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

<p>(51) International classification :G06Q0030020000, A23L0033000000, B65D0033000000, G01N0033520000, B01L0003000000</p> <p>(86) International Application No :NA Filing Date :NA</p> <p>(87) International Publication No : NA</p> <p>(61) Patent of Addition to Application Number :NA Filing Date :NA</p> <p>(62) Divisional to Application Number :NA Filing Date :NA</p>	<p>(71)Name of Applicant : 1)Mr.JyotiPrakash Address of Applicant :RESEARCH SCHOLAR,SCHOOLOFHOSPITALITY&TOURISM, GD GOENKAUNIVERSITY, GURUGRAM,GATENO.3, GDGOENKAEDUCATIONCITY, SOHNA-GURGAON ROAD,SOHNA,HARYANA-122103 -----</p> <p>2)Prof.Sunil Kumar Kabia 3)Mr.Subodh Choudhary 4)Dr.Ruchika Kulshrestha 5)Chef(Dr.) Kunal Seth 6)Mr.Punit Gautam 7)Mr.Vipul Bhandari 8)Mr.Manish 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</p> <p>(72)Name of Inventor : 1)Mr.JyotiPrakash Address of Applicant :RESEARCH SCHOLAR,SCHOOLOFHOSPITALITY&TOURISM, GD GOENKAUNIVERSITY, GURUGRAM,GATENO.3, GDGOENKAEDUCATIONCITY, SOHNA-GURGAON ROAD,SOHNA,HARYANA-122103 -----</p> <p>2)Prof.Sunil Kumar Kabia Address of Applicant :PROFESSOR DIRECTOR IQAC,TOURISM & HOTELMANAGEMENT, INSTITUTE OF TOURISM&HOTELMANAGEMENT, BUNDELKHAND UNIVERSITY,JHANSI,UTTARPRADESH-284128 -----</p> <p>3)Mr.Subodh Choudhary Address of Applicant :ASSOCIATE DEAN & HEAD OF HOTEL & TOURISM DEPARTMENT, HIMGIRIZEE UNIVERSITY -----</p> <p>4)Dr.Ruchika Kulshrestha Address of Applicant :ASSISTANTPROFESSOR, AMITYSCHOOLOFHOSPITALITY,AMITYUNIVERSITY, HARYANA-122001 -----</p> <p>5)Chef(Dr.) Kunal Seth Address of Applicant :PROFESSOR AND HEAD OF DEPARTMENT, AMITYSCHOOLOFHOSPITALITY,AMITYUNIVERSITY, AMITY EDUCATION VALLEY,PANCHGAON, MANESAR,HARYANA-122001 -----</p> <p>6)Mr.Punit Gautam Address of Applicant :ASSOCIATE PROFESSOR,TOURISM AND HOTELMANAGEMENT, NORTH EASTERN HILLUNIVERSITY,SHILLONG,MEGHALAYA -----</p> <p>7)Mr.Vipul Bhandari Address of Applicant :PRINCIPAL, SERVO HOSPITALITY SCHOOL,3RDFLOOR,8ID,HATHI BARKALA SALWALA, DEHRADUN,UTTARAKHAND-248001 -----</p> <p>8)Mr.Manish Semwal Address of Applicant :FACULTY, INSTITUTE OF HOTELMANAGEMENT, NEAR ONGC HELIPAD, GARHICANTT.,DEHRADUN-248001 -----</p> <p>9)Dr. Neha Sharma Address of Applicant :ASSOCIATE PROFESSOR,UITHM, CHANDIGARHUNIVERSITY, NH-95, CHANDIGARH-LUDHIANA HIGHWAY,MOHALI, PUNJAB-140413 -----</p> <p>10)Dr. Bhola Chourasia Address of Applicant :HOD CUM ASSOCIATEPROFESSOR, DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT,ASSAM DOWNTOWNUNIVERSITY, SANKAR MADHAB PATH,GANDHI NAGAR PANIKHAITI,GUWAHATI,ASSAM-781026 -----</p> <p>11)Mr.Dipti Kumar Sahu Address of Applicant :HEADOFDEPARTMENT,DEPARTMENTOFTOURISMANDHOSPITALITY, C/o PADMA CHARAN SAHU, AT-BIHARIBAG, P.O. CHANDINICHOWK,CUTTACK-753002 -----</p> <p>12)Dr. Ashutosh Pandey Address of Applicant :FORE SCHOOL OFMANAGEMENT, NEW DELHI,ADITAM KENDRA, B-18, NRPCCOLONY, BLOCK B, QUTABINSTITUTIONALAREA,NEW DELHI-110016 -----</p>
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(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.

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