

THE EFFECTIVENESS OF THE MENU DESIGN ON CONSUMER CHOICES IN FINE DINING RESTAURANTS IN QUEZON CITY

ABSTRACT

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This study investigates the impact of menu design elements—specifically layout, typography, color, descriptions, and pricing—on consumer choices in fine dining restaurants in Quezon City. Menus are not merely informational tools but strategic marketing instruments that shape the dining experience, influence customer behavior, and contribute to overall satisfaction. Despite their importance, menu design is often overlooked by restaurateurs, resulting in missed opportunities for increased sales and guest engagement. This research aims to demonstrate how effective menu design enhances customer experience and supports business success. A descriptive research design was employed to assess the influence of menu design on consumer decision-making. The study involved 30 randomly selected respondents—15 each from Aristocrat Restaurant and Prime Steakhouse in Quezon City. Data were collected through validated questionnaires containing Likert-scale and open-ended items. The survey focused on five key areas: menu layout, color, typography, pricing, and descriptions. Data were analyzed using frequency, percentage, and weighted mean to evaluate the influence of each element on customer choices and satisfaction. Findings revealed that effective menu design significantly improved the dining experience. Respondents favored organized layouts, legible typography, and detailed, accurate descriptions, which facilitated decision-making and built customer trust. Transparent pricing that aligned with food quality positively influenced satisfaction. While color had a more limited effect, warm and subtle tones were generally preferred. A key concern identified was the lack of allergen and dietary information, which reduced comfort for some guests. Overall, the results supported the use of strategic, customer-focused menu designs to boost satisfaction and loyalty. The study concludes that menu design plays a critical role in enhancing the overall dining experience in fine dining settings. Clear structure, informative descriptions, and transparent pricing empower customers to make confident decisions. Though color had a lesser influence, warm tones contributed to a pleasant ambiance. Restaurants are encouraged to update menus regularly, incorporate allergen and dietary information, and seek customer feedback to maintain engagement and ensure continuous improvement.

RECOMMENDED CITATION

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