

## A Study of Consumer Preference for the Quality Dimensions for Indian Food Service Retail Outlets

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### ABSTRACT

*This research study aims at identifying the quality dimensions that are a stronger predictor of consumer preference while selecting an Indian food service retail outlet. The Indian Fast food industry is facing extreme competition from global organised food retailers like McDonald's, KFC, Dominos Pizza and Pizza Hut as they are adapting as per local needs and changing consumer preferences and posing a constant challenge before their Indian counterparts. The Indian food retailers are bringing about an improvement in their food and service quality to remain in the competition. The study tries to find which of the three quality dimensions, Physical Evidence, Service Delivery and Core Service Product is preferred more by the customers and attract more customers towards an Indian food retail outlet. The research tool was used multiple regression analysis. The research was conducted with 500 consumers in KAVAL regions of U.P., India. The results reveal that Core Product has the greatest positive influence on 'preference' for Indian Fast Food Retail Outlets, followed by the positive influence of Physical evidence.*

**KEYWORDS:** Quality Dimensions, Consumer preferences, Indian food service retail outlets, Fast-food.

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