



Factors affecting customer satisfaction in fast food sector

By Abdullah Afzal

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The fast food industry is on an upward trend. The demand for fast food product is now growing as it is convenience which suits the lifestyle of customers. With the changing lifestyle of consumers of Lahore (Pakistan), more educated people and affluent, people tend to eating-out especially in fast food restaurants. Along with the huge promotions through media, customers has a variety choice of fast food pattern and restaurants. Therefore, local fast foods restaurants have to be sensitive to these changing trends and to be innovative and get prepare to change accordingly to avoid from losing their existing and future potential customers. The aim of this study is to examine how the respondent s perception will be influenced by factors of customer loyalty towards preferred fast food restaurants. With this important information, marketers or strategy planner can formulate or develop an appropriate strategy that able to outdo the competitors. Furthermore, they also can identify which factors will influence customer loyalty most and made innovative changes to keep track and add value to their fast food restaurants. 116 pp. Englisch.



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