

(54) Title of the invention : APPLICATION OF MARKETING STRATEGIES AND TOOLS IN RESTAURANTS

(51) International classification : G06C0030020000, A23L0033000000, B65D0033000000, G01N0033520000, B01L0003000000

(86) International Application No : NA
 Filing Date : NA

(87) International Publication No : NA

(61) Patent of Addition to Application Number : NA
 Filing Date : NA

(62) Divisional to Application Number : NA
 Filing Date : NA

(71) Name of Applicant :

1) Mr. Jyoti Prakash
 Address of Applicant : RESEARCH SCHOLAR, SCHOOL OF HOSPITALITY & TOURISM, GD GOENKA UNIVERSITY, GURUGRAM, GATE NO.3, GD GOENKA EDUCATION CITY, SOHNA-GURGAON ROAD, SOHNA, HARYANA-122103

- 2) Prof. Sunil Kumar Kabia
- 3) Mr. Subodh Choudhary
- 4) Dr. Rachita Kalshrestha
- 5) Chef (Dr.) Kunal Seth
- 6) Mr. Punit Gautam
- 7) Mr. Vipul Bhankari
- 8) Mr. Munish Semwal
- 9) Dr. Neha Sharma
- 10) Dr. Bhola Chourasia
- 11) Mr. Dipti Kumar Sahu
- 12) Dr. Ashutosh Pandey

Name of Applicant : NA
 Address of Applicant : NA

(72) Name of Inventor :

1) Mr. Jyoti Prakash
 Address of Applicant : RESEARCH SCHOLAR, SCHOOL OF HOSPITALITY & TOURISM, GD GOENKA UNIVERSITY, GURUGRAM, GATE NO.3, GD GOENKA EDUCATION CITY, SOHNA-GURGAON ROAD, SOHNA, HARYANA-122103

- 2) Prof. Sunil Kumar Kabia
 Address of Applicant : PROFESSOR, DIRECTOR IQAC, TOURISM & HOTEL MANAGEMENT, INSTITUTE OF TOURISM & HOTEL MANAGEMENT, BUNDELKHAND UNIVERSITY, JHANSI, UTTAR PRADESH-284128
- 3) Mr. Subodh Choudhary
 Address of Applicant : ASSOCIATE DEAN & HEAD OF HOTEL & TOURISM DEPARTMENT, HIMGARIZEE UNIVERSITY

4) Dr. Rachita Kalshrestha
 Address of Applicant : ASSISTANT PROFESSOR, AMITY SCHOOL OF HOSPITALITY, AMITY UNIVERSITY, HARYANA-122001

5) Chef (Dr.) Kunal Seth
 Address of Applicant : PROFESSOR AND HEAD OF DEPARTMENT, AMITY SCHOOL OF HOSPITALITY, AMITY UNIVERSITY, AMITY EDUCATION VALLEY, PANCHGAON, MANESAR, HARYANA-122001

6) Mr. Punit Gautam
 Address of Applicant : ASSOCIATE PROFESSOR, TOURISM AND HOTEL MANAGEMENT, NORTH EASTERN HILL UNIVERSITY, SHILLONG, MEGHALAYA

7) Mr. Vipul Bhankari
 Address of Applicant : PRINCIPAL, SERVO HOSPITALITY SCHOOL, 3RD FLOOR, 81D, HATHI BARKALA SALWALA, DEHRADUN, UTTARAKHAND-248001

8) Mr. Munish Semwal
 Address of Applicant : FACULTY, INSTITUTE OF HOTEL MANAGEMENT, NEAR ONGC HELIPAD, GARHICANT, DEHRADUN-248001

9) Dr. Neha Sharma
 Address of Applicant : ASSOCIATE PROFESSOR, UTM CHANDIGARH UNIVERSITY, NH-95, CHANDIGARH-LLDHIANA HIGHWAY, MOHALL, PUNJAB-140413

10) Dr. Bhola Chourasia
 Address of Applicant : HOD CUM ASSOCIATE PROFESSOR, DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT, ASSAM DOWN TOWN UNIVERSITY, SANKAR MADHAB PATH, GANDHI NAGAR, PANIKHATI, GUWAHATI, ASSAM-781026

11) Mr. Dipti Kumar Sahu
 Address of Applicant : HEAD OF DEPARTMENT, DEPARTMENT OF TOURISM AND HOSPITALITY, C/o PADMA CHARAN SAHU, AT-BIHARIBAG, P.O. CHANDINICHOWK, CUTTACK-753002

12) Dr. Ashutosh Pandey
 Address of Applicant : FORE SCHOOL OF MANAGEMENT, NEW DELHI, ADITAM KENDRA, B-18, NRPC COLONY, BLOCK B, QUTAB INSTITUTIONAL AREA, NEW DELHI-110016

(57) Abstract :
 The present study is focused to analyze the service quality of various fast food restaurants in Delhi (NCR). Compare the perceived service quality of various National & International fast food restaurants in Delhi (NCR). Assess the brand popularity of various fast food restaurants based on the frequency of consumers visit. Assess the relationship between consumer's profile and service quality of various fast food restaurants in Delhi (NCR). Evaluate the reasons for the growth of fast food culture in India.

No. of Pages : 29 No. of Claims : 5