and Age categories

Profession* Age categories Cross tabulation

Profession		Age			Total
		1	2	3	
Business owner	Count	0	0	2	2
	% within age categories	0 %	0 %	6.9%	2%
	% professional status	0 %	0%	100%	100%
	% of Total	0 %	0%	2%	2%
Employee	Count	11	26	18	55
	% within age categories	31.4 %	72.2%	62.1%	55%
	% professional status	20%	47.3%	32.7%	100%
	% of Total	11 %	26%	18%	55%
Farmer	Count	0	0	1	1
	% within age categories	0%	0%	3.4%	1%
	% professional status	0%	0%	100%	100%
	% of Total	0%	0%	1%	1%
Housemaker	Count	0	0	4	4
	% within age categories	0%	0%	13.8%	4%
	% professional status	0%	0%	100%	100%
	% of Total	0%	0%	4%	4%
Self employed	Count	1	4	3	8
	% within age categories	2.9%	11.1%	10.3%	8%
	% professional status	12.5%	50%	37.5%	100%
	% of Total	1%	4%	3%	8%
Students	Count	23	6	0	29
	% within age categories	65.7%	16.7%	0%	29%
	% professional status	79.3%	20.7%	0%	100%
	% of Total	23%	6%	0%	29%
Others	Count	0	0	1	1
	% within age categories	0%	0%	3.4%	1%
	% professional status	0%	0%	100%	100%
	% of Total	0%	0%	1%	1%
Total	Count	35	36	29	100
	% within age categories	35%	36%	29%	100%
	% professional status	100%	100%	100%	100%
	% of Total	35%	36%	29%	100%

We can consider age between 16-27 students and above 28 as employees in further analysis whenever we mention about sample age group.

5.2.2 Identifying most important factors for customers by Two communities

Question 9: how you choose Indian restaurants based on given options?

Table 4: Analysis of question 9 answers

Options	Indian		Non-Indian	
	Frequency	%	Frequency	%
By Online rating	28	14%	5	10%
By menu	36	18%	10	20%
Randomly for discover new place	14	7%	5	10%
By recommendation from friends or family or colleague	53	26%	12	24%
By location (depending on district such as Praha 1, Praha2...)	19	9%	5	10%
By speciality	23	11%	4	8%

Both Indian and non-Indian community first and second choice in selecting Indian restaurants are recommendation and menu. In beginning of consumer behaviour purchasing process these two elements affect the most and influence their selection. If we highlight least interesting factors, then for Indian community, avoiding taking risk in discovering new places randomly. Where Non-Indian people are giving less importance about speciality.

Table 5: Analyse of different restaurants characteristics by Indian and Non-India group.

Important factors	Indian		Non-Indian	
	Mean	SD	Mean	SD
Menu variety offered	4.42	0.72	3.68	1.13
Vegetarian cuisine choices	3.90	1.23	2.73	1.45
Quality of food	4.80	0.58	4.77	0.43
convenience of location	3.69	1.06	3.73	1.24
Price of the meal	4.16	1.01	4.09	1.02
Food size or quantity	4.28	0.96	3.77	1.23
Authentic cuisine	4.52	0.81	4.14	1.17

From above table we can analyse that quality of food is most important in general, with mean of 4.80 and 4.77 which is extremely important. In Indian group vegetarian cuisine is more important with mean of 3.90 compare to non-Indian group with mean of 2.73.

Most important to least important factors for Indian group are: (1) Quality of food (2) Authentic cuisine (3) Menu variety offered (4) Food size or quantity (5) Price of the meal (6) vegetarian cuisine (7) convenience of location. It demonstrates that Indian group are price sensitive but when it comes to the giving importance to factors, price of the meal does not come first but they prefer food quality, authentic cuisine, and menu variety. The least important factor is location which means they are willing to go far from their living location for good cuisine.

Most Important to least important factors for non-Indian group: (1) Quality of food (2) Authentic cuisine (3) Price of meal (4) food size or quantity (5) convenience of location (6) menu variety offered (7) vegetarian cuisine. For non-Indian group price of the meal is still important as it's in top 3 but they care less about vegetarian cuisine.

From standard deviation results, we can say that Indian group think alike in most of the factors where non-Indian group have different importance in half of the factors.

When we asked respondents to choose only 3 main characteristics, the results are almost same but only 1 factor changed in both groups. Indian group put price of the meal on 2nd most important factor, where non-Indian group less care about authentic cuisine and had same results between menu variety and convenience of location for 3rd most important factor.

Table 6: Analyse of different food attributes which influence consumer by Indian and Non-India group.

Food attributes	Indian		Non-Indian	
	Mean	SD	Mean	SD
Friends or family working at Indian restaurants	2.23	1.28	2.00	1.35
Taste of the Food	4.79	0.47	4.68	0.65
spicy food	4.01	0.90	3.73	1.12
smell or aroma of the food	4.37	0.81	4.14	0.89

As we can detect that most influencing factor in food attributes is taste of food with mean of 4.79 in Indian group and 4.68 in non-Indian group. If we compare the preference of spicy food in both communities, for Indian it is very importance but in non-Indian group their importance is less important. In both group (Indian and Non-Indian) friends and family working at Indian

restaurants is unimportant for them. Most important to least important factors: (1) Taste of food (2) smell or aroma of food (3) spicy food (4) friends or family working at Indian restaurants.

5.2.3 Frequency of dining at restaurants and willingness to pay

Table 7: Frequency of eating out and Age categories

Frequency of dining out		Age			
		1	2	3	Total
Never	Count	2	1	1	4
	% within eating out	50.0%	25%	25%	100%
	% Within age	5.1%	2.9%	3.8%	4%
1 time a week	Count	8	16	9	33
	% within 1 time a week	24.2%	48.5%	27.3%	100%
	% Within age	20.5%	45.7%	34.6%	33%
2-3 times a week	Count	11	5	2	18
	% within 2-3 times a week	61.1%	27.8%	11.1%	100%
	% Within age	28.20%	14.30%	7.7%	18%
everyday	Count	0	0	1	1
	% within everyday	0%	0%	100%	100%
	% Within age	0%	0%	3.8%	1%
4-5 times a week	Count	1	1	1	3
	% within 4-5 times a week	33.3%	33.3%	33.3%	100%
	% Within age	2.6%	2.9%	3.8%	3%
Once a month	Count	17	12	12	41
	% within once a month	41.5%	29.3%	29.3%	100%
	%within age	43.6%	34.3%	46.2%	41%
total	count	39	35	26	100
	% within total	39%	35%	26%	100%
	% Within age	100%	100%	100%	100%

As it seen form table 7 that most of the respondents age between 16-27 are going out once a month (43.6%). When age categories 28-33 are going out 1 time a week (45.7%) and age above 33 prefer to go once a month (46.2%).

- There is strong relationship between age of consumer and frequency of eating out.
- There is strong relationship between age group 16-27 and they are eating out once a month. It is connected to the profession as most of the respondents in this age group are students (Table 3).
- Also, there is strong relationship between age 28-33 and frequency of going out 1 time a week which is related to also profession as most of the respondents are employees.

The crosstabulation of frequency of eating out and willingness pay shows that majority of respondents (60%) are willing to pay 250-325 CZK per person for their meal. If we look at eating out habits respondents who go out once a month (49.2%) and 1 time a week (31.7%) are willing to pay 250-325 CZK per person for meal. But there are some people who willing to pay more in range between 326-400 CZK per person (19.2%) and those respondents are going out 1 time a week (30%) and once a month (40%).

- There is relationship between frequency of eating out and willingness to pay. Respondents who are going out less are more price sensitive. It is also related to age and profession as we analyse that majority of respondents age between 16-27 prefer to go out once a month and they are students (Table 3 and 7).
- However, respondents who are eating out 1 time a week or more have similar willingness to pay than the overall respondents, still they are spending more which indicates less price sensitive.

Table 9: Preference of eating out*Age*Group crosstabulation

Group	Preference to go with to Indian restaurant	Age			Total	
		1	2	3		
Indian	Alone	Count	4	3	2	9
		% within eating out preference	44%	33%	22%	100%
		% within Age	10%	5%	5%	9%
	Friends	Count	25	27	15	67
		% within eating out preference	37%	40%	22%	100%
		% within Age	93%	47%	35%	67%
	Family	Count	7	20	23	44
		% within eating out preference	16%	45%	52%	100%
		% within Age	18%	34%	53%	43%
	Colleague who is not a close friend (e.g. colleague from work)	Count	4	8	3	15
		% within eating out preference	27%	53%	20%	100%
		% within Age	10%	14%	7%	15%
Total	Count	40	58	43	135	
	% within eating out preference	40%	58%	43%	100%	
	% within Age	100%	100%	100%	100%	

Non-Indian	Alone	Count	0	0	3	3
		% within eating out preference	0%	0%	100%	100%
		% within Age	0%	0%	38%	3%
	Friends	Count	9	2	3	14
		% within eating out preference	64%	33%	21%	100%
		% within Age	69%	33%	38%	14%
	Family	Count	4	2	1	7
		% within eating out preference	57%	29%	14%	100%
		% within Age	31%	33%	13%	7%
	Colleague who is not a close friend (e.g. colleague from work)	Count	0	2	1	3
		% within eating out preference	0%	67%	33%	100%
		% within Age	0%	33%	13%	3%
	Total	Count	13	6	8	27
		% within eating out preference	13%	6%	8%	100%
		% within Age	100%	100%	100%	100%
Total	Count	53	64	51	162	
	% within eating out preference	53%	64%	51%	100%	
	% within Age	100%	100%	100%	100%	

Table 9 is crosstabulation of three variables preference of eating out, group (Indian and non-Indian) and age. It is illustrating that, which age category prefer to go to Indian restaurants or enjoy their food, which is divided in to two groups. Total count is 162 because people have chosen multiple answers for questions “whom you prefer to go with?”. The result of the table 9 shown that in Indian and non-Indian group youngster age category 1 prefer to go with their friends. Respondents age between 28-33 prefer to go with both friends and family, where non-Indian same age category respondents enjoy their food with friends, family and Colleague who is not a close friend (e.g., colleague from work). Last age Group above 34 perefere more family (53 %) than friends (35 %), but in non-Indian group either they would go with friends or rather alone.

5.2.4 Investigating factors influence consumer choices by age category

Our first approach in during the analysis was to put factors from most important to less important in order to demonstate each group (Indian and non-Indian) preferances, second approach is investigate relationship between factors and age categories by crosstabulation. The results of data analysis represents that the following variables are depending on the age categories.

Table 10: Respondents preference on menu variety offered by age categories

Menu variety offered*Age		new age categories			Total
		1	2	3	
2	Count	2	3	0	5
	% within Menu variety offered	40 %	60 %	0 %	100 %
	% within new age categories	5.7 %	8.3 %	0 %	5 %
	% of Total	2 %	3 %	0 %	5 %
3	Count	8	1	5	14
	% within Menu variety offered	57.1 %	7.1 %	35.7 %	100 %
	% within new age categories	22.9 %	2.8 %	17.2 %	14 %
	% of Total	8 %	1 %	5 %	14 %
4	Count	13	13	6	32
	% within Menu variety offered	40.6 %	40.6 %	18.8 %	100 %
	% within new age categories	37.1 %	36.1 %	20.7 %	32 %
	% of Total	13 %	13 %	6 %	32 %
5	Count	12	19	18	49
	% within Menu variety offered	24.5 %	38.8 %	36.7 %	100 %
	% within new age categories	34.3 %	52.8 %	62.1 %	49 %
	% of Total	12 %	19 %	18 %	49 %
Total	Count	35	36	29	100
	% within Menu variety offered	35 %	36 %	29 %	100 %
	% within new age categories	100 %	100 %	100 %	100 %
	% of Total	35 %	36 %	29 %	100 %

The table shows that respondents age category 1 it is less important than other age categories. For age between 28-33 (52.8%) and above 34 (62.1%) respondents it is extremely important that Indian restaurants offers wide range of verities.

- There is relationship between age and menu variety offered. Respondents age between 28-33 and above 33 are affected by menu variety factor as they are going out 1 time a week (Table 7) and spending more (Table 8).

Table 11: Respondents preference on vegetarian cuisine choices by age categories

Vegetarian cuisine choices*age crosstabulation

Vegetarian cuisine choices		new age categories			Total
		1	2	3	
1	Count	5	1	5	11
	% within Vegetarian cuisine	45.5 %	9.1 %	45.5%	100 %
	% within age	14.3 %	2.8 %	17.2 %	11 %
	% of Total	5 %	1 %	5 %	11 %
2	Count	3	4	4	11
	% within Vegetarian cuisine	27.3 %	36.4 %	36.4 %	100 %
	% within age	8.6 %	11.1 %	13.8 %	11 %
	% of Total	3 %	4 %	4 %	11 %
3	Count	8	7	2	17
	% within Vegetarian cuisine	47.1 %	41.2 %	11.8 %	100 %
	% within age	22.9 %	19.4 %	6.9 %	17 %
	% of Total	8 %	7 %	2 %	17 %
4	Count	8	11	4	23
	% within Vegetarian cuisine	34.8 %	47.8 %	17.4 %	100 %
	% within age	22.9 %	30.6 %	13.8 %	23 %
	% of Total	8 %	11 %	4 %	23 %
5	Count	11	13	14	38
	% within Vegetarian cuisine	28.9 %	34.2 %	36.8 %	100 %
	% within age	31.4 %	36.1 %	48.3 %	38 %
	% of Total	11 %	13 %	14 %	38 %
Total	Count	35	36	29	100
	% within Vegetarian cuisine	35 %	36 %	29 %	100 %
	% within age	100 %	100 %	100 %	100 %
	% of Total	35 %	36 %	29 %	100 %

From above table it is visible that all age group 3 who are above 33 (48.3%) give more importance to vegetarian cuisine choice. The age group between 16-27 gives less importance to vegetarian cuisine.

Table 12: Respondents preference on quality of food by age categories.

Quality of food* Age crosstabulation

Quality of food		new age categories			Total
		1	2	3	
2	Count	1	1	0	2
	% within Quality of food	50 %	50 %	0 %	100 %
	% within age	2.9 %	2.8 %	0 %	2 %
	% of Total	1 %	1 %	0 %	2 %
3	Count	1	0	0	1
	% within Quality of food	100 %	0 %	0 %	100 %
	% within age	2.9 %	0 %	0 %	1 %
	% of Total	1 %	0 %	0 %	1 %
4	Count	8	0	5	13
	% within Quality of food	61.5 %	0 %	38.5 %	100 %
	% within age	22.9 %	0 %	17.2 %	13 %
	% of Total	8 %	0 %	5 %	13 %
5	Count	25	35	24	84
	% within Quality of food	29.8 %	41.7 %	28.6 %	100 %
	% within age	71.4 %	97.2 %	82.8 %	84 %
	% of Total	25 %	35 %	24 %	84 %
Total	Count	35	36	29	100
	% within Quality of food	35 %	36 %	29 %	100 %
	% within age	100 %	100 %	100 %	100 %
	% of Total	35 %	36 %	29 %	100 %

From above table we can analyse that majority of respondents (84%) prefer quality of food. Age between 28-33 (41.7%) consider quality of food factor extremely important out of over all respondents.

- There is strong relationship between quality of food and age. Respondents age between 28-33 prefer the quality of food which is related to going out 1 time a week and spending more than other groups (Table 7 and 8).
- Quality of food is most important variable for age group 1 and 3 as their frequency of going out once a month.

Table 13: Respondents preference on convenience of location by age categories.

convenience of location*Age crosstabulation

convenience of location		new age categories			Total
		1	2	3	
1	Count	1	1	1	3
	% within convenience of location	33.3 %	33.3 %	33.3 %	100 %
	% within new age categories	2.9 %	2.8 %	3.4 %	3 %
	% of Total	1 %	1 %	1 %	3 %
2	Count	5	6	1	12
	% within convenience of location	41.7 %	50 %	8.3 %	100 %
	% within new age categories	14.3 %	16.7 %	3.4 %	12 %
	% of Total	5 %	6 %	1 %	12 %
3	Count	6	12	9	27
	% within convenience of location	22.2 %	44.4 %	33.3 %	100 %
	% within new age categories	17.1 %	33.3 %	31 %	27 %
	% of Total	6 %	12 %	9 %	27 %
4	Count	12	8	12	32
	% within convenience of location	37.5 %	25 %	37.5 %	100 %
	% within new age categories	34.3 %	22.2 %	41.4 %	32 %
	% of Total	12 %	8 %	12 %	32 %
5	Count	11	9	6	26
	% within convenience of location	42.3 %	34.6 %	23.1 %	100 %
	% within new age categories	31.4 %	25 %	20.7 %	26 %
	% of Total	11 %	9 %	6 %	26 %
Total	Count	35	36	29	100
	% within convenience of location	35 %	36 %	29 %	100 %
	% within new age categories	100 %	100 %	100 %	100 %
	% of Total	35 %	36 %	29 %	100 %

From above table we can analyse that age group between 16-27 (34.3%) and 33 above give importance to convenience of location. Where age group 28-33 give less importance than other two groups. There is no relationship between age and convenience of location as it's not impacting consumer and they are willing to travel.

Table 14: Respondents preference on price of meal by age categories.

Price of meal*Age crosstabulation

Price of meal		new age categories			Total
		1	2	3	
1	Count	1	0	2	3
	% within Price of meal	33.3 %	0 %	66.7 %	100 %
	% within new age categories	2.9 %	0 %	6.9 %	3 %
	% of Total	1 %	0 %	2 %	3 %
2	Count	1	2	0	3
	% within Price of meal	33.3 %	66.7 %	0 %	100 %
	% within new age categories	2.9 %	5.6 %	0 %	3 %
	% of Total	1 %	2 %	0 %	3 %
3	Count	6	5	7	18
	% within Price of meal	33.3 %	27.8 %	38.9 %	100 %
	% within new age categories	17.1 %	13.9 %	24.1 %	18 %
	% of Total	6 %	5 %	7 %	18 %
4	Count	13	11	7	31
	% within Price of meal	41.9 %	35.5 %	22.6 %	100 %
	% within new age categories	37.1 %	30.6 %	24.1 %	31 %
	% of Total	13 %	11 %	7 %	31 %
5	Count	14	18	13	45
	% within Price of meal	31.1 %	40 %	28.9 %	100 %
	% within new age categories	40 %	50 %	44.8 %	45 %
	% of Total	14 %	18 %	13 %	45 %
Total	Count	35	36	29	100
	% within Price of meal	35 %	36 %	29 %	100 %
	% within new age categories	100 %	100 %	100 %	100 %
	% of Total	35 %	36 %	29 %	100 %

As we can analyse that price of the meal factor ranked highest by the age between 27-33 (40%) for extremely importance. If we compare distribution of importance given by employees from 2 different age categories, the age above 34 have low sensitivity about price factor.

There is relationship between price and age.

Table 15: Respondents preference on food size or quantity by age categories.

Food size or quantity*Age crosstabulation

Food size or quantity		new age categories			Total
		1	2	3	
1	Count	2	1	1	4
	% within Food size or quantity	50 %	25 %	25 %	100 %
	% within new age categories	5.7 %	2.8 %	3.4 %	4 %
	% of Total	2 %	1 %	1 %	4 %
2	Count	2	1	1	4
	% within Food size or quantity	50 %	25 %	25 %	100 %
	% within new age categories	5.7 %	2.8 %	3.4 %	4 %
	% of Total	2 %	1 %	1 %	4 %
3	Count	3	2	7	12
	% within Food size or quantity	25 %	16.7 %	58.3 %	100 %
	% within new age categories	8.6 %	5.6 %	24.1 %	12 %
	% of Total	3 %	2 %	7 %	12 %
4	Count	8	14	10	32
	% within Food size or quantity	25 %	43.8 %	31.3 %	100 %
	% within new age categories	22.9 %	38.9 %	34.5 %	32 %
	% of Total	8 %	14 %	10 %	32 %
5	Count	20	18	10	48
	% within Food size or quantity	41.7 %	37.5 %	20.8 %	100 %
	% within new age categories	57.1 %	50 %	34.5 %	48 %
	% of Total	20 %	18 %	10 %	48 %
Total	Count	35	36	29	100
	% within Food size or quantity	35 %	36 %	29 %	100 %
	% within new age categories	100 %	100 %	100 %	100 %
	% of Total	35 %	36 %	29 %	100 %

Majority of respondents have considered food size or quantity factor extremely important. In table, age group 16-27 students ranked highest among all categories of age for food size or quantity factor.

Table 16: Respondents preference on authentic cuisine by age categories.

Authentic cuisine*Age crosstabulation

Authentic cuisine		new age categories			Total
		1	2	3	
1	Count	2	0	0	2
	% within Authentic cuisine	100 %	0 %	0 %	100 %
	% within new age categories	5.7 %	0 %	0 %	2 %
	% of Total	2 %	0 %	0 %	2 %
2	Count	1	0	0	1
	% within Authentic cuisine	100 %	0 %	0 %	100 %
	% within new age categories	2.9 %	0 %	0 %	1 %
	% of Total	1 %	0 %	0 %	1 %
3	Count	7	2	5	14
	% within Authentic cuisine	50 %	14.3 %	35.7 %	100 %
	% within new age categories	20 %	5.6 %	17.2 %	14 %
	% of Total	7 %	2 %	5 %	14 %
4	Count	6	8	5	19
	% within Authentic cuisine	31.6 %	42.1 %	26.3 %	100 %
	% within new age categories	17.1 %	22.2 %	17.2 %	19 %
	% of Total	6 %	8 %	5 %	19 %
5	Count	19	26	19	64
	% within Authentic cuisine	29.7 %	40.6 %	29.7 %	100 %
	% within new age categories	54.3 %	72.2 %	65.5 %	64 %
	% of Total	19 %	26 %	19 %	64 %
Total	Count	35	36	29	100
	% within Authentic cuisine	35 %	36 %	29 %	100 %
	% within new age categories	100 %	100 %	100 %	100 %
	% of Total	35 %	36 %	29 %	100 %

Age group from 28 to 33 (72.2%) consider authentic cuisine extremely important to dine at Indian restaurants in Prague. Again, age group between 16-27 have different importance in authenticity of cuisine, still majority of respondents consider it's extremely important.

Table 17: Respondents preference on spicy food age categories.

Spicy food*Age crosstabulation

spicy food		new age categories			Total
		1	2	3	
1	Count	1	0	0	1
	% within spicy food	100 %	0 %	0 %	100 %
	% within new age categories	2.9 %	0 %	0 %	1 %
	% of Total	1 %	0 %	0 %	1 %
2	Count	3	0	2	5
	% within spicy food	60 %	0 %	40 %	100 %
	% within new age categories	8.6 %	0 %	6.9 %	5 %
	% of Total	3 %	0 %	2 %	5 %
3	Count	3	15	8	26
	% within spicy food	11.5 %	57.7 %	30.8 %	100 %
	% within new age categories	8.6 %	41.7 %	27.6 %	26 %
	% of Total	3 %	15 %	8 %	26 %
4	Count	10	12	11	33
	% within spicy food	30.3 %	36.4 %	33.3 %	100 %
	% within new age categories	28.6 %	33.3 %	37.9 %	33 %
	% of Total	10 %	12 %	11 %	33 %
5	Count	18	9	8	35
	% within spicy food	51.4 %	25.7 %	22.9 %	100 %
	% within new age categories	51.4 %	25 %	27.6 %	35 %
	% of Total	18 %	9 %	8 %	35 %
Total	Count	35	36	29	100
	% within spicy food	35 %	36 %	29 %	100 %
	% within new age categories	100 %	100 %	100 %	100 %
	% of Total	35 %	36 %	29 %	100 %

As presented in table 15 that people with younger age range between 16-27 students have high tolerance of Spicy food and it is extremely important. Where people age between 28-33 and above 33 who are employees do not prefer spicy food.

Table 18: Respondents preference on smell or aroma of the food by age categories.

Smell or aroma of the food*Age crosstabulation

smell or aroma of the food		new age categories			Total
		1	2	3	
1	Count	1	0	0	1
	% within smell or aroma of the food	100 %	0 %	0 %	100 %
	% within new age categories	2.9 %	0 %	0 %	1 %
	% of Total	1 %	0 %	0 %	1 %
2	Count	1	0	2	3
	% within smell or aroma of the food	33.3 %	0 %	66.7 %	100 %
	% within new age categories	2.9 %	0 %	6.9 %	3 %
	% of Total	1 %	0 %	2 %	3 %
3	Count	3	2	4	9
	% within smell or aroma of the food	33.3 %	22.2 %	44.4 %	100 %
	% within new age categories	8.6 %	5.6 %	13.8 %	9 %
	% of Total	3 %	2 %	4 %	9 %
4	Count	13	20	6	39
	% within smell or aroma of the food	33.3 %	51.3 %	15.4 %	100 %
	% within new age categories	37.1 %	55.6 %	20.7 %	39 %
	% of Total	13 %	20 %	6 %	39 %
5	Count	17	14	17	48
	% within smell or aroma of the food	35.4 %	29.2 %	35.4 %	100 %
	% within new age categories	48.6 %	38.9 %	58.6 %	48 %
	% of Total	17 %	14 %	17 %	48 %
Total	Count	35	36	29	100
	% within smell or aroma of the food	35 %	36 %	29 %	100 %
	% within new age categories	100 %	100 %	100 %	100 %
	% of Total	35 %	36 %	29 %	100 %

The results of data analysis represents that the following variables are does not depending on the age categories such as smell or aroma of the food, taste of the food, Quality of food, vegetarian cuisine, convience of location.

Table 19: Respondents preference on taste of the food by age categories.

Taste of the Food		new age categories			Total
		1	2	3	
3	Count	4	0	0	4
	% within Taste of the Food	100 %	0 %	0 %	100 %
	% within new age categories	11.4 %	0 %	0 %	4 %
	% of Total	4 %	0 %	0 %	4 %
4	Count	6	4	6	16
	% within Taste of the Food	37.5 %	25 %	37.5 %	100 %
	% within new age categories	17.1 %	11.1 %	20.7 %	16 %
	% of Total	6 %	4 %	6 %	16 %
5	Count	25	32	23	80
	% within Taste of the Food	31.3 %	40 %	28.7 %	100 %
	% within new age categories	71.4 %	88.9 %	79.3 %	80 %
	% of Total	25 %	32 %	23 %	80 %
Total	Count	35	36	29	100
	% within Taste of the Food	35 %	36 %	29 %	100 %
	% within new age categories	100 %	100 %	100 %	100 %
	% of Total	35 %	36 %	29 %	100 %

Figure 5: Respondent's preference on buffet restaurants by age categories

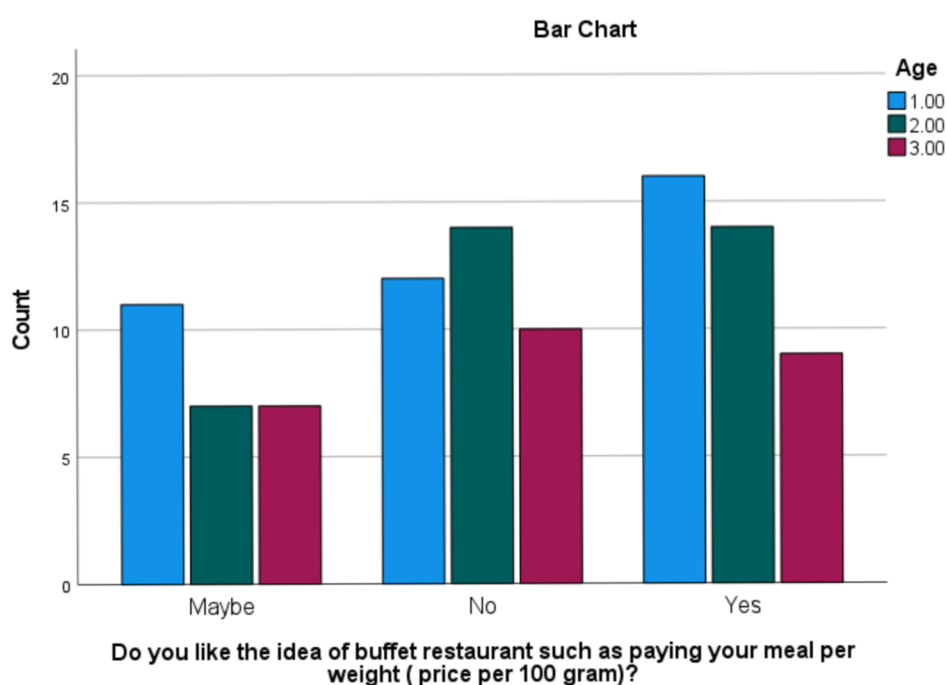
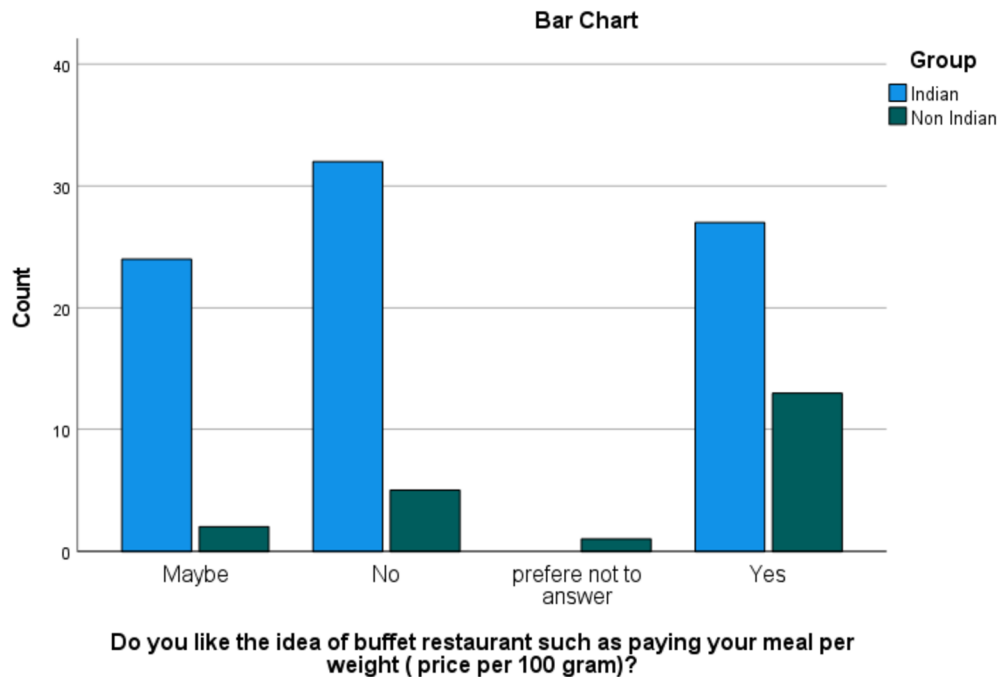
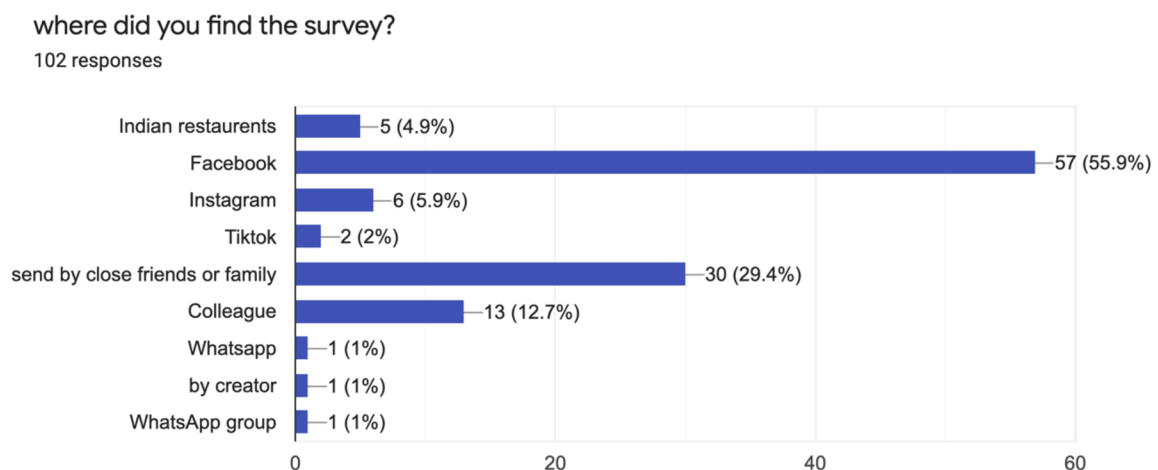


Figure 6: Respondent's preference on buffet restaurants by Indian and non-Indian



From restaurants. Most of the Indian respondents do not like the idea of buffet restaurants but other are interested. If we see the age chart with respondent's answer, then we can observe that age between 16-27 students is highly interested in buffet restaurants. Even the respondents who answered maybe most of them are age range between 16-27.

Figure 7: Effective social media platforms in Prague



Most effective social media is Facebook in Prague for attracting public in different groups.

6 Conclusion

The aim of the thesis was identifying the factors which affect the consumer choices while selecting Indian restaurants in Prague, determine the most important factors that affects consumers' choices of Indian restaurants in Prague among Indian community in Prague and those who are not members of this community (non-Indian people in Prague). Also investigates how factors are influencing consumer behaviour in certain way.

After analysing the results of study 1 and study 2, it is possible to make several conclusions.

- The location of the restaurants does not impact consumer while selecting Indian restaurants, they were no relation between location of restaurants and respondents living location.
- Consumer relays on word of mouth and online rating while searching for good Indian food and they search for alternatives by menu in Indian restaurants. These types of factors consumer keep in mind while searching for Indian restaurants in the begging of the consumer purchasing behaviour.
- Indian and non-Indian community both are sensitive about price. However, after investigating by age categories it is transparent that employees are less price sensitive than students.
- For Indian community three most important factors are Quality of food, Authentic cuisine and Menu variety offered. Indian community is far away from home they are more focus on those which provides same quality as Indian restaurants located in India (analysis form open question)
- For non- Indian community three most affecting factors are Quality of food, Authentic cuisine, and price of meal. They have low tolerance of spicy food.
- Majority of the people who goes to Indian restaurants are students and employees. Students prefer to go with their friends, where employees prefer to go with family.
- Frequency of going out and willingness to pay is higher in consumers who have stable income such as employees.

Research limitations

It is critical to note that the research have some limitations and may not be generalizable to a larger population due to time limitations and, because of Indian restaurants did not contribute to student survey, only social media platform was used to attract people to participate in survey, it was difficult to reach non-Indian community as there were covid-19 restrictions and university were closed. It was also observed that distribution of two groups did not represented equal numbers which may have impacted findings of the survey.

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8. Appendix

List of Indian restaurants, cuisine price, online rating, and Average price of total meal of each restaurant.

Name	Location	Websites	Butter naan	chicken tikka masala	paneer	Basmati rice	Samosa (Veg)	Online rating	Average Price
Amritsar Mail	Prague 1	amritsar mail.cz	65	215	190	60	70	4.3	402
Indian Jewel	Prague 1	indianjewel.cz	60	350	225	75	120	4.4	565
Mala India Restaurant	Prague 1	malaindia.cz	65	205	180	55	75	4.4	392
Indian Restaurant Kathmandu	Prague 1	Site Web	45	190	160	45	80	4.5	350.4
"K" - The Two Brothers	Prague 1	http://www.kthetwobrothers.com/	60	280	250	80	130	4.6	540.4
Five Rivers Indian Kitchen and Bar	Prague 1	https://www.fiverivers.cz/	60	220	190	95	125	4.6	490.4
Indian Accent	Prague 1	https://www.indianaccent.cz/	60	270	255	75	105	5	505.2

Bavrčí Indická Restaurace	Prague 10	https://www.bavruci.cz/	45	205	185	65	105	4.3	413.6
Red chilli - Indian restaurant	Prague 10	http://redchilli.cz/	60	220	195	60	65	4.5	397
Golden Tikka	Prague 2	https://www.tikka.cz/	60	215	210	65	95	4.1	433.4
Indian Restaurant Pind Prague	Prague 2	http://pind.cz/	50	215	185	75	65	4.4	395.4
Grand Rasoi	Prague 2	https://grandrasoi.cz/?lang=en	50	215	165	50	85	4.5	384
Taaj Palace	Prague 2	http://www.taajpalace.cz/	65	225	199	65	75	4.6	421.68
Everest Restaurant	Prague 2	http://www.restauraceeverest.cz	45	190	160	45	80	4.6	350.4
Spice India	Prague 3	https://spiceindia.cz/	65	205	180	55	75	4.4	392
Bistro punjabi	Prague 4	https://www.facebook.com/BistroPunjab	35	119	109	40	60	4.7	250.8
Tajmahal Express	Prague 5	https://www.tajmahalexpress.cz/	65	220	190	70	75	4.5	420.4
Tandoor Original Indian Restaurant	Prague 6	https://www.tandoor.cz	75	265	195	75	85	4.5	477.6
Curry King	Prague 6	https://www.curryking.cz/	75	235	200	60	80	4.6	438.8
Hurry Curry Indian Restaurant	Prague 7	https://hurrycurry.cz/	65	199	195	40	75	4.1	377.72
Masala Keramicka Indian restaurant	Prague 7	https://masala.cz/	55	195	199	65	85	4.4	401.28

Curry Palace	Prague 7	https://www.currypalace.cz/	60	235	215	85	110	4.6	483.6
Sangam Indian restaurants	Prague 8	https://delivery.sangam.cz/indian	70	285	260	50	125	4.7	522
Curry House - Indian Authentic Cuisines	Prague 8	https://www.curryhouse.cz/praha/	55	225	160	65	75	4.7	399.2
Namaste India	Prague 8	https://namasteindia.cz/	65	230	200	100	110	4.7	495.4
Satyam	Prague 9	Satayam	45	199	129	45	59	2.7	325.6
Chef Sultan	Prague 9	https://www.facebook.com/ChefSultanPrague/	45	149	189	69	49	4.7	324.8

Definition of terms

The following is a list of some of the phrases used in this study, along with their explanations.

Ayurveda: The traditional system of medicine which used in ancient period effectively which translated in Sanskrit language “ayur” means life and “veda” means knowledge, It is both the title of the text that explains this type of medical practice and the name of the practice. It is a systematic approach to the art and science of life that makes use of everything that nature has to offer (foods, spices, herbal remedies, colours, metals, gems, music) to not only conquer sickness but also to constantly strengthen human body and mind. (Sarkar, et al., 2015)

Saag paneer: Saag paneer is a delicious dish made with finely chopped soft spinach, spices, cream, and paneer, an Indian cheese (Sarkar, et al., 2015).

Lassi: sweet and savoury beverage prepared from yogurt or buttermilk with water base (Sarkar, et al., 2015)

Tandoori: It is a clay oven that is believed to have originated in Syria but is now used all across Central Asia. Tandoor is a clay oven and food cooked in tandoor is called tandoori (Monteiro, 2000)

Curry: A cuisine include meat, vegetables and other ingredients ... cooked in Indian spices with little bit hot Indian style sauce and eaten with rice. There is vegetarian curry which only include vegetables and Indian spices specially for vegetarian people (Morgan , et al., 2011).

Basmati rice: Basmati means "queen of fragrance" in Hindi, and this unique long-grain rice from India is just that. When cooked, the grains are naturally perfumed with buttery almond taste and do not become mushy or sticky (Monteiro, 2000)

Naan: A types of leavened bread traditionally cooked in clay oven and it has teardrop shape (Morgan , et al., 2011).

Indian restaurants survey

Please, read the conditions stated below before you agree with your participation in this research. If you are not sure, you might contact researchers to get needed information concerning the research before you participate.

The author: Harshna Bhabhor,

contact details: harshnakumari1695@gmail.com

This study is being done as part of the requirements for a master's thesis. The purpose of the study is to determine the important factors that affects consumers' choices of Indian restaurants in Prague.

Your participation in the study is completely voluntary, fully anonymous, and free of any charge. It does not involve any kind of risk or inconvenience. You might stop your participation anytime, before submitting your answers, whatever the reason of ceasing the participation is. If you want to stop, simply close your internet browser. Your answers will be treated as confidential data. They will be anonymised and sorted in line with rules guaranteeing anonymity. The results of the research will be published in summary form in the diploma thesis. I ask you for you consent to use your anonymised data in diploma thesis. If you have any concern related to any issue in the research, please contact for any information and clarification on this study or for any need, the mentioned Email address. I will be happy to answer your questions and provide you the information how your concern was addressed. If you have already read all items of information in this section and agree with your participation, please indicate your consent:

Yes, I read the conditions and agree with my participation in the research*

I agree

1. What is your gender?

Live in Prague

Tourist

2. What is your age?

3. What is your professional status?

- Student
- Employee
- Unemployed
- Retired
- Housemaker
- Labourer
- Farmer
- Self employed
- Business owner
- Other _____

4. Do you live in Prague or are you tourist?
(If your answer is Tourist then skip next question)

- Live in Prague
- Tourist

5. Where do you live in Prague? Use second number in the postal code indicating 10 parts of Prague
(e.g. if living in Prague 13, postal code starts with 15 – it is Prague 5)

- Praha 1
- Praha 2
- Praha 3
- Praha 4
- Praha 5
- Praha 6
- Praha 7
- Praha 8
- Praha 9
- Praha 10

6. Are you from India or of Indian ethnic origin?
(If your answer is No then skip next question.)

- Yes
- No

7. If you are Indian or Indian ethnic origin, how many years have you lived away from India?

8. Are you from which country? _____

9. How you choose Indian restaurants based on given options?

- By Online rating
- By menu
- By price of the cuisine
- By location (depending on district such as Praha 1, Praha 2....)
- By recommendation from friends or family or colleague
- Randomly for discover new place
- By speciality

10. How many times do you eat Indian cuisine in restaurant or ordering online in a month?

- Never
- once a month
- 1 time a week
- 2 -3 times a week
- 4 -6 times a week
- everyday

11. Who would you prefer to go with?

- Alone
- Friends
- Family
- Colleague who is not a close friend (e.g. colleague from work)

12. How much would you like to pay in Indian restaurant for your meal? (per person)

- 250 - 325 Czk
- 326 - 400 Czk
- 401- 565 Czk
- Above 565 Czk

13. Please select how important following characteristics are to you when you choose Indian restaurants (general).

Following is level of scale of each from 1 to 5. Please select only one scale.

1 Unimportant	2 Somewhat important	3 Important	4 Very important	5 Extremely important
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1. Menu variety offered

- 1 2 3 4 5

2. Vegetarian cuisine choices

1 2 3 4 5

3. Quality of food

1 2 3 4 5

4. Convenience of location

1 2 3 4 5

5. Price of the meal

1 2 3 4 5

6. Food size or quantity

1 2 3 4 5

7. Authentic cuisine

1 2 3 4 5

14. Choose only 3 main characteristics which is most important for you when you dine at Indian restaurants.

- Menu variety offered
- Quality of food
- Price of the meal
- vegetarian cuisine choice
- Authentic cuisine
- Food size or quantity
- Convenience of the location

15. Does following characteristics influence your decision when you choose Indian restaurants

1. Lived in India or visited in India

- Yes
- No

2. Interest in culture or familiar with Culture

- Yes
- No
- Maybe

3. Friends or family working at Indian restaurants

1 2 3 4 5

4. Taste of the Food

1 2 3 4 5

5. Spicy food

1 2 3 4 5

6. Smell or aroma of the food

- 1 2 3 4 5

16. Do you like the idea of buffet restaurant such as paying your meal per weight (price per 100 gram)?

- Yes
 No
 Maybe

17. What do you like about Indian restaurants?

Answers of open questions

Question 17: What do you like about Indian restaurants?

Number	Answers
1	That it's food which is remind me of home taste food
2	Food, cultural atmosphere
3	Taste, smell and authenticity
4	Indian Food
5	The overall taste.
6	Food
7	Food
8	That it is Indian cuisine serving restaurant.
9	Food
10	Food
11	Feel like at home
12	Our authentic food is provided there
13	Getting special Indian food even out of the country
14	It makes us feel closer to home and home food.
15	The food and spices
16	Authentic food
17	I didn't like anything so far
18	Vegetarian food
19	The remembrance of Indian food in a foreign land
20	Amazing food
21	The things which I can't make at home can be available in Indian restaurants
22	Authenticity of the food
23	Chicken Curry

24	Spicy food
25	Tasty food
26	Actually nothing
27	Authenticity of taste

28	Indian food
29	Indian food
30	I like the restaurants to have more south Indian cuisine .. currently it is very north/ Punjabi cuisine
31	Feel at home ambience
32	They offer variety of cuisine and Every time I visit, they take feedback about the quality of food.
33	I don't have to cook and hot favourite food is served on table with the perfect taste.
34	Our own test
35	Offering Mango lassi
36	Food
37	Food
38	Variety, Price, Portion
39	Taste and Indian culture
40	Indian cuisine
41	The authentic taste!!
42	Food and Ambience
43	Unique taste
44	Food
46	Most of the Indian restaurants here in Prague are not providing authentic or traditional dishes
47	Weekend special menu (in specific restaurants). I think here should be one more question regarding specific dislikes about Indian restaurants.
48	sometimes good but price is very high
49	Indian flavours
50	the aura and culture
51	Variety
52	Nothing specific. Just a change from my own cooking.
53	The feeling being at home
54	Taste
55	Vegetarian Options (Not such salads like other restaurants)

58	In Prague not much. But in other countries I think yes
59	Food
60	That they don't know how to cook authentic Indian cuisine
61	They offer varieties of Indian cuisine
62	Pálivá jídla ❤️
63	Pro mne netradiční pokrmy
64	kari
65	Change from everyday food
66	The taste
67	Good food
68	I like the atmosphere
69	Indian Carry
70	That I can eat something which I can't cook myself, and that it's a standard that there are vegetarian dishes.
71	authenticity
72	Food
73	Good vegetarian food that doesn't pretend to be a meat substitute.
74	Naan