

# A study on the consumption experience and evaluation of customers at the Hangzhou cuisine restaurant “Jiuwei”

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**Abstract.** This study aims to explore the customer experience and evaluation of the Hangzhou cuisine restaurant “Jiuwei” in order to help the restaurant improve its service quality, meet customer needs and enhance its competitive advantage. With the popularity of social media and online review platforms, the impact of customer reviews on the restaurant industry is becoming increasingly significant. This study used methods such as questionnaire surveys, targeted interviews and social media comment analysis to collect and analyze customers’ evaluations of the “Jiuwei” restaurant in terms of food quality, dining efficiency, environmental comfort, restaurant image and service. There is a significant positive correlation between satisfaction, attention and complaint levels in various dimensions of a restaurant and customer loyalty. Specifically, improving restaurant satisfaction in all dimensions can help reduce customer complaints and promote customer loyalty. There are significant differences in restaurant experience among consumers of different ages, genders and educational levels. Younger consumers, female consumers and consumers with a master's degree or above have relatively higher evaluations of restaurants. Based on the research results, this paper puts forward targeted marketing suggestions, including improving restaurant satisfaction in various dimensions, developing differentiated marketing strategies, strengthening customer relationship management and loyalty building, and using social media and online platforms for promotion. These suggestions are designed to help Jiuwei Restaurant better understand customer needs, optimize service processes, and enhance its brand image, thereby standing out in the fiercely competitive catering market.

**Keywords:** Hangzhou cuisine restaurants; customer consumption experience; customer evaluation; satisfaction; marketing strategy.

## 1. Introduction

As a highly competitive and constantly evolving industry, customer experience and evaluation play a central role in the successful operation of a restaurant [1][2]. With the rise of social media and online review platforms, customer feedback on the restaurant industry has been spread rapidly and its influence has grown [3][4]. In the context of information explosion, a positive or negative review can spread widely in a very short time, having a profound impact on the restaurant’s reputation and customer flow. Therefore, catering companies need to pay more attention to understanding and grasping customers’ consumption experience and evaluation in order to provide more excellent services and meet customers’ diversified needs, thereby gaining an advantage in the fierce market competition.

Researching customers’ consumption experience and evaluation is not only of great value to a single restaurant, but also has far-reaching reference significance for the entire catering industry. Through in-depth analysis of customer evaluation data, we can gain insights into the development trends of the catering market and changes in customer demand, and provide catering companies with targeted improvement strategies. Customer evaluation research helps catering companies better grasp market opportunities, shape and enhance their brand image, and thus remain invincible in the fierce market competition. “Jiuwei”, a Hangzhou cuisine restaurant located in Taizhou, Zhejiang, stands out in the local catering market and has won wide acclaim for its unique Hangzhou cuisine flavor and high-quality service. With the increasing prosperity and intensified competition in the catering market, “Jiuwei” restaurant is also facing many challenges. On the one hand, the continuous emergence of competitors has intensified the fierceness of market competition; on the other hand, the diversification

and personalization of customer needs have put higher demands on the restaurant's service and food quality. In this context, in-depth exploration of customers' consumption experience and evaluation of "Jiuwei" restaurant is of great significance to the sustainable development of the restaurant.

This study focuses on the customer consumption experience and evaluation of the Hangzhou cuisine restaurant "Jiuwei", aiming to help the restaurant understand customer needs more comprehensively, optimize service quality, and improve customer satisfaction and loyalty through systematic and in-depth analysis. This study not only has practical guiding significance for the specific case of "Jiuwei" restaurant, but also provides a useful reference and reference for the consumer experience and evaluation research of the entire Hangzhou cuisine catering industry.

To achieve the research objectives, this report will conduct investigation and analysis from multiple dimensions. First, through a combination of questionnaire surveys and in-depth interviews, we comprehensively collected customers' consumption experience and evaluation data on the "Jiuwei" restaurant. Questionnaire surveys can cover a wider range of customer groups and provide macro-level data support; while in-depth interviews can delve into customers' specific needs and opinions, providing a more detailed and in-depth perspective for analysis. Secondly, this study will focus on the evaluation and feedback about the "Jiuwei" restaurant on social media and online review platforms. The reviews on these platforms can reflect customers' true feelings and expectations in real time, providing restaurants with valuable directions for improvement. Finally, this report will comprehensively analyze and extract key information and improvement suggestions from the survey and review data, focusing on customers' evaluations of food quality, dining efficiency, environmental comfort, restaurant image and service attitude, to provide a scientific basis for the continuous optimization of "Jiuwei" restaurant.

The results of this study are expected to have a positive and far-reaching impact on the future development and competitive advantage of "Jiuwei" restaurant. By gaining a deep understanding of customer needs and suggestions for improvement, restaurants can specifically optimize dishes and menu design, improve service processes and efficiency, and strengthen employee training and management, thereby providing a more excellent consumer experience. This study will also provide useful references and inspiration for the entire catering industry, encourage catering companies to pay more attention to customer needs, improve service quality and customer satisfaction, and jointly promote the healthy development of the catering industry.

## **2. Literature review**

### **2.1 Consumer experience and evaluation of the catering industry:**

The consumption experience and evaluation of the catering industry refers to the factors such as service quality, food quality, price perception, restaurant environment and atmosphere that customers feel during their dining experience in a restaurant. Consumer experience and reviews are very important to the restaurant industry because they directly affect customer satisfaction and loyalty to the restaurant. Past studies have shown that customers' consumption experience and evaluation can be improved by providing high-quality service, delicious dishes, reasonable pricing strategies and a comfortable restaurant environment.

When consumers dine in a restaurant, their expectations for service quality often include friendly and professional service attitude, fast and efficient service speed, and thoughtful customer care. High-quality service not only makes customers feel valued, but also builds good customer relationships, promotes word-of-mouth and increases customer return rates[1] [7].

The quality and taste of dishes are extremely important factors in the catering industry. Customers want to enjoy delicious dishes and expect the freshness of the dishes, the quality of the ingredients and the level of cooking skills to meet their expectations. Providing high-quality dishes not only satisfies customers' taste buds, but also improves their perception of the restaurant's overall value [2].

Price perception is also an important indicator for customers to evaluate restaurants. Customers want an experience that matches the value of the meal they dine at. A price that is too high may make customers dissatisfied, while a price that is too low may cause customers to question the quality [3].

The restaurant's environment and atmosphere also have an important impact on customers' consumption experience. Comfortable, clean and distinctive restaurant environment can enhance customers' emotional experience and create a pleasant dining atmosphere. These factors can make customers feel relaxed and enjoyable, thereby improving their overall evaluation and satisfaction with the restaurant [4].

## **2.2 Customer consumption behavior and preferences**

Customer consumption behavior and preferences is the study of the decisions and choices made by customers in the restaurant industry. This includes their decision-making process when choosing a dining location, their preferences for different dishes and flavors, their perception of price and value, and their requirements for restaurant service and environment [5].

Customers' consumption behavior and preferences are influenced by many factors. These factors can include personal preferences, cultural influences, social norms, and individual characteristics [6]. For example, some customers may prefer healthier food options, while others may prioritize convenience and speed [7]. Cultural factors, such as dietary restrictions or preferences for specific cuisines, can also influence customer choices [8]. In addition, customers' income level and budget also affect their price sensitivity and willingness to spend on a dining experience [9].

Customer preferences are dynamic and change over time. Dietary trends, health and fitness movements, and changes in social attitudes can all influence customer consumption behaviors and preferences [10].

## **2.3 The impact of customer reviews on catering businesses**

Customer reviews have a significant impact on catering businesses. Positive customer reviews can enhance a restaurant's reputation and image, attract more potential customers, and increase customer loyalty. On the contrary, negative reviews may damage the company's image and reduce customer trust and satisfaction. Therefore, catering companies need to pay attention to customer reviews, respond quickly to customer feedback, and continuously improve service quality and customer experience to enhance the positivity of customer reviews [11].

In today's digital age, customer reviews play a key role in shaping public perception and influencing the decisions of potential customers. With the widespread use of online review platforms and social media, customers have a powerful platform to share their experiences and opinions. Positive reviews can serve as proof and endorsement, attracting more customers to try a restaurant. Conversely, negative reviews may deter potential customers and damage the business's reputation [12].

It is important for businesses in the restaurant industry to actively monitor, manage and respond to customer reviews. By engaging with customers and addressing their concerns or feedback, restaurant businesses can demonstrate a commitment to customer satisfaction and show that they value their customers' opinions. This positive attitude can help mitigate the impact of negative reviews and build a positive online reputation [13].

## **2.4 Business model and characteristics of Hangzhou cuisine restaurant "Jiuwei":**

"Jiuwei" restaurant specializes in Hangzhou cuisine, combining traditional Hangzhou cuisine with modern cooking techniques. This makes their dishes unique in taste. They not only retain traditional classic dishes such as West Lake Vinegar Fish, Dongpi Pork, Longjing Shrimp, etc., but also add some novel elements and creative dishes, such as Pomfret Rice Cake, Sichuan Peppercorn Snail, Sour Bean Noodles, etc. Customers can enjoy delicious dishes that are carefully prepared and combine the characteristics of the past and the present to bring customers a unique dining experience.

“Jiuwei” restaurant focuses on innovation in restaurant environment and atmosphere design. They are committed to creating a comfortable and warm dining atmosphere. The small courtyard in front of the restaurant is full of natural atmosphere. The carefully designed interior decoration, comfortable seats, warm lighting and exquisite calligraphy and paintings create a romantic dining environment. This design allows customers to enjoy food in a pleasant atmosphere, enhancing the overall dining experience.

“Jiuwei” restaurant continuously adjusts and improves their dishes and services by deeply understanding customer needs. They pay attention to customers’ preferences and dietary needs and offer a diverse menu selection. For example, they launched the “Taizhou Small Seafood” series, which uses Taizhou’s most classic seafood such as conch, hairtail, and razor clams as the main ingredients; and the “Fuchun Mountain” series, which is inspired by the green mountains and waters and delicious bamboo shoots of Hangzhou’s Fuchun Mountain, and uses bamboo shoots and vegetables as the main ingredients. In addition, they also provide personalized services, such as private customized menus and banquet services, to meet the needs of different customers.

“Jiuwei” restaurant pays great attention to providing high-quality service and dining experience. Their service team undergoes professional training every year to learn how to receive customers warmly and friendly, how to provide customers with professional dish introductions and suggestions, and to ensure that customers can enjoy a fast and thoughtful dining experience.

### **3. Research Methods**

#### **3.1 Questionnaire design**

This report uses questionnaire survey as the main data collection tool to understand customers’ consumption experience and evaluation of the Hangzhou cuisine restaurant “Jiuwei”. The questionnaire design includes the following aspects:

Firstly, the purpose of developing the questionnaire is to understand the customers’ evaluation on the overall impression of the restaurant, the quality of service, the quality of dishes, the comfort of the restaurant environment and so on.

Secondly, the questions in the questionnaire should be structured to allow for an objective assessment of customer satisfaction. For example, we use a five-point scale to assess customer satisfaction with different factors, ranging from very dissatisfied to very satisfied.

In addition, an open-ended question was designed at the end of the questionnaire to allow customers to provide opinions and suggestions and further understand their consumption experience and expectations.

#### **3.2 Research location and sampling method**

In this study, we chose the Hangzhou cuisine restaurant “Jiuwei” as the research location. This restaurant is located in the New Era Plaza in Jiaojiang District, Taizhou City, a specific area. It is also a time-honored restaurant with considerable popularity and a certain customer base. This location was chosen based on its representativeness and typicality, allowing us to better understand the performance of Hangzhou cuisine in the region and customer feedback.

Regarding the sampling method, we adopted random sampling to select the research subjects. This means that we selected as our sample customers who had dined at the study location. The selection of random sampling was based on its convenience and feasibility as we could reach these customers more easily and obtain their opinions and views.

Although the random sampling method has certain limitations and cannot cover all possible customer groups, this sampling method can provide observations and feedback from actual dining customer groups, which is closer to the actual situation. By collecting and analyzing the opinions and experiences of these customers, we can obtain evaluations and insights about the “Jiuwei” restaurant and draw valuable conclusions and suggestions.

### 3.3 Data Collection

Data collection will be conducted by distributing questionnaires to customers who have dined at the Hangzhou cuisine restaurant “Jiuwei”. The questionnaire was filled out online through an online survey platform using the technical support of the WeChat mini-program Questionnaire Star. During the data collection process, in order to ensure the validity and completeness of the questionnaire, necessary instructions and guidance will be provided to ensure that the respondents understand the content of the questionnaire and answer the questions accurately.

### 3.4 Data analysis methods

Data analysis will be conducted using Excel and SPSS. First, the questionnaire data will be cleaned and coded to ensure the accuracy and consistency of the data. Secondly, descriptive statistics will be used to analyze the research variables and calculate the mean, standard deviation and frequency distribution. Then, based on different perspectives, the 26 questions in the questionnaire were divided into four dimensions, and correlation analysis was used to measure whether there was a significant linear correlation between consumers’ importance of the four dimensions of the restaurant, their satisfaction, and their complaints and loyalty to the restaurant. Next, a multiple linear regression analysis will be conducted to examine whether there is a linear relationship between consumers’ loyalty to a restaurant and their satisfaction, importance, and complaints about each dimension of the restaurant. Finally, a differential analysis will be conducted to study whether different types of consumers have significant differences in customer loyalty to the restaurant, consumer satisfaction with various dimensions of the restaurant, degree of importance attached to it, and degree of complaints.

In addition, when providing improvement suggestions to the restaurant at the end, the responses to the open-ended questions will be summarized and generalized to extract valuable opinions and suggestions from customers.

## 4. Analysis of “Jiuwei” consumer behavior

### 4.1 Frequency analysis

For the questionnaire data, frequency analysis was performed on the demographic information in the questionnaire data based on Excel and SPSS software to study the proportion of each item in the total, so as to summarize the sample information. The results are shown below.

**Table 1.** Frequency analysis table

Name	Options	Frequency	Percentage (%)
Number of visits	1	122	40.667
	2	103	34.333
	3	75	25
Your gender:	female	206	68.667
	male	94	31.333
Your age:	Under 16 years old	78	26
	16-25 years old	78	26
	36-45 years old	51	17
	26-35 years old	47	15.667
	46-60 years old	30	10
Education	Over 60 years old	16	5.333
	High school and below	109	36.333
	University	109	36.333
	Master degree and above	82	27.333
total		300	100

Among all 300 samples, the frequency analysis of the number of visits showed that 1.0 had the highest frequency, accounting for 40.667%, 2.0 accounted for 34.333%, and 3.0 accounted for 25.0%. In terms of gender, females account for 68.667% and males account for 31.333%. In the age distribution, those under 16 and 16-25 years old ranked the highest, both at 26.0%, while those over 60 years old ranked the lowest, accounting for 5.333%. In terms of educational level, the majority are high school or below and college, accounting for 36.333% respectively, and the lowest are master's degree or above, accounting for 27.333%.

**4.2 Correlation analysis**

In the questionnaire, the first scale contains 26 questions to measure consumers' understanding and satisfaction with the restaurant. 26 questions are divided into four dimensions based on different perspectives, namely:

1). Restaurant image and service dimensions, including (1) the overall image of the restaurant (2) the reputation of the restaurant (3) the social responsibility of the restaurant (20) the tea and napkins provided (22) the service attitude of the employees (23) the timely service provided by the waiters (26) the timely handling of complaints by the restaurant.

2). Environmental comfort dimensions, including (4) whether the restaurant is convenient for dining (5) whether the restaurant is convenient for parking vehicles (6) whether the restaurant provides clean toilets (8) the decoration of the restaurant (9) the cleanliness of the restaurant (10) the lighting of the restaurant (11) the room temperature of the restaurant (12) the smell of the restaurant (13) the background music of the restaurant (14) the attire of the restaurant staff

3). Dining efficiency dimensions, including (7) waiting time in line (21) takeaway service (24) payment method diversity (25) checkout speed (17) serving speed

4). Dish quality dimensions, including (15) dish price (16) dish variety (18) dish taste (19) dish color

**Table 2.** Correlation analysis results

	Importance of restaurant image and service dimensions	Importance of environmental comfort dimensions	Importance of dining efficiency	Importance of food quality dimension	Customer complaint dimensions	Customer loyalty dimensions
Importance of restaurant image and service dimensions	1(0.000***)	0.423 (0.000***)	0.474 (0.000***)	0.402 (0.000***)	0.023(0.686)	0.126 (0.029**)
Importance of environmental comfort dimensions	0.423 (0.000***)	1(0.000***)	0.644 (0.000***)	0.554 (0.000***)	0.086(0.136)	0.19 (0.001***)
Importance of dining efficiency	0.474 (0.000***)	0.644 (0.000***)	1(0.000***)	0.638 (0.000***)	0.023(0.692)	0.106(0.067*)
Importance of food quality dimension	0.402 (0.000***)	0.554 (0.000***)	0.638 (0.000***)	1(0.000***)	0.128(0.026**)	0.185 (0.001***)
Customer complaint dimensions	0.023 (0.686)	0.086(0.136)	0.023(0.692)	0.128(0.026**)	1(0.000***)	0.556 (0.000***)
Customer loyalty dimensions	0.126 (0.029**)	0.19 (0.001***)	0.106 (0.067*)	0.185 (0.001***)	0.556(0.000***)	1(0.000***)

Note: \*\*\*, \*\*, and \* represent 1%, 5%, and 10% significance levels, respectively.

The second scale in the questionnaire measures the degree of consumers' complaints about the restaurant, and the third scale measures the degree of consumers' loyalty to the restaurant.

In order to measure whether there is a significant linear correlation between consumers' importance of the four dimensions of restaurants, satisfaction, complaints and loyalty to restaurants, a correlation analysis was conducted based on Excel and SPSS software. The results are as follows:

The above data show that there is a certain relationship between the importance of each dimension of the restaurant and customer complaints and customer loyalty. Specifically, the importance of restaurant image and service dimensions has no significant relationship with customer complaints (0.023,  $p > 0.05$ ), but shows a significant positive correlation with customer loyalty (0.126,  $p < 0.05$ ). The importance of the environmental comfort dimension has no significant relationship with customer complaints (0.086,  $p > 0.05$ ), but is significantly positively correlated with customer loyalty (0.19,  $p < 0.001$ ). The importance of the dining efficiency dimension has no significant relationship with customer complaints (0.023,  $p > 0.05$ ), but shows a significant positive correlation with customer loyalty (0.106,  $p < 0.05$ ). The importance of the dish quality dimension showed a significant positive correlation with customer complaints (0.128,  $p < 0.05$ ) and customer loyalty (0.185,  $p < 0.001$ ). Finally, there is a significant positive correlation between customer complaints and customer loyalty (0.556,  $p < 0.001$ ).

**Table 3.** Correlation analysis results

	Satisfaction with restaurant image and service dimensions	Satisfaction level of environmental comfort	Satisfaction level of dining efficiency	Satisfaction level of food quality	Customer complaint dimensions	Customer loyalty dimensions
Satisfaction with restaurant image and service dimensions	1(0.000***)	0.543 (0.000***)	0.728 (0.000***)	0.521 (0.000***)	0.484 (0.000***)	0.328 (0.000***)
Satisfaction level of environmental comfort	0.543 (0.000***)	1(0.000***)	0.553 (0.000***)	0.426 (0.000***)	0.221 (0.000***)	0.261 (0.000***)
Satisfaction level of dining efficiency	0.728 (0.000***)	0.553 (0.000***)	1(0.000***)	0.64 (0.000***)	0.544 (0.000***)	0.348 (0.000***)
Satisfaction level of food quality	0.521 (0.000***)	0.426 (0.000***)	0.64 (0.000***)	1(0.000***)	0.42 (0.000***)	0.268 (0.000***)
Customer complaint dimensions	0.484 (0.000***)	0.221 (0.000***)	0.544 (0.000***)	0.42 (0.000***)	1(0.000***)	0.556 (0.000***)
Customer loyalty dimensions	0.328 (0.000***)	0.261 (0.000***)	0.348 (0.000***)	0.268(0.000***)	0.556(0.000***)	1(0.000***)

Note: \*\*\*, \*\*, and \* represent 1%, 5%, and 10% significance levels, respectively.

The above data show that there is a significant positive correlation between the satisfaction level of each dimension of the restaurant and customer complaints and customer loyalty. Specifically, the satisfaction with restaurant image and service dimensions was significantly positively correlated with customer complaints (0.484,  $p < 0.001$ ) and customer loyalty (0.328,  $p < 0.001$ ). There is also a significant positive correlation between satisfaction with the environmental comfort dimension and customer complaints (0.221,  $p < 0.001$ ) and customer loyalty (0.261,  $p < 0.001$ ). The satisfaction level of dining efficiency dimension is significantly positively correlated with customer complaints (0.544,  $p < 0.001$ ) and customer loyalty (0.348,  $p < 0.001$ ). The satisfaction level of the dish quality

dimension showed a significant positive correlation with customer complaints (0.42,  $p < 0.001$ ) and customer loyalty (0.268,  $p < 0.001$ ). Finally, there is a significant positive correlation between customer complaints and customer loyalty (0.556,  $p < 0.001$ ). These results suggest that improving restaurant satisfaction in all dimensions can help reduce customer complaints and promote customer loyalty.

### 4.3 Multiple linear regression analysis

In order to study whether there is a linear relationship between consumers' loyalty to restaurants and their satisfaction, importance and complaints in various dimensions of restaurants, this paper takes restaurant loyalty as the dependent variable and the three variables of satisfaction, importance and complaints in various dimensions of restaurants as the independent variables of the model, and conducts a multiple linear regression analysis. The results are as follows:

**Table 4.** Multiple linear regression results

	Nonnormalized coefficient		Normalized coefficient	t	P	VIF	R <sup>2</sup>	F
	B	SE	Beta					
constant	0.055	0.347	-	0.158	0.874	-		
The importance of each restaurant	0.24	0.108	0.145	2.221	0.027**	1.888		
Satisfaction level of each restaurant	0.018	0.133	0.01	0.132	0.895	2.415	0.331	F=48.9 P=0.000***
Customer complaint dimensions	0.612	0.065	0.54	9.453	0.000***	1.442		

Note: \*\*\*, \*\*, and \* represent 1%, 5%, and 10% significance levels, respectively.

The above multiple linear regression analysis results show that the F statistic of the model is 48.9 and the p value is 0.000, indicating that the entire regression model is statistically significant. Among the independent variables of the model, the unstandardized coefficient (B) of the customer complaint dimension is 0.612, the standard error (SE) is 0.065, the standardized coefficient (Beta) is 0.54, the t value is 9.453, and the p value is  $0.000 < 0.05$ , indicating that the customer complaint dimension has a significant positive impact on restaurant loyalty. The importance of each item in the restaurant has a significant positive impact on the restaurant's loyalty, with an unstandardized coefficient (B) of 0.24, a standard error (SE) of 0.108, a standardized coefficient (Beta) of 0.145, a t value of 2.221, and a p value of  $0.027 < 0.05$ . This shows that the more important the consumer is to each item in the restaurant, the higher their loyalty to the restaurant. However, the other two variables do not have a significant positive impact on customer loyalty, and their p- values are greater than 0.05.

### 4.4 Difference Analysis

In order to study whether the number of visits to the restaurant affects the customer's loyalty to the restaurant, there are significant differences in consumers' satisfaction, attention and complaints about various dimensions of the restaurant. In this regard, this report conducts a one-way ANOVA and sets the number of visits to the restaurant as a categorical independent variable. The results are as follows:

In the importance, satisfaction, customer complaints and customer loyalty of each restaurant item among the different number of visits (2.0, 1.0, 3.0). Specifically, through the one-sample variance test, for the importance of each item in the restaurant, the P value is  $0.216 > 0.05$ , indicating that the statistical result is not significant; for the satisfaction level, the P value is  $0.701 > 0.05$ , and the statistical result is not significant; in the customer complaint dimension, the P value is  $0.752 > 0.05$ , and the statistical result is not significant; finally, in the customer loyalty dimension, the P value is  $0.981 > 0.05$ , and the statistical result is not significant.

**Table 5.** One-way ANOVA results

Variable Name	Variable Value	Sample size	Average value	Standard Deviation	Variance test
The importance of each restaurant	2	103	3.733	0.506	F=1.542 P=0.216
	1	122	3.638	0.525	
	3	75	3.601	0.576	
	total	300	3.661	0.533	
Satisfaction level of each restaurant	2	103	3.716	0.519	F=0.355 P=0.701
	1	122	3.685	0.427	
	3	75	3.654	0.543	
	total	300	3.688	0.489	
Customer complaint dimensions	2	103	3.35	0.816	F=0.285 P=0.752
	1	122	3.361	0.728	
	3	75	3.433	0.811	
	total	300	3.375	0.778	
Customer loyalty dimensions	2	103	3.068	0.902	F=0.019 P=0.981
	1	122	3.052	0.811	
	3	75	3.076	0.973	
	total	300	3.063	0.882	

Note: \*\*\*, \*\*, and \* represent 1%, 5%, and 10% significance levels, respectively.

In order to study whether consumers of different genders have significant differences in customer loyalty to restaurants, consumers' satisfaction, attention and complaints about various dimensions of restaurants, this paper conducts independent sample t -test analysis and sets consumers of different genders as categorical independent variables. The results are as follows:

**Table 6.** Independent Samples T Test

Variable Name	Variable Value	Sample size	Average value	Standard Deviation	T- test	Mean Difference
The importance of each restaurant	female	206	3.801	0.488	T=7.26 P=0.000***	0.445
	male	94	3.356	0.5		
	total	300	3.661	0.533		
Satisfaction level of each restaurant	female	206	3.796	0.455	T=5.986 P=0.000***	0.345
	male	94	3.451	0.481		
	total	300	3.688	0.489		
Customer complaint dimensions	female	206	3.313	0.756	T=-2.05 P=0.041**	0.198
	male	94	3.511	0.813		
	total	300	3.375	0.778		
Customer loyalty dimensions	female	206	3.061	0.913	T=-0.054 P=0.957	0.006
	male	94	3.067	0.816		
	total	300	3.063	0.882		

Note: \*\*\*, \*\*, and \* represent 1%, 5%, and 10% significance levels, respectively.

There are significant differences between women and men in the importance and satisfaction of various restaurant evaluations. Specifically, the average importance of each item in the restaurant for women is 3.801, while that for men is 3.356. Using the independent sample T test, the significance result P value is 0.000\*\*\*, indicating that the statistical results are significant and there are significant differences between women and men in the importance of each item in the restaurant.

Similarly, the average satisfaction level of women in the restaurant is 3.796, while that of men is 3.451. Using the independent sample T test, the significance result P value is 0.000\*\*\*, and the statistical result is significant. There is a significant difference between women and men in the satisfaction level of each item in the restaurant.

In the dimension of customer complaints, the mean values of females and males were 3.313 and 3.511 respectively. The significant result P value was 0.041\*\*, indicating that the statistical results were significant and there were significant differences between females and males in the dimension

of customer complaints. However, in terms of customer loyalty, the mean values of females and males were 3.061 and 3.067 respectively. The P value of the significant result was 0.957, and the statistical result was not significant. There was no significant difference between females and males in terms of customer loyalty.

In order to study whether consumers of different age groups have a significant difference in customer loyalty to restaurants, consumers' satisfaction, attention and complaints about various dimensions of restaurants, this paper conducts a one-way ANOVA and sets consumers of different age groups as categorical independent variables. The results are as follows:

**Table 7. One-way ANOVA results**

Variable Name	Variable Value	Sample size	Average value	Standard Deviation	Variance test
The importance of each restaurant	26-35 years old	47	3.548	0.557	F=20.527
	Under 16 years old	78	3.909	0.391	P=0.000***
	16-25 years old	78	3.91	0.448	
	Over 60 years old	16	3.363	0.561	
	36-45 years old	51	3.265	0.443	
	46-60 years old	30	3.381	0.488	
	total	300	3.661	0.533	
Satisfaction level of each restaurant	26-35 years old	47	3.561	0.396	F=9.751
	Under 16 years old	78	3.88	0.415	P=0.000***
	16-25 years old	78	3.803	0.594	
	Over 60 years old	16	3.478	0.46	
	36-45 years old	51	3.382	0.3	
	46-60 years old	30	3.719	0.459	
	total	300	3.688	0.489	
Customer complaint dimensions	26-35 years old	47	3.223	0.641	F=2.611
	Under 16 years old	78	3.333	0.71	P=0.025**
	16-25 years old	78	3.282	0.924	
	Over 60 years old	16	3.406	0.554	
	36-45 years old	51	3.461	0.615	
	46-60 years old	30	3.8	0.952	
	total	300	3.375	0.778	
Customer loyalty dimensions	26-35 years old	47	2.965	0.799	F=0.812
	Under 16 years old	78	3.197	0.904	P=0.542
	16-25 years old	78	3.068	1.034	
	Over 60 years old	16	2.813	0.666	
	36-45 years old	51	2.993	0.767	
	46-60 years old	30	3.111	0.804	
	total	300	3.063	0.882	

Note: \*\*\*, \*\*, and \* represent 1%, 5%, and 10% significance levels, respectively.

The study investigated various aspects of the restaurant experience among different age groups. In terms of importance and satisfaction, the statistical results show obvious differences. Specifically, the age groups of 26-35, under 16, and 16-25 showed higher evaluations on the importance and satisfaction of each item in the restaurant, while the age group over 60 was relatively low. The results of variance analysis showed that the P values were all  $\leq 0.05$ , which indicated that there were significant differences in the importance and satisfaction of restaurant experience among different age groups.

In the dimension of customer loyalty, there are also differences in the means between different age groups, but the statistical results show that the P value is  $0.542 > 0.05$ , which indicates that in terms of customer loyalty, the evaluation differences between different age groups are not significant.

In order to study whether consumers with different educational levels have different loyalty to restaurants, and whether there are significant differences in consumers' satisfaction, attention and complaints about various dimensions of restaurants, this report conducts a one-way ANOVA and sets consumers with different educational levels as categorical independent variables. The results are as follows:

**Table 8.** One-way ANOVA results

Variable Name	Variable Value	Sample size	Average value	Standard Deviation	Variance test
The importance of each restaurant	Master degree and above	82	3.421	0.516	F=20.143
	High school and below	109	3.881	0.444	P=0.000***
	University total	109 300	3.622 3.661	0.544 0.533	
Satisfaction level of each restaurant	Master degree and above	82	3.559	0.437	F=8.909
	High school and below	109	3.836	0.487	P=0.000***
	University total	109 300	3.636 3.688	0.495 0.489	
Customer complaint dimensions	Master degree and above	82	3.482	0.709	F=1.065
	High school and below	109	3.33	0.746	P=0.346
	University total	109 300	3.339 3.375	0.855 0.778	
Customer loyalty dimensions	Master degree and above	82	2.959	0.781	F=1.393
	High school and below	109	3.168	0.892	P=0.250
	University total	109 300	3.037 3.063	0.939 0.882	

Note: \*\*\*, \*\*, and \* represent 1%, 5%, and 10% significance levels, respectively.

The study also explored the impact of education level on restaurant experience, and found significant differences in importance and satisfaction between the groups with a master's degree or above, high school or less, and college education. Specifically, the group with a master's degree or above showed higher evaluations on the importance and satisfaction of various restaurant items, while the group with a high school education or below had relatively lower evaluations. The results of variance analysis showed that the P values were all  $\leq 0.05$ , which indicated that there were significant differences between different educational levels in the importance and satisfaction of restaurant experience.

However, in the dimension of customer complaints, the means among different education groups were 3.482, 3.330, and 3.339, respectively. The statistical results showed that the P value was  $0.346 > 0.05$ , which means that in terms of customer complaints, the evaluations among different education groups were relatively consistent and the differences were not significant. In the dimension of customer loyalty, the means of different education groups were 2.959, 3.168, and 3.037, respectively. The statistical results showed that the P value was  $0.250 > 0.05$ , indicating that in terms of customer loyalty, the evaluation differences between different education groups were not significant.

## 5. Conclusions and Suggestions

### 5.1 Conclusion

Based on the above data analysis, the following conclusions can be drawn:

consumers' loyalty to a restaurant and their satisfaction, importance and complaints in all dimensions of the restaurant. Improving restaurant satisfaction in all dimensions can reduce customer complaints and promote customer loyalty.

There are significant differences among consumers of different ages, genders, and educational levels. Older consumers have relatively lower satisfaction and loyalty to restaurants, while younger consumers have higher satisfaction and loyalty. Female consumers performed better in various restaurant evaluations, while male consumers performed worse. Consumers with a master's degree or above have a higher evaluation of restaurants, while consumers with a high school degree or below have a relatively lower evaluation.

In the various restaurant evaluations, there are significant differences in the importance and satisfaction of restaurant experience among different age groups, but there is no significant difference in customer loyalty evaluation between different age groups.

Women show higher evaluation on the importance and satisfaction of each item in the restaurant, while men show relatively lower evaluation. However, in the dimension of customer loyalty, there is no significant difference in the evaluation between women and men.

There is a certain relationship between the importance of each dimension in the restaurant and customer complaints and customer loyalty. with restaurant image and service, environmental comfort, dining efficiency and food quality and customer complaints and customer loyalty.

In summary, restaurants can increase customer loyalty and reduce customer complaints by improving satisfaction in various dimensions and paying attention to young consumers, female consumers, and consumers with a master's degree or above.

### 5.2 Marketing Suggestions

Based on the above conclusions and combined with some literature on catering industry marketing, the following improvement suggestions are proposed for "Jiuwei":

#### 5.2.1 Improve restaurant satisfaction in all dimensions

In terms of improving the restaurant's image and service, Jiuwei could design a professional and attractive brand identity and logo to enhance the restaurant's visual appeal [14]. You can negotiate with Taizhou University and cooperate with their business school's tourism management major to train employees and improve their professional knowledge and skills, including polite hospitality, enthusiastic service, food knowledge and recommendations, etc. Providing personalized services, such as remembering the preferences and special requests of regular customers and providing customized menu selections as needed. Continue to increase the use of technology and add an ordering system based on the existing online reservation system to improve efficiency and reduce customer waiting time.

In terms of improving environmental comfort, sound insulation measures or sound-absorbing materials can be used in private rooms to ensure that customers can have pleasant conversations without being disturbed [15].

In terms of optimizing dining efficiency, we optimize the kitchen workflow, increase the speed of food preparation and serving, and shorten customer waiting time. Customers are encouraged to use the reservation system so that they can be seated in advance during peak hours and reduce waiting times. Set up a self-service area so that customers can get tableware, drinks, fruits, etc. on their own, thereby improving overall dining efficiency [19] [19].

Improving the quality of dishes: Long-term cooperative relationships can be established with local vegetable and seafood wholesale markets to ensure the supply of fresh, high-quality ingredients and raw materials [16]. Evaluate and update menus regularly, introducing novel dishes and seasonal

specials to capture customer interest. Pay attention to customer feedback and taste preferences, and improve and innovate dishes based on demand. Train chefs and kitchen teams to ensure that the cooking techniques and taste of dishes are always maintained at a high level.

### **5.2.2 Carry out differentiated marketing for consumers of different ages, genders and educational backgrounds:**

Targeting younger consumers, you can offer creative and trendy dishes and decorations, such as colorful and interesting desserts or specialty drinks. Introduce highly interactive dining experiences, such as DIY cooking or specially designed dish presentations. By using social media such as TikTok and Xiaohongshu, and using fashionable and trendy images and language, they attract the attention of young consumers [17].

For female consumers: Emphasize the restaurant's service quality and comfort, such as providing soft lighting, comfortable seating and attentive service. Launch a series of natural and fresh vegetarian dishes to meet the needs of female consumers for healthy eating. Design special women-themed events, such as special Women's Day packages, to increase appeal [21]

Targeting consumers with a master's degree or above, we offer high-quality and unique dishes that emphasize the freshness, origin and cooking techniques of the ingredients. Provide detailed menu descriptions and ingredient source information to meet concerns about food safety and nutritional value [18].

### **5.2.3 Strengthen customer relationship management and loyalty, and use social media and online platforms for promotion**

Jiuwei can establish a customer relationship management system and membership system, and provide customers with exclusive discounts, points rewards and personalized services by setting up membership plans [19]. Members can enjoy privileges such as discounts, birthday gifts, advance bookings, etc. to increase their loyalty. Regularly release member activities and promotions, such as member-only menus, doubling points, etc., to attract customer participation and repeat purchases. Use customer relationship management systems to collect customer consumption data and preferences, and interact with customers through personalized recommendations and targeted marketing.

"Jiuwei" can collect customer feedback and make continuous improvements by establishing online feedback channels, such as opening a WeChat public account or exclusive mini-program, setting up a message board, collecting comments on Meituan and Dianping, and encouraging customers to provide opinions and suggestions. Conduct customer satisfaction surveys regularly to understand customers' evaluation and expectations of the restaurant, and incorporate feedback into improvement plans. Respond to and resolve customer complaints quickly to demonstrate that you value customer opinions and restore customer satisfaction through compensation or preferential measures [20].

"Jiuwei" should actively use social media and online platforms for promotion, and timely publish interesting content, food photos, customer reviews, etc. on the currently more active Dianping account to attract the attention and interaction of potential customers. Leverage Dianping's online booking app to offer special discounts to attract new customers to try and leave their contact information for subsequent promotion and customer relationship management. Try collaborating with influential bloggers on Xiaohongshu, Douyin or food experts, and invite them to taste and share your restaurant's special dishes and offers to expand your brand influence [21].

## **6. Insufficient research**

The sample is not representative enough. Although this study conducted an in-depth study on the customer consumption experience and evaluation of catering enterprises, there are still some shortcomings. This report adopted a random sampling method and selected customers who had dined at the Hangzhou cuisine restaurant "Jiuwei" as the research subjects. However, due to the convenience of sample selection, there may be sample bias and it may not fully represent the entire

customer group. Failure to include other types of customers, such as long-term loyal customers, may have some impact on the breadth and generality of the research results.

This report only takes the Hangzhou cuisine restaurant “Jiuwei” as an example for research, which limits the scope and generalizability of the research. The catering industry is diverse and different. Restaurants in different regions and types may have different consumer experiences and evaluation factors. Therefore, future research can consider expanding the scope of the study to cover more different types of catering businesses to improve the generalizability and reliability of the research.

This report mainly uses questionnaires as a data collection tool. Although this method can obtain a large amount of data, it may not fully capture the real experience and evaluation of customers. Future research can consider combining other research methods, such as in-depth interviews and focus group discussions, to obtain richer and more comprehensive information and further understand customers’ consumption experience and evaluation.

This report lacks long-term tracking and comparison: This study only conducted a one-time survey of customers’ consumption experience and evaluation, without long-term tracking and comparison. Long-term follow-up studies can better understand customers’ changing evaluations of catering companies and analyze the impact of different time periods or specific events on customer evaluations. Future research may consider conducting long-term follow-up surveys to gain more insights into changes in customer consumption behaviors and evaluations.

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