



AN ASSESSMENT OF QUICK SERVICE RESTAURANT (QSR) AND CONSUMER BEHAVIOURAL INTENTION: OPINION FROM SOFTWARE EMPLOYEES IN BENGALURU CITY, INDIA

Mr.N.Suresh

Director, Department of Hotel Management, T.John College, Bangalore.

Abstract

The directing impact of statistic on quick service restaurant (QSR) consumer eating practices might be noteworthy for a QSR's prosperity. This examination researches statistic conduct contrasts in QSR customer practices. In particular, organized study of QSR customers were utilized to look at statistic contrasts in QSR decision criteria, sustenance choice, and post eating fulfillment levels, and eating devotion. The outcomes demonstrate that statistic is a directing component on purchasers' eatery decision criteria, the strength of sustenance decisions, feasting fulfillment levels and future eatery unwaveringness goals. Consequences of the discoveries and QSR achievement methodologies are talked about.

Keywords: *Interaction Quality, Company Image, Environment Quality, Service Quality.*

Introduction

The nourishment business in India has been blasting in the ongoing occasions, inferable from the rising discretionary cashflow of the white collar class. The Indian eatery advertise was esteemed at Rs 20,400 crore in 2016 and is required to develop to Rs 51,000 crore by 2021, as per industry body National Restaurant Association of India (NRAI). Brisk administration eateries (QSR) like Pizza Hut, Burger King, Goli Wada Pav, Burger Singh, and so forth have been developing exponentially in the ongoing occasions and key individuals from these modern. Market Overview Quick Service Restaurants (QSRs) have been a key section for the Indian Food Services advertise and have become throughout the years on account of their emphasis on reasonable and aggressive valuing clubbed with taking into account such developing shopper need as comfort, expanded hunger, and longing for worldwide nourishment. Various worldwide QSR fastens have rushed to India in the course of recent years, with explicit foods and item contributions, fuelling the market's development. The section of various players into the QSR space has augmented the chain market to an expected size of INR 5,500 crore (USD 1,060 million) in 2013. Further, this is anticipated to develop at a CAGR of 25% to achieve INR 16,785 crore (USD 3,230 million) by 2018. This section is required to observe expanded movement by means of market extension and passage by different players. At the city level, an extensive offer of the QSR showcase rests in metros and smaller than normal metros because of higher utilization, increased shopper mindfulness, and introduction in key urban areas, for example, Delhi, Mumbai, and Bangalore.

Gradually, QSRs have set up their dependable balance in the significant urban communities and are currently venturing into littler urban communities with littler arrangements. The idea of QSRs has picked up in unmistakable quality in India, with the passage of Indian and global brands into the space empowering reasonable eating and empowering the guilty pleasure of even clients with littler pockets. The market is very focused in nature with players working through center menu contributions and presenting varieties in Indian and universal sustenances. The set up universal brands offer such strengths as burgers, pizzas, wraps, sandwiches, and so forth. Any semblance of Taco Bell has presented cooking choices like nachos and falafel to the Indian platter. Strangely, another group comprises of a few contestants who are for the most part limited to explicit. A significant perspective is the focal point of



Indian players on numerous foods, which differentiates the worldwide players' concentrating on a solitary cooking or item class.

As far as menu, Indian QSRs like Haldiram's, Bikanervala, and so on have a skew towards vegan nourishment as opposed to which universal players like McDonalds, Dominos, KFC, Subway, and so on. Offer a blend of both veggie lover and non-vegan contributions. The chain space is set apart by the nearness of 90-100 brands with ~2900-3000 outlets spread crosswise over different urban communities in India. To withstand rivalry, the vast majority of the players are fitting their contributions regarding flavours, estimating, administrations, and so forth to meet Indian buyers' tendencies. A few endeavours mirroring this incorporate the opening of unadulterated veggie lover eateries in specific pieces of the nation, offering no meat based items, setting up discrete cooking zones for vegan and non-veggie lover sustenance, presenting neighbourhood seasons in the menu, offering home conveyance administrations, opening littler estimated designs in high thickness regions with higher rentals (like shopping centres, office buildings), and so forth.

Review of literature

Blessing Maumbe (2012) the purpose of this paper is to describe the rise of South Africa's quick service restaurant (QSR) industry by examining the structural changes and competitive strategies driving the industry. The paper finds that South Africa's QSR industry has risen tremendously and has expanded globally. The evolving fast food market comprises South African franchises and multi-national franchise corporations co-existing with modern supermarkets, contract food caterers, and informal traders. The industry uses a mix of market coordination, operational and competitive strategies to counter the intense global competition. Further research is needed to examine the potential of information communication technologies in QSR industry market coordination and consumer willingness to pay for increased convenience, healthy products, sustainability, and food traceability. South Africa leads the continent in mobile phone penetration and there is scope for QSR managers to integrate mobile commerce when dealing with QSR industry customers and other stakeholders. Camille Robinson et al, (2005) brand equity and customer satisfaction as they relate to customer loyalty and relationship marketing in an effort to understand and mitigate some of the challenges facing quick-service restaurants (QSRs) today. It is concluded by the authors that customer satisfaction, brand equity, and loyalty are invaluable to the formation of customer loyalty, as is the understanding that customers' relationships with companies need to be treated with the same respect as personal relationships. Chu-Mei Liu (2008) people who serve and people who receive service in restaurants are aware of the factors that researchers and restaurant professionals believe affect the size of tips. The findings confirmed a number of hypotheses. Respondents claim that they themselves tip more than most people. Results indicate that waiters-customers were more generous tippers and were more accurate in the bill than customers.

Although waiters and customers share many beliefs about tipping, waiters may be more aware than customers of the relevant characteristics of the situation and of the individual involved. Additional research is needed to help managers to identify dissatisfied customers by training to watch customers and read customers' non-verbal signals of dissatisfaction. The study may be a useful approach to studying other occupations as well. The findings suggest that management should not rely on tips as the only motivation for service, and as an indicator of waiters' performance and level of customers' satisfaction.

Hokey Min and Hyesung Min (2011) to help fast-food restaurants enhance their competitiveness and then increase their market share, the purpose of this paper is to measure the service performances of fast-food restaurant franchises in the USA and identify salient factors influencing the service



performances of fast-food restaurants over time. This study reveals that a service attribute considered most important to the fast-food restaurant customers' impressions of service quality is taste of food. This preference has not been changed over time. Also, we found a pattern of the correlation between the overall level of customer satisfaction with the fast-food restaurant and its word-of-mouth reputation. Furthermore, we discovered that the customers tended to be more favourable to easily accessible and national fast-food restaurant franchises than less accessible, relatively new, and regional counterparts. For the last four decades, Americans' obsession with fast serving, cheap meals have made the fast-food restaurant a mainstay in their daily life. As the appetite for fast food grows, every corner of the American Society has been infiltrated by fast-food restaurants. With the increasing number of fast-food restaurants competing in the market, their survival often rests on their ability to sustain high-quality services and meet changing needs/preferences of customers. This paper provides practical guidelines for enhancing the competitiveness of the fast-food restaurant franchise.

Hong Qin et al, (2010) The objective of this study is to modify the SERVPERF scale by incorporating the additional dimension of recoverability, and to empirically test and refine the modified SERVPERF instrument using survey data from China. The study aims to assess the potential antecedents of customer satisfaction in the fast food industry in China. The antecedents include service quality, food quality, and perceived value. Finally, it seeks to examine the relationship between behavioural intentions and customer satisfaction in the fast food industry in mainland China. Reliability, recoverability, tangibles, and responsiveness were all significant dimensions of perceived service quality. Food quality, perceived value and service quality all had a direct and positive relationship with satisfaction, which in turn influenced behavioural intentions.

Hong Qin and Victor R. Prybutok, (2009) this study aims to explore the potential dimensions of service quality, and examine the relationship among service quality, food quality, perceived value, customer satisfaction and behavioral intentions in fast-food restaurants (FFRs). Results indicated that five dimensions were significant: tangibles, reliability/responsiveness, recovery, assurance, and empathy. Service quality and food quality were two main determinants of customer satisfaction. The insignificance of perceived value is potentially due to the homogeneous nature of the construct within the FFR group rather than the importance of the perceived value construct within food service.

Jungsun Kim et al, (2013) This study aims to explore: the impact of customers' previous experience on their likelihood of using kiosks at quick service restaurants (QSRs); a mediating role of customer readiness (i.e. role clarity, ability, extrinsic motivation, intrinsic motivation) between customers' previous experience and their likelihood of using kiosks; and a moderating effect of demographic in the relationships among customers' previous experience, readiness, and likelihood of using kiosks. The results demonstrated that extrinsic motivation in using SSTs directly influenced the likelihood of using kiosks, and previous experience with SSTs indirectly influenced the likelihood of using kiosks through customer readiness in both male and female groups. This study also revealed that both male and female respondents who perceived their roles in using SST more clearly were more likely to use kiosks at QSRs. However, their perceived ability and levels of intrinsic motivations did not significantly influence the likelihood of using kiosks in both groups. Overall, demographic did not play a significant moderating role in the relationships among experience, readiness, and likelihood of using kiosks at QSR. Michael C. Ottenbacher and Robert J. Harrington (2009) this paper aims to outline the innovation process activities described by quick-service restaurant (QSR) managers and to compare it with an earlier QSR process model and with those used in other food service settings. For new QSR menu innovations, the development teams follow a structured approach to reduce the likelihood of failure due



to issues such as poor consumer demand or implementation. QSR screen new food innovations approximately five times during the development process. Furthermore, today's QSR innovation process integrates more sophisticated market research technology and a post-audit is carried out after the new food concept has been launched. In comparison with studies of Michelin-starred chefs QSR development teams use an approach that is much more explicitly structured as a whole due to the larger scale roll-out as well as greater cross-functional and regional differences to consider in the QSR setting. Quang Nguyen et al, (2018) The purpose of this paper is to examine the impact of the five dimensions of service quality on customer satisfaction in the UK fast food market and to indicate which factors among the five dimensions have a main role in driving overall customer satisfaction. The results of the analysis indicate that tangibles, responsiveness and assurance play the most important role in driving customer satisfaction in the UK fast food industry, followed by reliability and empathy. Results of correlation and regression analysis show that physical attributes (tangible) of service quality are customer satisfaction. In a nutshell, the tangibles variable is the most important factor driving customer satisfaction in the context of the UK fast food market.

Robin B. DiPietro et al, (2011) to determine the relationship between QSC (quality, service and cleanliness) inspection scores and financial performance in quick service restaurants. Contrary to the commonly held belief, the relationship between QSC variable and restaurant performance is weak. The specific items measured in the QSC may differ across organizations, although the broad categories remain constant. Certain operational factors such as price changes, special promotions, additional restaurant openings in the specific area, and local economic conditions could have confounded the results. The knowledge obtained from this study could help restaurant organizations determine the level of weighting given to a specific inspection variable. This study also suggests the use of FQSC inspections instead of traditional QSC to emphasize financial performance (F). This study demonstrates the liability and limitations of tying QSC inspections to merit raises and bonus plans as normally done in restaurants.

Research methodology

Employees from a software engineers, Bengaluru served as focuses for our study. A total of 150 dining involvements stood scrutinized. Among the dining experiences, 110 were from males and 40 were from females. The participants provided general demographic information, their past QSR dining experiences, how important certain factors are in their selection of a QSR, and their dining satisfaction and loyalty intentions

Table and Figure 1: Demographic itemization

| | | Frequency | Percentage |
|------------------|------------|------------------|-------------------|
| Gender | Male | 98 | 65.3 |
| | Female | 52 | 34.6 |
| Age in Years | <= 30 | 94 | 62.7 |
| | 31 to 40 | 33 | 22 |
| | 41 to 50 | 7 | 4.7 |
| | >51 | 16 | 10.7 |
| Income per month | <=30 K | 107 | 71.3 |
| | 31 to 50 K | 8 | 5.3 |
| | 51 to 80 K | 15 | 10 |
| | > 81 K | 20 | 13.3 |
| Total | | 150 | 100 |

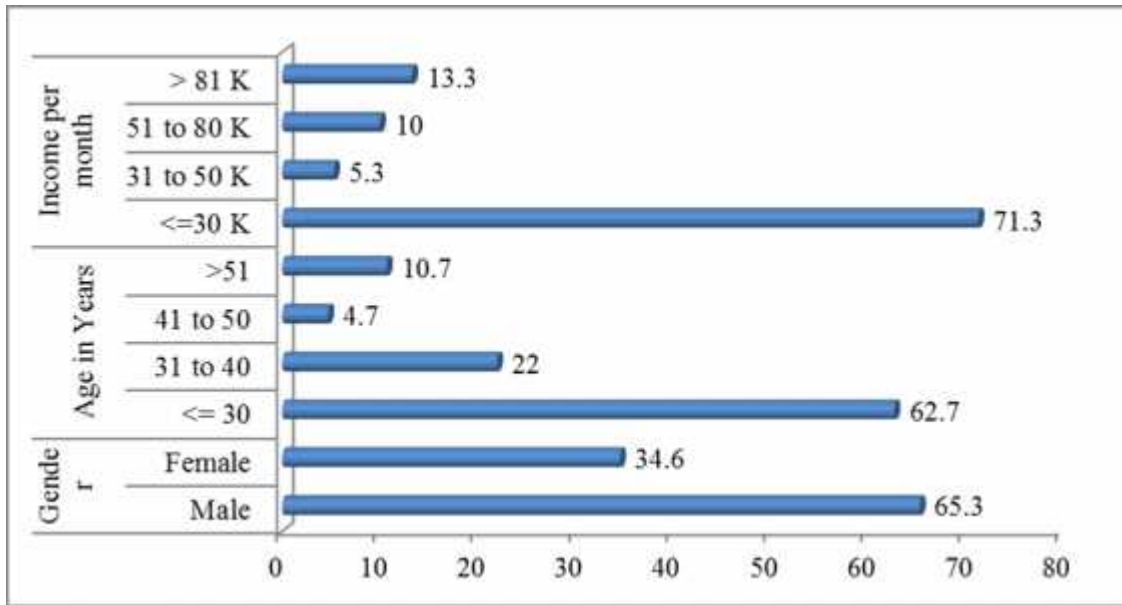


Table 2: Regression Analysis

| R | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | F Change | Sig. F Change |
|-------------------|----------|-------------------|----------------------------|-----------------|----------|---------------|
| .933 ^a | .871 | .868 | .42944 | .871 | 244.954 | .000 |

a. Predictors: (Constant), Service Quality, Environment Quality, Interaction Quality, Company Image

b. Dependent Variable: Perceived Value

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1 | Regression | 180.699 | 4 | 45.175 | 244.954 | .000 ^b |
| | Residual | 26.741 | 145 | .184 | | |
| | Total | 207.440 | 149 | | | |

a. Dependent Variable: Perceived Value

b. Predictors: (Constant), Service Quality, Environment Quality, Interaction Quality, Company Image

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|---------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .903 | .149 | | 6.062 | .000 |
| | Interaction Quality | .049 | .034 | .051 | 1.449 | .149 |
| | Company Image | 1.346 | .120 | 1.398 | 11.244 | .000 |
| | Environment Quality | .076 | .033 | .080 | 2.281 | .024 |
| | Service Quality | .459 | .119 | .478 | 3.863 | .000 |

a. Dependent Variable: Perceived Value

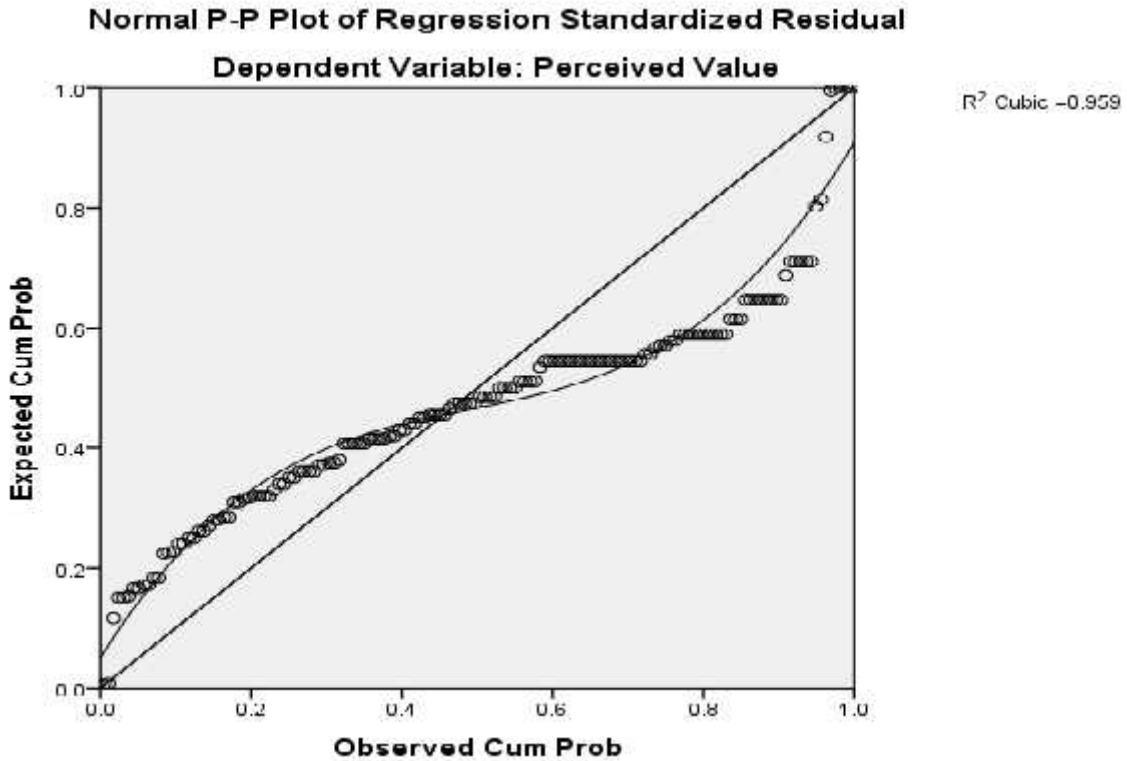


Table 3: Correlations Analysis

| | | Behavioural Intentions | Perceived Value | Customer Satisfaction | |
|------------------------|------------------------|-------------------------|-----------------|-----------------------|--------|
| Behavioural Intentions | Pearson Correlation | | 1 | .894** | .840** |
| | Sig. (2-tailed) | | | .000 | .000 |
| | Bootstrap ^b | Bias | 0 | .002 | .001 |
| | | Std. Error | 0 | .051 | .060 |
| | | 95% Confidence Interval | Lower | 1 | .781 |
| Upper | 1 | | .973 | .948 | |
| Perceived Value | Pearson Correlation | | .894** | 1 | .818** |
| | Sig. (2-tailed) | | .000 | | .000 |
| | Bootstrap ^b | Bias | -.002 | 0 | .001 |
| | | Std. Error | .051 | 0 | .060 |
| | | 95% Confidence Interval | Lower | .781 | 1 |
| Upper | .973 | | 1 | .928 | |
| Customer Satisfaction | Pearson Correlation | | .840** | .818** | 1 |
| | Sig. (2-tailed) | | .000 | .000 | |
| | Bootstrap ^b | Bias | .001 | .001 | 0 |
| | | Std. Error | .060 | .060 | 0 |
| | | 95% Confidence Interval | Lower | .714 | .688 |
| Upper | .948 | | .928 | 1 | |

** . Correlation is significant at the 0.01 level (2-tailed).

b. Unless otherwise noted, bootstrap results are based on 1000 stratified bootstrap samples



Results and Discussion

With a developing pattern of individuals postponing marriage until some other time throughout everyday life, QSR customer practices are winding up a greater amount of an individual decision instead of a nuclear family decision. Discoveries show that people of a given sexual orientation contrast in QSR customer practices. The rest of this area gives proposals on ways a QSR can increase upper hand utilizing strategies that can improve remaining with a specific sex or that may apply to the two sexual orientations. Nourishment quality was observed to be more noteworthy QSR decision criteria for guys than for females. It might be that nourishment quality is essential to females in other eatery settings, yet not as critical when looked with a choice of eating at a QSR. It might likewise be that females have an essential understanding that the general preferred standpoint of a QSR does not lie in its food quality.

In that capacity, the decision of feasting at a QSR for ladies may not be founded on their impression of the nourishment quality; rather, different variables may drive their decision choice. Be that as it may, sustenance quality observations may assume a more prominent job in a QSR's upper hand for male purchasers. To speak to guys, QSRs should reliably offer superb dinners and advance this trademark. All the more explicitly, for guys it might be progressively imperative that the QSR offer dinners with quality fixings and gives predictable conveyance of sustenance. Additionally, guys might be more affected by supper arrangements that guarantee that the nourishment has predictable tastes, steady bits, and is conveyed at reliable temperatures. What's more, with purchasers, particularly females, winding up more wellbeing heart, QSRs should offer a nutritious menu that incorporates natural products, new vegetables, entire grains, more slender meats and meats with less additives. While, male and female buyers esteem feasting encounters in eateries that have alluring physical environment, the present discoveries demonstrate that eatery neatness is a particularly vital part of the physical condition for females.

To improve eating fulfillment and eatery dependability among females, QSRs need an imaginative inside plan, lovely style, satisfying music, alluring shading plans, an open design and engaging table settings. Buyers, particularly females will see that an alluring and clean feasting condition is increasingly sterile and stylishly engaging, subsequently, improving their fulfillment levels. It is the duty of eatery proprietors and the board to give a protected and clean eatery condition. Eatery tables, counters, floors and washrooms should be cleaned normally. Not exclusively completes a spotless situation improve the shoppers' physical climate discernments, yet neatness can really prompt more beneficial nourishment. While essential to all buyers, more beneficial nourishment might be especially alluring to females.

Conclusions

Extensive research has examined ways for QSRs to accomplish exceptionally fulfilled buyers and assemble customer dependability. QSRs have utilized research for quite a long time to build deals by improving item and advancement contributions focusing on striking characteristics. In spite of the fact that QSR buyers are fundamentally men, there are extensive quantities of female customers also. The present investigation analyzed whether guys and females contrast as shoppers in their QSR feasting practices. This examination makes important commitments to the comprehension of the job of sexual orientation on QSR decision and eating fulfillment levels. The information accumulated exhibit that the sexual orientations vary in their particular QSR shopper practices. All the more explicitly, guys and females contrast as far as their eatery decision criteria, solid nourishment decisions and in general eatery steadfastness aims. QSR the board can use this exploration to offer better items and progressively powerful advancements to their male and female customers, individually, and, along these lines, increment generally speaking deals. Further research is required for more noteworthy comprehension of the directing impact of on sexual orientation on QSR practices



References

1. Blessing Maumbe, (2012) "The rise of South Africa's quick service restaurant industry", *Journal of Agribusiness in Developing and Emerging Economies*, Vol. 2 Issue: 2, pp.147-166.
2. Camille Robinson, Je'Anna Abbott, Stowe Shoemaker, (2005) "Recreating cheers: an analysis of relationship marketing as an effective marketing technique for quick-service restaurants", *International Journal of Contemporary Hospitality Management*, Vol. 17 Issue: 7, pp.590-599.
3. Chu-Mei Liu, (2008) "The perceptions of waiters and customers on restaurant tipping", *Journal of Services Marketing*, Vol. 22 Issue: 2, pp.95-103.
4. Hokey Min, Hyesung Min, (2011) "Benchmarking the service quality of fast-food restaurant franchises in the USA: A longitudinal study", *Benchmarking: An International Journal*, Vol. 18 Issue: 2, pp.282-300.
5. Hong Qin, Victor R. Prybutok, (2009) "Service quality, customer satisfaction, and behavioral intentions in fast-food restaurants", *International Journal of Quality and Service Sciences*, Vol. 1 Issue: 1, pp.78-95.
6. Hong Qin, Victor R. Prybutok, Qilan Zhao, (2010) "Perceived service quality in fast-food restaurants: empirical evidence from China", *International Journal of Quality & Reliability Management*, Vol. 27 Issue: 4, pp.424-437
7. Jungsun (Sunny) Kim, NatasaChristodoulidou, Yunjeong (Clara) Choo, (2013) "Factors influencing customer acceptance of kiosks at quick service restaurants", *Journal of Hospitality and Tourism Technology*, Vol. 4 Issue: 1, pp.40-63.
8. Michael C. Ottenbacher, Robert J. Harrington (2009) "The product innovation process of quick-service restaurant chains", *International Journal of Contemporary Hospitality Management*, Vol. 21 Issue: 5, pp.523-541.
9. Quang Nguyen, Tahir M. Nisar, Dan Knox, Guru PrakashPrabhakar, (2018) "Understanding customer satisfaction in the UK quick service restaurant industry: The influence of the tangible attributes of perceived service quality", *British Food Journal*, Vol. 120 Issue: 6, pp.1207-1222.
10. Robin B. DiPietro, H.G. Parsa, Amy Gregory (2011) "Restaurant QSC inspections and financial performance: an empirical investigation", *International Journal of Contemporary Hospitality Management*, Vol. 23 Issue: 7, pp.982-999.