Project Title: Customer Patronage of Selected Philippine and US Stores of a Local Quick Service Restaurant Chain

Project Proponent: Shirley GUEVARRA, PhD

Designation of Proponent: ___________________

Department and College Proponent: College of Home Economics

Project Abstract: The proposed work is a continuation of the study made by the proponent for her dissertation. A considerable volume of data was not included in the dissertation so she decided to utilize these data to expand her knowledge/interest on organizational culture. This study also conforms to her desire to contribute to the production of local materials on food and culture in general and hotel, restaurant and institution management in particular.

Given the recent developments wherein the corporate office of the QSRC has opened its US stores for research, the proponent has requested the OVCRD to allow her to interview the store managers of the QSRC in its California stores last July 21 to 31, 2012. The proponent also presented the qualitative result of her study at the International Council of Hotel, Restaurant and Institutional Education (ICHRIE) at Rhode Island on August 1, 2012. The quality of data that she gathered from the seven US stores (Daly City, Union City, Concorde, Sacramento, Vallejo, Las Vegas and Los Angeles) and the interest that her presentation has created from the ICHRIE audience, have inspired the proponent to propose QSRC’s California stores. To date, a total of 14 store managers and about 15 customers were already interviewed.

Funding Support in Philippine Pesos: 300,000.00

Duration and Status: Year 1: 12 months, Year 2, 12 months

Contact Information of Project Proponent: