

Vol. 13, No. 1, February, 2023

Bi-Annual

ISSN No. 2278-8379

# TOURISM INNOVATIONS

An International Journal of Indian Tourism and Hospitality Congress (ITHC)

## Chief Editors

**Prof. S. P. Bansal**

*Vice Chancellor*

*Central University of Himachal Pradesh,  
Dharamshala, Himachal Pradesh*

**Dr. Sandeep Kulshrestha**

*Indian Institute of Tourism and Travel  
Management, (IITTM)*



**Indian Tourism and Hospitality Congress**

**[www.tourismcongress.wordpress.com](http://www.tourismcongress.wordpress.com)**

Tourism Innovations: An International Journal of Indian Tourism and Hospitality Congress (ITHC)

**Copyright : Indian Tourism and Hospitality Congress (ITHC)**

*Reproduction in whole or in part, in any form without written permission is prohibited.*

ISSN : 2278-8379

VOLUME : 13

NUMBER : 1

**Publication Schedule:**

Twice a year : August-December

***Disclaimer:***

The views expressed in the articles are those of the contributors and not necessarily to the editorial board and publisher. Authors are themselves responsible for any kind of Plagiarism found in their articles and any related issue.

*Claims and court cases only allowed within the jurisdiction of HP, India*

Published by: Bharti Publications in Association with Indian Tourism and Hospitality Congress (ITHC)

All Correspondence Should be Address to :

Managing Editor

Tourism Innovations

Bharti Publications

4819/24, 3rd Floor, Mathur Lane

Ansari Road, Daryaganj, New Delhi-110002

Ph: 011-2324-7537, 011-46172797

Email: journal.itc@gmail.com, bhartipublications@gmail.com

## Editor's Note

As of February 2023, the global tourism industry continues its journey towards recovery from the unprecedented challenges posed by the COVID-19 pandemic. While the sector has made significant strides, it remains in a state of flux, with several key trends and developments shaping its trajectory.

The tourism industry has shown resilience and adaptability in the face of the pandemic. Many countries have eased travel restrictions, leading to a gradual increase in tourism activities, both domestically and internationally. However, recovery rates vary across regions. Domestic tourism has been a lifeline for the industry. Travelers have been exploring their own countries, contributing to the revival of local tourism economies. This trend is expected to continue as people prioritize safety and convenience. The vaccination campaigns worldwide have been a critical factor in reopening borders and restoring traveler confidence. Vaccine passports and proof of vaccination are becoming commonplace for international travel.

The digital transformation of the tourism sector has accelerated. Online booking platforms, contactless payments, and virtual experiences have become standard, enhancing both convenience and safety for travelers. Environmental and social sustainability have gained prominence. Travelers are increasingly interested in eco-friendly and responsible tourism options, pushing the industry to adopt more sustainable practices.

Traveler behavior has shifted, with a greater emphasis on health and wellness. Wellness tourism, outdoor activities, and remote destinations have seen increased interest. The integration of technology, including artificial intelligence (AI) and augmented reality (AR), has enhanced the travel experience. AI-driven chatbots and AR-enhanced tours are examples of these innovations. The aviation sector has seen a gradual recovery in passenger numbers. Airlines have implemented safety measures, such as improved air filtration systems, to mitigate health risks during flights. Challenges persist, including uncertainty about the emergence of new variants, sporadic travel restrictions, and a need for industry-wide standardization of health and safety protocols.

The tourism industry's recovery journey is ongoing, marked by a mix of optimism and caution. While the path ahead may still be uncertain, the industry's ability to adapt, embrace sustainability, and prioritize traveler safety positions it well for future growth and resilience. Monitoring the evolving landscape and embracing innovation will continue to be essential in the months to come.

*Chief Editors*

**Prof. S.P. Bansal**

**Dr. Sandeep Kulshrestha**

# The Role of Servicescape and Food Related Lifestyle on Customer Satisfaction and Behavioral Intentions: An Examination of Quick Service Restaurant

Suvidha Khanna, Sheetal Bhagat & Bharti Kalsotra

## Abstract

*In spite of huge investment made by Quick Service Restaurants (QSRs) on their physical structures, it has been little known if physical surroundings actually affects psychological behaviour of customers. This paper examine how dimensions of servicescape influence consumers' satisfaction and behavioral intentions in the Quick Service Restaurants environment. Also the objective of the paper is to explore the ability of the food related lifestyle (FRL) instrument to disclose food consumption patterns of consumers in quick service restaurant. Food-related lifestyle is an instrument, which is based on consumer attitude toward the purchase, preparation and consumption pattern of food products that include quality of food served, health, ambience and taste. Servicescape are specific atmospheric attributes such as the color, music, scent and layout or design in a physical environment which have a direct impact on customers' emotions and satisfaction. To achieve this purpose, quantitative research approach of survey was used. Data were collected using a structured questionnaire developed based on existing measurement scales. Sample consisted of 175 quick service restaurant customers who live in Jammu district of Jammu & Kashmir in India, drawn using random sampling technique. Collected data were analysed using regression technique. Data analysis revealed that food related lifestyle (FRL) of customers and servicescape at quick service restaurants individually have positive impact on behavioural intention and customer satisfaction. Findings of the study emphasize the importance of maintaining servicescape elements like ambience, navigation, seating comfort, interior decor, and cleanliness and also useful for restaurant managers in designing attractive dining environment including physical surrounding and employees.*

**Keywords:** QSR, Servicescape, Food Related Lifestyle, Customer Satisfaction, Behaviour intention

## Introduction

Food has been described as a primary need in Maslow's need hierarchy theory. With changing taste and growing demand, fast food became world's fastest growing food types and as the desires of consumers kept on increasing, fast food industry kept on innovating, transforming and differentiating to create fast food even more tempting and attractive.

Demand for these food stuff are growing as consumers with busy lifestyles do not want to devote much time in cooking. Fast food is the term liable to food that can be cooked and served very quickly. Though any meal with less preparation time can be taken as fast food, usually

the term refers to fast food vended in a quick service restaurant. Fast food restaurants make up a segment of the restaurant business know as Quick Service Restaurants (QSR). QSR segment contribute more than 50% of sales in the whole restaurant industry.

The quick service restaurant industry was developed around the idea of providing quick and convenience eating experiences at a relatively low cost. Different factors such as rapid urbanization, improved infrastructure, growth of mid-sized cities, rise in the number of working women, rising population and greater disposable incomes have made QSRs the fastest emergent food service segment and growing at an annual rate of 25-30%. (Foodservice India Edition, July-August 2011)

---

<b>Suvidha Khanna</b>	Assistant Professor, School of Hospitality and Tourism Management, University of Jammu, Jammu & Kashmir, India
<b>Sheetal Bhagat</b>	School of Hospitality and Tourism Management, University of Jammu, Jammu & Kashmir, India
<b>Bharti Kalsotra</b>	School of Hospitality and Tourism Management, University of Jammu, Jammu & Kashmir, India

Quick-service restaurants (QSR) offer a comparatively limited menu, limited facility and low costs food. These food stuffs can be easily cooked or processed and served quickly. An important marketing segment for the QSR industry is college age students, 18 to 24 years of age. Synder&Dillow (2011) note that amid 1999 and 2009, the number of students of 18- to 24-year-olds grow from 26.7 million to 30.4 million, an increment of 14 percent. College going students generally face problems with time management, struggling to find balance between school, day-to-day work, and social life. College age students and young generation often face financial and time constraints (Pilon, 2009). The QSR industry has been able to take advantage on this dilemma by offering college students tasty, quick, easy and affordable food.

It is significant for quick service restaurants operations to have an absolute understanding of their industry leading market trends. As every day new brands are constantly grab the market with new philosophies and trends. France had most significant role in growth and spreading the culture of Restaurant industry in the world. Around 1782 AD, the first ever restaurant named 'Grand Tavern de Lodress' was started by 'Beauvillier' which delivered table service and the customers could choose from the select number of dishes from menu card. But most of these modern quick service restaurant fashion originate from the US and spread throughout the world's leading brands.

### Overview of the QSR Industry in India

Fast food or QSR industry has grown in India as international fast food players such as McDonalds, KFC, Domino's Pizza, Pizza Hut, American Pizza, Papa John's, Subway, The Eat Out Group, Church's Chicken, Round Table Pizza etc have set up their business either in association with Indian partners or independently. It now accounts for approximately half of all restaurant proceeds in the developed nations and continues to expand. The trend is drastically changing the style of people eat in India. Established on rising disposable income, varying consumer behaviour and suitable demographics, India is endorsing a tremendous development in its fast food and restaurant industry. Additional motives include exposure to western gastronomy, the increasing number of nuclear families and advancement in the number of employed females, which are also having a substantial impact on the eating out fashions. With increasing number of population eating out, the industry proposing major opportunities to the leading players of the QSR market to capture a larger consumer base. As a result of this trend, all the global food players like Burger King, Pizza Hut, Dominos, McDonalds, Subway and KFC are investing huge amount of finance to grab a share of this extremely lucrative market. Alone Pizza Hut has 422 stores across

60 cities in India. The data of the report by Research on India has reveal that usually, the Indian consumers have been eating at roadside food stalls, dhabas and eateries which still occupy a key share of the unorganized sector, on the other hand fast food has been eaten traditionally.

The venture of multinational fast food retailers in India has influence the taste buds of Indian consumers significantly. Precooked food is scoring over customary food due to influence of Western culture and rise in income & ensuing standard of living, convenience, etc. The quick service restaurant industry in India is fragmented. McDonald's is India's market groundbreaker with a value share under 2%. KFC, Subway, Taco Bell, Baskin Robbins, Burger King and Swirls have also found little success in India. The fast food or QSR industry in India is still driven by traditional Indian street foods and local vendors. Top corporations such as McDonalds and Yum! Brands, Inc. are estimated to invest significant assets into promoting their western brands products and services in India. Such investments could lead to a deluge in popularity of western instant food concepts in India's massive consumer markets (Euromonitor, 2012). Lifestyle changes, with faster pace of work and modern day life, have encouraged demand for FF. The demanding factors for junk food may include the swift development of FF service providers, enhancements in different chain store and franchising supervision, taste preference or availability of low cost food, and new brands and food products. Lifestyle explained as "patterns of behaviour or consumption, reflecting individual choice how to spend their money and time as well as their interests, principles and beliefs" (Kathraina&Niemand, 2021). Lifestyles will constantly frame behaviour, on the other hand lifestyles can simultaneously be altered through learning by obtaining, using, or by positioning of the products.

Brunso and Grunert (1995) constructed an FRL instrument to discover consumers' lifestyles in the areas of shopping, cooking methods, consumption situations, quality aspects and purchasing motives. This developed instrument was used to study its validity across diverse cultures (O'Sullivan et al., 2005; Scholderer et al., 2004, Verneau et al., 2021), obesity in different nations (Pérez-Cueto et al., 2010), and associations between values and FRL (Scholderer, et al., 2004, Heo et al, 2020).

The FRL approach is based on the following assumptions:

1. Human behaviour can be described by cognitive processes like the interaction between integration processes, comprehension processes, and cognitive structure. Cognitive structure is the association of knowledge in human memory.
2. Cognitive structures comprise of declarative and technical knowledge.

3. Declarative knowledge can be comprehended as a structure of cognitive categories and their relations. These cognitive categories fluctuate in level of abstraction, and also the associations vary in strong point. Consumers are able to articulate this knowledge, for instance information about products, estimated consequences of behaviour, and personal goals.
4. Procedural knowledge can be considered as a system of stored skills or scripts. These are behavioural practices for acting upon the mental image of a product, adjusted to situational constraints, and lastly to be acted upon.
5. Behaviour is motivated by relating cognitive categories to values.
6. This linkage can be deposited as a system of links in a cognitive structure and can influence behaviour consciously or unconsciously.

Lifestyle Changes Due to Urbanization, Economic Development, and Influence of Western Culture. The rapid urbanization and fast economic development have resulted in quicker lifestyles; and thus FF has become increasingly prevalent in the people. Chinese consumers, specifically those who live in big cities, more easily espouse Western-style fast food or QSR. Many people relish eating out with their families or friends and frequently combine eating out with other activities such as shopping and seeing movies. Popularity of instant food and Peer Influence the higher admiration and acceptance of QSR segment of restaurant industry among young people is a strong contributor for demand for Fast Food, especially Western FF. Western Fast Food (FF) emphasizes an exciting dining atmosphere and quick service, which is different than traditional food that focuses more on taste, flavor, ingredients, tradition and content, but pays less consideration to the eating environment.

Given that services are a consumption knowledge, the servicescape is thought to be very persuasive in dealing with firm's image and purpose to its clients, thereby affecting customer satisfaction. The term 'servicescape' denotes to the physical ambiances in which services are rendered (Bitner, 1992). The composite word 'servicescape' is a combination of the words 'service' and 'scape'. The servicescape has been studied for epochs in a variety of service settings, such as airlines, hotels, restaurants, casinos, etc. In addition, Bitner abstracted the existence of three styles of objective, physical, and measurable incitements that constitute a servicescape. In fact, Bitner (1992) had explained a comprehensive model for understanding that how the physical ambiances of a service organization may impact individual behaviors of clientele. The dimensions include ambient settings such as sound, music, lighting, scent and spatial layout,

temperature which consist of the arrangement of furniture, cabinets and equipment, and signs, symbols and artifacts such as décor, relics and signage.

Once customers are satisfied with the services offered or products provided, they be likely to display affirmative behavioral intentions and reactions, such as customer loyalty and re-patronage. Satisfaction is the vital ingredient for the occurrence of customer loyalty (Oliver, 1999). Wakefield and Blodgett (1999), Kim and Moon (2009) and Tsai, (2020) originate from studies conducted in a leisure and recreation context that clients tend to revisit when they are pleased with the environment. But, when consumers experience anger and disappointment, negative behavioral reactions such as switching to alternative service provider may occur. In addition to this intention to revisit, affirmative customer satisfaction also boosts customers' desire to sojourn in a service area (Lucas, 2003; Bitner, 1992, Issahaku, 2021).

Zeithaml et al. (1996) states that behaviour intention "signal whether consumers will remain with or deviate from the company". The behaviour intention are either favourable or unfavourable. Favourable intentions comprises positive word of mouth, more spending, positive attitude towards services or products with the service provider, paying a price premium and remain loyal whereas the unfavourable intentions consist of customer defection, negative word of mouth, abridged spending with the company (Ladhari, 2009). Behaviour intention are a surrogate sign of actual behavior (Fishbein and Ajzen, 1975, Aitken et al., 2020). Thus, when customers prompt return intentions and applaud services to others (Kuo et al., 2012, Rajput and Gahfoor, 2020), these behaviors are viewed as results influenced by customer satisfaction.

### QSR and COVID-19

The coronavirus (Covid-19) pandemic has made unprecedented loss to the global restaurant industry (Lock, 2020). More precisely, as the brutality of the Covid-19 pandemic surges, an adverse influence of Covid-19 on restaurant businesses' liquidity and functioning, since restaurant industry would experience major revenue shortfalls initiated by a sharp decline in customer demand and even temporarily-disturbed operations (Ozili&Arun, 2020) There were worries about the need for social distancing, the restaurant business was one of the worst affected businesses in the world due to Covid-19 pandemic (Gössling, Scott, & Hall, 2020). This pandemic also hit quick service restaurant (QSR) industry hard. In many countries, quick service restaurants are either closed completely or working on a limited basis, offers only delivery, take-aways, pickup, drive-through or some mishmash of these options (Becker et al., 2020). Although the Covid-19 pandemic negatively impacted the restaurant industry, but the QSR chains were the first

to shows recovering trends. Organized chains of QSR had the good infrastructure and delivery facilities in place long before the coronavirus crisis and this supported them to quickly adapt to government restrictions and guidelines. In spite of dine-in services being obstructed, QSR players were capable to retain growth and profits by doubling down on their home-delivery services (Verma, 2021)

### Conceptual Framework Quick Service Restaurants

According to Kukreja (2011), different segments of the restaurant industry such as casual dining, fine dining, quick-service restaurants, chain-owned units, cafes and independent family restaurants have altogether contributed to the progress of the hospitality industry. The quick-service restaurants are estimated to flourish further with the entrance of new international brands. It is based on the predicted expansion plans of the existing players like Café Coffee Day, KFC, McDonald's, Subway, Pizza Hut, Domino's, American Pizza, Papa John's, The Eat Out Group, Church's Chicken, etc. (Business world, 2015). As the Indian economy rises forward, this trend is estimated to continue.

Today's Consumers do not endure waiting in lines for a long period in order to take delivery of any kind of services or products while waiting for those things are of genuine importance and valuable than the time paid on waiting. Waiting time and waiting queues are vital factors, that enhances the customer satisfaction and this should be taken very seriously by all the Quick Service providing Firms, in order to advance their customer patronage (Adiele & Kenneth, 2017). The foremost reason, according to the consumers who choose to consume fast food at Quick Service Restaurants (QSRs) is a good food value, convenience, fast prepared and affordability (Thackston, 2013).

### Servicescape

Bitner (1992) describes servicescape as "the built situation (i.e., manmade, physical surroundings instead of natural or social environment) affecting clients and employees in service establishments." Wakefield and Blodgett (1994) claimed that in leisure services where consumers occupy longer periods, the servicescape is more expected to influence approaches toward service provision. Thus, service suppliers should recognize its essential role in marketing strategies. Leisure-allied services are frequently associated with the natural location. Fredman et al. (2012) suggested a two-dimensional nature-based servicescape model (open access vs. exclusive rights and naturalness vs. facilities) to help researchers advance understanding of human-nature associations in a servicescape. Arnould et al. (1998) explained that both substantive (functional clues) and communicative

(anthropological clues) stagings of the servicescape impact customer experiences. Thus, service environment should be observed in terms of physical features and social interfaces between consumers and employees, as all these affect the whole atmosphere (Nilsson and Ballantyne, 2014). Servicescape is an organized model that prominences on tangible and physical aspects in an environment of service handling. It openly focuses on the behaviour of the consumers within the atmosphere of service and intentions to offer an environmental design that encounters the aims of customer's designed reaction (Hussainy, Tariq & Khan, 2017).

### Food Related Lifestyle

Blackwell (2007) recommended that lifestyle is a configuration in which people live and spend time and money. Compared to the rich figure of lifestyle research in Western countries, Chinese food-related lifestyle or studies of East Asian have just in progress to appear in the literature. Even though human values escort behaviour, values cannot foretell behaviour straight. Danish consumer behaviour researchers (Grunert, Brunsø & Bisp 1997) therefore created an instrument that would emphasis on behaviour in determining the linkages between food products and end objectives. In regions and provinces of better economic development and hasty lifestyles, QSR account for a considerably larger share of the total food-service segments revenue. Such as, Fang and Lee (2009) implemented the FRL instrument for segmentation of market in the Taiwan food sector. After being accustomed to fit the Chinese food philosophy, four segments were recognized based on their behaviours and attitudes towards food ingestion: the adventurous, the traditional, the uninvolved, and the smart consumers. Brunsø and Grunert (1995) and Grunert, Brunsø, and Bisp (1997) anticipated the food-related lifestyle (FRL) model. According to food-related lifestyle (FRL), there are five elements of lifestyle, which can be used to describe food purchases: ways of cooking methods, consumption situations, shopping, quality aspects and purchasing motives (Scholderer, Brunsø, Bredahl, & Grunert, 2004; O'Sullivan, Scholderer, & Cowan, 2005; Perez Cueto et al., 2010). Analysis of food-related lifestyle sections provides insights as to who were present and potential organic and indigenous food shoppers, and what encouraged them to shop for such food products. The model has been useful to several countries in Europe (e.g. O'Sullivan et al., 2005; Scholderer et al., 2004; Perez-Cueto et al., 2010) and Australia (Nijmeijer, Worsley, & Astil, 2004).

### Customer Satisfaction

In a study showed in Sri Lankan Hotel industry on relation between customer satisfaction and service quality, it was revealed that service approachability and speed significantly influence customer satisfaction and

it leads to recurring purchase behaviour of consumers (Umesh, 2014). Customer satisfaction deals with known variables and conditions. Provided customer enjoyment is a forward looking and active process. A delighted and pleased customer becomes a potentially reliable customer and he spreads affirmative word of mouth (Oliver et al., 1997). But once a purchaser has been delighted, his expectation level gets raised up, that means the service provider further has to make an extra effort to content and satisfy these customers (Andaleeb & Conway, 2006). Khan and others find out that all factors of consumer satisfaction fell in one of seven categories which are, the taste of food, the price of food, physical environment, service quality, ambience, customer expectations, brand and promotion (Khan et al., 2013).

### Behaviour Intention

According to Oliver (1997), behavioral intention is defined as an affirmed tendency to occupy in a certain behavior. It can be assembled into two categories (Smith, Huangstvedt & Petty, 1994; Booi-Chen & Peik-Fong, 2012), financial behavior intentions such as repeat buying behavior, willingness to pay more and transferring behavior (Anderson & Mittal, 2000). Ajzen (1991) outlines intention as a person's individual probability of performing a behavior. It displays the inclination of an individual to contribute in a certain act. Assessing behavioral intention could be done using such indicators as the intention to eat at a local food vendor, a positive word-of-mouth and the readiness to recommend. Intention is said to be the cognitive representation of a person's willingness to perform certain behavior or action, and it is considered to be the immediate antecedent of behavior (Ajzen, 1991). The intention is based on attitude towards the behavior, subjective norm and perceived behavioral control, with each prediction weighted for its importance in relation to the behavior and population of interest (Ajzen, 1991).

The wish to return and again use the services of a hotel is influenced by the customer's satisfaction with the services provided (Berezan et al., 2013). Research conducted by Tussyadiah (2016) suggested that, the desire to revisit to the hotel is influenced by the satisfaction of the guest, which is based on their experience of using the services and value. Ali (2015) suggested that the quality of service has a significant effect on the desire to reuse the services of the hotel in near future.

### Objectives and Rationale of the Study

As the Restaurant industry should expect continuing rises in consumer demand for healthy eating options. Rising commodity expenditures and varying profile of demographics are expected to lead to lesser spending in restaurants. Providing satisfying dining experiences to consumers should be a key emphasis for all operators, particularly for quick service restaurants (QSRs) to win

customers back. Happy clienteles are 3.5 times more expected to revisit a restaurant than unhappy customers.

The wish for customization, for food prepared fresh right in front of you with the toppings of your choosing, and eating the meal in best ambience due to this consumers are willing to pay a bit more for a better quick-service meal without the added pressure to tip. The present study contributes to consumers' behaviour intention for food items in the context of quick service restaurants.

Although many researchers have studied quick service restaurants in recent past such as Customer Perception about Green Practices in QSRs, Perceived Value and Intention to Purchase in QSRs, food quality, customer satisfaction and service environment, satisfaction and behaviour intention, Corporate image and customer satisfaction and coupon promotion (Pietro, Gregory, & Jackson 2015; Ryu, Han, & Kim 2008; Ryu & Han 2009; Qin & Prybutok 2008; Che Wu 2015; Taylor & Tolbert 2002); yet the existing literature has failed to focus on exploring the Food Related Lifestyle, Servicescape in building customer satisfaction and behaviour intention together. In order to be competitive in the restaurant and hospitality business world, the QSRs need to recognize the importance of Servicescape and Food Related Lifestyle on Customers satisfaction.

As well, this study hopes to create an awareness of the importance of servicescape in the QSRs sector. Hence, the proposed study throws light into the impact of Servicescape, Food-related lifestyle on customer satisfaction and behaviour intention of the customers visiting QSRs.

In a restaurant setting, it is possible that the servicescape attributes of the restaurant might have an impact on consumers' satisfaction or food-related lifestyle routine of staying healthy (Mikkelsen, 2011; Sobal and Wansink, 2007). Therefore, based on examinations of previous studies, this study hypothesized as follows:

**H1:** Food related lifestyle and Servicescape have significant impact on Customer Satisfaction in QSRs.

**H1(a):** *There exists a significant impact of Servicescape on Customer Satisfaction.*

**H1(b):** *Food Related Lifestyle has a significant impact on Customer Satisfaction.*

**H2:** Servicescape and Food Related Lifestyle have a significant impact on Behaviour Intention of Customer.

**H2 (a):** *There exists a significant impact of Servicescape on customer's Behaviour Intention.*

**H2 (b):** *Food Related Lifestyle has a significant impact on customer's Behaviour Intention.*

**H3:** Customer Satisfaction has a positive impact on their Behaviour intention

**Research Methodology**

**Instrument Development**

The Questionnaire to achieve the research objectives of this study, this questionnaire divided into four sections. The questionnaire was written in English. Section A comprised of demographic profile of the customers and section B consisted of 14 questions and was divided into four parts: Firstly questions focused on consumer lifestyle for eating out in the quick service restaurants using a five-point Likert scale (1-strongly disagree, 2-disagree, 3-neutral, 4-agree, 5-strongly agree). In section C consists of 17 questions focused on the Servicescape which is an organized model that prominences on tangible and physical aspects in an environment of service handling using a five-point likert scale (1-strongly disagree, 2 disagree, 3-neutral, 4-agree, 5-strongly agree). Section D and E covered 9 questions pertaining to consumer satisfaction and behaviour intentions using a five-point likert scale.

**Measurement variables**

A questionnaire was developed to measure each construct and most of the measurement items used in study were adapted from previous studies. Items for Servicescape taken from previous studies like Bitner (1992); Hanks & Line (2018); Meng& Choi (2018); Dion &Borraz (2018). This study adopted the Food-Related Lifestyle developed by Yi, Choi & Chang (2016) and Customer satisfaction scale taken from Oliver et al. (2018) and Borchgrevink (2018). BehaviourIntentions scale items taken from the Kim et al., (2013) and Zeithaml et al., (1996).

**Data Collection and Sample**

The present study was carried out on customers of Quick Service Restaurants in the region Jammu. The reason why the Jammu region was chosen is that it represents the number and variety of all the top five International Brands of QSRs according to Trendrr (2018) that is Mc. Donald’s, Domino’s, Pizza Hut, KFC, and Café Coffee day are present in Jammu. According to Grant Thornton Report (2015) and FICCI, the consumer base for QSR is as large as people relish dining at QSRs and commonly this trend has also been seen in Jammu.

The sample respondents were selected using random sampling. The total number of usable questionnaires was 175.

**Analysis**

**Table 1 Respondents Demography**

Measure	Item	Sum	Percentage
Gender	Male	75	42.9
	female	100	57.1
Age	Below 20	68	38.9
	20-40	102	58.3
	40-60	5	2.9
	Above	0	0

Marital status	Single	100	57.1
	Married	42	24.0
	Separated	24	13.7
	Widowed	9	5.1
Qualification	Illiterate	0	0
	Primary	0	0
	Secondary	8	4.6
	Higher secondary	42	24
	College	78	44.6
	Others	47	26.9
Monthly income	Less than 10000	73	41.7
	10000-20000	19	10.9
	20000-30000	60	34.3
	30000-40000	6	3.4
	Above 40000	17	9.7
Reason for eating out	Family outing	53	30.3
	Friends	93	53.1
	Business purpose	6	3.4
	Special occasions	13	7.4
	To try signature item	2	1.1
	Children	4	2.3
	other	4	2.3
How often you dine out monthly	Once a month	30	17.1
	Twice	51	29.1
	Thrice	28	16.0
	More than thrice	66	37.7
Average billing per consumption	Less than 1000	60	34.3
	1000-2000	82	46.9
	2000-4000	20	11.4
	More than 4000	13	7.4

**Demographic Profiles**

Results of the descriptive analysis of the respondents’ demographic characteristics are more than half of the respondents were female (57.1%), meaning that 42.9% were male. Most of the participants were 20–40 years old (58.3%) and single (57.1%). Approximately 44.6% of participants had a Bachelor’s degree, while approximately 24% had only a high school qualification. The highest portion of respondents (41.7%) had monthly income less than 10,000 followed by 20,000–30,000 (34.3%). Nearly half of respondents (37.7%) ate out at a frequency of more than thrice a month, and 29.1% ate out twice a month. The majority of the participants had average eating out expenditures per consumption of 1000–3000 (46.9%), and the second-most common was less than 1000 (34.3%). Most of the respondents reason for eating out are friends (53.1%).

**Table 2 Regression Analysis of FRL on Customer Satisfaction**

Multiple R	0.4674				
R - Square	0.2184				
Coefficient of correlation					
<b>ANOVA</b>	<b>Degree of Freedom</b>	<b>Sum of Square</b>	<b>Mean Sequence</b>	<b>F- Value</b>	<b>Significance F</b>
Regression	1	70.02091	19.5683	48.34739	0.000
Residual	173	19.5683	0.037		
Total	174				
<b>Coefficient</b>	<b>Standard error</b>	<b>t stat</b>	<b>p-value</b>		
Intercept	1.826	0.02615	6.98340	0.1805	
X-Variable	0.529671	0.076176	6.9532	0.022	

Source: Research Results

Table -2 depicts the strength of association between Food related lifestyle (X) and Customer Satisfaction (Y). The regression coefficient  $\beta = 1.826$  shows that customer satisfaction, which is a dependent variable, changes by 0.529 units for each change in FRL, which is an independent variable. Thus we find that customer satisfaction is influenced by FRL and the value of  $r^2 = 0.2184$  indicates

that about 21.8% changes in customer satisfaction is due to FRL. The p value = 0.1805. The p value = 0.180 which is statistically significant at 5% level of significance. **Thus, it is concluded that there is an impact of Food-related lifestyle on customer satisfaction in the quick service restaurants and therefore, H1(b) is accepted.**

**Table 3 Regression Analysis of Servicescape on Customer Satisfaction**

Multiple R	0.803469				
R - Square	0.645562				
Coefficient of correlation					
<b>ANOVA</b>	<b>Degree of Freedom</b>	<b>Sum of Square</b>	<b>Mean Sequence</b>	<b>F- Value</b>	<b>Significance F</b>
Regression	1	57.835	57.835	315.09	0.000
Residual	173	31.7538	0.1835		
Total	174				
	<b>Coefficient</b>	<b>Standard error</b>	<b>t stat</b>	<b>p-value</b>	
Intercept	0.42121	0.1827	2.3045	0.022	
X-Variable	0.8921	0.0502	17.750		

Source: Research results

Table -3 depicts the strength of association between Servicescape (X) and Customer Satisfaction (Y). The regression coefficient  $\beta = 0.421$  shows that customer satisfaction, which is a dependent variable, changes by 0.892 units for each change in Servicescape, which is an independent variable. Thus we find that customer

satisfaction is influenced by Servicescape and the value of  $r^2 = 0.6455$  indicates that about 64.5% changes in customer satisfaction is due to FRL. The p value = 0.022 which is statistically significant at 5% level of significance. **Thus, it is concluded that there is an impact of Servicescape on customer satisfaction in the quick service restaurants and therefore, H1 (b) is accepted.**

**Table 4 Regression Analysis of Servicescape on Behaviour Intention**

Multiple R	0.6663				
R - Square	0.4442				
Coefficient of correlation					
ANOVA	Degree of Freedom	Sum of Square	Mean Sequence	F- Value	Significance F
Regression	1	51.180	51.180	138.15	0.000
Residual	173	64.0885	0.370		
Total	174				
	Coefficient	Standard error	t stat	p-value	
Intercept	0.7791	0.2596	3.005	0.003	
X-Variable	0.8392	0.0702	11.753		

Source: Research Results

Table -4 depicts the strength of association between Servicescape (X) and Behaviour Intention (Y).The regression coefficient  $\beta = 0.779$  shows that Behaviour Intention, which is a dependent variable, changes by 0.839 units for each change in Servicescape, which is an independent variable. Thus we find that Behaviour Intention is influenced by Servicescape and the value of

$r^2 = 0.444$  indicates that about 44.4 % changes in customer satisfaction is due to FRL .The p value = 0.003 which is statistically significant at 5% level of significance. **Thus, it is concluded that there is an impact of Servicescape on Behaviour Intention in the quick service restaurants and therefore, H2 (a) is accepted.**

**Table 5- Regression Analysis of FRL on Behaviour Intention**

Multiple R	0.4036				
R - Square	0.168				
Coefficient of correlation					
ANOVA	Degree of Freedom	Sum of Square	Mean Sequence	F- Value	Significance F
Regression	1	18.780	18.780	33.685	0.000
Residual	173	96.488	96.488		
Total	174				
	Coefficient	Standard error	t stat	p-value	
Intercept	2.031	0.307	6.615	0.004	
X-Variable	0.5189	0.0890	5.803		

Source: Research Results

Table - 5 depicts the strength of association between FRL (X) and Behaviour Intention (Y).The regression coefficient  $\beta = 2.031$  shows that Behaviour Intention, which is a dependent variable, changes by 0.5189 units for each change in FRL , which is an independent variable. Thus we find that Behaviour Intention is influenced by

FRL and the value of  $r^2 = 0.168$  indicates that about 16.8 changes in customer satisfaction is due to FRL. The p value = 0.04 which is statistically significant at 5% level of significance. **Thus, it is concluded that there is an impact of Food-related lifestyle on Behaviour Intention in the quick service restaurants and therefore, H3 (a) is accepted.**

**Table 6 Regression Analysis of Customer Satisfaction on Behaviour Intention**

Multiple R	0.7842				
R - Square	0.6149				
Coefficient of correlation					
<b>ANOVA</b>	<b>Degree of Freedom</b>	<b>Sum of Square</b>	<b>Mean Sequence</b>	<b>F- Value</b>	<b>Significance F</b>
Regression	1	70.889	70.889	276.34	0.000
Residual	173	44.378	0.256		
Total	174				
	<b>Coefficient</b>	<b>Standard error</b>	<b>t stat</b>	<b>p-value</b>	
Intercept	0.567	0.197	2.880	0.00	
X-Variable	0.889	0.053	16.623		

Source: Research Results

Table - 6 depicts the strength of association between Customer Satisfaction (X) and Behaviour Intention (Y). The regression coefficient  $\beta = 0.567821$  shows that Behaviour Intention, which is a dependent variable, changes by units 0.889 for each change in Customer Satisfaction, which is an independent variable. Thus we find that Behaviour Intention is influenced by CS and the value of  $r^2 = 0.615$  indicates that about 61.5% changes in customer satisfaction is due to Behaviour Intention. The p value = 0.0044 which is statistically significant at 5% level of significance. **Thus, it is concluded that there is an impact of Behaviour Intention on Customer Satisfaction in the quick service restaurants and therefore, H3 (a) is accepted.**

The findings from the different types of Quick Service Restaurants indicate that the youth customers who participated in the survey were generally satisfied with the variables involved for the QSRs. However, they are particularly more satisfied with Food Quality and the Servicescape aspects of QSRs as these factors received relatively higher mean scores for the restaurants. This indicates that the restaurants patronized by the respondents in this study performed better in terms of the customer satisfaction and Servicescape.

### Discussion and Conclusions Derived From The Study

This study provides an understanding into the lifestyles of food consumers and servicescape in the Quick Service Restaurants, particularly in relation to their satisfaction and behaviour towards fast food. The study identified the drivers of the impact of FRL and servicescape for convenience food and developed a series of dimensions based on these drivers. Consumers were segmented using the food-related lifestyle and servicescape instrument.

The results indicated that patrons were generally pleased with the restaurants and the key determinants on their satisfaction and Behaviour Intention. However, the impact of Food Related Lifestyle on customer satisfaction and Behaviour Intention was found to be relatively

lesser in the QSRs. The managerial implication for Quick Service Restaurant managers and operators is that careful attention and proper resource allocation should be given to deliver high levels of Human Service in order to delight customers. The customer-contact service employees must be appropriately trained and monitored in terms of their skills knowledge, attitudes and relations (SKAR). The employees need to be specifically empathetic or caring, reliable, responsive and courteous. They must be motivated and emotionally stable at all times.

Restaurant managers identify that in today's competitive restaurant industry it is no longer adequate to offer only good food or an amusing atmosphere to consumers. Nowadays, customers are highly advanced and their overall dining involvement includes not just the clear visual cues of the servicescape, but also the interaction of service staff's with customers. Further, consumer assessments have become more meticulous in that the matching of specific attributes also accounts for their overall dining satisfaction. Research presented in this article posits that the perceived congruency namely, (a) the matching of the store atmosphere and the type of food sold, and (b) the matching of the exterior look of the restaurant matches the interior décor or theme enhances individuals' pleasure and satisfaction. Taking this into consideration, it is recommended that managers should take several steps to make servicescape components more striking and attractive. It is also suggested that a unit allied with research and development (R&D) department whose effort it is to do research in this arena should be opened. Strannegard (2012) also stated that hiring a full-time designer is of tactical importance in terms of upholding a high-quality service concept in quick service restaurant businesses.

Among the measured components of dining experience, this study identified food related lifestyle as the most significant influencer of customer satisfaction and behaviour intention in the Quick service restaurant context. Therefore when targeting this QSRs customers,

operators should offer “the quality of food” and “price and menu,” “taste” attributes of FRL that this segment considers important. However, according to the findings in this study, consumers have challenging food-related lifestyles that guide their behaviour intention and these lifestyles can be measured.

## References

1. Adiele, K. C., & Kenneth-Adiele, N. (2017). Service Speed and Patronage of Quick-Service Restaurants in Port Harcourt. *International Institute of Academic Research and Development*, 2(1), 32-38.
2. Ajzen, I., & Fishbein, M. (1977). Attitude-behavior relations: A theoretical analysis and review of empirical research. *Psychological bulletin*, 84(5), 888.
3. Ali, F., & Amin, M. (2014). The influence of physical environment on emotions, customer satisfaction and behavioural intentions in Chinese resort hotel industry. *Journal for Global Business Advancement*, 7(3), 249-266.
4. Bitner, M. J. (1992). Servicescapes: the impact of physical surroundings on customers and employees. *Journal of marketing*, 56(2), 57-71.
5. Boo, H. V. (2017). Service environment of restaurants: findings from the youth customers. *Journal of ASIAN behavioural studies*, 2(2), 67-77.
6. Brunsø, K., & Grunert, K. G. (1998). Cross-cultural similarities and differences in shopping for food. *Journal of Business Research*, 42(2), 145-150.
7. Chang, K. C. (2016). Effect of servicescape on customer behavioral intentions: Moderating roles of service climate and employee engagement. *International Journal of Hospitality Management*, 53, 116-128.
8. Chen, M. F. (2011). Consumer's trust-in-food-safety typology in Taiwan: Food-related lifestyle matters. *Health, Risk & Society*, 13(6), 503-526.
9. Diener, E., Oishi, S., & Lucas, R. E. (2003). Personality, culture, and subjective well-being: Emotional and cognitive evaluations of life. *Annual review of psychology*, 54(1), 403-425.
10. Durna, U., Dedeoglu, B. B., & Balıkcıoğlu, S. (2015). The role of servicescape and image perceptions of customers on behavioral intentions in the hotel industry. *International Journal of Contemporary Hospitality Management*, 27(7), 1728-1748.
11. Hussainy, S. K., Tariq, U., & Khan, E. (2017). A Preliminary Investigation of the Effects of Servicescape on Consumers' Loyalty Intentions. *KASBIT Business Journals*, 10, 101-130.
12. Ladhari, R. (2009). Service quality, emotional satisfaction, and behavioural intentions: A study in the hotel industry. *Managing Service Quality: An International Journal*, 19(3), 308-331.
13. Lin, I. Y., & Mattila, A. S. (2010). Restaurant servicescape, service encounter, and perceived congruency on customers' emotions and satisfaction. *Journal of hospitality marketing & management*, 19(8), 819-841.
14. Liu, W. K., Lee, Y. S., & Hung, L. M. (2017). The interrelationships among service quality, customer satisfaction, and customer loyalty: Examination of the fast-food industry. *Journal of Foodservice Business Research*, 20(2), 146-162.
15. Nijmeijer, M., Worsley, A., & Astill, B. (2004). An exploration of the relationships between food lifestyle and vegetable consumption. *British Food Journal*, 106(7), 520-533.
16. Nilsson, E., & Ballantyne, D. (2014). Reexamining the place of servicescape in marketing: a service-dominant logic perspective. *Journal of Services Marketing*, 28(5), 374-379.
17. Oliver, R. L. (1999). Whence consumer loyalty? *Journal of marketing*, 63(4\_suppl1), 33-44.
18. O'Sullivan, C., Scholderer, J., & Cowan, C. (2005). Measurement equivalence of the food related lifestyle instrument (FRL) in Ireland and Great Britain. *Food quality and preference*, 16(1), 1-12.
19. SaadAndaleeb, S., & Conway, C. (2006). Customer satisfaction in the restaurant industry: an examination of the transaction-specific model. *Journal of services marketing*, 20(1), 3-11.
20. Scholderer, J., Brunsø, K., Bredahl, L., & Grunert, K. G. (2004). Cross-cultural validity of the food-related lifestyles instrument (FRL) within Western Europe. *Appetite*, 42(2), 197-211.
21. Synder, T. D., & Dillow, S. A. (2011). Digest of education statistics 2010. Washington, DC: National Center for Education Statistics, Institute of Education Sciences, US Department of Education.
22. Verbeke, W., Pérez-Cueto, F. J., de Barcellos, M. D., Krystallis, A., & Grunert, K. G. (2010). European citizen and consumer attitudes and preferences regarding beef and pork. *Meat science*, 84(2), 284-292.
23. Wakefield, K. L., & Blodgett, J. G. (1996). The effect of the servicescape on customers' behavioral intentions in leisure service settings. *Journal of services marketing*, 10(6), 45-61.
24. Wakefield, K. L., & Blodgett, J. G. (1999). Customer response to intangible and tangible service factors. *Psychology & Marketing*, 16(1), 51-68.
25. Warshaw, P. R., & Davis, F. D. (1985). Disentangling behavioral intention and behavioral expectation. *Journal of experimental social psychology*, 21(3), 213-228.
26. Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of marketing*, 60(2), 31-46.
27. Klug, K., & Niemand, T. (2021). The lifestyle of sustainability: Testing a behavioral measure of precycling. *Journal of Cleaner Production*, 297, 126699.
28. <https://www.mckinsey.com/industries/retail/our-insights/delivering-when-it-matters-quick-service-restaurants-in-coronavirus-times>
29. (<https://www.thehindubusinessline.com/news/qsr-chains-to-grow-at-23-cagr-report/article33906874.ece>)

40. Lim, X. J., Ng, S. I., Chuah, F., Cham, T. H., & Rozali, A. (2019). I see, and I hunt: The link between gastronomy online reviews, involvement and behavioural intention towards ethnic food. *British Food Journal*.
41. Adam, I. (2021). Negative tourist-to-tourist interactions, value destruction, satisfaction, and post consumption behavioral intention. *Journal of Destination Marketing & Management*, 20, 100557.
42. Verneau, F., La Barbera, F., Amato, M., Rivero, R., & Grunert, K. G. (2020). Assessing the Role of Food Related Lifestyle in Predicting Intention towards Edible Insects. *Insects*, 11(10), 660.
43. Heo, S. J., & Bae, H. J. (2020). Analysis of the consumption pattern of delivery food according to food-related lifestyle. *Journal of Nutrition and Health*, 53(5), 547-561.
44. Tsai, L. L. (2020, September). Factors affecting intention to revisit an environmental event: The moderating role of enduring involvement. In *Journal of Convention & Event Tourism* (Vol. 22, No. 1, pp. 61-90). Routledge.
45. Rajput, A., & Gahfoo, R. Z. (2020). Satisfaction and revisit intentions at fast food restaurants. *Future Business Journal*, 6, 1-12.
46. Aitken, R., Watkins, L., Williams, J., & Kean, A. (2020). The positive role of labelling on consumers' perceived behavioural control and intention to purchase organic food. *Journal of Cleaner Production*, 255, 120334.