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RESEARCH PAPER

A study on the consumer patronage for Quick Service Restaurants

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ABSTRACT

The value of the Indian restaurant market is expected to escalate to Rs. 51,000 crore by 2021. The study lays emphasis on the factors prompting and inducing the consumption of American food from American Food Restaurants (AFR) by the consumers in Bengaluru city apart from providing the necessary recommendations and suggestions to the AFR's. Primary data was collected from 90 consumers of American foods in Bengaluru city using a schedule and the data obtained was analysed by factor analysis. The findings revealed that six factors; namely service quality, affordability and psychological factors, convenience and experience orientation, health and ambience, food quality and enjoyment and psychological dimension influenced the consumption of American food from AFR's by the consumers. The study recommends the restaurant managers to perform a detail demand survey at regular intervals to know about the unique needs and requirements of their customers.

KEY WORDS : Ambience, Bartlett's test, Casual dining, Fine dining, KMO measure

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