

An investigation into how demographics effects on behaviour of fine-casual Food and Beverage outlets consumers in Saint-Petersburg

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Introduction

This dissertation will investigate, analyze and criticize, how demographical factors effect customer choice of restaurants, types of cuisine, and whether there are any differences between atmosphere, sequence of service or concept chosen, among people of various gender, age, culture, etc. Also, it will provide a framework how to build the right concept of the property in order to attract a target audience and create a positive financial performance.

Aim:
to critically assess the different demands/desires of F&B fine casual outlets customers, based on their demographics.

Literature review

💡 **Personality** - the main theories used: Myers-Briggs (identifying the main qualities of personality in such aspects as diction, sense or intuition, emotions versus thinking and perceiving of critical situations), Ajzen (2005), how personality relates to food preferences (Pedraja, Yague 2001 and Beriss, 2007).

💡 **Consumer behaviour** - essentials of consumer behaviour are based on Swarbrooke and Horner's (2013) book, what are the main steps to make a decision (Schwartz, 2004); investigation, how food and beverage ambiance relates to decision-making at an unconscious level (Auty, 1992).

💡 **Main Criticisms:** old sources; the previous research isn't F&B specific, and almost all research is western-based.

Objective 1
To conduct a literature review to assess theoretical and conceptual approaches to consumer motivation and decision-making.

Methodology and research design

- Type of the research: deductive;
- Research paradigm - critical realism;
- Methodology: mixed methods (both quantitative and qualitative analysis).

Quantitative analysis will be provided within surveys collection among Saint-Petersburg residents; qualitative - via skype interviews.

Objective 2
To collect data in order to analyze consumers behaviour in fine casual outlets in Saint-Petersburg using various demographic factors.

Objective 3
To provide recommendations how restaurants can reach high financial performance, utilizing the demographics of the potential target market.

Anticipated findings

Within the primary and secondary research, author will determine how strong the influence of demography is. Should managers take into consideration any particular personal characteristics or is it just a view of different perception? A case study of Saint-Petersburg will observe the major social differences, so far it is one of the biggest and most populated cities of Russia. Moreover, the survey will be open-ended questions, so as data collected will be of a qualitative and quantitative nature.

References

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