

# Antecedents of Customer loyalty in Quick Restaurant Sector

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**Abstract---** *The present study examines the relationship between customer service, commitment, communication, corporate image and trust with customer loyalty. The study was designed to develop the understanding of loyalty. Five antecedents were extracted as suggested by the review of literature. The empirical research has been conducted to find the affect of extracted antecedents on loyalty especially in quick service restaurants. An integrated model was developed and tested using the data collected from the customers of QSR in tri-city area of Chandigarh i.e. Chandigarh, Panchkula, Mohali. The result validates the effect of commitment, communication, corporate image and trust on loyalty. The study also validates opinion that the loyalty can be cultivated.*

**Keywords---** *Quick Service Restaurant, Service Sector, Customer Loyalty, Attitudinal Loyalty, Behavioural Loyalty, Satisfaction, Trust, Communication, Commitment, Corporate Image.*

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## I. INTRODUCTION

The Quick service restaurants in India had gained tremendous growth even in the economic slowdown. Many Multinational Companies are on the way to trade in the India. Not only they are doing business in Tier 1 cities but also started penetrating into Tier 2 and Tier 3 cities. The change in the work culture, urbanization, change in life style and nuclear families are root cause for their appreciation. Also there are many institutional reasons for acceptance of these QSR like their operations, Supply chain management, customer interaction, Quality of food, advertisement strategies and their positioning.

The quick service restaurants (QSR) sector in India is likely to grow three-fold to Rs 25,000 crore within five years, says industry body **Assocham**. The country's QSR market, estimated to be at Rs 8,500 crore currently, is growing at a compounded annual growth rate (CAGR) of 25 per cent, it said

The Objective of the research is to find out the factors/ antecedents, responsible for making a customer loyal from previous research. The literature is available on antecedents of customer loyalty in QSR is less. This paper also tries to propose conceptual model for antecedents of loyalty in quick service restaurant and validate these antecedents, also integrated model was developed and tested. So that it can be used to achieve high loyalty among the competitors and to perform well in the market.

## II. CONCEPTUAL FRAMEWORK AND RESEARCH HYPOTHESIS

### 2.1 Quick Service Restaurants

A quick service restaurant (QSR) is characterized by fast food cuisine, minimal table service and a fixed menu. The food (or ingredients) is prepared in bulk in advance and is packaged to order. QSRs are usually part of a restaurant chain or a franchise operation, which provisions standardized ingredients and/or partially prepared foods

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and supplies them to each restaurant through controlled channels. It is different from fine dining, as the latter usually targets rich and upper middle class consumers. Fine dining restaurants also offer a unique ambience and upscale service. Although fine dining restaurants do not compete directly with QSR, a moderate casual dining restaurant could be a competitor. It is pertinent to note that while QSRs typically target customers within the age group of 16-35 years, a casual dining restaurant would target people across age groups. QSRs are able to compete with casual dining restaurants` on the basis of factors such as consistency in quality and speed of delivery.

"About 50 per cent of India's population eats out at least once in every three months and eight times in every month in bustling metros as compared to the US (14 times), Brazil (11 times), Thailand (10 times) and China (9 times)," ASSOCHAM Secretary General D S Rawat said. The main aim of consumption in any QSR's is satisfaction of his/her mental and physical needs. If the person is satisfied with the offering their chances of repeat visits are very high and satisfaction in each visit make him/her loyal.

Growth in the Indian QSR industry is expected to be largely driven by new outlets. We expect outlet additions to continue to grow at an average annual rate of 16-18 per cent. The remaining 8-10 per cent growth is expected to come through an increase in same store sales. Of the total store additions, we believe that 40-45 per cent will take place in tier II and tier III cities. Currently these markets account for just 25 per cent of total outlets. For large, established players who already have a sizeable presence in tier I cities, tier II and tier III markets are expected to account for roughly 70 per cent of store additions over the next three years. Large players have already established a strong brand and are better-placed to take advantage of the lower lease rentals and limited competition that smaller cities offer. On the other hand, new entrants and relatively new Indian QSR brands are expected to focus more on larger cities and consolidate operations in a single region before moving on to newer markets. Indian Quick service restaurant market is estimated to more than double to around Rs 7000 Crores by 2015-16 from 3400 crores in 2012-2013. According to Crisil, "Over the next three year new Store addition will increase by 16-18 % per annually, Propelled by the rapid expansion of global players into smaller cities.

## ***2.2 Customer Loyalty***

Loyalty is a commitment by the consumer to purchase same product and service each time and every time. It is just like, we are ignoring other options. There is consistency in their decision making/buying behavior; this consistency comes from the customer's internal and external environment such as memory, learning, values, beliefs, word of mouth, media, store visits etc. It depends upon psychological construct of a person (Olson & Jacoby, 1971). Loyalty construct can be divided into further two constructs; first is attitudinal and second is behavioral. It's just like what we think is our attitudinal behavior or thinking behavior and second is how we act to purchase the product or action behavior. The important part is action loyalty or behavioural loyalty, just attitudinal loyalty is not sufficient (Jacoby & kyner, 1973). Recreation loyalty should be postulated as two-dimensional concept comprises of attitudinal and behavioral loyalty (Backman, 1987). The highest level of loyalty can be achieved only when there is high level of attitudinal loyalty and high behavioural loyalty, at the same time. And similarly when there is low attitudinal loyalty accompanied with low level of behavioural loyalty; the level of loyalty is least (Dick & Basu 1994). There are three popular conceptualizations. First loyalty as primarily an attitude that sometimes leads to a

relationship with the brand, Second loyalty mainly expressed in terms of revealed behavior (i.e., the pattern of past purchases) and third that buying moderated by the individual's characteristics, circumstances, and/or the purchase situation (Uncles, Dowling & Hammond, 2003). Attitudinal loyalty is most important factor of loyalty (Thiele, 2005).

## **2.3 Customer loyalty Antecedents**

### **2.3.1 Customer Satisfaction**

The Sense of accomplishment after consuming good can be referred as customer satisfaction. Every consumption stands for a motive whether physical, mental or any purpose. It's not possible that every act of consumption ends with satisfaction. Satisfaction is a subjective aspect and varies from person to person and important to equate the perceived quality with offering served. When we consume anything, before consumption our mind outlay an image of offering which the consideration of advertising effort by the entity, word of mouth, his personal needs, impact of ambiance and all these things summate to a perceived value and if the perceived value is equal to the value served then the customer feel satisfied. Customer satisfaction is very important antecedent as if a person is satisfied only when he shows the commitment which leads to loyalty. It is also to be added that the commitment level determines the level of loyalty. Backman, (1988) suggest that involvement, service quality, customer satisfaction leads to Loyalty. The purchase decisions of a loyal customer may become a habit in nature (Soloman, 1994). Zammit, 2000; Cengiz et al, 2007; Eakuru & Mat, 2008; Adeniyi, 2009; Kim, 2010; Kiran et al 2011; Ling et al, 2011; Delarosa et al, 2012; Akman & Yorur, 2012; Rai and Shrivastava; Kollar and Kumar 2014; Valentina stan, 2015; Jiana Daikh, 2015; Nedra and Bilgihan, 2016; Ismail et al, 2016; Wasaya, 2016 also validate the positive relation of satisfaction with Loyalty

#### **H1: Customer satisfaction positively affects customer loyalty**

### **2.3.2 Trust**

In terms of customers and their buying behavior, trust is vulnerable. Trust means "a belief of reliability". In the context of Quick Service restaurants trust means when a customer believes that food, services, and ambiance provided to him always cater his expectations. The personal belief to make repeated visits to a particular outlet/brand and trust is not a one day show but can be built by maintaining and delivering a quality of food, service, and ambiance expected by the customer. The trust builds when the expectation or perceived value meet delivered value each and every time consistently. It needs to be a consistent behaviour of perfection by the firm. Many researchers highlighted trust as the antecedent for loyalty. Trust as a party's belief, that its needs will be satisfied by the future action of other party (Anderson & weitz, 1989). Morgan and Hunt, 1994; Mayer et al., 1995; Chaudhuri & Holbrook, 2001; Bowen & shoemaker, 2003; Aydin & Ozer, 2005; Eakuru & Mat, 2008; Ling et al, 2011; Kaur and Soch, 2012; Akman & Yorur, 2012; Rai and Shrivastava, 2013; Winnie et al, 2014; Naguti, 2014; Taskin et al, 2016; Mokhtar et al, 2016 found positive impact of trust on customer loyalty.

#### **H2: Trust positively affects customer loyalty**

### **2.3.3 Commitment**

In the service sector, Commitment refers to the willingness of a company to provide consumer's perceived value

consistently and vice a versa, from company's point of view is opting same service provider consistently. Relationships are built by mutual commitment (Parasuraman, 1991). Commitment in a relationship is a psychological state where a client has plans to continue the relationship with his existing supplier Morgan and Hunt, (1994). Customer commitment is another factor affecting loyalty. Oliver, 1997; Pritchard, 1991; Luarn and Lin 2003; Eakuru et al, 2008; Ling et al 2011; Jalali Seyyed et al. 2013; Rai and Shrivastava, 2013 also found commitment as antecedents of loyalty.

**H3: Commitment positively affects customer loyalty**

**2.3.4 Corporate Image**

Formation of image is psychological process, in this process, mind collect the impressions while interacting with people, place and process. And store it in the memory; interaction can be with the means advertising/branding or physical interaction to with people, place or process. Customer decision making if guided by these collected impression. The Image is the perceptions presented by consumer's memory about the organization (Keller, 1993). Perceived image is formed by the advertising effort by the entity, word of mouth, his personal needs, impact of ambiance experiences, feelings. Building a brand image is a very difficult task, but after this difficult situation, a roadmap is clear in the mind of the customer and the chances of becoming loyal increases. Aaker, 1996; Ball et al., 2004;Cengiz et al., 2007; Eakuru & Mat., 2008; Adeniyi, 2009; Kim, 2010; Ling et al, 2011; Akman & Yorur, 2012; Rai and Shrivastava, 2013; Kollar and Kumar, 2014; Valentina stan, 2015;Taskinet al, 2016; Mokhtar et al., 2016 also validate positive impact of brand image on loyalty

**H4: Commitment positively affects customer loyalty**

**2.3.5 Communication**

In the Service sector communication is a process of explaining the services offered by the firm, taking care if the customer is having any problem and solving that problem to provide hazel free service. The maintaining a comfortable zone so that the interaction is hesitation free is the utmost urgency. Customer will ask for any query and a suitable solution is provided in very gentle and pleasing way. Generally when we discuss about service sector the communication generally revolves around explaining the service, its costs and assisting him/her if needed and explaining the trade-offs between service and cost (Parasuram et al., 1985). J. Carpenter & Faithurt, 2006; Akman & Yörür, 2012; Smarto et al., 2012; Rai et al., 2013; Nagauti, 2014; Taskin et al, 2016 they all conclude that communication has a positive impact on loyalty.

**H5: Communication positively affects customer loyalty**

Taking insights from the literature, the next figure provides an overview of the hypotheses:

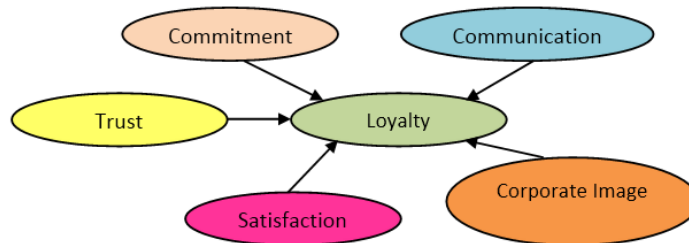


Figure 1: Proposed Antecedents of Loyalty in QSR-Sector

### III. METHOD

For the study I collect the data from 300 respondents. The sample unit/respondents will be the customer of quick service restaurant. The samples will be collected with the use of random sampling method and the sample population comprises of all the customers of QSR in tri-city area of Chandigarh i.e. Chandigarh, Panchkula, Mohali. Since these cities comprises of the occupant across the Punjab, Haryana and others a part of India. The immigrants transform the city and it shows cosmopolitan characteristics. It has mix of social, cultural, professional and educational attributes. For my study I need to select the area where one can find maximum number of Qsr's with high customer transactions and big token size.

<i>Constructs and items</i>	
<b>Commitment</b>	
(adapted from Rai et al, 2013)	
C1	This QSR deserves repeat purchasing and recommendations.
C2	There is Strong sense of belongingness to the QSR
C3	I stay with this QSR because happy to be its customer.
C4	Staying with this QSR because it would be too costly to leave
C5	Staying with this QSR because it provides greater benefits in comparison of other available options
<b>Trust</b>	
(adapted from Ling et al,2011)	
T1	I trust this QSR.
T2	I feel I can rely on this QSR to serve well.
T3	I Trust the billing system.
T4	I believe that this QSR will never try to cheat.
T5	The Company is reliable.
<b>Customer Satisfaction</b>	
(adapted from Rai et al, 2013)	
CS1	This QSR never fails to fulfill expectations.
CS2	This QSR has never disappointed so far from its offerings.
CS3	Overall satisfied with this QSR.
<b>Corporate Image</b>	
(adapted from kaur and soch,2012)	
CI1	This QSR is a leading firm in QSR Industry.
CI2	The QSR gives good impression through its advertisements and other media.
CI3	In my opinion, this QSR has good image in the mind of its consumers.
CI 4	I believe that this QSR outperforms its competitors.
<b>Communication</b>	
(adapted from Parasuraman et al,1985)	
CO1	Explaining the service itself.
CO2	Explaining how much the service will cost.
CO3	Explaining the trade-offs between service and cost.
CO 4	Assuring the consumer that a problem will be handled.
<b>Behavioral Loyalty</b>	
(adapted from Parasuraman et al, (1996), Kaur and Soch,2012)	
BL1	I intend using my QSR in future.
BL2	I am very likely to switch to another QSR soon.
BL3	I intend to reduce usage of services of this QSR in future.
BL 4	I would readily pay more for the same service.
<b>Attitudinal Loyalty</b>	
(adapted from Parasuraman et al, (1996), Kaur and Soch,2012)	
AL1	This QSR is as good as others.
AL2	I encourage friends and relatives to use services of this QSR.
AL3	I say positive things about my QSR to others.
AL 4	I recommend my QSR to anyone who seeks my advice

#### IV. ANALYSIS

To determine the internal consistency of measurement instrument or reliability, test of cronabach's alpha has been applied and high value of cronabach's alpha i.e. 0.960 which shows a high internal consistence of scale according to Tavakol & Dennick, 2011. The KMO measures the sampling adequacy which should be greater than 0.7 for a satisfactory for the use Principal Component Analysis method. In the present analysis, the measure of sample adequacy is 0.928 which is higher than the average value of 0.7 and hence the available data is considered very reliable for Principal Component Analysis.

##### 4.1 Reliability Analysis, KMO and Test of Sphericity

<i>Cronbach's Alpha</i>	<i>No of Items</i>	<i>KMO Measure of sampling Adequacy</i>	<i>Bartlett Test of Sphericity</i>
.960	29	.928	0.000

##### Exploratory Factor Analysis

EFA is applied to extract factors from the various items present in the measurement instrument. Principle component method (PCA) with varimax rotation is used. The total of twenty nine items is used in the study. EFA extracted 6 factors explaining approximately 82 percent of the variance. The construct having eigen value more than 1.0 is considered. Studies related to the social sciences, 60 percent of the variance is deemed to be satisfactory and can be taken ahead for further analysis (hair et al., 2015).Table shows the eigen values and the variance explained by the factors.

<i>Factors</i>	<i>Name of Factors</i>	<i>Eigen Values</i>	<i>Variance (%)</i>	<i>Cummulative Variance (%)</i>
F1	<b>Loyalty</b>	13.916	47.987	47.987
F2	<b>Time</b>	2.630	9.068	57.055
F3	<b>Commitment</b>	2.274	7.841	64.896
F4	<b>Communication</b>	2.176	7.504	72.400
F5	<b>Corporate image</b>	1.600	5.518	77.918
F6	<b>Customer satisfaction</b>	1.311	4.521	82.440

##### 4.2 Extraction of factors Affecting Loyalty

In data reduction, after applying principal component analysis component with varimax rotation, statement CI 1 to CI4 belongs factor named as Corporate Image having good factor loading varies from 0.682 to 0.874 and the value of cronabach's alpha is high (0.829) which shows that the high internal consistency of the construct. Item com 1 to com 4 belong to factor communication having communalities varies from 0.849 to 0.870 and value of cronabach's alpha is acceptable (0.676). Item T1 to T5 belong to factor trust having communalities varies from 0.823 to 0.873 and value of cronabach's alpha is 0.912. Item CS 1to CS 3 belong to factor customer satisfaction having communalities varies from 0.703 to 0.827 and value of cronabach's alpha is acceptable (0.685). Item CMT 1 to CMT5 belong to factor trust having communalities varies from 0.684 to 0.884 and value of cronabach's alpha is good (0.844). Item BL1 to BL4 T5 and AL1 to AL4 belong to factor loyalty having communalities varies from 0.791 to 0.814 and value of cronabach's alpha is good (0.808).

<i>Item</i>	<i>Construct</i>	<i>Factor Loading</i>	<i>Communalities</i>	<i>Cronabach Alpha</i>
<b>Corporate Image</b>				
<b>CI1</b>	Your preferred Quick service restaurant is a leading firm in the Industry.	.822	.845	<b>.829</b>
<b>CI2</b>	Your preferred Quick service restaurant gives good impression through its advertisements and other media.	.863	.882	
<b>CI3</b>	In Your opinion, your preferred quick service restaurant has good image in the mind of its consumers.	.682	.562	
<b>CI4</b>	You believe that your Quick service restaurant performs better than its competitors.	.874	.873	
<b>Communication</b>				
<b>COM1</b>	If the restaurant staff there, helps you in explaining the service itself.	.851	.819	<b>.676</b>
<b>COM2</b>	If the restaurant staff there, is able to explaining how much the service will cost.	.870	.833	
<b>COM3</b>	If restaurant staff there, is able to explaining the trade-offs between service and cost.	.842	.851	
<b>COM4</b>	If restaurant staff there assures the consumer that a problem will be handled.	.849	.839	
<b>Trust</b>				
<b>T1</b>	If you can trust on this Quick service restaurant	.852	.838	<b>.912</b>
<b>T2</b>	If you can rely on this Quick service restaurant to serve well.	.843	.825	
<b>T3</b>	If you trust the billing system of this quick service restaurant.	.848	.846	
<b>T4</b>	If you believe that this Quick service restaurant will never try to cheat.	.873	.859	
<b>T5</b>	This Quick service restaurant is reliable.	.823	.787	
<b>Customer Satisfaction</b>				
<b>CS1</b>	Your preferred Quick service restaurant never fails to fulfill your expectations.	.713	.649	<b>.685</b>
<b>CS2</b>	Your favorite Quick service restaurant has never disappoints you so far by its offerings.	.809	.848	
<b>CS3</b>	You are overall satisfied with your preferred quick service restaurant.	.827	.833	
<b>Commitment</b>				
<b>CMT1</b>	This Quick service restaurant deserves repeat purchasing and recommendations.	.684	.551	<b>.844</b>
<b>CMT2</b>	If you have a Strong sense of belongingness to this Quick service restaurant	.799	.769	
<b>CMT3</b>	You stay with this Quick service restaurant because you are happy to be its customer.	.884	.903	
<b>CMT4</b>	Staying with this Quick service restaurant because it would be too costly to leave.	.882	.901	
<b>CMT5</b>	Staying with this Quick service restaurant because it provides greater benefits in comparison to other available options.	.806	.765	
<b>Loyalty</b>				
<b>BL1</b>	You intend to use your Quick service restaurant in future.	.804	.902	<b>.808</b>
<b>BL2</b>	You are very likely to switch to another Quick service restaurant soon.	.795	.805	
<b>BL3</b>	You intend to reduce usage of services of this Quick service restaurant in future	.793	.877	
<b>BL4</b>	You would readily pay more for the same service.	.814	.941	
<b>AL1</b>	This Quick service restaurant is as good as others.	.794	.878	
<b>AL2</b>	You encourage your friends and relatives to use services of this Quick service restaurant.	.805	.816	
<b>AL3</b>	You say positive things about this Quick service restaurant to others.	.791	.866	
<b>AL4</b>	You recommend your Quick service restaurant to anyone who seeks your advice.	.813	.945	

### Confirmatory Factor Analysis

#### Measurement Model

After the extraction of factor through Exploratory factor analysis there is a requirement of confirmatory factor analysis it the measurement model has chi-square  $X^2$  (CMIN value) is 831.436 with degree of freedom 358. The probability value ( $P < 0.000$ ) and the value of Normed Chi-square means CMIN/DF is 2.322 which is a good as it is in the acceptable region, which is less than 3 or 5 sometimes (Hair et al., 2010, Hu and Bentler, 1999). All the values of incremental fit indices are more than the required and fulfill the criterion of goodness of fit. The values of these indices are  $> .90$ , which depict that model is a good fit and CFI=.959, RFI=0.922, NFI=0.931 moreover badness of fit values of RMSEA (.067) is in the acceptable range as it less than .08 (Hancock & Muller, 2006).

After evaluating the model fit of measurement model, it is required to check the reliability and validity of measurement model. The factor loading of all factors are more than 0.60. To check convergent validity firstly there is need to check Content reliability it should be more than 0.7, secondly the value of AVE should be greater than 0.5 and thirdly construct reliability should be more than Average Variance extracted (hair et al., 2015). The reliability and validity values are under the threshold level, hence our study holds a good validity and reliability as shown in figure below.

	<i>Measurement Model</i>			
	<i>CR</i>	<i>AVE</i>	<i>MSV</i>	<i>ASV</i>
<b>Corporate Image</b>	0.912	0.726	0.383	.189
<b>Customer Loyalty</b>	0.978	0.846	0.383	.335
<b>Trust</b>	0.948	0.786	0.326	.201
<b>Commitment</b>	0.927	0.721	0.310	.183
<b>Communication</b>	0.930	0.769	0.294	.177
<b>Customer Satisfaction</b>	0.860	0.675	0.378	.204

#### Structural Model

The structural equation model defines the relationship between dependent and independent variables. The model comprises of five first order factors and one second order factors. The twenty nine dimensions converge in six factors and out of six identified factor, five factors converges to sixth factor i.e. customer loyalty. The regression model defines how the scores of five factors i.e. Customer Satisfaction, Commitment, Trust, Corporate image, Communication related to customer loyalty in quick service restaurants.

#### Model Fit for Customer Loyalty

Fit Statistics	DF	P	<i>Absolute Fit Indices</i>			<i>Incremental Fit indices</i>			<i>Parsimony Fit Indices</i>	
			CMIN/df	GFI	RMSEA	TLI	CFI	IFI	PNFI	PCFI
<b>Modified Model</b>										
VALUE	368	.000	3.335	.765	.88	.919	.926	.927	.814	.840
Chi-Square :- 1227.367										

As shown in fig, the model fit indices are CMIN/DF= 3.335, RMSEA= 0.88, TLI= 0.919, CFI= 0.926, IFI= 0.927, PNFI= 0.814, PCFI= .840 are in the permissible limit. But GFI is slightly less .765 then the admissible limit i.e. 0.90. GFI has detrimental effect of sample size. It is not relied upon as a standalone alone index (Sharma et al. 2005, Hooper et al., 2008) and other indicators are in acceptable level hence model is good fit.



Six factors has been extracted through Exploratory factor analysis and confirmed by Confirmatory factor analysis. From the extracted factors, six factors are customer satisfaction, Commitment, Trust, Corporate image, Communication which belongs to antecedents of loyalty and one factor comprises the state of loyalty. It is observed from the table that customer satisfaction significantly related to loyalty followed by corporate image, trust, communication and commitment.

<i>Independent Variable ←Dependent Variable</i>	<i>B</i>	<i>SE</i>	<i>Estimate</i>	<i>C.R</i>	<i>P</i>
Customer Satisfaction ←Customer Loyalty	.860	.271	1.912	7.066	***
Corporate Image ←Customer Loyalty	.356	.037	.288	7.761	***
Trust ←Customer Loyalty	.195	.370	.161	4.401	***
Communication ←Customer Loyalty	.188	.041	.173	4.271	***
Commitment ←Customer Loyalty	.244	.770	.398	5.160	***

Source: Primary Data

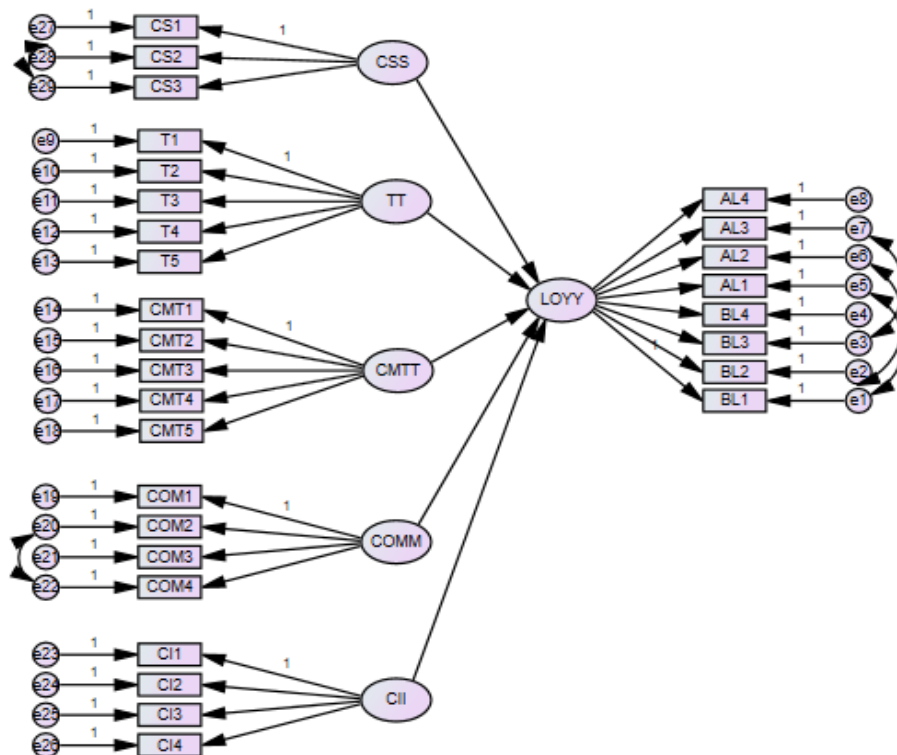
\*Significance at 5% Level

(Customer Loyalty= $\alpha + \beta_1$  Customer Satisfaction+  $\beta_2$  Corporate Image +  $\beta_3$  Trust +  $\beta_4$  Communication +  $\beta_5$  Commitment.)

$\beta$  stand for *Standardized regression weight*.

SE stands for *Standard error*.

CR stands for *Critical Ratio*.



H1	<b>Customer satisfaction positively affects customer loyalty</b>	Supported
H2	<b>Trust positively affects customer loyalty</b>	Supported
H3	<b>Commitment positively affects customer loyalty</b>	Supported
H4	<b>Corporate Image positively affects customer loyalty</b>	Supported
H5	<b>Communication positively affects customer loyalty</b>	Supported

## V. DISCUSSION AND IMPLEMENTATION

The aim of this survey is to advance a model arguing that Customer service, Commitment, Communication, Corporate image and trust are the antecedents of loyalty. For this purpose, a model was formed and proved with structural equation model. The results validate the literature and present study. When to talk about service sector there is lack of consensus about the antecedents of loyalty. It is true because in the sector there are many subsectors restaurants, casual dining, fine dining, Quick service restaurants, coffee shops, cafeteria etc. which have different approach to attract the customer. So there can't exist one model who fit all types of restaurants. This Study tries to design a tailor made model that fit specially in Quick service restaurant sector. As we discussed earlier it is not easy to retain the market share, and the only thing which we can cultivate in the customer is loyalty and the loyalty can be cultivated by the factors i.e antecedents which we present in the model.

## VI. RECOMMENDATION FOR FURTHER RESEARCH

In the study we have tried to formulate the antecedent of loyalty in the quick service loyalty and found that Customer service, Commitment, Communication, Corporate image and trust are the antecedents of loyalty. Further scope is that, loyalty is also made-up of two things or we can say there are two main dimensions of loyalty i.e attitudinal and behavioural loyalty. This study shows the affect of antecedents on loyalty but one can tries to find the affect of these antecedents of behavioural and attitudinal loyalty. The affect of antecedents on behaviour loyalty can be different from attitudinal loyalty or there can be different set of antecedent of each dimension of loyalty. This study is only about quick service restaurants, for further research it can be tested on different establishments. This study is limited to five antecedents only; further other elements can be added and tested according to the sector and their needs.

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