

A study on consumer perception vs. consumer expectation for new era of Indian quick service restaurant- QSCAV model

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India is global village with wonderful awareness regarding globalization, privatization and information technology which made the India to elaborate its business opportunities, change in economic transitions and cross cultural activities. The increase in literacy and exposure to western lifestyles, increase in urbanisation which made Indian consumer to change in their consumable habits. In past decade the Indian cuisines were restricted to limited menus with traditional food where consumers have limited choice of selection of food items. Today the upcoming Indian Quick Service Restaurants (QSR) with strong back-ends controlling the quality, hygienic and cost designed on the format of necessity based eating out have filled in the lacuna. The present study identifies the consumer perception and consumer expectation for new era of Indian quick service restaurants, purchase decision and consumer preference on perception of quality from major categories of food, the analysis is also made using porter's five force model to estimate various factors affecting the choice of quick service restaurants by Indian consumers. The study also helps in analysing the factors influencing the choice of quick service restaurants by Indian consumers in the metro city of Hyderabad. Research design is made basing on exploratory and consumers from different quality service restaurants in the city of Hyderabad, India with a Sample size of 150 consumer using questionnaire distributed by field survey to collect the data. Tools to test reliability cronbach's alpha is 0.7 for 58 items which concludes questionnaire is highly reliable. For analysis Factor Analysis, ANOVA, and chi-square test are implemented.

Biography

Srivalli Jandhyala is a Ph.D research scholar from Jawaharlal Nehru Technological University, Hyderabad with 2 years industry experience and 5 years teaching experience published 2 articles with ISSN numbers and presented paper in IIMB, IBS, IFIM business schools. Presently working as professor in Malla Reddy Group of Institutions.

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