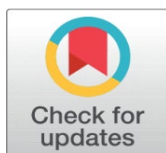
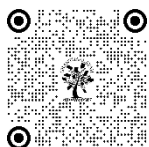


A STUDY OF THE FACTORS THAT INFLUENCE RE-VISIT DECISION OF YOUNG CUSTOMERS TO QSR OUTLETS IN PUNE

Pralhad Botre ¹, Dr. Vishal Wadajkar ²

¹ Dr. D. Y. Patil Institute of Hotel Management & Catering Technology, Pune – 33, India

² Associate Director, Dr. D. Y. Patil Institute of Management & Research, Pimpri, Pune – 18, India



DOI

[10.29121/shodhkosh.v5.i6.2024.5052](https://doi.org/10.29121/shodhkosh.v5.i6.2024.5052)

Funding: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

Copyright: © 2024 The Author(s). This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

With the license CC-BY, authors retain the copyright, allowing anyone to download, reuse, re-print, modify, distribute, and/or copy their contribution. The work must be properly attributed to its author.

ABSTRACT

The QSR restaurants are getting popular amongst the young customers due to varied reasons like quick mouthwatering tasty food items, very casual kind of environment, friendly service etc. These are the primary requisites of the young customers. The favourable conditions like high disposable income, busy lifestyle and both spouse work culture have accelerated the progressive development of QSR in Pune region. The QSR market is growing significantly from year by year. Due to this every year number of new QSR are also increasing leading to a highly competitive market. Thus, to survive in this competitive market, it is essential that each QSR owners should examine their customers. They should identify the factors that inspire the customers to visit or re-visit a QSR in a rank of priorities and concentrate to excel so that they can have a winning edge over the competitors.

This research revolves around the customers who are the main stake holders and reason for the existence of QSR. It focuses on the factors that are responsible for the customers satisfaction from Pune region like food quality, food variety, food service, pricing, ambience, décor, location etc. The data collected was analysed using descriptive analysis and Paired Sample t-test. The resultant led to comprehend the factors that are the priority of the QSR customers from Pune for evaluating a QSR in accordance with their satisfaction. The Customer Satisfaction is very essential for the easy word of mouth marketing and revisiting of the customers to the QSR. This is of paramount importance to ascertain a progressive and sustainable growth of the QSR industry.

Keywords: Factors Influence, Decision, Young Customers, QSR, Pune



1. INTRODUCTION

The Food Service and Restaurant Business Report 2022-23 published that Indian Food service sector market has proposed a dynamic growth to 79.65 billion by the year 2028 with a CAGR of 11.19%. The employment generation is predicted to grow from 7.3 million in year 2021 to 10 million by the year 2025. The report precisely mentioned that the QSR (Quick Service restaurant) market is assessed to reach USD 1069.3 million by the year 2027 with a CAGR of 9.15 %. The QSR segment will be a premier growing sub-segment of the food service market with a Compound Annual Growth rate of 23%. The report also highlighted that the average spending of middleclass segment in India in tier I & II on QSR food outlets has shown a robust growth of 108% in past two years.

(Poulain J.P 2017) India is experiencing tremendous growth in QSR standalone and franchisee outlets. Food is one of the necessity of humans. QSR outlets are considered as popular places for socializing along with family and friends. It provides a cosy and contemporary ambience with mouth-watering food and quick friendly service. Furthermore, the current modern lifestyle of the young generation is more in the favour of QSR due to the features likes like time saving, ease, comfort and trendy ambience.

Pune is a district in Maharashtra State sharing boundaries with Ahmednagar district, Solapur district, Satara district, Raigad district and Thane district. It is the second largest city of Maharashtra and 9th most populated city of India. It has numerous sobriquets like Queen of Deccan, India's Detroit, Oxford of East and many more. It had a GDP per capita of 3.17 lakhs (2019-20). The population of Pune is approx. 73 lakhs with 89.56% literacy as per World Population Review. As per the World Population prospects 2022, India has more than 65% of its population below the age of 35 yrs. In the year 2020 the average age of Indians was 29 years.

They are the generation category who are more habitual to visit QSR outlets as they are college goers to early earners who at an average have high spending habits.

(Tarpeneing KM 2004) Youngers are considered as healthiest of all the population ranging from 18 to 39 years, they are at the peak of their strength and physique. Thus, they are quite healthier and can digest all types of convenience and trendy food. They wish to have everything quick making them more prone to visiting QSR.

Gaikwad P.S (2021) Pune city falls in Pune district in the Deccan Plateau of western Maharashtra. It is 8th largest metropolises of India and the 2nd largest city to after Mumbai for economic and industrial revenue. It has experienced 73.36% growth in its population in last 30 years. It has expanded its boundaries from 146 sq.km to 331 sq.km. Pune is the Oxford of East which makes it a hub for many young students travelling and residing to pursue their education. Due to well flourished with Software parks many young IT engineers pursue their career in Pune. All these conditions rise the population of young customers for QSR in Pune region.

2. REVIEW OF LITERATURE

India is undergoing a vast change in the lifestyle patterns. The Ministry of Statistics & Program Implementation Government of India in its press note mentioned that the Gross Nation Disposable income of India has experienced a 14.5% growth from ₹239.25 lakh crore in FY 2021-22 to ₹273.99 lakh crore in the FY 2022-23. The whole occurrence makes a different calculation when a large chunk of the population is young. Their significance is amenability to new concepts, products and services offered.

The Food service and Restaurant Business report 2022-23 states that the Restaurant and Food service sector is valued to be more than INR 4,00,000 Crores. It is basically classified into two categories, i.e., organized sector and unorganized sector. The major chunk belongs to unorganized sector; it occupies major share of the market. The organized sector has experienced strong growth especially between 2014-2020. The unorganized sector consists of solo or family run outlets merchandising quickly made and served food through road stalls, food carts, hawkers, dhabas etc. The organized sectors are approved food service outlets either standalone or franchisee.

Piyush Sinha (2012) Due to the favourable conditions for QSR, many entrepreneurs took the advantage of the opportunity and started their ventures. However, at the same time it also created a field of many failures and bankrupt business. Many of them were struggling with challenges like manpower scarcity, high demanding clientele, rapid changes in the trends, competitors etc. Thus, only opportunities are not enough it is important the QSR entrepreneurs, they need to harness and convert this opportunity into a progressive business. They need to draft a framework of a roadmap that will lead them to sustainable success.

M. A. K. Sriyalatha(2021) the increase in numbers organized sectors and unorganized sectors drastically has led to a highly competitive market. This is probably due to more options and variety available for the customers in the market. The survival of the QSR will be highly impacted based on focus of QSR owners on customers satisfaction. Their performance needs to be customer's perspective oriented. The customers value ambience and décor at least. Thus, other factors related to good food and its prompt service become more crucial. Both the factors will generate loyal customers.

Amer Rajput (2020) The restaurant industry has experienced varied change with a highly competitive market. The customers at the QSR are becoming more cognizant about the restaurant ambience, service quality, food quality etc. It is becoming more challenging for the QSR owners to entice new customers as well as retain the current clienteles. A satisfied customer has a high probability to re-visit the QSR. The satisfaction of customers largely depends on many factors like food and service quality, customer friendly ambience, etc. A satisfied customer has multiple advantage like free word-of-mouth publicity, re-visiting, high profits etc.

Gam Hpung Lamai (2020) Pricing is very crucial component that determines the satisfaction of the customers. The value for money for the products in QSR has a strong correlation with the perceived value for the QSR. The unfairness in the pricing devalues other factors like good quality, prompt service and the ambience.

Start.io audiences (2020) in its research revealed 57.5% of the customers visiting QSR belong to 25 years to 34 years, 26% of customers belong to 18 years to 24 years and 14.7% belong to 35 years to 44 years. Only 1.7% customers belong to 45 years and above.

Anitharaj M.S (Jan 2018) mentioned that the youngsters prefer QSR outlets more distinguishly for getting together and petite parties which comes out of fascination towards western culture. It is of paramount importance that the QSR owners provide good loyalty benefits along with solid customer relationship for promoting a re-visit intention of the young customers.

The re-visit decisions done by the customer is closely corelated with his satisfaction in the previous visit at the QSR and word to mouth publicity has moderate relation with customer satisfaction. But word of mouth publicity creates a behavioural influence on the customer which is a result of post consumption evaluation in the QSR.

2.1. PURPOSE OF STUDY

QSR is the one of the most popular segments of the hospitality industry which is strongly supported by the youngers that is from age group 18 years to 39 years. For the sustainability of QSR outlet it is very essential to study the factors that influences the re-visit decision of them. This will help the QSR owners to focus on those to ensure consistent flow of customers to their outlets.

2.2. OBJECTIVES OF THE RESEARCH

- 1) To identify the influencing factors on young customers for selection of QSR.
- 2) To evaluate the corelation between the influencing factors on the satisfaction and re-visit decisions of young customers.

3. RESEARCH METHODOLOGY

Primary data: The primary data pertaining to study was collected based on responses collected from the young customers with age from 18 yrs to 39 yrs. A well designed close ended questionnaire was drafted to collect quantitative data on a 5-point Likert scale. The sample was selected for the jurisdiction of Pune district from the above-mentioned age range. The data was collected from 340 respondents. Descriptive analysis and Paired T-test was applied to test the hypothesis and to find out the priority of the customers from Pune that lead to their satisfaction.

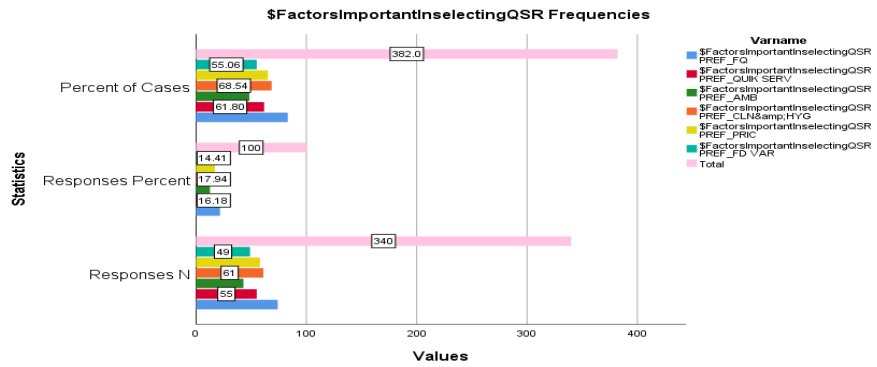
Secondary Data: The secondary data was collected from the research journals, books, magazines and websites relevant to the research topic.

4. DATA ANALYSIS AND INTERPRETATION

(Amar Rajput 2020) The previous studies have revealed that the major trigger to the re-visit intention of customers have been the satisfaction which the customers gained during their visit to the QSR outlet. Their satisfaction is closely related to the influencing factors like food quality, food variety, pricing, food service quality, ambience, hygiene and sanitation etc. This satisfaction of the customer not only influence the re-visit intention for himself but also result in a word-of-mouth reference to his friends, family members and colleagues. This is very essential for the growth and sustainability of the QSR outlets.

4.1. FACTORS THAT INFLUENCE THE SELECTION DECISION OF YOUNG CUSTOMERS FOR A QSR

Respondents were asked to comment on factors that they look for while selecting a QSR. A multiple-choice question with six response answer were presented to the respondent, further they were requested to select the responses on a multiple-choice basis.



		Responses		Percent of Cases
		N	Percent	
Factors Important In selecting QSR	PREF_FQ	74	21.8%	83.1%
	PREF_QUIK SERV	55	16.2%	61.8%
	PREF_AMB	43	12.6%	48.3%
	PREF_CLN&HYG	61	17.9%	68.5%
	PREF_PRIC	58	17.1%	65.2%
	PREF_FD VAR	49	14.4%	55.1%
Total		340	100.0%	382.0%

From the above table out of the 340 responses, 21.8% registered for food quality, 16.2% for quick service, 12.6% for ambience, 17.9% for cleanliness, 17.1% for price and 14.4% for food variety.

Hence the top 4 factors that are important in selecting Quick Service Restaurant (QSR) were

1. Food Quality
2. Food Service
3. Cleanliness and hygiene
4. Price

Descriptive statistics – level of satisfaction

Variable	SDA		DA		Neutral		Agree		SA		Mean	SD
	F	%	F	%	F	%	F	%	F	%		
Food Quality	6	6.7	0	0	17	19.1	25	28.1	41	46.1	4.07	1.13
Friendly & Quick Service	2	2.2	2	2.2	21	23.6	37	41.6	27	30.3	3.96	0.92
Pocket Friendly Pricing	2	2.2	4	4.5	26	29.2	32	36.0	25	28.1	3.83	0.97
Ambience	4	4.5	5	5.6	24	27.0	37	41.6	19	21.3	3.70	1.02
Food Variety	6	6.7	1	1.1	22	24.7	36	40.4	24	27.0	3.80	1.07
Cleanliness & Hygiene	6	6.7	2	2.2	15	16.9	25	28.1	41	46.1	4.04	

The mean values determined by the descriptive analysis of the data collected that impact a better level of satisfaction of young customers when they visit QSR is as follows:

The young customers satisfaction at QSR is higher with excellent food quality (4.07), Cleanliness and hygiene (4.04) and quick food service (3.96). They are less impacted in terms of satisfaction by Ambience (3.70), Food variety (3.80) and pocket friendly pricing (3.83)

Factors that positively impact the revisit decision of young customers:

Variable	SDA		DA		Neutral		Agree		SA		Mean	SD
	F	%	F	%	F	%	F	%	F	%		
Food Quality	7	7.9	1	1.1	15	16.9	32	36.0	34	38.2	3.96	1.15
Friendly & Quick Service	4	4.5	2	2.2	18	20.2	42	47.2	23	25.8	3.88	0.98
Pocket Friendly Pricing	5	5.6	4	4.5	18	20.2	42	47.2	20	22.5	3.76	1.03
Ambience	4	4.5	4	4.5	25	28.1	35	39.3	21	23.6	3.73	1.02
Food Variety	7	7.9	2	2.2	20	22.5	35	39.3	25	28.1	3.78	1.13
Cleanliness & Hygiene	5	5.6	4	4.5	15	16.9	29	32.6	36	40.4	3.98	

The above table states the descriptive analysis of the data collected from the young customers about the factors that lead to revisit decisions. It shows that Food Quality, Cleanliness and hygiene and quick service of food dominantly leads to a revisit decision.

4.1. HYPOTHESIS TESTING

Decision to re-visit QSR depends upon level of satisfaction

Paired sample t-Test is used to study mean differences between level of satisfaction and decision to revisit QSR with respect to six factors.

- 1. Food Quality 2. Friendly & Quick Service 3. Pocket Friendly Pricing
- 4. Ambience 5. Food Variety 6. Cleanliness & Hygiene

H0 – The level of satisfaction has a significant impact on the revisit decision of young customers.
 H1 - The level of satisfaction has no significant impact on the revisit decision of young customers.

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	SAT_FD QLTY	4.07	89	1.126	.119
	POS IMP_FD QLTY	3.96	89	1.147	.122
Pair 2	SAT_FRD QUI SERV	3.96	89	.916	.097
	POS IMP_QUICK SERV	3.88	89	.975	.103
Pair 3	SAT_PRICE	3.83	89	.968	.103
	POS IMP_PRICING	3.76	89	1.034	.110
Pair 4	SAT_AMBIEN	3.70	89	1.016	.108
	POS IMP_AMBIE	3.73	89	1.020	.108
Pair 5	SAT_FD VARIE	3.80	89	1.068	.113
	POS IMP_FD VARIE	3.78	89	1.126	.119
Pair 6	SAT_CLN&HYP	4.04	89	1.157	.123
	POS IMP_FDCLN& HYP	3.98	89	1.128	.120

Paired Samples Correlations				
		N	Correlation	Sig.

A Study of the Factors that Influence Re-Visit Decision of Young Customers to QSR Outlets in Pune

Pair	Variable	N	Mean	Std. Deviation	95% Confidence Interval of the Difference
Pair 1	SAT_FD QLTY & DR_FD QLTY	89	.864	.000	
Pair 2	SAT_FRD QUI SERV & DR_QUICK SERV	89	.821	.000	
Pair 3	SAT_PRICE & DR_PRICING	89	.789	.000	
Pair 4	SAT_AMBIEN & DR_AMBIE	89	.831	.000	
Pair 5	SAT_FD VARIE & DR_FD VARIE	89	.841	.000	
Pair 6	SAT_CLN&HYG & DR_FDCLN&HYG	89	.898	.000	

Paired Samples Test		Paired Differences			
Pair	Variable	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference
					Lower
Pair 1	SAT_FD QLTY - DR_FD QLTY	.112	.592	.063	-.012
Pair 2	SAT_FRD QUI SERV - DR_QUICK SERV	.079	.569	.060	-.041
Pair 3	SAT_PRICE - DR_PRICING	.067	.654	.069	-.070
Pair 4	SAT_AMBIEN - DR_AMBIE	-.034	.593	.063	-.159
Pair 5	SAT_FD VARIE - DR_FD VARIE	.022	.621	.066	-.108
Pair 6	SAT_CLN&HYG - DR_FDCLN&HYG	.067	.518	.055	-.042

Paired Samples Test					
Pair	Variable	Paired Differences	t	df	Sig. (2-tailed)
		95% Confidence Interval of the Difference			
		Upper			
Pair 1	SAT_FD QLTY - DR_FD QLTY	.237	1.790	88	.077
Pair 2	SAT_FRD QUI SERV - DR_QUICK SERV	.198	1.305	88	.195
Pair 3	SAT_PRICE - DR_PRICING	.205	.973	88	.333
Pair 4	SAT_AMBIEN - DR_AMBIE	.091	-.537	88	.593
Pair 5	SAT_FD VARIE - DR_FD VARIE	.153	.341	88	.734
Pair 6	SAT_CLN&HYG - DR_FDCLN&HYG	.176	1.228	88	.223

Paired Samples Test						
Pair	Variable	Paired Differences				
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference	95% Confidence Interval of the Difference

					Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	SAT_FD QLTY - POS IMP_FD QLTY	.112	.592	.063	-.012	.237	1.790	88	.077
Pair 2	SAT_FRD QUI SERV - POS IMP_QUICK SERV	.079	.569	.060	-.041	.198	1.305	88	.195
Pair 3	SAT_PRICE - POS IMP_PRICING	.067	.654	.069	-.070	.205	.973	88	.333
Pair 4	SAT_AMBIEN - POS IMP_AMBIE	-.034	.593	.063	-.159	.091	-.537	88	.593
Pair 5	SAT_FD VARIE - POS IMP_FD VARIE	.022	.621	.066	-.108	.153	.341	88	.734
Pair 6	SAT_CLN&HYG - POS IMP_FDCLN&HYG	.067	.518	.055	-.042	.176	1.228	88	.223

Interpretation:

Food quality level of satisfaction mean = 4.07, decision to revisit mean 3.96, P = 0.07, Lower bound = -0.012, Upper bound = 0.237

Since the P value is more than 0.05, there is no significant difference in the two-mean value.

Hence it is inferred that if customer is satisfied with food quality, they will positively decide to re-visit the QSR.

Friendly & quick service level of satisfaction mean = 3.96, decision to revisit mean 3.88, P = 0.19, Lower bound = -0.041, Upper bound = 0.198

Since the P value is more than 0.05, there is no significant difference in the two-mean value.

Hence it is inferred that if customer is satisfied with friendly & quick service, they will positively decide to re-visit the QSR.

Pocket Friendly Pricing level of satisfaction mean = 3.83, decision to revisit mean 3.76, P = 0.33, Lower bound = -0.070, Upper bound = 0.205

Since the P value is more than 0.05, there is no significant difference in the two-mean value.

Hence it is inferred that if customer is satisfied with pocket friendly pricing, they will positively decide to re-visit the QSR.

Ambience level of satisfaction mean = 3.70, decision to revisit mean 3.73, P = 0.59, Lower bound = -0.159, Upper bound = 0.091

Since the P value is more than 0.05, there is no significant difference in the two-mean value.

Hence it is inferred that if customer is satisfied with ambience, they will positively decide to re-visit the QSR.

Food Variety level of satisfaction mean = 3.80, decision to revisit mean 3.78, P = 0.73, Lower bound = -0.108, Upper bound = 0.153

Since the P value is more than 0.05, there is no significant difference in the two-mean value.

Hence it is inferred that if customer is satisfied with food variety, they will positively decide to re-visit the QSR.

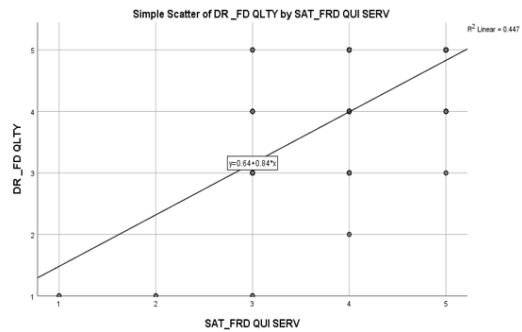
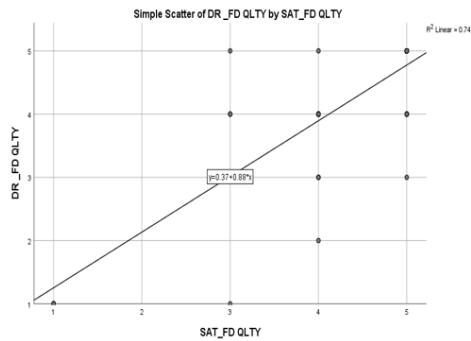
Cleanliness & Hygiene level of satisfaction mean = 4.04, decision to revisit mean 3.98, P = 0.22, Lower bound = -0.042, Upper bound = 0.176

Since the P value is more than 0.05, there is no significant difference in the two-mean value.

Hence it is inferred that if customer is satisfied with cleanliness & hygiene, they will positively decide to re-visit the QSR.

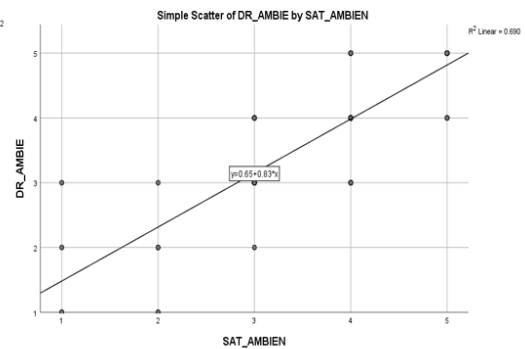
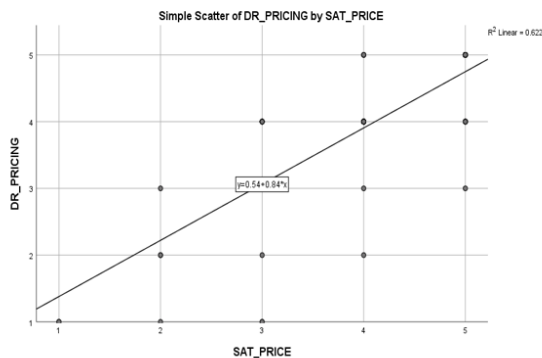
Satisfaction of customers various factors imparting decision to revisit

	R ²	F	P Value for model significance	t	P	Equation
Food Quality	0.747	257.07	< 0.001	16.03	> 0.001	y=0.37 + 0.88*x
Friendly & quick Service	0.674	179.79	< 0.001	13.40	0.116	y=0.64+0.84*x
Pocket Friendly Pricing	0.622	143.19	< 0.001	11.96	0.057	y=0.54+0.84*x
Ambience	0.690	193.47	< 0.001	13.90	0.006	y=0.65+0.83*x
Food Variety	0.707	210.03	< 0.001	14.49	0.093	y=0.79+0.8*x
Cleanliness & Hygiene	0.806	360.74	< 0.001	18.99	0.026	y=0.44+0.87*x



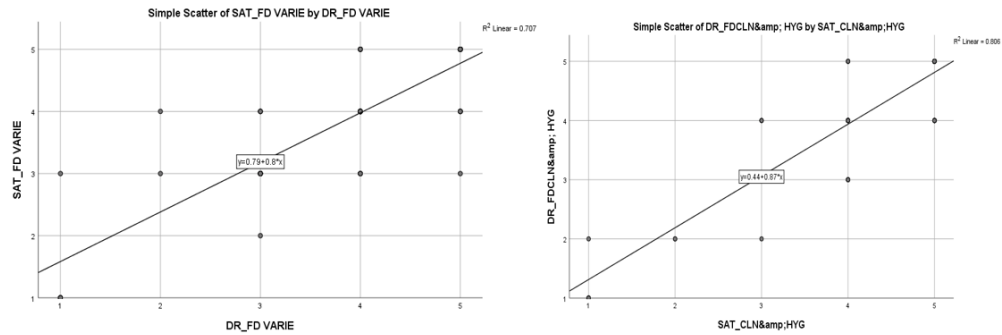
Level of satisfaction towards a food quality has a positive impact on decision to revisit QSR, if level of satisfaction towards food quality is increased by 1 unit, decision to re-visit QSR will go up by 0.88, R² = 0.747, Hence effect size is 74%.

Level of satisfaction towards a friendly & quick service has a positive impact on decision to revisit QSR, if level of satisfaction towards friendly & quick service is increased by 1 unit, decision to re-visit QSR will go up by 0.84, R² = 0.674, Hence effect size is 67%.



Level of satisfaction towards pocket friendly pricing has a positive impact on decision to revisit QSR, if level of satisfaction towards pocket friendly pricing is increased by 1 unit, decision to re-visit QSR will go up by 0.83, R² = 0.622, Hence effect size is 62%.

Level of satisfaction towards ambience has a positive impact on decision to revisit QSR, if level of satisfaction towards ambience is increased by 1 unit, decision to re-visit QSR will go up by 0.83, R² = 0.690, Hence effect size is 69%.



Level of satisfaction towards food variety has a positive impact on decision to revisit QSR, if level of satisfaction towards food variety is increased by 1 unit, decision to re-visit QSR will go up by 0.8, $R^2 = 0.707$, Hence effect size is 71%.

Level of satisfaction towards cleanliness & hygiene has a positive impact on decision to revisit QSR, if level of satisfaction towards ambience is increased by 1 unit, decision to re-visit QSR will go up by 0.87, $R^2 = 0.806$ Hence effect size is 81%.

5. CONCLUSION

Revisit intention and word of mouth publicity is very important for the sustainable business of the QSR. It will assure consistent and progressive growth in the QSR business. It has been observed on the basis of data analysis that the revisit intention of the customers strongly depends on their satisfaction during the visit to the QSR. The customers of Pune region analyse their satisfaction on prioritized parameters of food quality, food variety, quick food service, pocket friendly pricing and cleanliness and hygiene.

The QSR owners should understand that they should concentrate and focus on providing good quality food as this will only be their differential mark against their competitors. They should train and make sure that their service staff and kitchen chefs provide a quick and efficient friendly service to the customers, this will lead to develop a goodwill in the mind of customers. QSR owners should maintain highest level of cleanliness and hygiene this will not only create a professional image in the mind of customers but also ascertain rare possibility of food poisoning or spoilages.

Anitharaj M.S (2018) The QSR owners should also focus on providing more loyal paybacks and maintain a good customer relationship management especial after the sales. They should always strive for value for money products which will keep their customers happy and satisfied. Ultimately this will lead to revisit intention. There is a significant relationship between the amount of money spent by the customer, frequency of visit and number of visits. Ultimately it will result in sustainable and progressive growth of their business.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

REFERENCES

- Poulain, J. P. (2017). *The Sociology of Food: Eating and the Place of Food in Society*. Bloomsbury Publishing. ISBN: HB: 978-1-4725-8620-9
- Food Service and Restaurant Business Report 2022-23, by Francorp and restaurantindia.in.
- The Ministry of Statistics & Program Implementation Government of India, Press note on Second Advance Estimates of National Income 2023-24
- Amer Rajput, Raja Z. G. (2020), Satisfaction and revisit intentions at fast food restaurants, Springer Open, s J 2020, 6(1):13 <https://doi.org/10.1186/s43093-020-00021-0>

- Anitharaj M.S (Jan 2018) A Study on Buying Behaviour of Youngsters towards Fast Food Restaurants, International Journal of Emerging Research in Management & Technology ISSN: 2278-9359 (Volume-7, Issue-1)
- Gam Hpung Lamai, Jakkrit Thavorn, Worasak Klongthong, Chittipa Ngamkroeckjoti (Oct 2020), Critical Factors Influencing Revisit Intention of Large Restaurant Chains in Myanmar, Print ISSN: 1738-3110 / Online ISSN 2093-7717, Pg. 31 to 43
- Tarpenning KM, Hamilton-Wessler M, Wiswell RA, Hawkins SA (2004). "Endurance training delays age of decline in leg strength and muscle morphology"
- M. A. K. Sriyalatha, P. J. Kumarasinghe (2021), Satisfaction and revisit intentions at fast food restaurants in Sri Lanka, International Journal of Engineering and Management Research, e-ISSN: 2250-0758, p-ISSN: 2394-6962 Volume-11, Issue-5, 95-103.
- Gaikwad P.S (2021) A Study on Pune Urban Transportation Crisis and Approach Toward Sustainable Transportation, International Journal of Creative Research Thoughts, Volume 9, Issue 11 November 2021 | ISSN: 2320-2882
- Piyush Sinha (2012) Indian QSR Industry – Opportunities and Strategies to Harness Them, IIMA, W.P. No. 2012-06-07 Pg. no.
- Anitharaj M.S (2018), A Study on Buying Behaviour of Youngsters towards Fast Food Restaurants, International Journal of Emerging Research in Management & Technology ISSN: 2278-9359 (Volume-7, Issue-1)
- <https://nrai.org/whats-cooking-in-indias-food-beverage-industry-heres-why-the-sector-is-poised-to-see-rapid-post-pandemic-growth/>
- https://www.researchgate.net/publication/313845655_Study_of_Trends_in_Quick_Service_Restaurants
- [file:///C:/Users/admin/Downloads/10.2478_ejthr-2021-0019%20\(2\).pdf](file:///C:/Users/admin/Downloads/10.2478_ejthr-2021-0019%20(2).pdf)
- <https://www.iima.ac.in/sites/default/files/rnpfiles/17873196002012-06-07.pdf>
- [https://population.un.org/wpp/Download/Files/1_Indicators%20\(Standard\)/EXCEL_FILES/1_General/WPP2022_GEN_F01_DEMOGRAPHIC_INDICATORS_COMPACT_REV1.xlsx](https://population.un.org/wpp/Download/Files/1_Indicators%20(Standard)/EXCEL_FILES/1_General/WPP2022_GEN_F01_DEMOGRAPHIC_INDICATORS_COMPACT_REV1.xlsx)
- <https://www.start.io/audience/qsr-fast-food-customers-in-india>