

ABSTRACT

Themed restaurants have become a key characteristic in the rapidly changing food industry as a mean of creating differentiation and competitive advantage which serve them to retain their customers in the competitive business environment. The main objective of this study is to examine the role of restaurant's theme in its success: an empirical study on thematic restaurants. A themed restaurant can be based on culture including art, sports, cartoons, movies, music genre, folk tradition, fashion, locality, ethnicity, nationality, natural environments, ethnicity, visible, and physical devices including artefacts, toys, logos, decoration, musical instruments, and mementos. The primary data collection method has also been used and the data was collected through survey questionnaires. The sample size was 300 and regression, correlation and frequency analysis was carried out. The findings of this study show that strong relationship was observed between customer satisfaction, customer loyalty, design and ambiance of restaurants. Regression analysis has revealed that there exists a strong relationship of restaurants success (customer satisfaction) with design and ambiance. The researcher had successfully achieved the objectives of the study. Some of the recommendations suggested to policy makers in restaurant industry are policy makers of restaurant industry need to conduct survey of each zone where restaurants are made and identify and evaluate the choices and preferences of customers and the findings has shown that customers are attracted towards the ambience of restaurants therefore, the investments and ideas might be generated for creating a theme based restaurant. And finally, for increasing customer satisfaction and customer loyalty, the themed restaurants can use social media platforms to create a storyline of the restaurant and attract the customers towards the themed restaurant and feel associated with the restaurant emotionally.