

## Perception of the quick service restaurant: An explanatory study

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### Abstract

Quick Service Restaurant (QSR) within the industry itself, is a specific type of restaurant characterized both by the fast cuisine and by minimal table service. Food served in fast food restaurants are cooked in bulk in advance and kept hot, is finished and packaged to order and is usually available ready to take away, even though seating may be provided. The Chennai city is purposively selected for the present study since it is the predominating trade center for Tamil Nadu. About 120 respondents were selected by adopting simple random techniques. Information was collected by interviewing the respondents by using well-structured interview schedule and the information collected pertains to the year 2015-16. Percentage analysis, mean ranking, Chi square test were carried out to draw meaningful interpretations. The majority of the consumers were the age group of 21-30 years. Married male respondents are visited the restaurant mostly. In the educational background post graduated are like to visit the restaurant. It is apparent that taste of the products was the major perception criterion followed by Speed of service, Attitude of Staff, Location, variety of products, Price, Customer Service, Opening Hours were the perceive by the respondent. The Relationship between the gender and the perception of the restaurant was significant. The relationship between the age and the perception of the restaurant was significant.

**Keywords:** Restaurant, Perception, Food, Chi-square, Demographic.

### 1. Introduction

India is one of the fastest growing economies in the world with an average growth rate of 7% over the past decade (The World Bank 2014). With a population of 1.2 billion, India offers to be one of the most lucrative markets for consumer products, therefore attracting a strong and continuous flow of investments in scalable businesses with a strong back end supply chain. As the purchasing power of the middle class increase along with the urbanisation of smaller cities, the demand for quick service restaurants, fine dining and casual dining restaurant will grow manifold in years to come. The estimated size of the food and beverage industry is valued at USD 341 billion within which the country's restaurant sector is valued at USD 48 billion, with a potential to grow to USD 78 billion by the year 2018. Such demand represented by one of the most promising and emerging markets in the world implies businesses to invest in a market with large potential to flourish.

A fast food restaurant (FFR) also known as a Quick Service Restaurant (QSR) within the industry itself, is a specific type of restaurant characterized both by the fast cuisine and by minimal table service. Food served in fast food restaurants are cooked in bulk in advance and kept hot, is finished and packaged to order and is usually available ready to take away, even though seating may be provided. The term "fast food" was recognized in a dictionary by merriam-Webster in 1952 Fast food has generally been designed to be eaten "on -the -go" and often does not require traditional cutlery and is eaten as a finger food. Fast food outlets have become popular with consumers for several reasons. One is that through economics of scale in purchasing and producing food, these companies can deliver food to consumers at a very low cost. According to the Bureau of Educational and Cultural Affairs although some people dislike fast food for its predictability, it can be reassuring to a hungry

person in a hurry or far from home. In his best-selling 2001 book *Fast Food Nation*, leveled a broad, socio-economic critic against the fast food industry, documenting how fast food rose from small, family-run businesses (like McDonald brothers' hamburger joint) into large, multinational corporate juggernauts whose economies of scale radically transformed agriculture, meat processing, and labour markets in the late 20th century.

### 2. Methodology and data collection

The Chennai city is purposively selected for the present study since it is the predominating trade center for Tamil Nadu. About 120 respondents were selected by adopting simple random techniques. Information was collected by interviewing the respondents by using well-structured interview schedule and the information collected pertains to the year 2015-16. Percentage analysis, mean ranking, Chi square test were carried out to draw meaningful interpretations.

### 3. Results and discussion

The general and socio-economic characteristics of the respondents were analyzed and the results are presented in Table-1. The results indicated that the majority of the respondents (64.16 per cent) were the age group of 21-30 years followed by less than 20 years and 31-40 Years. About 45.80 per cent of were married while 79 per cent were males. The majority of respondents (49.17 per cent) were postgraduates and about 30 per cent of consumers were under-graduates. The monthly income of the respondents were ranging from Rs. 0-5000(85 per cent) followed by Rs.5000- 10000(8.34 per cent). About 70.83 per cent of the respondents have a family size of 4-6 members followed by less than 3 members (25.00 per cent).

**Table 1:** Socio-Economic Demographic Characteristics of Respondent

Variables with Category	Respondents(N=120)		Variables with Category	Respondents(N=120)	
	Number	PerCent		Number	Per Cent
<b>Age</b>			<b>Monthly Income(Rs)</b>		
< 20 Years	16	13.33	0-5000	102	85.00
21-30 Years	77	64.16	5001-10000	10	8.34
31-40 Years	14	11.67	10001-15000	4	3.33
41-50 Years	8	6.67	> 15000	4	3.33
> 51 Years	5	4.17			
<b>Gender</b>			<b>Marital Status</b>		
Male	79	65.80	Married	55	45.80
Female	41	34.20	Unmarried	65	54.20
<b>Educational Qualifications</b>			<b>Family Size</b>		
Secondary	8	6.66	< 3	30	25.00
Higher Secondary	12	10.00	4-6	85	70.83
UG	36	30.00	>6	5	4.17
PG	59	49.17			
Others	5	4.17			

The frequency of quick service restaurant visit by the respondents was analyzed and the results are presented in Table-2. The results indicated that about 35.84 per cent of respondents occasionally visited the restaurant followed by fortnightly (30 per cent) and about 28.33 per cent of the respondents visited the restaurant at least monthly once.

**Table 2:** Frequency of Visiting the Quick Service Restaurant

Frequency	Number of Respondent	Percentage
Weekly	6	5.00
Fortnightly	36	30.00
Monthly	34	28.33
Occasionally	43	35.84
Others	1	0.83
Total	120	100.00

**Perception on quick service restaurant**

The perception of the respondent was analysed by computing the mean score and the results are presented in the Table 3. From the results, it is apparent that taste of the products was the major perception criterion followed by Speed of service, Attitude of Staff, Location, variety of products, Price, Customer Service, Opening Hours were the perceive by the respondent.

**Table 3:** Perception on quick service restaurant

Attributes	Mean Score	Rank
Customer Service	4.20	VII
variety of products	5.00	V
Attitude of Staff	5.29	III
Opening Hours	4.01	VIII
Location	5.06	IV
Speed of service	5.31	II
Price	4.66	VI
Taste of products	5.36	I

**Relationship between the Gender and Perception of the Restaurant**

The relationship between the gender and the perception of the restaurant was analysed by computing Chi-Square test and the results are presented in Table-4. The results showed that the Pearson Chi-Square value was 0.0375 indicating that the test statistic was significant at five per cent level of significance thus, there was a significant relationship between the gender and the perception of the restaurant.

**Table 4:** Relationship between the Gender and Perception of the Restaurant-Chi Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	0.0375	7	.000
N	120		

Source: Computed Data

**Relationship between the Age and Perception of the Restaurant**

The relationship between the age and the perception of the restaurant was analysed by computing Chi-Square test and the results are presented in Table-5. The results showed that the Pearson Chi-Square value was 0.572 indicating that the test statistic was significant at five per cent level of significance thus, there was a significant relationship between the age and the perception of the restaurant.

**Table 5:** Relationship between the Age and Perception of the Restaurant-Chi Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi- Square	0.572	28	.000
N	120		

Source: Computed Data

**4. Conclusion**

The majority of the consumers were the age group of 21-30 years. Married male respondents are visited the restaurant mostly. In the educational background post graduated are like to visit the restaurant. It is apparent that taste of the products was the major perception criterion followed by Speed of service, Attitude of Staff, Location, variety of products, Price, Customer Service, Opening Hours were the perceive by the respondent. The Relationship between the gender and the perception of the restaurant was significant. The relationship between the age and the perception of the restaurant was significant.

There are numerous challenges that face QSR industry in the areas of obesity, social inequality, food safety, energy and water problems, environmental waste management, slow customer responsiveness, and small portion sizes among others. Some observers fear that the QSR might perpetuate social divide given high levels of poverty in the country and exploitative tendencies of large agribusinesses. Underlying fears of exploitation of poor farmers are linked to their inexperience in

dealing with large-scale regional and global food franchises, and moral hazard problems in contracting. The absence of fair remuneration for both farmers and fast food workers creates inequality. With the onset of the advancement in the restaurant services market, the Indian market has to offer large prospects in the fast food, casual dining and fine dining segments. The proposition made by one of the fastest growing economies in the world will offer potential entrepreneurs an opportunity to invest in this sector, which has tremendous growth opportunities.

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