

# Eating at a Peruvian Themed Restaurant: Consumer Profile and Behavior

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**Abstract:** The tourism sector has shown great interest in the development of gastronomy as it contributes to sustainable development and is a key attraction for visitors. Gastronomy has proven to be one of the main sources of income for different countries in the world, starting from the interest in the different culinary characteristics of each country: traditional dishes and drinks of the region or city, thus generating a first approach to the culture, tradition, customs and local characteristics of the destination, better known as tourism activity. Studying consumer profile and behaviour involves analysing the factors that influence an individual's decision making when making a purchase. This research sought to identify the consumer profile of theme restaurants, taking as reference the Rustica restaurant, located in Lima, the capital of Peru. It is a descriptive research of non-experimental design, constituted by a sample of 385 consumers, which applied the survey technique and the questionnaire was composed of 20 items. The results showed that the profile of consumers is made up of university students and young adults, living in districts near the restaurants; between 18 to 25 years old, where they highlight the importance of service quality and price, also, they surf the Internet, having Facebook and Instagram as their favourite social networks. It is concluded that knowing the profile and behaviour of the consumer allows to generate more successful marketing strategies in search of customer satisfaction. The importance of the study lies in obtaining reliable information regarding the characteristics of consumers of themed restaurants. In the future, it will serve as a source of information for studies on the consumer profile and for new entrepreneurs in making decisions to develop strategies focused on the target public.

**Keywords:** Consumer profile, Lima, Consumer behaviour, Psychographic and behavioural

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## 1. Introduction

Companies today strive to become more competitive, thus paying attention to the attributes that constitute an ideal consumer allows them to produce chances in their sectors. According to the National Institute of Statistics and Informatics (INEI, 2021), the restaurant sector registered a decrease of 36.13%, due to lower activity, due to the enforcement of the National State of Emergency. This has become a concern for thousands of entrepreneurs who must adapt and generate expectations in their consumers, in order to create strategies aimed at satisfying the needs of their customers (Guadarrama et al, 2015).

From this perspective, the study was conducted on Rustica restaurants located in Lima, capital of Peru, since this company has a wide national recognition with more than 42 restaurants. Lima is divided into 4 different zones, the study was oriented to the consumers of the restaurants located in the northern zone of Lima, which we will call "Lima Norte". This type of restaurant is identified not only by the variety of its food but also by the theme of the premises built with traditional materials, highlighting the wood and brick, which is one of its main attractions, also has as an added value the entertainment with shows and karaoke in the evenings. In this sense, the research question is formulated: What is the profile of the Lima consumer who goes to the Rustic themed restaurant?

The consumer profile is extracted through market segmentation, as it requires precise information such as age, gender, occupation, lifestyles, interests or opinions, since consumers have different profiles based on their activities, behaviours and experiences with products or services (Kotler and Keller, 2012). Consumer behaviour involves searching for, buying, using, evaluating and discarding products and services that customers expect to satisfy their needs. Thus, families or households make decisions to spend their available resources such as time, money and effort on consumption-related items (Schiffman and Lazar, 2010).

Melo (2018) according to his research, the recreational activity is the most influential component in the profile of the restaurant's consumer, and the aspects that stand out are price and quality. Novillo (2012) agrees that price is a determining factor for purchase. Mané and Ferreira (2017) in their research on the consumer profile of canned fish, mentions that price is an important factor for consumers in the restaurant industry.

On the other hand, Rojas (2018) in her study of the consumer profile of healthy food products, highlighted that women use social networks for their purchase choice. In addition, Chaparro-Africano and Garzón-Méndez (2021) It should be noted that the consumer profile in the sphere of agroecological products is influenced by collective welfare and socioeconomic level, where it is limited by appearance.

### **1.1 Objectives**

The objective of this study was to identify the profile of the consumer in northern Lima who goes to theme restaurants, taking Rustica restaurant as a reference. In this way, to obtain references of their characteristics, needs and/or desires that satisfy them and thus improve services. The importance of the study lies in obtaining reliable information regarding the characteristics of consumers of themed restaurants. In the future, it will serve as a source of information for studies on the consumer profile and for new entrepreneurs in making decisions to develop strategies focused on the target public.

## **2. Literature Review**

The consumer profile is the starting point for understanding the buyer, it is the mix of characteristics that define the consumer, their behaviours and/or stimuli, which influences the purchase decision making process (Schiffman and Lazar 2010). It refers to the way in which a certain group of people acquire a product or service that satisfies their needs (Kotler and Armstrong, 2001; Hoyer, 2012). Consumers could be confused when faced with differentiated products, so creating a successful communication becomes complex if the characteristics of these products are not known (Chrysochoidis, 2000). Therefore, knowledge of consumer profiles is essential to promote market expansion. In addition, it helps to define strategies and direct the advertising and communication process, thus contributing to the availability of products, benefits of the offer and choice of points of sale (Tozatti and Tozatti, 2021).

As for the dimensions that have been addressed in the study, they are classified into demographic, psychographic and behavioural (Kotler and Keller, 2012). Safraid, Portes et al. (2022) identified how consumers perceive functional foods, which are socioeconomic factors, local culture and food quality, coinciding which psychographic and demographic factors intervene in consumption habits. In addition, there are characteristic elements that stand out as the expectations of the type of product, and the frequency of purchase due to location, schedules and prices, as well as limitations according to their purchasing power (Chaparro-Africano and Garzón-Méndez, 2021).

Wakefield and Inman (2003) in their research detail that a behaviour or trend in which people are influenced is not only price sensitivity, but also the context, product categories and services involved, agreeing that psychographic characteristics influence consumer behaviour. However, price does not play a fundamental role in users' awareness of merchandise quality, particularly when other signals are easily accessible to consumers (Sirohi et al 1998).

Arce-Urriza, and Cebollada-Calvo (2011) from a consumer perspective in online and offline stores denote that there is a difference in consumer behaviour, since when facing an online store, they are less sensitive to price and more loyal to the brand, in addition this gap widens if we talk about sensory products and food. Salazar-Ordóñez et al (2018) claims that the higher the purchasing power and the younger the consumers, the more inclined the purchase selection is to nutritional knowledge and health advantages. Piotrowska (2017) while financial insecurity can be seen in consumer behaviour when consumers are unable to maintain ostentatious status.

### 3. Methods

The present research used a quantitative methodology with a non-experimental-cross-sectional design, non-experimental because a reality was investigated in its natural context without the manipulation of variables, being this only taken as an object of research for subsequent analysis and cross-sectional, because data were collected in a specific time, between April and June, in addition the instrument was applied in a single time and space (Toro and Parra, 2006; Hernández et al, 2010).

The sample is defined by consumers of the Rústica theme restaurant in North Lima. We worked on the basis of an infinite population, since statistically the number is made up of more than 5,000 consumers in all of North Lima. In addition, the present study had a simple random probability sampling type, in view of the use of statistical data, with a reliability of 95% and 5% margin of error. Finally, the infinite population formula was applied to calculate the sample. Among the inclusion and exclusion criteria are considered consumers who have gone to the Rustic restaurant more than once and in any of the premises located in North Lima, on the other hand, consumers under 18 years of age were excluded. The study instrument was adapted and validated by expert judgment from the research of Melo (2018) "El perfil del consumidor del restaurante Amkha Perú de Trujillo" the data collection was done through the survey that was applied to 385 consumers in North Lima who go to the Rústica restaurant through Google Forms and shared to residents in North Lima, as well as to users of the company's fan page.

The data obtained were processed with descriptive statistical methods and presented using statistics, frequency tables and Microsoft Office Excel 2017 pivot tables. This research was conducted protecting the identity of the respondents, also, the data collection was obtained without imposing the respondents, respecting their opinions and decisions regarding the questions in the questionnaire.

### 4. Results

#### 4.1 On the Demographic Dimension

The results obtained from the questionnaire collection are presented below. Of the respondents, 61.3% were female and 38.7% were male (Table 1). Table 2 shows that most of the interviewees were aged 18 to 25 years (75.1%), (13.8%) were aged 36 and over, and (11.2%) were aged 26 to 35 years.

**Table 1: Gender**

Gender	Number	(%)
Female	236	61,3%
Male	149	38,7%
Total	385	100%

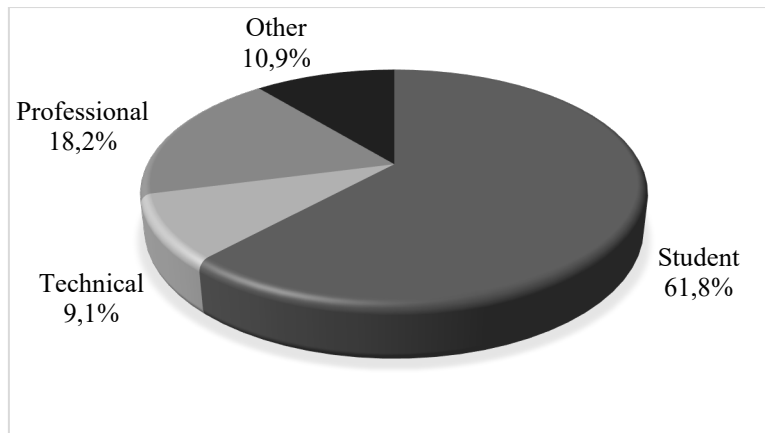
In this table, 61.3% of the respondents were female, with a total of 236 respondents and 38.7% were male, with a total of 149 respondents, which together completed the 385 respondents for the research.

**Table 2: Ages**

Ages	Frequency	Cumulative Frequency	Percentage	Cumulative Percentage
From 18 to 25 years old	289	289	75.1%	75.1%
From 26 to 35 years old	43	332	11.2%	86.2%
From 36 years old and older	53	385	13.8%	100%
Total	385		100%	

In this table, we can see that 75.1% of respondents were between 18 and 25 years old, 11.2% were between 25 and 35 years old, and 13.8% of respondents were over 36 years of age.

Figure 1 shows that most of the consumers interviewed were students 61.8%, professionals 18.2%, technicians 9.1% and 10.9% others. Their monthly income was mostly less than S/.1,000 soles 56.88%, followed by 1001 to 1500 soles 23.38%. See Table 3. On the other hand, the same table shows that most of those interviewed reside in the districts of Los Olivos (32.21%), San Martin de Porres (30.91%) and Independencia (10.13%).



**Figure 1: Main Occupation**

On the other hand, most of the respondents have different monthly incomes that are less than a thousand soles, between a thousand and two thousand soles and more than two thousand soles. As well, we were able to compile the percentages by different districts. See table 3.

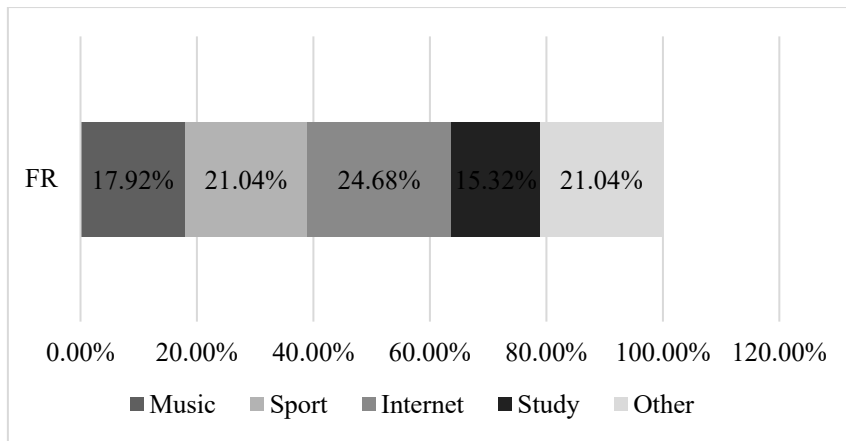
**Table 3: Monthly Income and District**

Description	F	fr	F	Fr	%
<b>Monthly Income</b>					
Less than 1000 soles	219	0.57	219	0.57	56.88%
From 1001 to 1500 soles	90	0.23	309	0.80	23.38%
From 1501 to 2000 soles	37	0.10	346	0.90	9.61%
From 2001 soles to more	39	0.10	385	1	10.13%
<b>Total</b>	<b>385</b>	<b>1</b>			<b>100%</b>
<b>District</b>					
Carabayllo	30	0.08	30	0.08	7.79%
Comas	38	0.10	68	0.18	9.87%
Independencia	39	0.10	107	0.28	10.13%
Los Olivos	124	0.32	231	0.60	32.21%
Puente Piedra	22	0.06	253	0.66	5.71%
San Martín de Porres	119	0.31	372	0.97	30.91%
Ancón	7	0.02	379	0.98	1.82%
Santa Rosa	6	0.02	385	1	1.56%
<b>Total</b>	<b>385</b>	<b>1</b>			<b>100%</b>

In this table, we can see the monthly income, where 56.88% of those surveyed earn less than a thousand soles and 9.61% have an average market salary, as well as we can see that the majority of our respondents were from Los Olivos with 32.21 % and San Martín de Porres with 30.91% of respondents.

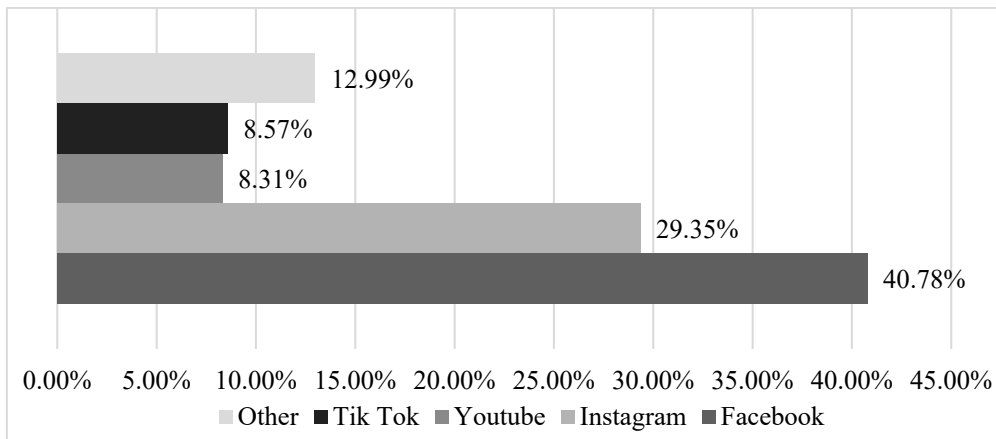
**4.2 On the Psychographic Dimension**

According to the results obtained on the activities carried out in their free time, 25% of the respondents answered that they use the internet, 21.04 % prefer sports and others, 17.92 % music and finally 15.32 % prefer to study (See figure 2).



**Figure 2: Free Time Activities**

In terms of the most popular social networks among the respondents, 40.78 % prefer to use Facebook, 29.35 % Instagram, 12.99 % others, finally Tik Tok and/or Youtube with 8.57 % and 8.31 % respectively (See figure 3).



**Figure 3: Social Networks**

On the other hand, most of the respondents did not identify with just one personality, but both introvert and extrovert. Similarly, regarding your lifestyle (See table 4).

**Table 4: Personality and Lifestyles**

Description	F	Fr	F	Fr	%
<b>Personality</b>					
Introvert	51	0.13	51	0.13	13.25%
Extrovert	136	0.35	187	0.49	35.32%
Both	198	0.51	385	1.00	51.43%
<b>Total</b>	<b>385</b>	<b>1</b>			<b>100%</b>
<b>Lifestyles</b>					
Conservative	186	0.48	186	0.48	48.31%
Liberal	135	0.35	321	0.83	35.06%
Other	64	0.17	385	1.00	16.62%
<b>Total</b>	<b>385</b>	<b>1</b>			<b>100%</b>

In this table, we can see that 13.25% of those surveyed consider having an introverted personality, 35.32% of respondents are extroverts and 51.43% of users consider themselves to be both personalities. Also, in terms of lifestyle, 48.31% consider themselves to be conservative, 35.06% of users are liberal and 16.62% others.

### 4.3 On the Behavioural Dimension

On this dimension the surveyed restaurant consumers indicated that the consumption occasions for which they visit are mainly for celebrations 47.5%, 23.9% did not recognize the occasions mentioned in the survey and marked others, finally 16.6% and 11.9% recognized attending for birthdays and normally. See figure 4.

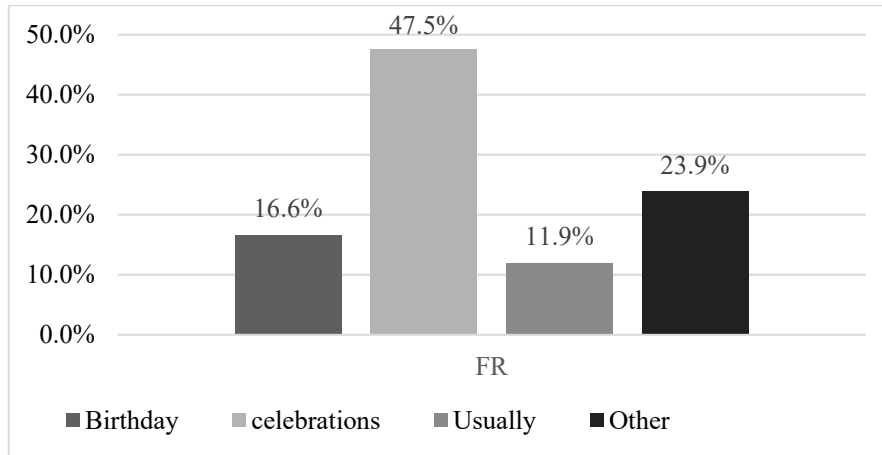


Figure 4: Consumption Occasions

On the other hand, most of the respondents have a different way of consumption, since some prefer to eat alone, others accompanied by some people and others prefer to eat in a group. See table 5.

Table 5: Consumption Mode

Consumption mode	Fi	FR
Alone	28	7.3%
Couple	79	20.5%
In group	278	72.2%
Total	385	100%

In this table, we can see that only 7.3% of our respondents prefer to eat alone, 20.5% of users have a way of consuming accompanied by a person and 72.2% usually go to eat in a group

In Figure 5, 35% of consumers spend less than 30 soles, 32% of users spend between 30 and 60 soles, 35% between 60 and 90 soles, and 23% consume more than 90 soles to more consumption expenses.

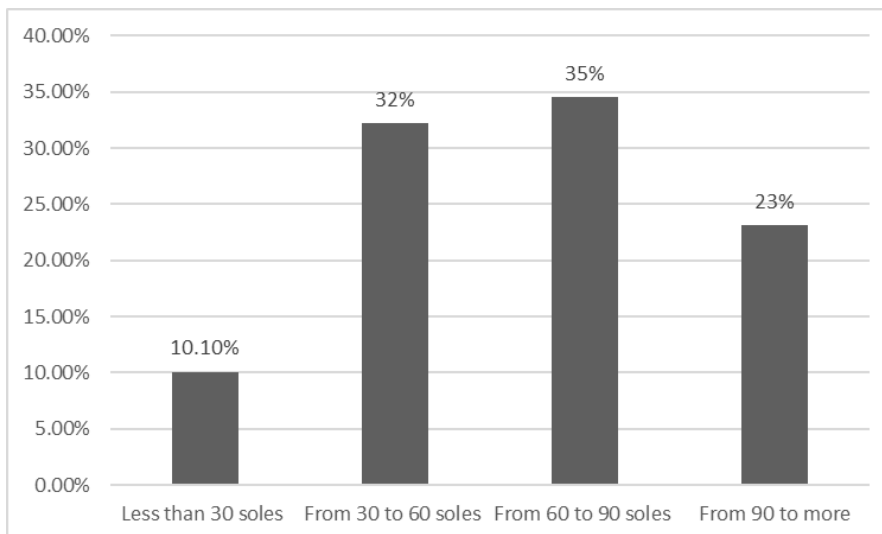


Figure 5: Consumer Spending

In figure 6, Regarding the benefits of consumption, more than 50% of the respondents indicated that they prioritize the quality of the inputs over the service provided by the restaurant.

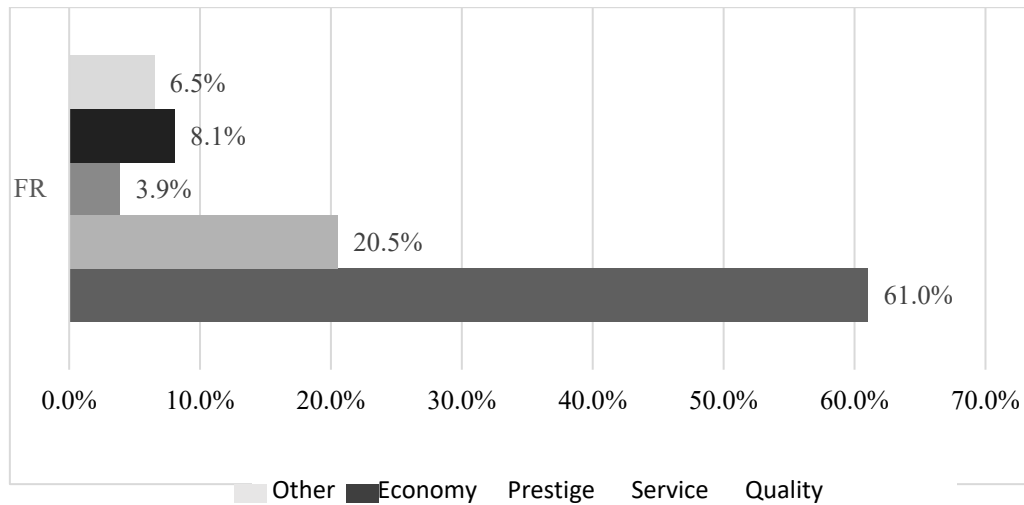


Figure 6: Consumer Benefits

## 5. Discussion

The main purpose of this research focuses on describing the consumer profile of the Rustica restaurant in northern Lima. From the various factors to profile the consumer, the following dimensions were determined: demographic, psychographic and behavioural. The results show in general that Rustica is a recognized and successful restaurant in the Peruvian market, specifically in the Los Olivos district. Similarly, millennial consumers were identified, between 18 and 25 years old, university students who mostly have a monthly income of no more than S/ 1000.

With respect to the frequency of consumption, it was shown that most of them go in groups and the occasions of consumption start from a specific celebration, this allows recognizing the tastes and preferences of the millennial public that associates it with leisure activities. Similarly, Schnettler et al. (2012) in their study coincide with this consumer profile in the main cities of southern Chile.

On the other hand, in the study by Gutierrez et al. (2001) on the frequency of visits to shopping malls in Madrid, they found that, despite identifying leisure activities as a higher percentage in justification of visits, the results are totally opposite, because consumers visit them at least once a week, while in our study only in festive situations. This is evidenced by the fact that they provide different and varied services, as is the case of shopping malls.

Meanwhile, regarding the activities and interests of the surveyed profile, they present a very active lifestyle aligned to technological trends such as surfing the Internet, pointing to Facebook as the most used social network. In that sense, a consumer profile much more inclined to digital activities is denoted. Carpio et al. (2019) in their study agree and deepen this statement, since they analysed the marketing and positioning strategies of tourist restaurants, taking into account the connectivity of users.

At this point, the Rustica restaurant was found to have a high digital presence, but not the necessary or required one for the profile studied, as its target audience prefers other social networks where it was not present.

The research found that one of the main indicators of satisfaction is the quality of service. These results coincide with the study by Vera and Trujillo (2009), which emphasizes the quality of restaurant service as a fundamental part of customer loyalty. Similarly, the study by Betancourt et al. (2014) agrees with the importance of identifying the quality provided in restaurants around Bogota. Similarly, Cadena et al. (2016) ratified the relevance of good quality, including the service provided by restaurants in Mexico.

## 6. Conclusion

The objective of this study was to identify the profile of the consumer in northern Lima, such as age, main occupation, monthly income, district of residence, leisure activities, use of social networks, consumption occasions, mode of consumption, consumer spending and attractive benefits for consumers who go to theme

restaurants, such as Rústica. In this way, to obtain references of their characteristics, needs and/or desires that satisfy them and thus improve the services of themed restaurants.

According to the results, the profile of the North Lima consumer is determined, which shows that they frequent theme restaurants such as Rústica, and that the majority are university students and professionals, particularly those who live in the nearby districts where the Lima Norte restaurants are located. It was identified that the demographic profile of the consumer is 39% male and 61% female; 75% are between 18 and 25 years old and 14% are 36 years old or older. The main occupation of 61.58% is their studies and 62% have a university degree. As for the psychological profile, in their free time 24.68% of consumers prefer to surf the Internet, 21.04% prefer to do sport and 17.92% prefer music. Also, the most used social networks are Facebook with 40.78% and Instagram with 29.35%.

Therefore, the behavioural profile of consumers in North Lima who go to themed restaurants tends to consume with a constant frequency, however, 47.5% of respondents acknowledge attending special celebrations, also, 61% of consumers stressed that quality is a benefit of consumption considered important. Furthermore, the average consumption expenditure of 34.5% of those polled falls between 60 and 90 soles, while the average consumption expenditure of 32.2% falls between 30 and 60 soles, explaining the relationship between quality and consumption expenditure.

The importance of the study lies in obtaining reliable information, which in the future will serve as a source of information for new entrepreneurs in making decisions and developing strategies focused on the target public.

Likewise, this research will provide necessary information for the benefit of future companies that will be of help in the quality of service and customer satisfaction, since they will have the profile and knowledge of consumer behaviour.

The limitations of this research were found in the collection of information due to the confinement and preventive measures caused by the COVID 19 pandemic. In addition, the difficulty of accessing information did not allow us to directly know the data of the restaurant's most frequent customers.

As well, this work has a justification that is divided into three points: Practical justification; where information of the consumer's profile is provided that will be useful for the exercise of the attention and implementation of this type of thematic restaurants. Theoretical justification, which makes it possible to have better decision making and to take advantage of the knowledge of the topics under investigation. Finally, the methodological justification; this research will not only be of use to the company, but will also benefit future research, and its application together with other studies will help companies in similar situations.

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