



# A STUDY ON QSR MODELS AND IT'S FUNCTIONS IN REFERENCE WITH AJAY'S FOOD

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## ABSTRACT:

**Purpose-** The purpose of this paper is to examine the effect of the consumption pattern of the customers which define their income category, their influence to go there, with whom they go and their usual meal eaten. The influence of gender on quick service restaurant (QSR). And the effect of quick service as well as quality service food on the QSR restaurant also known as fast food restaurants.

**Design/methodology-** Data were collected online as well as physical forms from 110 participants in Gujarat and analysed using SPSS and primary data as it was descriptive research design.

**Findings-** The study surveyed 110 respondents, mostly young males from Gujarat. They preferred Ajay's outlets for taste, hot food service, food freshness, and prices. Respondents were satisfied with cleanliness, hygiene, atmosphere, and employee behaviour. Most would repurchase, with ratings on food quality and consistency varying. Statistical tests supported the study's hypothesis (Chi-square and One-way Anova).

**Research limitations/implications-** The study is based on the primary data and the limitations of this research project is inaccuracy of the responses given by the respondents. And to take online as well as the physical questionnaire is also considered one of the limitations for this study because to collect online questionnaire is quite difficult part but the physical questionnaire is even more difficult to collect because not all customers are willing to fill the physical form.

**Conclusion-** The fast-food and beverage industries are growing globally, including in the Indian market. Customer perception is shaped by positive word-of-mouth. Promotional tools now include online platforms like social media and traditional methods. Customer preferences based on gender, age, and income influence consumption patterns. A study of 110 respondents provided insights on Ajay's Takeaway Food. Technology and data-driven approaches optimize operations and enhance customer satisfaction for Ajay's.

**KEY WORD:** QSR Models, Consumption Pattern, Eco-friendly, Cost Effective, QUICKSERV, Word of mouth, Quality service and food, Gender Influence on QSR, Buying Behaviour.

## INTRODUCTION

### INTRODUCTION OF TOPIC:

**TOPIC:** “A study on QSR models and it's functions in reference with Ajay's food”

We're talking about the ultimate fast-food heroes here, folks! Quick Service Restaurants (QSRs) are all about lightning-fast service, cosy vibes, and nailing a limited menu.

QSRs (Quick Service Restaurants) are **the real MVPs** of any neighbourhood! They're the go-to spot when you crave a tasty and comforting meal. They're the superheroes that save the day when hunger strikes suddenly. From burgers to pizza, fish and chips to burritos, Frankie to shawarma, and refreshing drinks, QSRs are a **one-stop-shop for all your cravings!**

The quick service restaurant industry encompasses a range of independent takeaways and large chains like McDonald's, Subway, KFC, and Burger King, which are among the highest-grossing QSR brands globally. As a fast-food manager or restaurant owner, it is essential to keep up with the latest trends and know the brands that are making moves in the industry.

The Quick Service Restaurant data model set consists of Enterprise, Business Area and Data Warehouse logical data models developed for companies in the QSR business and which address business areas including: **Customer, Training and Education, Channels, Inventories, Marketing and Advertising, Orders, Business Metrics, Property and Equipment, Securities, Product, Human Resource Management, Purchasing.**

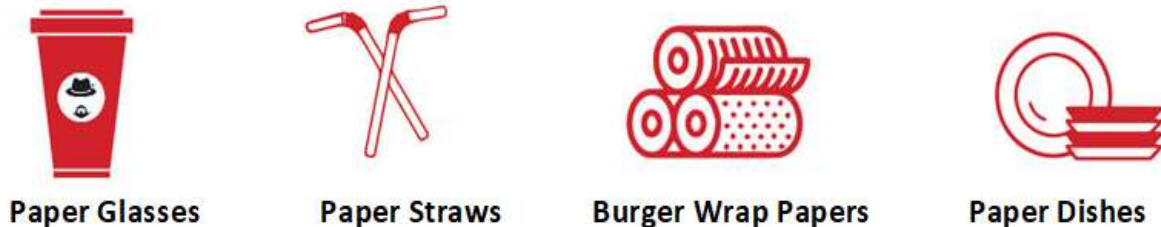
Look for a QSR POS (Point of Sales) for delivery restaurants specifically. That means it should be able to take in orders from all your channels, including: In-store orders, Kiosk orders, Online orders: from your website and app, Third-party marketplace orders.

**INTRODUCTION OF COMPANY:****ABOUT AJAY'S FOOD FACTORY:**

Ajay's food chain **started** in Navsari on **17 August 2014**, focusing on food consistency and customer experience. It has become a popular destination for all age groups due to its **economical pricing, quality, and quick delivery**. People recognize Ajay's as a big brand that provides good food at a reasonable price, with quick service and proper hygiene maintenance.

Ajay's fast food offers delicious and Budget-friendly meals, attracting customers and outcompeting other restaurants. Its slogan "**Pet pe Bhari Pocket pe Halka**" emphasizes its focus on satisfying meals that are light on the pocket. The restaurant provides a friendly environment for families and friends to create lasting memories. The founders aimed to provide high-quality, accessible food, and have successfully developed **a strong brand identity**, leading to Ajay's emergence as Gujarat's fastest-growing QSR franchise chain.

The QSR industry has significant profit potential but faces challenges in maintaining consistency across franchise locations. Ajay's Takeaway Food franchise has been successful in Gujarat since 2014 and has enabled many to start and thrive in the market. On **April 9, 2023, Ajay's Good Food Factory was inaugurated** in Navsari, promising innovation and excellence in the food industry. The event was celebrated by guests from various sectors, including dignitaries, industry leaders, and food enthusiasts.

**ECO-FRIENDLY PACKAGING:****Figure: 1**

Ajay's Franchise enjoys a **360-degree support** from the company. The 4 major areas where the company supports the franchise are: Pre-opening Support, Operation, Sales and Marketing (Post-Opening) Support, Product Support, Training and Audit Support

**VISION:** To be the largest QSR chain in India. To envisioned Ajay's Takeaway Food to be the first choice of the citizens of India.

**VALUE:** We place the customer the core of all that we do. We are committed to our people. We strive continually to improve. We operate our business profitability. We believe in our system and processes. We operate our business ethically.

**MISSION:** To serve and provide high quality food that is Good, Affordable and Accessible to all.



Per-day selling of product all over India from respective outlets:

Coffee= 14,500+; at 25/-	Pizza= 21,000+; at 60/-
Burger= 20,000+; at 30/-	Fries= at 60/-

**Figure: 2****LITERATURE REVIEW**

1. Study of Trends in Quick Service Restaurant (2016) by Sameer Koranne, Sachin Borgave The restaurant industry includes all meals and snacks prepared away from home, including takeout meals. A quick restaurant or fast-food outlet requires minimal service, offers food that is ready to eat quickly after ordering and requires payment prior to consumption. Around 80% of the food service industry is unorganised, with only 20% being organised, of which Quick Service Restaurants (QRS) make up half. The organised sector includes all types of eateries that offer fast-food and snacks. The Indian food service industry is projected to grow by 11-16% by 2018, with the fast-food market growing at an annual rate of 25-30%. The industry is dominated by global brands like McDonald's, KFC, and Domino's, which currently occupy 60% of the market due to their use of sophisticated technology, large stores size, and brand image. The QSR industry is expected to grow by 26% CAGR to reach Rs117bn by 2017, with foreign fast-food chains aggressively expanding their presence in the country.
2. Consumers Perception on Quick Service Restaurants (2021) by Datrika Venkata Madhusudan Rao, Narmada Kalgi, Neha Choudhary Several studies have been conducted on the fast-food industry in India. Ali et al. (2020) found that improving client relationship and utilizing new marketing tools could give an advantage to cheap food retailers. Goyal and Singh (2017) discovered that young customers visit fast-food outlets for fun and change. Client perception, taste, and satisfaction, according to Gupta (2013), influencer consumer behaviour towards a particular brand. The globalized world has turned food into vital business investment, said Ragavan (2013). Kotler

(2009) emphasized that the primary goal of a fast-food retailer should be to provide value for money and use advanced marketing and communication channels to reinforce the overall marketing campaign.

3. A Study on Buying Behaviour of Youngsters towards Fast Food Restaurants (2018) by Anitharaj M.S. In India, a nation where the scent of home-cooked delicacies permeates the air, the global fast-food giants such as Mc Donalds and KFC faced a daunting challenge. The country's economy was steeped in tradition, and its people generally preferred the flavours of their own kitchens. However, changes in the industry led to the rapid expansion of the Indian fast-food industry, transforming it into a competitive force. Local fast-food eateries emerged, offering traditional staples at Cost-effective prices, catering to evolving tastes and preferences of the Indian youth and younger generations. To better understand the factors influencing the perception of fast-food among the Indian youth, this study focused on the 18-25 age group, investigating their views on fast-food consumption and patronage. The findings of this study could help fast-food retailers improve their strengths and address their shortcomings, resulting in increased customer satisfaction and growth. The keywords relevant to this study include buying behaviour, Customer Perception, Customer Satisfaction. Fast-food Restaurants, and Growth Drivers.
4. A Study on Consumption Pattern and Behaviour of Consumers towards Fast Food Franchise Outlets at Silvassa City (2020) by Shivangi Singh and Abhishek Thakkar Since liberalization, the Indian fast-food industry has experienced a significant surge in development, with an increasing number of consumers opting for fast-food on a daily basis. The fast-food market is currently growing at an accelerated pace, with franchise outlets serving as a significant contribution to this trend. These outlets benefit from the growing trend of brand representation and loyalty. This study aims to identify the factors that influence consumers towards fast-food franchise outlets. The paper focuses on estimating the role of various factors in consumer preference towards fast-food franchise outlets in Silvassa city. The study utilizes customer survey from various fast-food franchise outlets in Silvassa city, relevant literature reviews, and multivariate tools to analysis and interpret the data obtained from the study. Keywords relevant to this study are Fast-food franchise outlets, Consumer behaviour, Consumption pattern.
5. Mediating Role of Customer Experience Between Innovation and Performance: A Study of Quick Service Restaurants (QSRs) (2020) by Rajesh Singh, Rajani Kumari Sarangal, Priyanka Sharma The objective of this study is to investigate how innovation impacts customer experience (CE) and customer performance (CP) in Quick Service Restaurants (QSRs). Additionally, the study aims to analyse the influence of customer experience on customer performance and examine the mediating role of customer experience between innovation and customer performance. The study analysed 322 questionnaires using exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) to identify and validate the variables used in the study, respectively. Structural equation modelling was employed to test the relationship between the constructs. The results indicate that innovation has a positive impact on both CE and CP. Furthermore, the study confirms that CE positively influences CP and acts as a partial mediator between the two. It is important to note that this research is limited to QSRs in the Jammu region, encompassing McDonald's, KFC, Domino's Pizza, and Pizza Hut. The study recommends QSRs to implement innovative practices to enhance CE, which, in turn, will lead to higher CP. The study employs the following keywords: Innovation, Customer Experience, Customer Performance, Quick Service Restaurants.
6. Understanding Customer Satisfaction in the UK Quick Service Restaurant Industry: The Influence of the Tangible Attributes of Perceived Service Quality (2017) by British food journal This study investigates the impact of five service quality dimensions on customer satisfaction in the UK fast food industry. Data collected from 147 questionnaires indicate that tangibles, responsiveness, and assurance are crucial for customer satisfaction, followed by reliability and empathy. The physical attributes (tangibles) play a key role in driving satisfaction. The research offers original insights into the British fast-food market and highlights the importance of physical facilities and attributes in determining service quality and customer satisfaction within the competitive UK foodservice industry.
7. Revisiting customers' perception of service quality in fast food restaurants (2017) by Aidin Namin This research investigates factors impacting customer satisfaction in fast food restaurants and identifies the role of service quality, food quality, and price-value ratio. The findings show that the general population values error-free service and employee assistance more than college students, who prioritize sympathetic service and convenient operating hours. The study concludes that improving behavioural intentions in fast food restaurants can be achieved indirectly through enhancing customer satisfaction, which can be positively influenced by focusing on service quality, food quality, and price-value ratio. These results can guide fast food restaurant managers in strategizing better services for their customers.
8. Internet of things and supply chain management (2017) by Mohamed Ben-Daya, Elkafi Hassini & Zied Bahroun The paper examines the role of Internet of Things (IoT) in supply chain management (SCM) through a literature review. It covers the definition of IoT, key technology enablers, and its applications in various SCM processes. The paper categorizes existing literature based on methodology, industry sector, and major supply chain processes, and presents a bibliometric analysis. Findings show most studies focus on the conceptual impact of IoT with limited analytical models and empirical studies, mainly concentrating on the delivery process and food and manufacturing supply chains. The paper also identifies potential areas for future SCM research to support IoT implementation.
9. Service Quality and Word of Mouth in Quick Service Restaurants - Considering the Mediating Effect of Customer Satisfaction (2021) by Fairuz Chowdhury Once the questionnaire was refined, the volunteers distributed 540 questionnaires to customers visiting these restaurants, of which 460 were usable and was the final sample size. The researcher achieved a response rate of 85% of those who consented to participate in the survey. The study explores the effects of service quality parameters (tangibles, reliability, responsiveness, and convenience) and price fairness on customer satisfaction and word of mouth generation in quick-service restaurants (QSRs) in Bangladesh. A survey targeting customers in Dhaka reveals that these SERVQUAL (Service Quality) attributes are significantly associated with customer satisfaction and WOM (word of mouth), but price fairness has no impact. Additionally, customer satisfaction partially mediates the relationship between SERVQUAL parameters and WOM generation. This study extends previous research on SERVQUAL's role in analysing service quality impacts on customer satisfaction and is among the first to examine its implementation in the QSR context in Bangladesh.
10. QUICKSERV: a service quality assessment tool for the quick-service restaurant industry (2021) by Mario Mendocilla, Paloma Miravittles and Jorge Matute The study aimed to develop and validate a scale to assess service quality at quick-service restaurants (QSRs). It consisted of 14 items in four dimensions: interaction time, staff-customer interaction, speedy service, pleasant treatment, and food quality. Data was collected from 430 customers of an international brand QSR in Barcelona. The findings suggest that these attributes are highly valued by customers in QSRs. The scale can be used to ensure service quality standards within QSR management systems and monitor compliance. The study introduces a novel four-factor structure with a high goodness of fit to measure customers'

perceived service quality in QSRs effectively. This is important in QSRs where ease of use and speed of gathering client responses are crucial.

11. Predominant Factor Prediction to Accelerate Growth of Quick-Service Restaurants (QSR) (2020) by Susan Chacko, R Sumathi, M K Badri Narayanan, Syam Narayanan S Quick Service Restaurants (QSRs) dominate the food industry by providing a quick and seamless dining experience. This manuscript aims to identify the factors driving QSR growth in India. QSRs and casual dining establishments hold a market share of 45% and 32%, respectively. The rise of nuclear families, increased purchasing power, global exposure, and a preference for branded products are the key drivers of QSR growth in India. Using the Fuzzy VIKOR method, employing the Multicriteria Decision Making (MCDM) technique, this study highlights the importance of global exposure and branded products in the growth of QSRs in India.

## RESEARCH METHODOLOGY

**PROBLEM STATEMENT:** The statement of the problem for this study is “Now-a-days all youths are health conscious and prefer general and additional nutrition (Cal, fat, gluten free) in that era the world of fast-food can become problematic.”

**OBJECTIVE OF RESEARCH:**

- ❖ To study the influences of gender on the model of Quick Service Restaurant in other word Fast-Food Restaurants.
- ❖ To study the consumption pattern of the customers for QSR.
- ❖ To study the effect of service quality on customer satisfaction.

**RESEARCH DESIGN:** I used Descriptive Research Design in my research and because of that I applied chi-square method as well as One-way Anova method.

**SOURCES OF DATA COLLECTION:** Researcher uses the type of data is primary.

**LIMITATIONS:** The study is based on the primary data and the limitations of this research project is inaccuracy of the responses given by the respondents.

**SAMPLE SIZE:** Researcher takes the responses of 110 respondents among them 46 are males and 63 are females and 1 was whom prefer not to mentioned their gender.

**PROCESSING & ANALYSIS OF DATA:** Primary data was collected through structure questionnaire and some of it from personal interviewed and it was analysed and interpreted with the use of charts, graphs and secondary data collected through internet.

**RESEARCH PLAN:** In this study, I have reviewed previous papers and related research papers to understand my topic to core. And to gain information with previous studies done by researchers and on such topics and on that bases I have prepared my research methodology in the study and after that I have circulating the questionnaire to filling out by the respondents.

## SOLUTIONS

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>❑ Most commons recommended for adding new menu items and also to re-introduce old menu and to at some point try to improve quantity of the food.</li> <li>❑ It is essential to find out the prominent locations on social media to promote the restaurant and to it should be to be part of social conversations.</li> <li>❑ Hosting social media campaign will help customer to engage more to get attached to the Ajay’s Food to get notified.</li> <li>❑ Ajay’s Takeaway Food restaurants can create campaigns on Instagram and Facebook and Twitter and YouTube wherein the post or advertise the restaurants regularly.</li> </ul> | <ul style="list-style-type: none"> <li>❑ In this restaurants industry word of mouth play a vital role. And to create influential recommendation and most importantly it cost nothing to promote.</li> <li>❑ Introduce and let them experience new combos and new offers and new facilities which attracts customer and generate positive word-of-mouth and it help to create more positive reviews on the social media as well as offline reviews.</li> <li>❑ Also introduce feedback mechanisms, inventory management system, customer loyalty program, menu optimization, online delivery integration, etc</li> </ul> |
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## PROBLEM STATEMENT

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>❑ Make the improvement in the outlet’s ambiance.</li> <li>❑ Improvise the music culture and more flexible.</li> </ul> | <ul style="list-style-type: none"> <li>❑ Do somethings related to online purchase.</li> <li>❑ Change the packaging of the pizza.</li> </ul> |
|--|---|

Research Through Innovation

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**APPENDIX**

**ONLINE QUESTIONNAIRE:**

1. E-mail.....
2. Name.....
3. Gender: male  female  prefer not to say
4. Age;  
(a)18-24 (b)25-34 (c)35-44 (d)45-54 (e)>55
5. Which city you belong: .....
6. Marital status: Single  Married
7. Occupation:  
(a)Student (b)Professional (c)Businessman (d)Unemployed
8. Monthly Income:  
(a)<5000 (b)5001-9000 (c)9001-15000 (d)>15001 (e)Not to mentioned
9. How did you come to know about Ajay’s Takeaway food?  
(a)Social Media (b)Hoardings in town (c)Word of mouth (d)Advertisement (e)Others
10. With whom you would like to visit Ajay’s food?  
(a)with friends (b)with family (c)alone
11. Educational Level:  
(a)Diploma/certificate (b)Bachelor’s Degree (c)Master’s Degree (d)uneducated
12. Main reason for choosing Ajay’s Takeaway Food?  
(a)Quick and convenient (b)Taste of food (c)sociability (d)Budget-friendly
13. Usual meal eaten at:  
(a)At Breakfast (b)At Lunch (c)At Dinner
14. On the scale, how satisfied you are with the online purchase from Ajay’s food (like Zomato and swiggy)  
-2  
-1  
Satisfactory  
+1  
+2
15. On the Rate, how would like to rate the cleanliness of the store and the hygiene standard of the in-store?  
• Cleanliness ☆☆☆☆☆  
• Hygiene ☆☆☆☆☆
16. Tick any one of the five options that follows a question mentioned below, depending on what applies most closely to you. Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), Strongly Agree (SA).

	SD	D	N	A	SA
Were the workers are serving hot food to you?					
Were you satisfied with the in-store experience?					
Was the food being fresh?					
Was the food being tasty?					
Was the food being flavorful?					
Were the price range being economical?					
Did you find the atmosphere comfortable while enjoying food?					
Did you faced any difficulties while ordering food?					

17. Are you satisfied with the behavior of our employees with you while ordering the food at Ajay's Food Outlets?

Yes  No  Maybe

18. Are you going to purchase again from us?

Yes  No  Maybe

19. How would you rate the quality of our food?

(Burger)	(Pizza)	(Coffee)
-2	-2	-2
-1	-1	-1
Quality	Quality	Quality
+1	+1	+1
+2	+2	+2

20. Do you receive the same quality with every meal?

Yes  No  Maybe

21. How much rating you would give to Ajay's Takeaway Foods? ☆☆☆☆☆

22. Any suggestions you would like to give regarding Ajay's Takeaway Food?

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