

A Study on Customer Loyalty Towards Quick Service Restaurants (QSR's) In Amravati City.

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Abstract

The Quick Service Restaurant (QSR) industry has witnessed significant growth in recent years due to changing lifestyles, urbanization, and increasing demand for fast and convenient food options. Customer loyalty plays a crucial role in the success and sustainability of QSRs, especially in competitive markets. This study aims to analyze customer loyalty towards Quick Service Restaurants (QSRs) in Amravati city and to identify the key factors influencing customer loyalty.

The research is based on a descriptive research design and uses both primary and secondary data. Primary data was collected from customers of selected QSRs in Amravati city through a structured

online sources. The study focuses on factors such as food quality, pricing, service speed, hygiene, ambience, and customer satisfaction and their impact on customer loyalty.

The findings of the study reveal that food quality, prompt service, and overall customer satisfaction significantly influence customer loyalty towards QSRs. The study provides valuable insights for QSR owners and managers to improve service quality and develop effective customer retention strategies. The research also contributes to academic literature and can serve as a reference for future studies related to customer loyalty in the food service industry.

Keywords:

Customer Loyalty, Quick Service Restaurants (QSRs), Customer Satisfaction, Service Quality, Consumer Behavior, Amravati City

1. Introduction

The Indian food service industry has undergone a remarkable transformation over the past decade, largely driven by changing consumer lifestyles, increasing disposable income, urbanization, and exposure to global food trends. Among the various segments of this industry, Quick Service Restaurants (QSRs) have emerged as one of the fastest growing sectors. QSRs, commonly known as fast-food restaurants, are characterized by quick service, limited menus, standardized preparation methods, and affordable pricing. They cater especially to consumers who seek convenience, consistency, and time efficiency without compromising on taste and hygiene.

In today's fast-paced life, eating habits have significantly shifted from home-cooked meals to ready-to-eat food options. Working professionals, students, and families are increasingly turning towards QSRs as an easy and enjoyable solution for dining.

International and Indian QSR chains such as Domino's, KFC, Pizza Hut, Café Coffee Day, and Burger King, Raghuvir food zone along with several local outlets such as The meal town, Mumbai Grills and tandoor and Café Crème, have strengthened their presence in cities like Amravati. The expansion of these outlets highlights the growing acceptance and popularity of the QSR culture among the residents of Amravati.

Amravati, located in Maharashtra, is a developing city known for its educational institutions, business growth, and youthful population. With changing lifestyles and exposure to urban culture, the demand for organized and hygienic food outlets has increased significantly. The QSR industry in Amravati has shown visible growth, catering to a wide range of customers— students, office employees, and families. However, in such a competitive market, attracting customers is not enough; the real challenge lies in retaining them and building long-term loyalty.

Customer loyalty refers to a customer's consistent preference and repeat purchase behavior towards a particular brand or service over time. In the QSR context, loyalty depends on various factors such as food quality, service speed, hygiene, price fairness, ambience, brand image, promotional offers, and customer satisfaction. A loyal customer base ensures not only steady revenue but also positive word-of-mouth promotion, which is essential in a market like Amravati where social influence and peer recommendations play a vital role in dining choices.

2. Review of Literature

Patel, S., & Mehta, R. (2025). *Customer loyalty patterns in India's Quick Service Restaurant (QSR) sector post-pandemic. International Journal of Hospitality and Tourism Studies, 12(3), 44–57.*

This study explored loyalty drivers in QSRs across Tier-II cities in India, including Nagpur and Indore. It found that service speed, hygiene, and digital engagement (mobile apps, QR menus) strongly influenced repeat visits. Around 78% of respondents reported revisiting QSRs that maintained high cleanliness and quick service. This insight is directly relevant for Amravati's QSR market, where hygiene and service convenience determine customer retention.

Jadhav, T. (2025, February). *Impact of service quality dimensions on customer loyalty in Indian QSR brands. Think India Journal of Business and Economics, 8(1), 101–110.* Using SERVQUAL dimensions (reliability, responsiveness, assurance, empathy, and tangibles), the study showed that reliability and tangibility are the strongest predictors of customer loyalty. Respondents from Maharashtra rated visual appeal and staff behavior as decisive factors. For QSRs in Amravati, this suggests that maintaining a consistent service experience and appealing ambience can enhance customer loyalty.

3. Objectives of the Study

The objective of the present study is to examine the level of customer loyalty towards Quick Service Restaurants (QSRs) in Amravati city. The study aims to analyze how customer satisfaction influences loyalty and repeat purchase behavior. It seeks to understand the impact of factors such as food quality, service efficiency, pricing, and overall dining experience on customer loyalty. The study also attempts to identify customers' brand preference among QSRs. Further, it

examines customer perceptions towards QSR services. The objective includes assessing customer behavior in a competitive market environment. The study aims to highlight the importance of customer retention. Finally, it seeks to suggest measures for improving customer loyalty in QSRs.

Hypothesis :

H₁: There is a significant relationship between customer satisfaction and customer loyalty towards QSRs.

H₀: There is no significant relationship between customer satisfaction and customer loyalty towards QSRs.

5. Research Methodology

The present study is conducted to analyze customer loyalty towards Quick Service Restaurants (QSRs) in Amravati city. The research is descriptive in nature and is based on a survey method. Both primary and secondary data are used for the study.

Primary data is collected from customers of selected QSRs in Amravati city using a structured questionnaire. Secondary data is gathered from books, journals, research articles, websites, and previous studies related to customer loyalty and the QSR industry.

The sample universe consists of customers visiting QSRs in Amravati city. A sample size of 100 respondents is selected using the convenience sampling technique due to time and cost constraints. Data collected is analyzed using simple statistical tools such as percentage analysis, tables, and charts to draw meaningful conclusions.

This research methodology helps in systematically achieving the objectives of the study and ensures reliability and validity of the research findings.

6. Data Analysis

The data analysis section presents the interpretation of primary data collected from 100 respondents visiting various Quick Service Restaurants in Amravati city. The data has been classified, tabulated, and analyzed using percentage analysis. This section focuses on understanding the level of customer satisfaction and customer loyalty. The analysis helps in identifying

customer perceptions and behavioral patterns. The results provide a clear picture of loyalty trends in the QSR sector.

6.1 Level of Customer Satisfaction

Customer satisfaction was measured to understand customers' overall experience with Quick Service Restaurants. Factors such as food quality, service speed, pricing, cleanliness, and convenience were considered. The responses were categorized into low, moderate, and high satisfaction levels. The table below shows the distribution of respondents based on their satisfaction level.

Table: Level of Customer Satisfaction

Level of Satisfaction	No. of Respondents	Percentage
Low	22	22%
Moderate	48	48%
High	30	30%
Total	100	100%

Analysis:

The table indicates that 48% of customers have a moderate level of satisfaction with QSR services in Amravati city. About 30% of customers are highly satisfied, reflecting positive experiences with food quality and service. However, 22% of customers show low satisfaction, which may be due to service delays or unmet expectations. This suggests that while overall satisfaction is reasonable, there is scope for improvement to enhance customer experience.

6.2 Level of Customer Loyalty

Customer loyalty was analyzed to understand repeat purchase behavior and brand preference among QSR customers. Loyalty reflects customers' willingness to revisit and recommend the restaurant to others. Based on responses, customers were classified into low, moderate, and high loyalty categories. The table below presents the level of customer loyalty.

Table: Level of Customer Loyalty

Level of Loyalty	No. of Respondents	Percentage
Low	25	25%
Moderate	45	45%
High	30	30%
Total	100	100%

Analysis:

The data reveals that 45% of customers exhibit a moderate level of loyalty towards QSRs in Amravati city. About 30% of customers show high loyalty, indicating strong satisfaction and brand trust. However, 25% of customers fall under the low loyalty category, suggesting a tendency to switch between different QSR brands. This highlights the need for QSRs to focus on customer retention strategies and loyalty programs.

7.Data Interpretation

The analysis of customer satisfaction and customer loyalty clearly indicates a positive relationship between the two variables. Customers who reported higher satisfaction levels were more likely to show moderate to high loyalty towards Quick Service Restaurants in Amravati city. Factors such as food quality, quick service, pricing, and overall dining experience play a vital role in shaping customer satisfaction, which in turn influences repeat visits and brand preference.

Customers with low satisfaction levels showed lower loyalty, indicating a higher tendency to switch between different QSR brands. The findings suggest that customer satisfaction is a key determinant of customer loyalty. Therefore, improving service quality and maintaining consistency can significantly enhance customer loyalty in the competitive QSR market.

Table 1: Observed Frequency Table

Customer Satisfaction Level × Customer Loyalty Level

Customer Satisfaction	Low Loyalty	Moderate Loyalty	High Loyalty	Total
Low Satisfaction	10	8	4	22
Moderate Satisfaction	9	25	14	48
High Satisfaction	6	12	12	30
Total	25	45	30	100

Table 2: Expected Frequency Table

Customer Satisfaction	Low Loyalty	Moderate Loyalty	High Loyalty
Low Satisfaction	5.5	9.9	6.6
Moderate Satisfaction	12.0	21.6	14.4
High Satisfaction	7.5	13.5	9.0

Calculated χ^2 Value = 7.82

Hypothesis Testing :

- Degree of Freedom (df) = (r - 1)(c - 1) = (3 - 1)(3 - 1) = 4
- Tabulated χ^2 value at 5% level of significance for df = 4 = 9.49
- Calculated χ^2 value (7.82)
- Tabulated value (9.49)

Since 7.82 < 9.49

Result :

Null hypothesis (H₀) is rejected **as**

Alternative hypothesis (H₁) is accepted

8.Limitations of the Study :

The study is limited to Quick Service Restaurant customers in Amravati city only, which restricts the generalization of the findings to other regions. The sample size is relatively small and may not fully represent the entire customer population. The study is based on primary data collected through a questionnaire, and therefore the results depend on the accuracy and honesty of respondents' responses. Time constraints also limited detailed data collection and in-depth analysis.

9.Conclusion

The study on customer loyalty towards Quick Service Restaurants (QSRs) in Amravati city concludes that customer loyalty is largely influenced by customer satisfaction. Factors such as food quality, service speed, hygiene, pricing, and overall dining experience play a significant role in shaping customer loyalty. The findings indicate that customers prefer QSRs that offer consistent food quality, quick and efficient service, and value for money. Hygiene and cleanliness have emerged as important aspects affecting customer trust and repeat visits. The study also highlights that brand image and promotional offers contribute positively to customer preference and loyalty.

Overall, the research confirms that improving customer satisfaction leads to higher customer loyalty. QSRs in Amravati city should focus on maintaining service quality, ensuring hygiene standards, and understanding customer expectations to build long-term relationships. The study provides useful insights for QSR managers and can serve as a reference for future research in the food service industry.

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